

Prerequisite status: -	Unit Type: Theoretical	The number of units: 2	Name of the lesson: <b>Product Development of Tourism Events</b>
Type of additional practical training: Has it <input type="checkbox"/> does not have <input checked="" type="checkbox"/> Science travel <input checked="" type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input type="checkbox"/> , Seminar <input type="checkbox"/>		The number of hours: 32	Expert professor to teach: Geographer specializing in tourism
<b>Goals:</b> Acquaintance with the concepts, basics, and development process of event tourism product			
<b>Headlines</b> <b>1-</b> Definition of basic concepts (event tourism product, product development, and product quality) 2- The location and relationship of the event tourism product with other products of the tourism industry 3- Systemic elements of event tourism product - Event - Infrastructure and transportation - Headquarters and event site - Accommodation, catering, and other facilities - Sales and distribution - Side activities 4- Event tourism product typology 5- Product development approaches in event tourism 6- Tourism product development framework and process - Organize and manage event product development - Event tourism product development process - Supply chain and event tourism product value - Distribution network and event tourism product supplier institutions 7- Event tourism product development strategies 8- The experienced quality of the event tourism product and the behavior pattern of tourists 9- Evaluation of the life cycle of event tourism product 10- Summary and comparative comparison of event tourism product development in the world and Iran			
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