

Exploring Niche Tourism Business Models, Marketing, and Consumer Experience

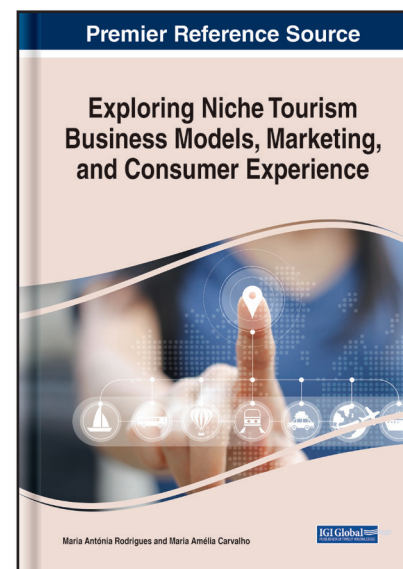
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Description:

The transition from mass tourism to niche tourism has been a slow process. It is clear that mass tourism can damage local culture, authenticity, and resources, and niche tourism is considerably important for the future of tourism companies and destination managers. Thus, it is essential for tourism companies and destination managers to be proactive and adapt to market changes and challenges to hold a stronger position in the business environment in the future.

Exploring Niche Tourism Business Models, Marketing, and Consumer Experience provides relevant theoretical and empirical research findings, an innovative and multifaceted perspective of the niche tourist experience, and an understanding of how companies adopt business models based on sustainable paradigms and innovative technologies as a way to create value. Covering topics such as business models, rural tourism, and visitor experience, this premier reference source is an essential resource for marketing managers, product developers, niche tourism executives, marketing and tourism students, business professionals, researchers, and academicians.



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Police Stations

Rural Tourism
Sustainable Development
Tourist Satisfaction
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