



Luxury Tourism, Developing Destinations: Research Review and Trajectories

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Abstract: Contemporary tourism scholarship on luxury travel and destinations has largely focused on developed regions and mature destinations. The study of luxury tourism in emerging or developing destinations merits equal scrutiny. An examination of this composite dichotomy of luxury and developing destinations offers new ways of conceptualizing resources utilized, maintained and made available in emerging luxury destinations. There are three parts to this paper: 1) a survey of the literature to better understand the stage and state of luxury tourism in emerging destinations 2) an evaluation of developments and allocation of resources vis-à-vis luxury tourism and 3) identification of a research trajectory for luxury tourism as an emerging area in developing destinations. This study contends that though luxury tourism seemingly stands in an inverse relationship to developing destinations, it is important to understand the nascent stage of growth and challenges as found in existing literature into full circle.

Keywords: luxury tourism, enclave, physical environment, social perceptions

Introduction

This paper serves as a catalyst to encourage studies on luxury tourism in the context of developing regions. This will allow greater appreciation of the exchanges and experiences that take place between luxury tourism and developing destinations. A review of the existing literature locates luxury travel in the context of developed and developing destinations. An understanding gained from visits to developing countries with concentrations of luxury resources and use of their services combined with a

review of scholarship provides the basis for this conceptual paper. Additionally, secondary sources from the literature on Mexico's enclave luxury resorts and travellers' comments on the digital media about India's Maharaja Express train are also used as supporting data to synthesize and understand the production of luxury experiences for high-end visitors in developing countries.

There are two primary reasons to attend to this study on luxury flows in developing countries. Firstly, many economies of the world are now focusing on speedy development projects instead of taking one step at a time from manufacturing to mega industry to service economies. Countries like the UAE (Zembowicz 2009), Maldives (De-Miguel-Molina, De-Miguel-Molina and Rumiche-Sosa 2011; Scheyvens 2011; Zubair and Bouchon 2014) and Kazakhstan (Koch 2014; Fraser and Kim 2016) have adopted this strategy of leap-frogging. On the other hand, in Asia for example, Vietnam (Asian 2008; Chi 2004) and India (Ahmad 2014; Atwal and Jain 2012) are developing countries where the private sector and foreign investments play a role in the development of luxury resources and attractions. Since luxury tourism assumes a significant role in the development of a destination, it demands as much attention from scholars as other domains of the tourism field.

Brenner and Aguilar (2010) studied Mexico's luxury tourism impact and found that the benefits from concentrations of luxury resorts and urban centres did not trickle down much to the citizens. Martínez-Ruiz, Martínez-Caraballo, and Amatulli (2010) found that, unlike in the past when luxury retail businesses established in high traffic urban centres and tourist concentrations, today, the pattern has transformed to new stores opening in emerging cities with rising incomes. The authors found that luxury brands are more inclined to consider the intangible aspects such as aesthetics and brand value as more than sufficient to have consumers overlook the location of the retail stores' neighbourhood. The luxury market itself has evolved from consumer items to experience (Wiedmann and Hennigs 2012; 2013; A place 2015; Danziger 2005).

Secondly, academic focus thus far addresses the recurrent themes of poverty (Scheyvens 2011; Holden 2013), growth (Gu 2000; Rogerson and Kiambo 2007), social (Laeis and Lemke 2016), gender (Apostolopoulos, Timothy

and Sönmez 2001; Chant 1996) and political issues peculiar to developing destinations. Precisely, because luxury tourism is in multiple realities, and mostly realizable and visible in developed destinations, scholarship in emerging destinations has been limited.

This study is a review by two authors, one from an urban-luxury destination (Singapore) while the other from a developing country (India) with a nascent luxury segment dispersed in little pockets of growth and resources. Having researched and visited several emerging destinations with pockets of luxury districts such as Ho Chi Minh City's lively *District 1*, Kuala Lumpur's bustling *KLCC Twin Tower* centre and Delhi's posh *Select City* at Saket or the *Emporium Mall* at Vasant Kunj, we limit our focus on the paradoxes of luxury tourism when located in emerging destinations: the infrastructure and the general place presentation. Scholarly attention to these key tenets can elucidate conditions that portend the dynamic impacts when the intersection is between luxury tourism and developing countries.

