

Prerequisite status: -	Unit Type: Theoretical	The number of units: 2	Name of the lesson: <b>Tourism marketing</b>
Type of additional practical training: Has it <input type="checkbox"/> does not have <input checked="" type="checkbox"/> Science travel <input type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> Seminar <input checked="" type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
<b>Goals:</b> Acquaintance with the concepts and approaches of tourism marketing, principles and strategies, and factors affecting its development			
<b>Headlines</b> <b>1-</b> Analyzing the position and territory of marketing in the tourism system 2- The position and role of marketing in the tourism value chain and supply chain 3- Definition of tourism demand and marketing 4- Tourism marketing planning and development process 5- Factors and elements affecting the tourism demand of the destination (Demographic, psychological, political, economic, cultural, physical-spatial, managerial factors, etc.) 6- Different levels of demand in tourist destinations 7- Analysis of spatial-spatial flows affecting tourism destination marketing 8- Optimum analysis of factors affecting tourism marketing: <ul style="list-style-type: none"> <li>- Government and private sector</li> <li>- Political and security factors</li> <li>- Motivational factors</li> <li>- Capital flows and services</li> <li>- The flow of knowledge and information</li> <li>- Spatial flow of tourist movement</li> <li>- Competition and status of competitors</li> <li>- Manpower and entrepreneurs</li> <li>- Prices and costs of tourism</li> <li>- Local communities</li> <li>- Travel and tourism packages</li> </ul> 9- Tourism marketing mix 10- Types of marketing in tourism: <ul style="list-style-type: none"> <li>- Content marketing</li> </ul>			

- Targeted marketing

- Digital Marketing

- Social marketing

- Geographical marketing or geomarketing

11- Principles and rules of marketing in tourism

- Principles and standards of marketing in tourist destinations

- Marketing principles and standards in ecotourism destinations

- Principles and standards of marketing in new and young tourism destinations

- Principles and standards of marketing in deprived areas

- Principles and standards of marketing in areas with a dynamic economy and strong infrastructure

12- Methods and techniques of typology and market segmentation and marketing in tourist destinations

13- Competitiveness and tourism marketing strategies

14- The role and position of brand and branding in tourism marketing

15- Experiences and successful examples of tourism marketing in the world and Iran

## **Reference**

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3- Haji Amini, Mustafa and Mohammad Alipour, Rasul (2014), Electronic Marketing in the Tourism Industry: From Concepts to Applications, Cultural Studies Bureau

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west Bengal India

12- Kotler, Philip & Bowen, John & Makens, James. ( **2016** ), Marketing For Hospitality And Tourism; Pearson Education