


Chapter 14


Niche Tourism Effect on Dark Tourism With Mediation of Relationship Marketing in Horn of Africa

Shashi Kant

 <https://orcid.org/0000-0003-4722-5736>

Bule Hora University, Ethiopia

Tafese Niguse

 <https://orcid.org/0009-0008-6536-6392>

Bule Hora University, Ethiopia

Metasebia Adula

 <https://orcid.org/0000-0001-5732-2850>

Bule Hora University, Ethiopia

ABSTRACT

This research investigates the linked dynamics of tourism of niche, relationship marketing, and tourism dark aspect, with a special emphasis on how these determinants impact one another. Tourism of niche, defined by its attraction to certain interests, emerges as a major driver of gloomy tourism, which entails visiting locations connected with death, tragedy, or historical importance. By examining the direct and indirect interactions between these dimensions, the study emphasizes the importance of marketing relations in increasing visitor engagement and satisfaction. The data show that Tourism of niche has a significant direct influence on Tourism dark aspect, as well as an indirect impact through marketing relations tactics. This mediation emphasizes the need of specialized marketing strategies that address travelers' emotional and intellectual requirements. The study manifests that decent marketing relations not only increases tourist loyalty and trust, but also strengthens their connection to tourism dark aspect experiences.

DOI: 10.4018/979-8-3693-8417-6.ch014

INTRODUCTION

Tourism experiences dark aspect is one of several industries that comprise the visitor market that is quite diversified. This phenomenon that is defined as visiting spheres associated with tragedy, demise, or the morbid has gained popularity in the globe as travelers seek authentic exposures that offer light on humanity's past and gathered memory. The Horn of Eastern Africa gets a exclusive setting for travel dark aspect since to its turbulent history and rich ethnic tradition. Understanding the interplay among specialist and travel experiences dark aspect, particularly by the lens of relationship marketing, is serious for the sector's long-term success (Shekhar & Valeri, 2022). The idea of decreasing travel experiences has its roots in the larger sphere of travel experiences studies, dating back to the 1990s, when academics start classifying trips to locations of misery and demise. As folks become more conscious of ethnic legacy and ancient narratives, their attention in travel experiences dark aspect develops too. This growth calls into question the ethical implications of visiting such websites, as well as marketers' responsibility in promoting these exposures. According to empirical literature, during travel experiences dark aspect might get economic benefits to indigenous societies, it also increasing worries related to materialistic and the likelihood of insensitivity to the tragedies linkages with these locations (Sun, 2021). Despite the increasing corpus of knowledge, practical obstacles persist. Concerns like as a lack of infrastructure, insufficient marketing tools, and the necessity for community engagement impede the impassive growth of travel experiences dark aspect in the Eastern Africa. Also, the geographical sphere's complicated sociopolitical context frequently hampers the growth of visitor movements. There is a substantial investigation effort gap in understanding how marketing relations may connect these gaps, generating viable and deferential travel experiences dark aspect exposures that benefit together visitors and indigenous folks (Salajczyk, 2024).

This chapter seeks to close these gaps by investigating the latent of marketing relations as a tool for improving the dark visitor exposure in the Eastern Africa. By investigating the dynamics of travel experiences of niche and travel experiences dark aspect, we probe to get insights into *“how marketing relations tools might alleviate practical obstacles and create a more deferential linkage with the geographical spheres complicated past”*. This investigation effort not only gets a road map for upcoming investigations, but it also acts as a direction for legislators looking to capitalize on the capability of travel experiences dark aspect during maintaining the self-esteem of the folks involved (Stone, 2023). This investigation effort's guiding investigation question is: *“How can marketing relations mediate the relationship among travel experiences of niche and travel experiences dark aspect in the Eastern Africa to address the practical challenges faced by the geographical sphere?”* This topic is serious since it emphasizes the necessity to establish marketing tactics that not only attract visitors but also engage indigenous societies in an ethical and viable way. By examining this linkage, we probe to add to the discussion of travel experiences dark aspect and make meaningful suggestions for practitioners (Asmelash & Kumar, 2020).

BACKGROUND OF INVESTIGATION EFFORT

The Eastern Africa is an ethnically diverse geographical sphere with a complex past. It has been impacted by a number of sociopolitical reasons, including as colonialism, public unrest, and ongoing warfare. These ancient narratives have created an ideal setting for decreasing travel experiences that lures visitors to sites of previous misery, tragedy, and disaster. However, during travel experiences dark

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/niche-tourism-effect-on-dark-tourism-with-mediation-of-relationship-marketing-in-horn-of-africa/371535

Related Content

The Treacherous Path of Corporate Social Responsibility (CSR) and the Role of Information Systems in its Implementation

Tabani Ndlovu, Amon Simbaand Anastasia Mariussen (2015). *Trends and Innovations in Marketing Information Systems* (pp. 85-106).

www.irma-international.org/chapter/the-treacherous-path-of-corporate-social-responsibility-csr-and-the-role-of-information-systems-in-its-implementation/139909

Let It Go: Consumer Empowerment and User-Generated Content – An Exploratory Study of Contemporary Fashion Marketing Practices in the Digital Age

Matteo Montecchiand Karinna Nobbs (2018). *Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications* (pp. 1106-1129).

www.irma-international.org/chapter/let-it-go/195140

Views on Sports Sponsorship in Singapore

Lyon Lai Mun Wai (2018). *Sports Media, Marketing, and Management: Breakthroughs in Research and Practice* (pp. 232-255).

www.irma-international.org/chapter/views-on-sports-sponsorship-in-singapore/199119

Twitter as a Tool for Corporate Communication: Exploring Interactive Communication Patterns between Fortune 500 Companies and Twitter Users

Kyung Jung Hanand Chang-Hoan Cho (2013). *International Journal of Online Marketing* (pp. 68-83).

www.irma-international.org/article/twitter-as-a-tool-for-corporate-communication/109844

Brand Equity, Brand Satisfaction, and Brand Loyalty: A Study of Select E-Commerce Industry

Anupreet Kaur Mokha (2021). *International Journal of Online Marketing* (pp. 34-50).

www.irma-international.org/article/brand-equity-brand-satisfaction-and-brand-loyalty/282483