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### Current issue in tourism: The authentic tourist

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#### Abstract

It is Scotland's tourism ambition to grow by 50% by 2015. In order to achieve this, 'authenticity' has been identified as a future key consumer-driver and as a trend that matches Scotland's brand equity proposition of 'human, enduring and dramatic'. This paper identifies 10 trends that are shaping the concept of authenticity and exemplifies these through two scenarios – the *Ella Stewart Family Centre Holidays* and *Orkadian Ancestors and Fiddlers*. The paper discusses the concept of 'authenti-seeking', which is defined as 'consumers searching for authenticity from a range of products, services and experiences or looking for it within themselves'. This concept is then considered within the context of tourism, highlighting the opportunity for Scotland, whether this be community-based propositions, activity holidays or even nostalgic, authentic products, such as the Tizer Experience at Barr's Soft Drink Plant. If authenticity is to be a serious proposition, it must be built around the notions of ethical, natural, honest, simple, beautiful, rooted and human concepts.



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## Keywords

Authentic; Tourism; Scotland; Experiences; Sustainability; Scenarios

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