Literature Review

In this literature section, we expand our review to understand the meaning and intersections of luxury tourism and developing destinations. Through this review we can conceptualize a development model and address future areas of research.

Just as budget tourism refers to the low-priced services and hospitality provisions (Medlik 2003), luxury refers to high-priced services and hospitality. 'Luxury destinations' as a category is not an entry in the encyclopaedia compiled by Pearce (1959), Jafari (2000, p. 2002) and Pizam (2010; 2012). However, in the latter, there was sporadic mention of luxury travel in the context of modes of travel and accommodation. The terms 'luxury tourism' (p. 567-568), 'Conspicuous Consumption' (p. 185), 'Prestige' (p. 745-746) appeared as a class of travel only recently (Jafari and Xiao 2016).

A very old pronouncement on 'what is luxury?' serves us well today. Davidson (1898) claims that people can be forgiven for not holding a definite and common meaning of luxury. In other words, the meaning of luxury varies from individual to individual and in the contemporary world,

the meaning of ‘luxury’ has become more multidimensional than ever (Wiedmann, Hennigs, Siebels 2009). Danzinger (2005) makes a convincing point with the illustration of Starbucks which successfully persuades consumers to pay three to four times more for just a cup of coffee when they could get it cheaper elsewhere. Danzinger argues that it is the experience and feelings that motivate the consumer to go beyond just the product in this instance. Extrapolating the meaning of luxury from the literature and contextualizing it in travel schemes, it is apt to define luxury travel as the condition in which people seek experiences in a place away from home at a level bestowed only to those who can afford and desire a degree of exclusivity (Danzinger 2005) and full quality service presented in an efficient way (Spenceley and Meyer 2012). In other words, luxury tourism is a type of travel activity that involves a segment of people who do not mind spending for high quality comforts, services and products in a destination.

In the mid-1800s to 1911, the expatriate and high society travellers in the Chinese city of Peking, found their exclusive luxury life totally disconnected from the poverty of those living in the outer walls of the city (Boyd 2012). Dick and Rimmer (1988) contend that Southeast Asian cities in the late colonial period were converging in similarities to the Western cities of the era albeit with Asian characteristics. Despite being called ‘Third World’ after decolonization, many of these former colonies continued the path of convergence (Dick and Rimmer 1988) and at times superseded Western cities due to globalization and wealth accumulation (William and McCabe 2002; see also Forbes 1995).

One essential point to note is that, luxury tourism does not take place only in a destination where there is a six-star hotel with a presidential suite. Luxury travel experience also takes place in a mode of transport like an airline’s first class cabin or a yacht that sails with a private skipper and security. Luxury tourism may also consist of visiting or staying in the most elusive or exclusive of places, where peace and tranquillity prevail. Here, individuals can enjoy the star-lit night skies or absorb the sounds of nature in remote and largely inaccessible areas. For example, the desert lodges of Australia; glass-like igloos in Finland and the camp pods of the Antarctica all provide the adventurous and wealthy a new experience (O’Ceallaigh 2016). These places increasingly defy the stereotypical concept of luxury travel. A

corollary to these places is the changing consumption patterns of the wealthy. Increasingly, destinations and commercial product advertisements have changed their language from one that is of high value to a more sensual experience. The experiential mode plays a very important part in the design we call luxury tourism.

Developing destinations in the operational sense refer to the places that are at a stage of growth but not sufficiently productive or efficient in managing its resources. The maintenance of resources has yet to meet desired levels. The United Nations describes developing countries as having a low per capita income and with other basic indexes of literacy, housing and health as below par set by developed countries or regions. The term developing countries refers to places where the per capita income is low and the industrial base is narrow. The World Bank in fact has done away with these types of definition and focuses on the income levels of the country (Somvanshi 2016). For example, India and Mexico are frequently listed in the World Bank, IMF and United Nations documents as developing countries.

