

CONSTRUCTING TOURISM EXPERIENCES IN AUSTRALIA'S URBAN LANEWAYS

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The proposed research aims to understand the social meaning constructed within laneway-based tourism experiences characterised by Australian cities and to explain how the experiential elements that contribute to the essence of a laneway-based visitor experience. A case study with a triangulation approach of data collection involving participant observations, a questionnaire and interviews will be conducted at Brisbane inner suburbs. The findings are expected to contribute to the emerging field of urban tourism and art tourism. The research intends to assist Australia's destination marketing organisations to better develop the inner city with a strategy of combining multiple experiential elements.

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