

Chapter 13


Luxury Niche Tourism: The New Frontier for India's DINK Travelers

Kesavan Dhanapal

 <https://orcid.org/0000-0002-6208-4997>


SRM Institute of Science and Technology, India

S. Sivaprakash

 <https://orcid.org/0000-0003-4642-0660>

Central University of Tamil Nadu, India

N. Marianand

 <https://orcid.org/0000-0002-6443-249X>

University of Technology and Applied Sciences, Oman

ABSTRACT

This research explores factors influencing intentions to invest in sustainable luxury tourism. The authors analyzed demographic variables, travel motivations, environmental awareness, and technology usage. Gender, age, and income did not significantly impact investment intentions, suggesting universal appeal. Specific travel motivations and environmental awareness also showed limited influence. Personal values and ethical considerations play a more pivotal role. Marketing strategies should prioritize personalized approaches. The authors used descriptive statistics, ANOVA, and regression analysis. Results indicated moderate agreement on sustainable luxury travel's importance. Travel motivations, environmental awareness, technology usage, and social influences did not significantly drive investment

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decisions. This research highlights the need for a deeper focus on personal values to promote sustainable luxury tourism effectively. The target audience for this research includes stakeholders in the tourism industry, policymakers, marketers, and researchers who are focused on sustainable luxury tourism.

INTRODUCTION

Tourism, one of the world's most dynamic economic sectors, contributes significantly to global GDP and is a pivotal source of employment and economic growth (UNWTO, 2021). As tourism evolves, various niches emerge, among which luxury tourism stands out due to its substantial revenue generation and unique ability to combine indulgence with personalised experiences. This sector is exceptionally responsive to changes in consumer behaviour, where travellers seek comfort exclusivity and experiences that resonate with their values and lifestyles. Dual Income, No Kids (DINK) travellers represent a unique market segment among the demographics engaging with luxury tourism. Characterised by their higher disposable incomes and flexibility in travel choices, DINKs are increasingly influential in shaping trends within the luxury travel market (Smith & Hughes, 2018). Their preferences often dictate the development of new, tailored experiences that cater to discerning tastes and emphasise quality, privacy and customisation.

The intersection of luxury tourism and sustainability has become particularly prominent in recent years. As environmental concerns become urgent, there is a growing trend among luxury travellers to seek sustainable options that align with their ecological values without compromising the quality or exclusivity of their travel experiences (Brown & Thomas, 2017). This shift is driven by a broader awareness of global environmental issues and a desire to contribute positively to the destinations they visit, making sustainability a key component of modern luxury tourism. Luxury tourism, therefore, is not just an opportunity for economic advancement but also a platform for promoting sustainable practices. It influences local economies, supports employment, and fosters a greater appreciation for cultural and environmental conservation (Greenwood & Díaz, 2021). The luxury travel sector's ability to integrate sustainability with high-end hospitality can serve as a model for other areas of the tourism industry, demonstrating that luxury and responsibility can coexist to enhance the travel experience.

As the demand for sustainable luxury travel grows, understanding DINK travellers' specific needs and motivations in this context becomes essential. By aligning luxury tourism offerings with the sustainability values held by these travellers,

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