

Introduction to Scotland's Niche Markets!

Online Learning Resource

Today's tourists are interested in visiting new places, learning about different cultures, pursuing their sport or hobby. They are conscious of the environment and, often, talk about holidays and short breaks as an escape from normal life – a way to relieve stress and simply relax. They want to feel independent with holidays that offer unique, real and authentic experiences.

This online resource enables businesses to develop knowledge of the niche/specialist markets in the Scottish Tourism product and to understand the importance of marketing for this sector. Developing a working knowledge of Scottish niche products in both the leisure and business markets, participants will acquire and apply knowledge of the niche markets or special-interest products that are of particular relevance to their business.



In particular, businesses will:

- Research the market for Scottish tourism niche products;
- Provide information on the range of visitor facilities and activities for selected Scottish niche markets;
- Produce a marketing plan for their business for the niche market products that they have identified as being important for them.

In so doing, this will provide tourism operators with the opportunity to gain formal recognition for their achievements by attaining SQA credits, provide them with a link to the QA Welcome Schemes and better equip them to target the niche markets they have chosen to focus on

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This learning resource provides additional support to Hospitality Assured.