According to Kollmeyer (2009), growth in affluence will lead to an increase in demand for luxury goods and services. In the larger context, such movements in the economy reflects a shift from deindustrialization to a service economy. Of course, this does not mean there is happiness achieved as reflected in the case of China's experience (Brockmann et. al. 2008). At the peak of making money, gaining more monetary rewards may be of marginal importance to the wealthy. At this point, a new class of wealthy citizens may turn their attention to other aspirations such as political change.

Like India, conditions of poverty and affluence coexist in America in extremes exacerbated by differences in race relations (Rank and Hirschl 2001). Despite socio-economic disparities, in major cities like New York City and Los Angeles, luxury malls and dining services are readily available in wealthy neighbourhoods and districts. While the social and economic factors can be independent compositions of a luxury destination, the literature suggests that there must be a certain level of infrastructure to attract luxury travellers. Cole (2011) studied the synergies within the tourism industry where facilities such as accommodation, entertainment and

other attractions combine to determine the growth of a destination in the TALC path.

Atwal and Jain (2012, p. 9) describe the new era of Indian consumers as the 'no strings' generation. These are consumers who are brand conscious and seek a refined way of living a good life. Jain, Roy and Ranchhod (1992), found that a large number of Indians purchased luxury branded products and hire services due to the social circle where individuals follow or learn from others. They primarily change their behaviour to influence perceptions that lead to prestige and status in society.

Ryan and Stewart, (2009) find that the goals of luxury tourism can be incompatible with the ideals of eco-tourism. The imposition of restrictions on peoples' movements and construction means that despite being in a desert enclave of Maha Dubai, government programs to regenerate the greening of the desert does not sufficiently accommodate luxury travellers' freedom. Corporate travellers from China for example were found to be interested in material consumption and modernity of a destination (Kwek and Lee 2013). In this example, we learned that coming from a developing region, those with the wherewithal tend to seek the higher side of life when travelling. Additionally, the emerging phenomenon in tourism flows suggest local elites in developing countries find travelling to mature destinations a pull factor to purchase high brand products (Luhnnow 2013).

Given that luxury is selectively limited and elite specific (Hansen and Wanke 2011), the focus tends to be on a specific class of travellers. On the other hand, there are several studies that take luxury tourism into a different direction. Increasingly, researchers have been exploring the way in which luxury travellers' encounter the poor, retail shopping and general amenities, to impactful transformation of perspectives (Dion and Arnould 2011; Bendell and Thomas 2013; Pritchard, Morgan and Ateljevic 2011). The benefit of luxury travellers on the masses of the host country (Ruggless 2007; Kwek and Lee 2013) and the development of the immediate landscape. The third perspective directs us to the notion that luxury tourism need not be the only domain of the elites or the wealthy. Yeoman (2006) argues that the aspirational class is another aspect that needs further investigation. Just as we explore the phenomenon of luxury tourism

interfacing developing countries, so too the emerging aspirations of the people in that destination should be considered.

Methodology

Secondary sources are utilized to discuss coalescing factors impacting emerging luxury destinations, with studies drawn from India and Mexico. As a conceptual review, there may be inherent limits of this presentation primarily due to the lack of scholarship available in this interstitial space. The Mexico example, reflective of limited existing literature nevertheless provides a good example of enclave tourism. India is also cited as another example where luxury tourism intersects the ordinary lives of the hosts. This unravelling of destination development patterns allows for scholarship to extend the existing knowledge base from an apparently incoherent relationship between luxury tourism and developing destinations.

When attempting to understand the type of infrastructure and general place presentation, comments by tourists from the internet was used primarily for India as an example. There is indeed a torrent of reviews available on the internet but to sample for the purposes of our analysis, we have limited it to the case of India and the luxury train of the Maharaja Express. The passenger reviews of this luxury train experience are readily available on the internet and are used in this paper as supporting evidence when contrasting the visible landscape and the experiences of the travellers.

There are many more examples of luxury destinations in developing countries but the efforts here have been largely to highlight them from existing literature. This paper avoids generalizing the difference between Asian – seeking upmarket shopping and accommodation, and Western concepts of luxury – heritage and personalized service (see also Harrison 2017, p. 9) . The tourism economies have drastically changed as have the values of each generation. Specificity and a more nuanced understanding of the term luxury travel in this regard is important.

