

# Assignment example

Sport & Tourism



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Tourism Three Canadian examples of cultural heritage tourism sites are The Royal BC Museum, Niagara Falls, and The Museum of Anthropology in Vancouver. Niche tourism has developed as a response to mass tourism and strives to differentiate and distinguish among tourist groups. The term niche tourism is actually taken from a marketing concept, niche marketing, which aims to meet two related goals, to reach a specific audience and that what is developed has an appropriate fit in a market. The tourist group is more narrowly targeted and individuals within the group are identified by the same specialized needs and interests (Novelli, p5).

The Royal British Museum obviously hopes to attract the tourist interested in history and in learning about Canada's cultural background. Niagara Falls would be more appropriate for families with children as well as adults who want to enjoy a beautiful view. The Museum of Anthropology is a more specialized experience and is an aboriginal experience. As one of Canada's most significant buildings The Museum of Anthropology's (About...) archaeological beauty and world class collections are showcased, the Museum is Canada's largest teaching museum. Niagara Falls is a natural attraction that has been visited for more than a hundred years though it has in recent years become a huge attraction for commercial tourism which is a contrast to niche marketing. Mass marketing aims to reach all spectrums of tourist.

Niche tourism could be divided into further specialized areas such as rural-Field Stone Vineyards in Alberta, a local Canadian restaurant as part of a gastronomy experience or a sports theme tourist attraction. Obviously these niche markets can be further specialized according to type of wine produced, type of restaurant food, and specific sport. Small scale operations more

closely fit with the tailored specifics of niche tourism and the definition has taken on a more common sense meaning, related directly to how specific of a target attractions or any other product are aiming for.

## References

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