



National Niufala Rod Blo Tourism Week



Accommodation Niche Market and GSTC

Presented by Frederick Maclean



Definitions

- ▶ Niche Market :


- ▶ a small, specialized market for a particular product or service, with its own unique needs, preference or identity.

- ▶ GSTC :

- ▶ The Global Sustainable Tourism Council (GSTC) is an international body managing the GSTC Criteria, global standards for sustainable travel and tourism; as well as providing international accreditation for sustainable tourism Certification Bodies.

- ▶ Sustainability :

- ▶ Using resources in an environmentally responsible, socially fair and economically viable manner, so that by meeting the needs of current users, the possibility of their use by future generations is not compromised.



Niche Market in accommodation– Products and Consumers

- ▶ Example of Products :

- ▶ Islands bungalows, boutique resorts, budget hotels, 5 stars large resorts, glamping, Air BnB, liveaboard to name a few.

- ▶ Example of Consumers :

- ▶ Conscious consumers (looks at way on minimizing impact on the environment in their purchases). LGBTQ community (looks at acceptance destination and unique experiences). Travelers (looks more and more at sustainable destination*), Mum and Dad with 2 children (looks for a safe and enjoyable vacation), DINK – dual income no children (looks for peace and tranquility) and there are many more segments of consumers.



Benefits of Niche Markets

- There are several benefits of targeting a niche market:
 - Reduced competition
 - Focused business efforts
 - Provided expertise
 - Established brand loyalty
- The more specialized the products or service, you offer, the less competition there will be.
- Targeting a narrower audience also allow businesses to focus their efforts on catering to specific customer needs.



Your Niche Market and GSTC

- ▶ The consumers (your guests) want a unique, sustainable, safe and memorable experience.
- ▶ GSTC provides a framework which allow the operators to develop their businesses to be more aware of what can be done to minimize the foot print of an operation and to address the consumers issues by:
 - ▶ Demonstrating effective sustainable management,
 - ▶ Maximizing social and economic benefits to the local community and minimize negative impacts,
 - ▶ Maximizing benefits to cultural heritage and minimize negative impacts,
 - ▶ Maximizing benefits to the environment and minimize negative impacts.



What can you do to be or become sustainable?

- Preserve water, energy and the natural resources surrounding you,
- Have procedures in place to minimise waste, keep your business and surrounding clean and presentable,
- Teach and coach your staff to be more aware and understanding of different culture,
- Provide a unique and authentic Ni-Vanuatu experience,
- Purchase local products, produces and artifacts,
- Controls the number of tourist activities and movement of visitors within protected areas to limit the impacts on the ecosystem and help maintain the integrity and vitality of the site,
- Follow all the hygiene procedures set by the Department Of Health, to fight Covid-19 and keep Vanuatu safe,
- Check the GSTC guideline on line, to learn how you can develop a sustainable business plan with the view of becoming accredited
 - <https://www.gstcouncil.org/for-hotels-accommodations/>

I leave you with two pictures...



Unsustainable for the habitants and generations to come!



Sustainable for the habitants and generations to come