The paper is organized by first defining luxury tourism and emerging destinations using the existing literature. Thereafter, we explore works pertaining to emerging destinations and luxury tourism to understand the research field conducted thus far. Based on an understanding of the

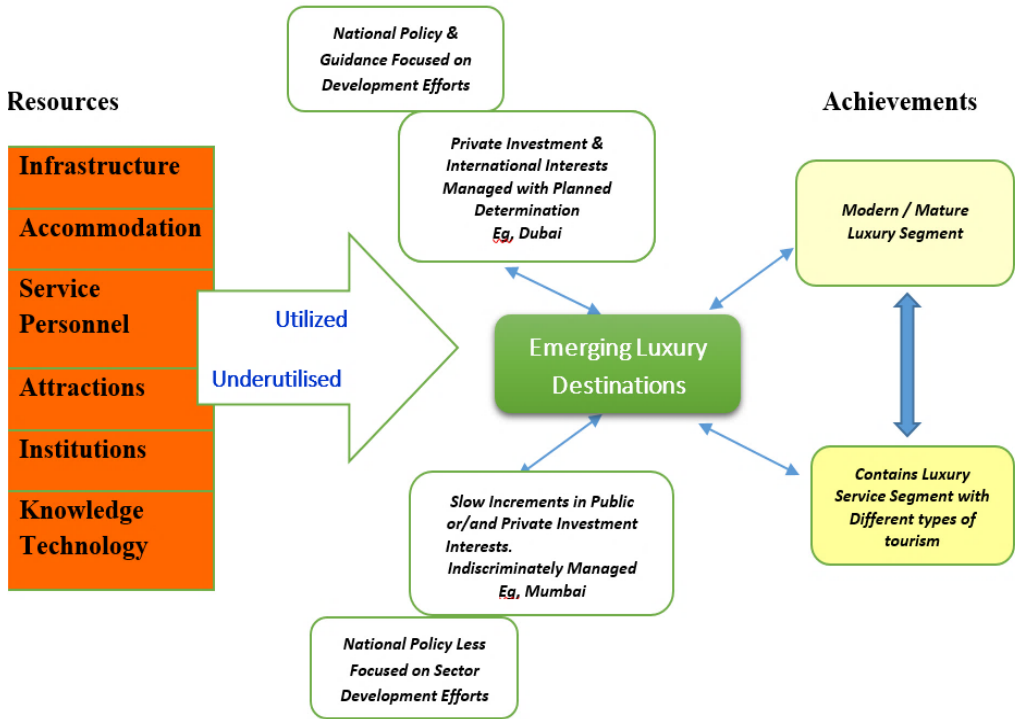
literature, we propose a framework to explain where the types of luxury tourism would gravitate in emerging destinations: with a dominant luxury segment or a luxury segment situated in a multi-dimensional economy. Following a brief discussion on enclave luxury tourism based on the Mexican model, a longer researched section on the Indian type of mixed development is examined.

Concept of Emerging Luxury Destinations

In this section, we cite studies on Mexico and India as two examples to elucidate the characteristics and challenges faced by developing countries and their experiences in creating and maintaining luxury segments. Studies on luxury destinations can be largely taxonomized by the presence of four significant resources. These are attractions, service personnel, accommodation and infrastructure. However, an important element that needs to be included is also the national or private institutions that support the luxury segment for its sustainability. These elements are worth exploring here to accentuate the nuances closely connecting luxury travel in a developing destination's landscape.

In this model, emerging luxury destinations undergo a series of complex negotiations. Resources such as infrastructure, accommodation, service personnel and attractions have to be fully utilized to achieve a state of modern and managed maintenance of various resources. Often, the issue in an emerging luxury destination concerns the efficient utilization of resources. The construction of well-built and connected transport networks is essential for a place to function as a luxury destination. Aside from accommodation of the 2-4 star ranking hotels, a larger and sophisticated residence style needs to be also available. For brands like Bvlgari, Ritz Carlton and Marriott's to be attracted to invest in an emerging destination, very close and concerted efforts have to be made between government economic promotion bodies, the local private sector, and with international investors.

