

**IMPACT OF NICHE TOURISM TO THE SUSTAINABLE
TOURISM DEVELOPMENT**

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(Thesis)

This thesis highlights the immense potential of growing niche tourism products. All of these could be considered megatrends, either now or in the near future. Furthermore, each of the chosen items is extremely versatile because they do not target a specific “special” group of consumers, but rather appeal to a broader segment of the public. In other words, the analyzed niches do not have mutually exclusive target markets. Tourism globalization and technological advancements, such as megaships and commercial space travel, will lead to the creation of tourism behemoths. This will lead to the development of new specialized holiday niches, resulting in significant revenues and future growth [1]. The examples provided indicate a good outlook for each of the niches reviewed, as the current global issues can only temporarily delay the inevitable rise of these sustainable tourism development. Mass tourism is an important part of our daily lives, but niche tourism is also developing rapidly. Niche tourism, formerly reserved for affluent tourists seeking various activities, is now widely accessible and one of the fastest expanding segments in the tourism industry [2]. The phrase niche tourism is derived mostly from the term niche marketing, which incorporates the concept from a younger discipline, ecology. Hutchinson is credited with coining the phrase “niche” which refers to a location in a large area where environmental conditions negatively impact species wellbeing. Niche tourism is often associated with a region’s natural and human resources, as well as the lifestyle and socioeconomic standing of the tourists who participate [3,4,5]. The niche tourist market, as the name implies, targets a smaller number of consumers than mass tourism, yet it is a consistent tourism business. Niche tourism focuses on the activities of tourists

rather than the number of people visiting a destination at a given moment. Any consideration of niche tourism should be balanced against the opposite extreme of mass tourism. Over time, the move from mass tourism to niche tourism has been a gradual and laborious process that required a significant amount of material and human resources to create the much-needed new and specialized infrastructure [6]. Over the last few decades, advancements in infrastructure have facilitated rapid global travel. Tourism will continue to digitalize in tandem with the rapid growth of technology. Nowadays, there are an increasing number of highly tailored niche service applications. These apps provide personalized recommendations based on consumer preferences, including budget, family structure, and travel habits. On the other hand, for destination managers and travel planners looking to use tourism as a driver of economic growth, focusing on specialized tourism provides more options because it attracts consumer's eager to spend more money. The customer actively participates in the establishment of a certain niche through consumerist actions. To differentiate from mass tourism, manufacturers and consumers collaborate to create niche markets that benefit both parties [7]. Niche tourism has been presented in specialty literature in an inconsistent manner over time. However, other authors categorize them differently. To examine the impact of niche tourism on mass tourist, a classification was created. Tourism niches are based on ongoing social trends, such as:

- 1. Experience economy (space, sport, extreme, film, and dive tourism).*
- 2. Self-development and individuality (Cultural and Educational Tourism).*
- 3. Religious and spiritual, including pilgrim, learning, and knowledge.*
- 4. Consumerism (shopping tourism)*
- 5. Conscious living (including health, medical, and wellness tourism).*

The consumer experience in tourism encompasses human reactions and emotions related to tourism activities. Creating exceptional experiences attracts new customers and retains loyal ones. This thesis highlights three key characteristics of the sustainable tourism development. The tourism industry is always expanding as more people are prepared to invest in it. The current global

crisis has had a significant impact on the stability of popular holiday packages. Third, certain tourism niches have high potential for future growth. However, there are three additional tour features to consider before making assertions: The factors to consider are capacity risk, customer perception of risk, and unknown reactions from huge tourism groups.

References

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