Challenges, Opportunities, and the Future of Digital Marketing in the Hospitality Sector—A Look at Emerging Trends in Digitalisation and Tourism

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Abstract

The tourism industry's dramatic transformation as a result of rapid advancements in digital technology has fuelled innovation in management, finance, and marketing techniques. Tourist businesses rely heavily on digital marketing to improve their market presence, attract new customers, and differentiate themselves from competitors. This study examines the role of digital marketing tools in niche tourism, focussing on wellness and retail travel. It examines how travel agencies use digital assistants, multi-channel distribution, and digital platforms to improve customer experiences and increase overall business success. Empirical surveys were conducted among tourism businesses to determine their satisfaction with digital marketing tools, the main areas of influence, and the tactics that support long-term company success. This study provides important insights into refining digital marketing tactics to increase client engagement and ensure long-term success, as tourist organisations recognise the potential of digital technologies.

Keywords: Niche Tourism, Emerging Trends, Economic Impact, Social Impacts, Digital Transformation.

Introduction

Mass tourism has long been the driving force behind the travel industry, but niche tourism is quickly emerging as a viable alternative. Niche tourism, previously thought to be an exclusive and elitist concept for wealthy tourists with specific interests, is now widely available. It is one of the fastest-growing segments of the tourism industry, offering unique and tailored experiences to a wider audience. The term "niche tourism" is derived from "niche marketing," and refers to the specialised activities and interests of tourists rather than the total number of visitors to a region. Niche tourism is sometimes distinguished from mass tourism, which grew dramatically during the aviation boom of the 1950s and 1960s.

Around this time, budget-conscious backpackers appeared, and they grew into more affluent tourists seeking specialised and unique experiences (Lew, 2018). However, the transition from mass to niche tourism has been slow, and specialised travel experiences require a large amount of investment in infrastructure and human resources has been required. Technological advancements that allow for more personalised travel services have aided in the growth of niche tourism. Nowadays, digital platforms and apps offer personalised recommendations based on the user's demographics, travel history, budget, and preferences. Because niche tourism attracts tourists willing to pay more for upscale and personalised experiences, it provides an opportunity for destination managers and tourism planners to boost local economies.

The term "niche" originates in ecology, where Hutchinson (2019) defined it as a distinct region in which organisms are influenced by environmental factors. Similarly, a region's natural and cultural resources, as well as its tourists' lifestyles, social standing, and financial means, all have an impact on niche tourism. Even though niche tourism has a smaller clientele than mass tourism, it is a consistent and viable industry that is constantly evolving to meet the needs of modern tourists. Novelli (2025) emphasises the growing demand from seasoned tourists seeking personalised vacation experiences tailored to their specific interests in order to strategically position niche tourism offerings. Niche tourism relies heavily on attractions, activities, lodging, culinary services, and other amenities that cater to specific tourist needs.

The travel and tourism industry contributed significantly to the GDPs of major international markets in 2023, indicating a strong recovery from the pandemic's impact. With

the industry adding a record $2.36 trillion to its GDP, nearly doubling that of its nearest rival, the United States has taken the global lead. China followed, with the travel and tourism industry accounting for approximately $1.3 trillion of its GDP, representing a remarkable 135.8% annual increase. Germany and Japan came in third and fourth place, contributing $297 billion and $487.6 billion, respectively. In 2023, the industry will contribute $295.2 billion to the UK's GDP, rounding out the top five. The travel and tourism industry's critical importance to the global economy was highlighted by the fact that its total GDP contribution in 2023 approached $10 trillion. The fundamental tenet of niche tourism is its customer-centric approach, which ensures that goods and services meet tourists' needs and preferences. The balance of supply and demand is critical in determining niche tourism because travellers are constantly seeking more satisfying and unique experiences (C.T., 2020).

Globalisation has made the world more homogeneous, but niche tourism stands out for its diversity and ability to offer unique experiences. Niche tourism mitigates these negative consequences by focussing on smaller, more targeted traveller groups, as opposed to mass tourism, which has been linked to environmental degradation and sociocultural upheaval. While mass tourism offers uniform packages to a wide range of travellers, niche tourism employs a tailored strategy that emphasises exclusivity and uniqueness. Travellers actively influence niche tourist markets by shaping their preferences and actions. As a result, it is no longer solely the responsibility of tour operators to identify and develop specialised tourism opportunities. According to Richards (2021), companies and consumers work together to establish and expand specialised markets, resulting in experiences that benefit both parties. Researchers have attempted to categorise different types of niche tourism using a variety of criteria over time, but the results have frequently been inconsistent in scholarly publications.

