

COMPARISON BETWEEN MASS AND NICHE TOURISM WITHIN REGIONAL TOURISM MARKET EXPANSION

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(Thesis)

Niche tourism offers an alternative to modern mass tourism. While mass tourism is homogeneous (a standardized, uniform offering for a vast market segment), niche tourism is defined by its heterogeneity (a greater demand for a more distinctive and unique product). It might be argued that niche tourism is developing significantly as a result of a shift in traveler motivational factors [1,2,3]. In recent years, tourism motivation has shifted from traditional strict motives to a more personalized strategy that prioritizes adventurous and meaningful experiences, with customers prepared to pay for them.

When compared to the differences between mass and niche tourism, it is obvious that niche tourism is perceived as more specific, conforming to new driving reasons[4].

Niche tourism can be defined as catering to the needs of certain markets by focusing on a wider range of tourism offerings.

The causes for this shift in motivation and the accompanying increase in niche types of tourism differ depending on the type of tourist market. The rise of music tourism can be attributed to a shift in the popularity of culture as a leisure activity, with music becoming a kind of mass culture[5].

One crucial component in the debate of niche tourism is identified here: the ongoing evolution of niche tourism products into what would eventually be defined as a mass product.

Other significant components in the definition include the following.

a. The unique characteristics of specialized tourism products. This was articulated in terms of adventure tourism: separate ecotourism qualities, distinct

adventure qualities, and shared qualities.

b. Niche products and specialization in tourism can open up new markets. Future growth opportunities for places. Focusing on certain products and markets can provide a competitive advantage, as the term specializing implies.

c. The market size is smaller and more specific. The product has attractions that only appeal to a select demographic.

d. Niche tourism promotes sustainability over mass tourism.

Music tourism, a specialty tourism product, was one of the first to be extensively researched for its potential mass market application. As mass tourism has reached a point of consolidation and stagnation, travelers have recognized that other types of products have more to offer [6]. Indeed, history is an example of a vital component of many different types of tourism, including mass tourism, that may also be considered niche on its own. The evolution of the tourism sector demonstrates that current mass tourism is complimented (and, one could argue, reliant on) the use of history as a supplemental (niche) attraction that influences consumer decision-making.

Tourism has an uncommon set of demand and supply rules, owing to its status as a service industry, which is characterized by intangibility and variety.

This thesis examines how the early definitions of mass tourism are influenced by modern tourism activities, resulting in niche products and markets.

Tourism in this sense (from a demand standpoint, initially) might be defined as evolving, with leisure and recreation becoming into something more substantial [7].

Growing demand for niche tourism leads to increased supply. Technology, social, cultural, and political advancements have encouraged the expansion of mass tourism, which began with early travel development.

Mass tourism continues to spark complex and hard arguments, both about its definition and evolution, as well as its influence and significance.

Tourism's future can be argued to be firmly entrenched in the development of niche products and markets, as well as the growing development of forms of mass tourism.

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