

## THE LONG TAIL OF TOURISM%0A

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Long-tail tourism: Indulging our travel tastes | The ...  
The "short head" before the long tail is the mass market/mass interest stuff: so in music, you'll have Beyonce at the head and Mongolian throat singing at the far end of the tail.

The Long Tail of Tourism - Holiday Niches and their Impact ...

The resulting long tail of holiday offerings implies dramatic shifts in the sector's concentration levels and its competitive dynamics. In order to examine the applicability and validity of this scenario, a number of key holiday niches are examined in terms of their demand development, supplier landscapes, operational challenges and future potential.

Long Tail - Investopedia

The long tail is a business strategy that allows companies to realize significant profits by selling low volumes of hard-to-find items to many customers instead of only selling large volumes of a

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Should the long-tail scenario of Anderson materialise in the tourism sector, one could expect a number of challenges for the entire tourism value chain; and more specifically for tourism intermediaries (i.e. tour operators and travel agencies).

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The long tail of tourism. A hypothetical scenario? Over the last years the tourism sector has grown substantially in a number of ways. According to the World Tourism Organisation (WTO, 2004a), over the previous decade international tourism expenditure has practically doubled. In terms of tourism arrivals (WTO 2004b), a similar trend is to be

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