The "customer journey" refers to the process through which people make purchasing decisions (Chaffey & Ellis-Chadwick, 2020). This digital journey includes a variety of online touchpoints, including website visits, digital channel interactions between buyers and sellers, online advertisements (Kotler et al., 2021), user and expert evaluations, and editorial content (Ryan, 2020; Kingsnorth, 2022). Digital marketing is essential at every stage of this process, and businesses that want to strategically optimise their operations employ a variety of digital marketing tools and strategies (Charlesworth, 2020). This study employs Alex

Papathanassis' categorisation system from The Long Tail of Tourism (Papathanassis, 2011) to better understand how niche tourism influences mass tourism. The structure of niche tourism is based on persistent societal tendencies of " Experience-based tourism, Personal development and uniqueness, Hedonism and voyeurism, Consumption-driven travel, Living consciously and being well

The tourism industry's consumer experience is a combination of feelings and individual responses influenced by travel activities (Sugathan & Ranjan, 2019). Creating memorable and significant experiences is critical to attracting new visitors and retaining existing ones. Each of the aforementioned speciality tourist categories helps to meet this need. The following sections of this study look into the effects of these tourist formats, focusing on one case from each group.

Literature Review

The rapid digitalisation of the tourism and hospitality industries has changed the way businesses interact with customers and manage operations. Scholars discuss how digital marketing strategies such as search engine optimisation (SEO), content marketing, and mobile marketing have helped hotels and tourism service providers improve visibility and customer engagement (Buhalis and Law, 2008; Sigala, 2018). Artificial intelligence (AI), chatbots, and big data analytics have had a significant impact on customer relationship management and personalisation in the industry (Ivanov & Webster, 2019; Mariani et al., 2021). Despite these advances, the sector continues to face significant challenges in digital marketing implementation, including data privacy concerns, a lack of digital literacy among small and medium-sized enterprises (SMEs), and the digital divide (Leung et al., 2013; Xiang et al., 2015).

Several studies have looked into the opportunities presented by digital transformation in tourism marketing, particularly through social media platforms and influencer collaborations. According to research, social media allows for real-time customer interaction, brand advocacy, and feedback management, thereby increasing customer trust and loyalty (Hudson & Thal, 2013; Hays et al., 2013). DMOs and hotels are increasingly leveraging user-generated content (UGC) and storytelling to improve brand identity (Tussyadiah & Fesenmaier, 2009; Sotiriadis, 2017). Furthermore, virtual and augmented reality applications

are creating new opportunities for immersive destination marketing and pre-travel experiences (Gretzel et al., 2020; Tom Dieck & Jung, 2017).

Emerging trends in hospitality digital marketing include sustainability-focused digital campaigns, blockchain-based loyalty programmes, and voice search optimisation (Buhalis & Amaranggana, 2015; Sigala, 2020). The COVID-19 pandemic accelerated the adoption of digital tools, forcing businesses to rethink their digital strategies and improve touchless guest experiences (Zenker & Kock, 2020). Scholars agree that future competitiveness in hospitality will be heavily reliant on data-driven decision-making, real-time analytics, and strategic marketing alignment with technological innovations (Mariani & Borghi, 2022; Koo et al., 2016). However, ensuring inclusivity, digital ethics, and equitable access is critical to the sector's long-term digital growth.

A tourist company's marketing system consists of several components, including price analysis, advertising techniques, sales promotion, consumer behaviour research, revenue forecasting, and service planning. To achieve their goals, businesses employ specific marketing strategies that make use of digital technologies and communication channels, each with its own purpose and aim. Digital marketing includes a variety of tactics, including social media marketing, video marketing, mobile optimisation, email campaigns, affiliate networks, online advertising, search engine optimisation, and website analytics. The approach taken by travel agencies determines the effectiveness of their internet marketing campaigns (Chaffey and Ellis-Chadwick, 2020; Kotler et al., 2021). Ecotourism, despite its smaller market size, is one of the tourist industry's fastest-growing subsectors.

However, it is difficult to precisely define the parameters of ecotourism, making it difficult to estimate market size. According to estimates, ecotourism accounts for 20% of the global tourism market. An ecotourist is someone who travels to less developed countries with the intention of respecting, participating, and taking environmental responsibility. These tourists actively use natural resources and interact non-intrusively with local flora and fauna, while also contributing monetary or voluntary funds to conservation and community development (Ziffer, 2021).

