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| Prerequisite status: - | Unit Type: Theoretical | The number of units: 2 | Name of the lesson: Economic analysis and rural and nomadic tourism markets |
| 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 type="checkbox"/> | | The number of hours: 32 | Expert professor to teach: Geography and rural planning |
| Goals: Familiarizing students with the economic effects of tourism in rural and nomadic communities and strategies to achieve the development of these areas and preserve villages | | | |
| Headlines 1- An introduction to tourism marketing and economics in rural areas 2- Getting to know the concept of tourism marketing in rural areas 3- Rural tourism marketing analysis 4- Investigating the effects of tourism in improving the economic indicators of rural and nomadic areas - Help to increase foreign exchange income, - Help to government income, - Job creation, - Regional development 5- Motives and demand of tourists from the duties of tourism marketers 6- Importance of marketing research in the rural tourism industry 7- Tourism products and customer service in rural and nomadic areas 8- Tourism markets and their management in rural and nomadic areas, 9- Marketing and increasing the income of rural tourism 10- Marketing and development of the rural tourism market at international levels 11- Economic evaluation of an investment in the rural tourism sector - Stimulating investment in the area with the arrival of tourists, - Increasing the level of riskiness of the investment, - The amount of investment for the development and improvement of regional relations for the benefit of the village - Increasing the amount of investment to improve the quality of transportation services with the arrival of tourists | | | |

- Rural tourism and resistance economy

12- Identification of capacities for the economic development of sustainable rural tourism

13- The importance of planning in strategic marketing of rural and nomadic products

١٤ - Planning market development projects in rural and nomadic areas

15- New plans for marketing and selling services in rural and nomadic communities

Reference

1- Ziauddin Mohammad Mahdi, (2016) Tourism Marketing with a Practical Approach, Mahkame Publications

2- Rahim, Yaqoubzadeh, Ismail, Shafaati, Negin, Hijazi, 2014 Tourism Economy and its Competitiveness in Iran with Emphasis on the Analysis of the Tourism Situation in Iran and Providing Strategies for the Competitive Growth of Tourism, Jahad Academic Publishing Organization

3- Ranjbarian Bahram, Zahedi, Mohammad 2013 Tourism Marketing, Chaharbagh Publications

4- Kamarpukur, 2017, Role of Marketing Mix (7ps) On Development of Rural Tourism: Evidence from West Bengal India.

5- Gunjan Saxena, 2016, marketing rural tourism experience, school UK.

6- Nilanjan Ray, Dilip Kumar Das, Raj Kumar, 2017, Tourism Marketing a Strategic Approach, West Bengal, India

7- Rodoula H. Tsiosou, Ronald E. Goldsmith, 2012, Strategic Marketing in Tourism Services, Emerald Group Publishing.