

Cultural Tourism Market | Accessory and Accidental segment to account for maximum industry growth - Market.us

According to the UNWTO, cultural tourism accounted for 40% of all international tourism in 2019, with over 830 million trips taken.

NEW YORK CITY, NEW YORK, UNITED STATES,
March 15, 2023 /EINPresswire.com/ -- Market
Overview:

Cultural tourism refers to the travel and tourism activities that involve the exploration of cultural and historical sites, landmarks, events, and traditions. It includes visits to museums, art galleries, historical monuments, cultural festivals, and other sites of cultural significance.

The [cultural tourism market](#) is driven by the growing interest in cultural experiences and the increasing awareness of the economic, social, and environmental benefits of cultural tourism.

The demand for cultural tourism is driven by factors such as the increasing interest in cultural experiences, the growing popularity of sustainable and responsible tourism, and the rise of the middle-class population in emerging economies. Moreover, the availability of advanced technologies, such as virtual reality and augmented reality, is also enhancing the cultural tourism experience.

The largest market for cultural tourism in Europe, owing to its rich cultural heritage and the popularity of cultural tourism among the region's tourists. On the other hand, the fastest-growing market for cultural tourism is expected to be the Asia Pacific, due to the growing interest in cultural experiences and the rising disposable income of the region's middle-class population.

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Global Cultural Tourism Market

[See the complete table of contents and list of exhibits, as well as selected illustrations and example pages from this report]

Cultural Tourism Market Scope:

By type, the market is segmented into Very Motivated, Partially Motivated, Accessory, Accidental, and Not Motivated. By application, the market is divided into Below 20 Years, 20-30 Years, 30-40 Years, 40-50 Years, and Above 50 Years.

Based on geography, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East and Africa. Major players profiled in the report include Expedia Group, Priceline Group, China Travel, China CYTS Tours Holding, American Express Global Business Travel, Carlson Wagonlit Travel, BCD Travel, HRG North America, Travel Leaders Group, Fareportal/Travelong, AAA Travel, Corporate Travel Management, Travel and Transport, Altour, Direct Travel, World Travel Inc., Omega World Travel, Frosch, JTB Americas Group, and Ovation Travel Group.

Market Dynamics

Drivers:

- Growing interest in cultural experiences
- Popularity of sustainable and responsible tourism
- Rise of the middle-class population in emerging economies
- Availability of advanced technologies
- Growing trend of multi-destination travel

Restraints:

- Lack of infrastructure and resources in less developed regions
- Cultural and linguistic barriers
- Political instability and security concerns
- Economic downturns and financial crises
- Environmental concerns related to tourism activities

Opportunities:

- Development of new cultural tourism destinations
- Integration of advanced technologies into the cultural tourism experience
- Expansion of cultural tourism offerings to attract diverse traveler segments
- Collaboration between tourism stakeholders to promote sustainable and responsible tourism practices
- Promotion of cultural tourism through digital marketing and social media channels

Challenges:

- Preservation of cultural heritage and authenticity
- Balancing the economic benefits of cultural tourism with the protection of cultural resources
- Addressing overtourism and its impact on local communities and the environment
- Ensuring the safety and security of cultural tourists in volatile regions
- Addressing the ethical concerns related to cultural tourism, such as exploitation and cultural appropriation.

Need More Information about Report Methodology at <https://market.us/report/cultural-tourism-market/#inquiry>

Key Market Segments

Type

Very Motivated
Partially Motivated
Accessory
Accidental
Not Motivated

Application

Below 20 Years
20-30 Years
30-40 Years
40-50 Years
Above 50 Years

Key Market Players included in the report:

Expedia Group
Priceline Group
China Travel
China CYTS Tours Holding
American Express Global Business Travel
Carlson Wagonlit Travel
BCD Travel
HRG North America
Travel Leaders Group
Fareportal/Travelong
AAA Travel

Corporate Travel Management
Travel and Transport
Altour
Direct Travel
World Travel Inc.
Omega World Travel
Frosch
JTB Americas Group
Ovation Travel Group

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Recent Development:

In September 2021, the World Tourism Organization (UNWTO) launched a new program aimed at promoting cultural tourism as a driver of sustainable development. The program, called Tourism and Culture Synergies, aims to foster partnerships between the tourism and cultural sectors to promote sustainable and responsible cultural tourism practices.

In July 2021, the United Nations Educational, Scientific and Cultural Organization (UNESCO) designated a new set of sites as World Heritage Sites, including several cultural tourism destinations such as the ancient city of Babylon in Iraq and the ShUM sites of Speyer, Worms, and Mainz in Germany.

In May 2021, the European Union launched a new initiative called the European Capital of Smart Tourism, aimed at promoting sustainable and innovative cultural tourism in European cities. The initiative provides support to cities that demonstrate excellence in cultural tourism and sustainable tourism practices.

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Medical Tourism Market Size (USD 35.9 Bn by 2032 at 12.2% CAGR) Globally, Analysis by Market.us

<https://www.globenewswire.com/en/news-release/2023/02/28/2616646/0/en/Medical-Tourism-Market-Size-USD-35-9-Bn-by-2032-at-12-2-CAGR-Globally-Analysis-by-Market-us.html>

Medical Devices Market Size (\$656 Bn by 2032 at 3.0% CAGR) Globally | Analysis by Market.us

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Pet Insurance Market Value to Hit USD 27.8 Billion in 2032 Globally | Market.us

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Biologics Market Economic Growth CAGR of 9.1%, Restraints, Mergers And Forecast (2022-2032)

<https://www.globenewswire.com/en/news-release/2023/03/06/2620668/0/en/Biologics-Market-Economic-Growth-CAGR-of-9-1-Restraints-Mergers-And-Forecast-2022-2032.html>

Precision Medicine Market Size (USD 254 Bn by 2032, at 12.1% CAGR) Globally | Analysis by Market.us

<https://www.globenewswire.com/en/news-release/2023/03/06/2620711/0/en/Precision-Medicine-Market-Size-USD-254-Bn-by-2032-at-12-1-CAGR-Globally-Analysis-by-Market-us.html>

Pharmaceutical Excipients Market Size to Reach \$11.8 Billion by 2032 - Rise with Stellar CAGR 5.8%

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Dietary Supplements Market Will Reach USD 361.4 Bn by 2032, At CAGR 8.4% Globally | Market.us

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Cosmetic Packaging Market Will Reach USD 57.1 Billion By 2032, at CAGR 4.6%: Market.Us

<https://www.globenewswire.com/en/news-release/2023/03/06/2621023/0/en/Cosmetic-Packaging-Market-Will-Reach-USD-57-1-Billion-By-2032-at-CAGR-4-6-Market-Us.html>

Wound Care Market Size Is Estimated to Be Valued at USD 30.2 Billion by 2032, at a CAGR of 5.2%

<https://www.globenewswire.com/en/news-release/2023/03/06/2621281/0/en/Wound-Care-Market-Size-Is-Estimated-to-Be-Valued-at-USD-30-2-Billion-by-2032-at-a-CAGR-of-5-2.html>

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