RQ1: What are the most effective digital marketing strategies and formats for tourism organisations, and how do they impact business performance?

RQ2: What are the key qualities of a high-performing tourist website, and how do they influence customer engagement and booking behaviour?

 Ecotourism includes both general and specialised aspects. The general elements include common tourist services such as transportation, lodging, travel agencies, and tour guides. Nature-based attractions, protected areas, eco-friendly housing (for example, eco-lodges and resorts in remote locations), and community-run sustainable tourism enterprises are among the specialised elements. Ecotourism includes a variety of specialised markets such as indigenous tourism, birding, astronomical tourism (including astrophotography and aurora borealis observation), nature photography, hiking, outdoor education, and environmental research (Weaver, 2018). Ecotourism is less vulnerable to external disturbances like the COVID-19 pandemic than other tourism industries because it is primarily dependent on biodiversity and natural environments that have not been significantly altered by humans. activity. In fact, as tourists seek safer, more socially isolated experiences, the demand for remote, natural areas may increase. Social media has also emerged as an effective tool in digital marketing, influencing customer engagement and purchase decisions. Because of the ability of users to share experiences and reviews on platforms such as Facebook, Instagram, YouTube, and TripAdvisor, social media has become an important factor in determining how people perceive and trust brands. Travellers frequently use digital platforms to plan their trips, select destinations, and reserve accommodations (Yilmaz, 2023). To improve business performance, social media marketing strategies must be carefully developed, particularly for small and medium-sized businesses (SMEs) in the travel and tourism industry. Businesses that use branding, interactive content, and consumer participation on social media report higher customer loyalty and profitability (Li et al., 2023).

RQ3: How does social media marketing impact customer trust, brand recognition, and profitability in the tourism industry?

RQ4: How do emerging digital technologies, such as artificial intelligence and data-driven personalisation, improve customer experience and marketing effectiveness in the tourism industry?

Research emphasises the importance of combining traditional and digital marketing strategies to maximise impact. The digital transformation of tourism marketing has gone beyond social media and websites to include third-party booking platforms, online advertisements, email

marketing, and mobile marketing solutions. Data analytics and performance monitoring tools have also become essential for evaluating the effectiveness of digital marketing campaigns in the tourism industry. Businesses use metrics such as return on investment (ROI), conversion rates, and consumer feedback to assess the effectiveness of various promotional platforms. Analytical technologies like Google Analytics and consumer activity tracking systems provide valuable data for fine-tuning marketing strategies and improving user experience. Integrating data-driven decision-making into digital marketing enables tourism businesses to fine-tune their strategies, increase engagement, and improve overall brand performance.

RQ5: How do tourism companies assess the effectiveness of their digital marketing efforts, and what key performance indicators are used for evaluation?

RQ6: What are the most common issues that tourist organisations face when using digital marketing, and how can they address concerns about data protection and cybersecurity?

The increased use of digital marketing in the tourism industry brings both advantages and disadvantages. While digitalisation broadens customer reach and business success, it also raises concerns about data privacy, cybersecurity, and the ethical use of consumer data. To successfully implement digital strategies, businesses must navigate these challenges while providing a seamless and personalised consumer experience (Kotler et al., 2021). The transition to full digital marketing frameworks in tourism marks a significant shift in how businesses communicate with customers, optimise offerings, and ensure long-term viability.

Why is this study important?

This research is critical because it investigates the dynamic intersection of digital marketing and the hospitality industry—a domain that is being shaped by rapid technological advancements and changing consumer behaviour. The use of digital tools such as social media platforms, search engine marketing, e-word-of-mouth, and data analytics has changed the way tourism services are marketed, booked, and experienced. According to researchers such as Buhalis and Law (2008) and Xiang and Gretzel (2010), the shift to eTourism has transformed customer journeys, necessitating new engagement and personalisation strategies.

Furthermore, as digital literacy grows and mobile technology becomes more prevalent, consumers expect real-time information, tailored offers, and seamless online experiences (Lemon and Verhoef, 2016; Anderl et al., 2016). This necessitates that hospitality businesses

not only implement digital tools, but also understand their implications for consumer trust, service innovation, and competitive advantage. Simultaneously, challenges ranging from data privacy to digital inequality and content saturation necessitate ethical, inclusive, and adaptable strategic responses (Neacsu, 2016; Yasmin et al., 2015).

