

Niche Marketing And Tourism

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Abstract

Tourism is an important sector contributing to the development of the country's economy. In order to get more share from this competitive sector, more profitable new tourism markets should be established and appropriate marketing strategies should be developed. In this study, the term of niche marketing and the determination of niche market are examined. The relationship between niche marketing and other marketing methods is mentioned and its advantages and disadvantages are stated. In addition, the applications of niche market in the tourism industry has been indicated and the reasons for increasing practice of niche marketing as a strategy by marketers are being identified. This paper is intended to present a concise status of niche marketing and thereby provide a basis for marketers and research persons.

Keywords: Niche marketing, niche marketing strategy, niche tourism, special interest tourism.



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