Diagram 2. Ingredients for Emerging Luxury Destinations



The above diagram represents the state of luxury destination. The expected demand and supply in an emerging destination can be rising but this need not necessarily be in tandem with the resources available.

The other two thrusts that characterize an emerging destination’s pathway is the quality of service personnel and key attractions to create the hospitality and activities that would have the pull factor. The state of emerging destinations at this level may not necessarily achieve maximum or ideal levels of service as would a mature luxury destination. Professionals in the service sector should be a well-trained resource and in an emerging destination training institutions may not have the sufficient expertise and quality that would meet international standards of the industry. These institutions are themselves continuously upgrading and pursuing excellence, however those efforts are insufficient to accommodate the growth of the luxury segment.

In the diagram, above, the stage for a macro-analysis of a destination begins with the resources and the success of the destination in developing and maintaining a sense of luxury destination, which in turn are dependent very much on the modus operandi of the state and private sector as a factor of the economy. While it is a challenge to calculate the factor endowments, it is possible to measure the tourists' arrivals and the revenue generated to create an understanding of the value of an attraction (Shareef, Hoti and Mcaleer 2008). Each emerging destination has specific characteristics and origins related to distinctive luxury tourism segments. So, how do we reconcile developing destinations viewed as devoid of all the perceived luxury setting to host tourists seeking premium experience? To demolish the myth, three key observations should be considered.

Firstly, the fact that a country is developing does not mean that luxury tourism cannot co-exist. On the contrary, as mentioned in the earlier examples luxury tourism can take place just about anywhere so long as it can create the premium service and quality experience. The world consists of defragmented economies within specified country boundaries. Therefore, the success of creating luxury experiences is independent of the country or all the elements perceived as necessary for luxury tourism.

Secondly, the market views are often diametrically opposite. While people from developing countries see glassy hotels, posh cars and western fashion as luxury – towards the 'material scale'; nationals of mature destinations in general may find the mode of travel in first class style: desirable, the exotic: charming and wilderness: attractive – towards the 'experiential scale' (Sun, D'Alessandro and Johnson 2014). For example, in Fiji, islanders greet the American travellers with native songs and tropical fruits like coconut to a 'paradise-like' island with luxury accommodation. To the Americans like their Australian and New Zealand counterparts, is an expectation of experiencing the exotic charm of the indigenous hospitality (Harrison 1999).

Thirdly, global and local private interests make a difference in the selection of a place to traffic luxury tourism. The interests of international brands in developing countries appears to take shape for two reasons: rising income and burgeoning aspirations. Investment opportunities in urban centres such as New Delhi, Mumbai, Beijing, Shanghai, Manila and many other cities recognize the tourist traffic and high income dwellers as a base for a

potential market. A variety of other combinations such as the resorts in Mexico, and isolated casinos found in South Korea point to a disruptive if not a disorderly idea of luxury tourism taking place just about in any location.

The interface between luxury tourism and developing countries is important in our study of tourism. The Butler's Tourism Area Life Cycle (TALC) curve suggests that destinations apparently follow systematic ascending development stages. When we place luxury tourism and developing destinations together, the micro-level analysis does not quite fit the macro-concept of the TALC curve. Where there is sporadic progressive attraction in a destination, the anomaly of luxury developments in a developing region requires new thinking and analytical direction in theorizing ways of understanding the paradoxes.

Of the variety, two types of luxury-based economies can be found in developing destinations. These are the enclave and integrated luxury economies that characterize developing destinations. In this following section, we examine Mexico and India as examples of this stark contrast.

Mexico

The enclave types of luxury resorts in the Mexican coastal regions have been unsuccessful in integrating the immediate interior regions (Brenner and Aguilar 2010). State-planned luxury resorts were considered to be achieving sustainability in regional development. However, the Mexican case of Huatulco, shows that enclave tourism does not benefit the locals where investments are concentrated in remote clusters (Brenner 2005). Using an ethnographic study, Matilde (2011) observes that the Yucatan peninsula consisting of the biosphere eco-reserve is one of the most pristine inland tourism destinations. Hacienda Temozon Sur, located in this region, contains spa, golf and accommodation all within an exclusive holiday resort. This elite holiday in the Hacienda highlights the distancing of tourists from the local population and being presented as an imaginary paradisiacal enchantment, quite different from the experiences of the local residents (Matilde 2011).

