

TRANSFORMATION TOURISM

Ecotourism in biosphere reservations under the light of the Experience Economy

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Studies on Experience Economy state that industries should provide memorable experiences to clients, thus turning experience into product. So it is suggested that tourism comes to be a transformation experience for tourists who visit new cultures, switching the traditional roles of tourist as transformation agents. This paper is on the possibility an innovation park offers to be an experimental field for transformation tourism practices.

KEY WORDS: *tourism, experience economy, transformation, innovation park.*