Methodology

Data for this study were collected using a standardised computerised questionnaire. The questionnaire was developed by adapting and changing factors from previous research to meet the specific research needs of this study. Two separate computerised questionnaires were developed and distributed in the local language to tourism businesses, including lodging providers and food and beverage establishments. To allow for widespread participation, data was collected using a variety of digital communication platforms. The questionnaire was distributed via email to hotel and restaurant businesses, direct messages on social media platforms to businesses with an internet presence, and professional networking sites to industry executives. The study ran from October 2021 to March 2022 and yielded 270 fully completed and valid responses—143 from lodging companies and 127 from food and beverage establishments. The questionnaire consisted primarily of closed-ended questions with mutually exclusive binary (Yes/No) responses and a 7-point Likert scale to assess various characteristics. The Likert scale, which ranged from 1 to 7, was used to rate variables such as quality, significance, interest, satisfaction, and frequency. This scale was chosen for its utility in marketing research, as higher-value response options enable more precise statistical analysis. Furthermore, an odd-numbered scale has a neutral midpoint (value of 4), allowing respondents to express balanced opinions or lean towards one end of the scale. According to studies, limiting the number of response options to more than five or seven may reduce accuracy, but going beyond this limit provides little analytical value. Furthermore, research supports the use of a 7-point Likert scale for electronic surveys because it is dependable and easy to use.

The two questionnaires used in this study contained identical questions from previous research, with one minor difference in the one aimed at accommodation firms, which included an additional question about hotel categorisation. The poll was divided into three major groups: A, B, and C. Group A focusses on demographic features and is divided into two subgroups: Group A1, which includes questions about the entrepreneur's profile, and Group A2, which includes business-related characteristics such as operational data. Group B

investigated digital marketing adoption rates, website performance satisfaction, social media involvement, and the use of various digital marketing tools and formats. Group C looked into business satisfaction with digital marketing tactics, major influencing factors influencing digital marketing practices, and the challenges that organisations face in effectively utilising digital resources. This systematic approach provided a thorough understanding of how digital marketing is used in the tourism industry and identified factors that influence its performance across all types of businesses.

Results and Discussions

 The data was analyzed using IBM SPSS Statistics version 23.0 and Microsoft Excel. The responses to all survey items were analyzed using descriptive statistics such as percentages, frequencies, mean values, and standard deviations. In addition, the data were displayed using tables created by the statistical program to effectively communicate the major findings. The demographic analysis of survey responses gave information about the characteristics of the firms and individuals included in the research. The majority of responders were business owners, followed by executives and other managerial professions. Males made up the bulk of responders, and the age range of 36 to 45 was the most prevalent. Regarding education, the majority of participants had a master's degree, with bachelor's degrees coming in second. In terms of business characteristics, the majority of participating enterprises were hotels, while some also provided hospitality services and short-term rental lodgings. With a mix of year-round and seasonal activities, a sizable percentage of enterprises had been in business for over 15 years. A mix of in-house experts, outside partners, and business owners with differing degrees of experience managed digital marketing. A thorough grasp of the business environment and the function of digital marketing in the travel industry was made possible by the data.

Table 1: Demographic Profile of Respondents

Demographic Variable	Categories	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
	Owner	71	49.7	49.7	49.7
Position in Business	Executive/ Manager	62	43.3	43.3	93
	Other	10	7	7	100
	Male	95	66.4	66.4	66.4

Gender	Female	48	33.6	33.6	100
Age Groups	18–25	4	2.8	2.8	2.8
	26–35	29	20.3	20.3	23.1
	36–45	50	35	35	58
	46–55	33	23.1	23.1	81.1
	56+	27	18.9	18.9	100
Education Levels	High School	20	14	14	14
	Bachelor's Degree	50	35	35	51
	Master's Degree	55	38.5	38.5	96.5
	Doctorate	2	1.4	1.4	97.9
	Other	11	11.1	11.1	100
Business Types	Hotels	92	64.3	64.3	64.3
	Rental Accommodations	43	30.1	30.1	94.4
	Other	8	5.6	5.6	100
Years in Business	<5 years	34	23.8	23.8	23.8
	5–10 years	22	15.4	15.4	39.2
	10–15 years	18	12.6	12.6	51.7
	>15 years	69	48.3	48.3	100
Business Operation	Seasonal	67	46.9	46.9	49
	Year-Round	73	51	51	100
Marketing Management	Owner with Expertise	9	6.3	6.3	6.3
	Internal Staff	39	27.3	27.3	67.1
	External Partner	23	16.1	16.1	91.6
	None	8	5.6	5.6	97.2
	Other	4	2.8	2.8	100