Mexico for more than past two decades, has been successful in attracting tourists. Hospitality accommodation has been transferred from state-owned to private and now transnational holdings are taking the lead in creating the luxury feel for tourists where there is a demand. In 2012, Mexico was named the 'Tourism Board of the Year' by Virtuoso, a company that advises on luxury hospitality services (Mexico recognized 2012).

The key point in this example is that Mexico is recognized as a developing country. However, it boasts a series of coastal and inland resorts that target luxury travellers. Most often, because these resorts are spatially isolated, the benefits to the resident population are hard to come by. It is a model that isolates an important tourism economy from the local activities of the citizens. True to the characteristics of luxury tourism, exclusivity from resident population intrusions, is an inevitable condition.

India

The mindfulness in experiences that occur in luxury travels can be transformative in their own values and the way they appreciate rather than feel dissonance (Lengyel 2015). India is selected for our focus in that largely it explores the value of luxury tourism in developing destinations for three reasons. First, as a large nation-state, the country is undergoing rapid growth and developments which interest luxury brands (Schultz and Jain 2015). Since independence, India never aspired to be a global economic powerhouse until 1984 when the new government of Rajiv Gandhi decided to take the country on a modernization and international marketization path.

Second, India offers a unique history of numerous royal families and today many more self-made wealthy individuals and families have emerged. Third, there is a rise in material wealth and an intense scale of consumerism. Combined with these developments are the national resources carefully selected by the public and private sectors to re-centre them as heritage tourism. In these changes, there also remains much poverty and everyday infrastructure that does not sit easily with the luxury segment. For these reasons, India offers a complex if not a paradoxical point of entry to understand luxury tourism as an emerging activity in a society that is on the move to modernization.

Turning to one of India's key resource attraction for luxury travellers is the Maharaja Express train. In an analysis of luxury tourism in India, the experience of the Maharaja Express passengers through various digital and print media suggests that travellers do not miss the very thing that is anathema to the luxury tourism experience in a developing country. Here is an excerpt quoted from a traveller John (pseudonym) from the United States, on TripAdvisor who had just returned from a tour on the Maharaja Express.

...What surprises me is that no one mentions the rough ride. We did not get one good night's sleep during our journey and, in fact, one of the other travellers said it was like trying to sleep in a washing machine. And, all of us within ear-shot, couldn't help but agree. We had a Junior Suite so to hear the one reviewer remark on the 'fabulous' bed, makes me think we took a different train.

TripAdvisor (2016a)

This example reveals that developing countries have difficulties delivering the perfect luxury feel. At this stage of development, the infrastructure is not at a desirable level. As mentioned earlier, the infrastructure of luxury tourism is very important, but understanding that a developing destination does exist in a condition where not all can be perfect.

An Indian citizen muses over the state of the tourism industry being in a dilapidated condition due to poor government planning and lack of creating experiences (Mehta 2015). Yet, there are those who enjoy the rustic charm in the experiential sights. A travelogue in the British newspaper, *The Telegraph* describes the scene:

The journey on to Fatehpur Sikri allowed time for watching scenes that so enthrall foreign travellers in Indian railways. From lush green fields women emerge with bundles of grass perched on their heads, making for a cluster of rudimentary dwellings. Close by are discs of dung, painstakingly arranged in herringbone fashion to form a beehive-shaped pile to dry in the sun. Herds of long-eared goats are looked after by children too young for

school, and camels hauling carts wait at level crossings, their head and necks in a haughty posture as though expressing their disdain for such humble work. (Kerr 2014).

A posting by Rashima (pseudonym) also suggests similar experiences that it is not all about luxury despite being accommodated in a luxury space:

Their unique idea lies beyond bland luxury and sightseeing and what I really enjoy that besides all this, I really got to explore the vast and boundless culture of India. (Trip Advisor 2016b).

