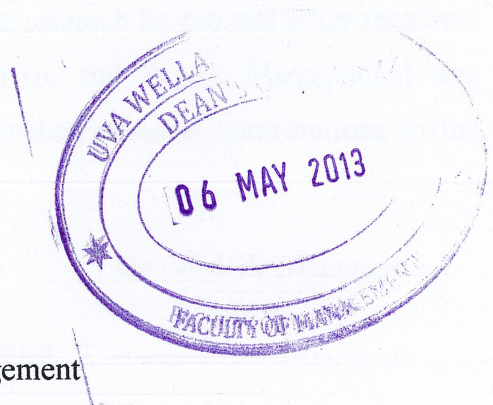




**IDENTIFYING NICHE TOURISM POTENTIALS IN
GALLE DISTRICT**

(With Special Reference to Bentota and Balapitiya areas)

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
Business Management in Hospitality Tourism and Events Management.*



Faculty of Management

Uva Wellassa University

Registration Number: UWU/HTE/09/0006

Year 2013

Identifying Niche Tourism potentials in Galle district

(With Special Reference to Bentota and Balapitiya areas)

Erandani R.L.D.W.¹, Manamperi M.M.G.D.¹

Abstract

Niche tourism refers how a specific tourism product can be tailored to meet the needs of a particular market segment. Locations with specific niche products are able to establish and position themselves, as niche tourism destination. Niche tourism through image creation helps destinations to differentiate their tourism products and compete in an increasingly competitive and cultured tourism environment. Academic literature has paid little attention through identifying niche tourism potentials how it can move to the development of the particular destination. The research methodology and methods used to analyze the data for current development in tourism research. My contribution to academic knowledge and understanding within this area is summarized with in key theme of identify niche tourism potentials. This research has focused primarily on identified eight niche tourism potentials Wilderness based Nature Tourism, Visual Arts & Craft Tourism, Adventure Tourism, Rural based Nature Tourism, Performing Arts Tourism, Spiritual Tourism, Culture based Tourism and Community based Tourism. The benefits of this work to academic research has focused primarily are the presentation of insights into niche tourism consumers and understanding of the challenges. The practical benefits of this work to industry include a greater understanding of niche tourist behavior to better aid them in positioning and targeting their products. It concludes with an identification of the body of work and proposes areas for future research.

Keywords: *Identify, Niche Tourism potentials, Galle district*¹ Hospitality Tourism and Events Management, Uva Wellassa University of Sri Lanka
