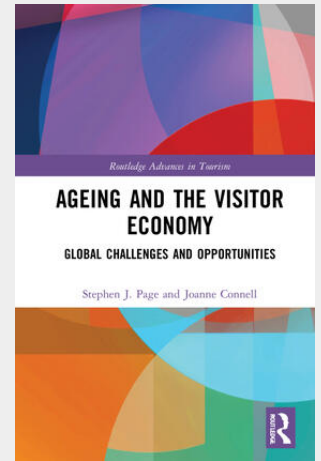


## Ageing and the Visitor Economy

Global Challenges and Opportunities

This significant volume is the first to use primary research evidence to examine tourism, ageing and the implications of an ageing population for the visitor economy. Adopting a multidisciplinary approach, this book offers insights into the new opportunities, threats and challenges that the growing ageing-tourism markets poses. The ageing population has created a demographic time bomb with a population structure that is skewed towards a growing proportion of older people. When this is combined with the impact of health conditions, such as dementia, the future shape of visitor demand and tourism behaviour is likely to change and face many new challenges, albeit at different rates in time and space. Chapters include cutting-edge insights into future issues, while interviews are used to illustrate and explain issues affecting ageing and tourism, creating a much-needed synthesis of the ageing-tourism nexus to demonstrate intellectual leadership around this theme. This book will be of great interest to all upper-level students, academics and researchers in the fields of tourism, hospitality, leisure studies, and health and social care.



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