Source: Primary Data

The demographic profile of respondents reveals a diverse yet business-savvy group engaged in the hospitality sector. Nearly half of the participants are business owners (49.7%), followed closely by executives or managers (43.3%), suggesting a well-informed respondent base capable of offering strategic insights. The sample is predominantly male (66.4%), and most respondents are within the 36–45 age group (35%), indicating a mature and experienced

demographic. Educational attainment is notably high, with 73.5% holding a bachelor's or master's degree, reinforcing the sector's professional orientation. Hotels represent the majority of business types (64.3%), and nearly half the businesses (48.3%) have been operating for over 15 years, indicating market stability and longevity. Operations are mainly year-round (51%), and marketing is largely managed internally (27.3%) or through external partners (16.1%), though a significant number still lack dedicated marketing strategies. Overall, the data reflects a mature, educated, and professionally engaged segment of the hospitality industry, with potential for enhanced digital marketing adoption.

Validity and Reliability

Cronbach's alpha (α) was employed to evaluate the study's internal consistency. In social science research, a dependability score greater than 0.70 is deemed appropriate. Cronbach's α varied from 0.81 to 0.96 in this investigation, demonstrating the measuring scales' strong reliability. The dependability statistics are shown in Table 2.

Table 2: Reliability Statistics

Research Question	Accommodation Businesses (α)	Food & Beverage Businesses (α)
2a	0.873	0.813
2b	0.931	0.932
3a	0.873	0.871
4a	0.952	0.963
4b	0.871	0.891

Source: Primary data.

Analysis

According to research, firms in the digital era must have an online presence. Location-based services, smartphone compatibility, and websites all improve exposure and client interaction. Google Maps was utilized by 40.9% of food businesses and 71.3% of hotel establishments, according to the research. Google My Business and mobile-friendly website designs came next. Remarkably, just 4.2% of hotel businesses had no web presence, whereas 11.8% of food businesses did. The excellent website attributes are shown in Figure 1.

Figure 1: Website Attributes

Different sectors utilize online booking systems in different ways. 29.9% of food companies depended on reservations without real-time confirmation, but 60.8% of hotel businesses allowed direct internet reservations. Similar patterns were seen in the adoption of social media, with Facebook and Instagram driving the most interaction. Companies that engage in digital marketing techniques and technology expand their consumer base and improve operational effectiveness. This report emphasizes how crucial digital transformation is for all industries and how companies must use contemporary marketing strategies to stay competitive.

Digital marketing and social media in the food and hospitality industries Businesses in the food and beverage and hospitality industries mostly rely on social media for marketing; the most popular platforms are Facebook (5.41) and Instagram (5.01) (Velentza, 2023). A focused usage of important social media sites is evident from the low activity on other platforms like Pinterest, Tumblr, and Snapchat. Additionally, companies want to keep utilizing YouTube, Facebook, and Instagram in the future, highlighting their significance in digital marketing plans. Social media has a big influence on organizations; the two most cited advantages are enhancing the company's reputation (6.34) and giving customers information (6.13). High mean values of 6.35 for lodging enterprises and 5.63 for food and beverage businesses show that firms regularly take consumer input into account (Velentza, 2023).

Table 3: Social Media Usage in Hospitality and Food Businesses

Social Media Platform	Accommodation Businesses (Mean)	Food & Beverage Businesses (Mean)
Facebook	5.242	5.413
Twitter	2.043	1.695
Instagram	4.561	5.016
LinkedIn	2.522	1.847
Tumblr	1.361	1.213
Pinterest	1.433	1.351
TikTok	1.375	1.225
Snapchat	1.277	1.148
Foursquare	1.419	1.682
YouTube	2.18	1.893
Vimeo	1.384	1.271

Source: Primary Data

Affiliate marketing is the most widely used tactic in digital marketing, but viral and video marketing are less often used. Nonetheless, there are a number of obstacles to the widespread use of digital marketing. The two main obstacles facing hotel operations are a lack of competent workers (4.98) and a lack of training (5.10). Lack of time (5.06) and the existence of obtrusive marketing (4.89) are the main problems facing food and beverage enterprises (Velentza, 2023). These difficulties demonstrate the necessity for companies to spend money on resources and knowledge related to digital marketing in order to improve their online visibility. Customer engagement (5.96), corporate image (6.26), and business visibility (6.17) have all significantly improved since the COVID digital transformation. Businesses must, however, keep adjusting to the digital environment by maximizing marketing initiatives and implementing cutting-edge digital tactics. According to the findings, companies must overcome operational obstacles and talent shortages in order to fully utilize digital marketing, even though they acknowledge its significance (Velentza, 2023).

