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provides practical guidance
to NTOs on how they might
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a tool for NTOs and others

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to theory and practice on
how to effectively identify
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tourists in order to
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Market Segmentation – Maximising

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Market segmentation is the strategic tool to account for heterogeneity among tourists by grouping them into market segments which include members similar to

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each other and dissimilar to
members of...

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Market segmentation can be
applicable to any of the
tourism supply components

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and provides benefits as given below ? . It helps to understand specific demands of the consumers. It helps to allocate marketing expenses efficiently. It helps to create effective marketing strategies to

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target specific market
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variables such as age,
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occupation, education,
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