Clearly, the experience speaks of 'othering', and something that is ordinary for the hosts, turns out extraordinary for the overseas luxury traveller. This may not be a scene of what the ordinary would term as luxury. This is a case where the luxury traveller chances on the host's way of life and absorbs their routine, to be an experience he learns about. Then, there is a two-way experience that appears contrite and pretentious. The hosts in the developing countries must make way for a clean, orderly and organized presentation for the luxury travellers. Just as the literature on tourism and poverty in developing countries tends to focus on community-based tourism, and power relations between 'glocal' forces (Spenceley and Meyer 2012), luxury tourism is concerned with ensuring that 'only luxury' remains in the eye-line of the guest. The daily activities of hosts are side-lined in favour of facilitating 'luxury experiences'.

The key to enjoying the Maharaja Express, for me anyway, is to pretend as though you're in some kind of elaborate improv[ization] and that none of this is real. When they literally roll out a red carpet at a village station and the music starts playing and beggars in rags are shepherded to the side so you can stride past ... that's all just pretend. Actors in convincing garbs. (Golder 2016).

Golder who took a ride on Maharaja Express, was supposed to have written in a positive light, given he is a guest reviewer of the train company. He reflects the truth about his travel experience and the encounter of the 'other' who are powerless to the money that rides through their rice bowl. This under-privileged class of people attempting to eke out a living from the

luxury travellers are overpowered by the necessity to present a cleaner and high status image for the patrons. As subalterns, the natives cannot speak but they have to serve the masters with cash in their till.

The Mexico example presents an enclave resort with an expectation that the neighbouring masses will benefit from the economic trickle of the luxury resorts. The Indian illustration suggests that integrating luxury travel experiences for the guests and hosts can be challenging.

Concluding Remarks

The key areas of research opportunities that portend in the interstitial space between luxury tourism and developing countries, is identifiable by three possible topics:

1. The dichotomy between enclave and defragmented luxury tourism is an area that can be explored in both comparative and impact studies;
2. The experiences of the host and guest interactions in developing countries could also be significant if studies can unravel the othering and venture into the postcolonial challenges;
3. Finally, at the policy level, research may also investigate the way public and private institutions play a supportive role in skilled manpower provisions and investment facilitation in the luxury segment.

Developing tourism research in the above fields requires several considerations: the service quality, types of attractions that cater to a class of travellers, the impact of luxury travellers and clearing of land meant for elite lifestyle development. These are real development and equity issues often grappled by policy-makers and industry stakeholders. These study areas on the intersection of luxury tourism in developing countries has yet to be fully explored in the existing literature.

One other prospective area of research is the motivations and travel behaviour of the newly- rich from developing countries. Do they go for the

experience or material accentuation? And in the case of luxury tourism in the developing countries, to the extent that experiences may be paradoxical, there is always a benefit (José, Rivera and José 2010). The Mexican example illustrates that an enclave tourism economy can trickle down but in a limited way. In the case of the Indian example, integrative networks of economic and social forces overlap in a place over time, to create worthy improvements to the general masses in the host destination. In the case of the Philippines, an idea exists that luxury tourism can have a lower impact on the social and physical environment if they are distributed to islands less inhabited by locals (Parrocha 2016).

The limits exist to extending the concept of luxury tourism to a much larger net of developing destinations. Therefore, variations are possible if developing destinations are studied in relation to luxury tourism with a degree of specificity. Hence, we propose the idea of locating the existence of luxury tourism and its operational characteristics in developing countries, the extent that it penetrates local participation and contributes to their well-being. Another challenge, is the availability of data and information on national strategies. Does luxury tourism create a symbiotic relationship between the tourists and locals, at the same time contributing to the positive image of the emerging destination?

The allocation of luxury tourism requires an exclusive space and concentrated service. Fostering tourism research in luxury and the intersection with developing countries can be fruitful if studies can address the significance to the hosts in relation to economic developments and the expanding elite circles of the population base. This leads us to ponder on the behavioural traits of luxury travellers from developing countries and their behaviour overseas (Kwek and Lee 2013). Additionally, research based on themes, focused on developing countries which offers – Wine Tourism, Cruise Tourism, Luxury Hotels and Resorts, Fine Dining, and Modes and Service facilitated by transport, are some areas to foster further understanding of high-end services co-existing in developing destinations.

Notes

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