

Chapter 19

Organizational Management and Leadership Practices in Marketing Niche Tourism Destinations: The Adventure Tourism Experience in Legazpi City, Philippines

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ABSTRACT

Organizational culture and leadership practices are significant aspects since tourism play important role in human capital development and nation building . Currently, niche tourism industry destinations become part of the attraction and can fulfil tourist preferences. Niche tourism destinations must be one of the keys that can attract and encourage tourists to travel. Niche tourism destinations refer to unique and offbeat travel spots that cater to specific interests or niche groups which often lack mainstream popularity yet offer authentic and immersive experiences. This chapter presents the nature of niche tourism destinations with some examples, the organizational dynamics most particularly for niche tourism destinations, its organizational leadership practices and organizational Management in Marketing Niche Tourism Destination to focus on the experience of adventure tourism in Legazpi City, Philippines known as the “City of Fun and Adventure”. Notably, the adventure tourism stakeholders of the city manifested great organizational management and leadership practices

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INTRODUCTION

Tourism is one of the dominant industries nowadays both at the local and global level that affects economies. Many researchers acknowledged the essential studies and considerations in the context of organizational culture and leadership since the tourism industry significantly contributes to a very high percentage of the Gross Domestic Product of many countries (such as the United States, China, Japan, Italy, France and Spain) (Statista, 2021). Tourism has become a major contributor to the nation and is an important part of the economy's attention. Currently, niche tourism industry destinations become part of the attraction and can fulfil tourist preferences. This is one of the areas that are being explored and have their significance. Previous studies indicated that in the competitive era, niche tourism destinations must be one of the keys that can attract and encourage tourists to travel still and enjoy their moment after going through the phase of COVID-19 (Kumar et. al, 2018). The new critical situation with COVID-19 changed the tourism pattern. Visitors had to stop their visits, countries introduced pandemic plan rules and closed borders. Starting from the new era the growth of niche tourism began in which the tourism is being more focused on certain parts which is setting the only area that needs to bring focus for the tourist (Mazurek,2022). Niche tourism destinations refer to unique and offbeat travel spots that cater to specific interests or niche groups. These destinations often lack mainstream popularity yet offer authentic and immersive experiences. Examples of niche tourism destinations include Dark tourism: attractions like Chernobyl, a nuclear disaster site, Ecotourism: destinations like the Amazon rainforest or Madagascar for wildlife enthusiasts, Food tourism: cities like Bangkok or Mumbai for culinary exploration and Adventure tourism: destinations like Queenstown for bungee jumping or New Zealand for hiking. These destinations provide travellers with a chance to explore the world beyond traditional tourist hotspots. Niche tourism focuses on small groups and can generate more profit because the audience is being targeted and the scope is homogenous, it's crucial to have a brilliant model or framework that is integrated with good practising of leadership and organizational management (Kumar,2024; Sert, 2017).

This chapter presents the nature of niche tourism destinations with some examples, the organizational dynamics most particularly for niche tourism destinations, its organizational leadership practices and organizational Management in Marketing Niche Tourism Destination to focus on the experience of adventure tourism in Legazpi City, Philippines. The city is known as the “City of Fun and Adventure” because of the various adventure activities offered to local and international visitors, mostly at the foot of the world-renowned Mayon Volcano because of its almost perfect cone shape. Legazpi City, located in the Bicol region of the Philippines, has become a prime example of an adventure tourism destination in the country. The city's proximity to the iconic Mayon Volcano, known for its perfect cone shape, provides numerous opportunities for adventure activities, such as trekking, ATV rides, and zip-lining. Legazpi also offers water sports and other adventure-based experiences, making it an appealing destination for both local and international tourists (Alvarez & Daza, 2019). Leadership practices and management styles in marketing adventure tourism as a niche sector are essentially discussed. Effective leadership is crucial for destination management organizations (DMOs) to innovate and adapt to changing market dynamics.

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