

## **TYPES OF STRATEGIES FOR THE TOURISTIC FIRMS**

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*Tourism is a phenomenon that is constantly evolving, developing and reformulating itself as a consumer activity. Tourism is constantly being developed by the tourism industry and individual business to appeal to the consumer, as marketing is used to develop new ideas, products, services and destinations. For example, there is an international interest in developing niches, which are specific interests and activities that people might find interesting as an activity for their holiday. Recent developments that characterize this include the rise of natural-based ecotourism products, of wine and food-based tourism, following on people's interests, provides an example of a successful development of niche products. With all these roles, researchers as well as governments have agreed on the need of development strategies, as a successful and beneficial way towards the future.*

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