Table 4: Areas of Influence of Social Media Use

Impact Area	Accommodation Businesses (Mean)	Food & Beverage Businesses (Mean)
Attracting new customers	5.942	5.731
Receiving customer feedback	5.983	5.856
Providing customer information	6.342	6.138
Improving company image	6.341	5.986
Interaction/communication	6.269	5.962
Strengthening customer confidence	6.153	5.855

Building customer relationships	6.077	5.777

Source: Primary Data

The data shows that both accommodation and food & beverage businesses perceive social media as highly influential across various operational areas. Providing customer information ranks the highest for both sectors, with accommodation businesses scoring 6.342 and food & beverage businesses 6.138, highlighting its central role in customer engagement. Accommodation businesses consistently rate the impact of social media higher than food & beverage businesses across all areas. Improving company image (6.341) and interaction/communication (6.269) are particularly valued by accommodation providers. Overall, the findings suggest that social media is a critical tool for enhancing visibility, trust, and customer relationships, with slightly stronger reliance observed in the accommodation sector.

Table 5: Challenges in Digital Marketing Adoption

Challenge	Accommodation Businesses (Mean)	Food & Beverage Businesses (Mean)
Monetary cost	4.50	4.17
Lack of time	4.76	5.06
Security concerns	4.37	4.26
Lack of trained workforce	4.98	4.84
Lack of knowledge/training	5.10	4.67
Annoying ads/spam	4.84	4.89

Source: Primary Data

Table 5 lists the main obstacles to the adoption of digital marketing for lodging and food and beverage companies. Lack of time is the biggest obstacle for food and beverage enterprises (5.06), while lack of expertise or training is the biggest obstacle for lodging firms (5.10). There is a demand for qualified experts as both industries struggle with a shortage of trained workers (4.98 and 4.84, respectively). Digital marketing initiatives are also hampered by financial expenses (4.50 and 4.17) and security issues (4.37 and 4.26). Furthermore, spam and intrusive advertisements (4.84 and 4.89) have a detrimental effect on engagement. According to these results, companies should spend money on training and improved marketing techniques in order to get over these challenges. According to these results, social media and digital marketing are essential for the expansion of businesses, but in order to optimize their efficacy, issues such a lack of resources, insufficient knowledge, and the requirement for better tactics must be resolved.

Conclusion

The report emphasises the importance of digital marketing for lodging and food and beverage businesses, citing the dominance of social media platforms such as Facebook and Instagram. Businesses understand the impact of digital marketing on revenue generation, brand image, and customer engagement, but challenges such as staff shortages, time constraints, and ignorance make effective execution difficult. According to the findings, businesses that want to stay competitive must make strategic investments in digital marketing tools and analytics. Customer feedback is also greatly appreciated, emphasising the importance of interactive interaction strategies. Although companies struggle to adapt to new technology, the post-COVID digital transition has resulted in a stronger emphasis on digital marketing. Companies do not use a global marketing strategy due to a lack of resources and experience. As a result, organised training programmes and a shift towards data-driven decision-making are critical for the industry's long-term success. By addressing these issues, digital marketing tactics may become more successful, resulting in increased consumer happiness and company performance..The expanding niche tourist market provides plenty of opportunities for innovation and growth. Several of these new tourist niches are becoming megatrends as consumer behaviour and international travel trends shift. Niche tourism services appeal to a diverse range of tourists, making them extremely adaptable and viable in comparison to traditional tourism strategies that focus on specific groups. Niche tourism is likely to become a major force in the sector as tourist infrastructure grows and transportation technology advances, allowing for faster and easier travel. The arrival of massive cruise ships, commercial space travel, and immersive digital experiences will diversify the tourism industry even further, creating new revenue streams and niche travel markets. Global travel was temporarily hampered by the COVID-19 epidemic, but it also accelerated reforms that are changing the sector for sustained development.

Ethical Statement

Although formal ethical approval was not required for this study due to the non-invasive and survey-based nature of the research, all ethical principles of academic research were strictly followed. Participants were informed about the purpose of the study, and their voluntary consent was obtained. Anonymity and confidentiality were maintained throughout, and the data collected were used solely for academic and analytical purposes.

Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this research. All opinions, interpretations, and conclusions expressed in this study are solely those of the authors and were made without influence from any personal or financial relationships that could be construed as a potential conflict.

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