

## عنوان مقاله:

The necessity of tourism marketing for successful tourism development in Iran

## محل انتشار:

اولین کنفرانس بین المللی تحقیقات بازاریابی (سال: 1388)

تعداد صفحات اصل مقاله: 9

## نویسنده:

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## خلاصه مقاله:

This paper focuses upon the production of destination and experiences through tourism marketing. Tourism marketing and promotion is clearly essential for successful tourism development but is sometimes overlooked. Nevertheless marketing actively creates and constructs certain destination for development (Goodal, 1987). However, we shouldn't lose sight of the fact that tourism promotion is grounded in relation of power, dominance and subordination which characterize the global system (Morgan & Pritchard, 1998). Although Iran has a lot of tourism capacity and potential, but unfortunately this industry couldn't improve as well as it should. Iranian tourism enterprises must use tourism marketing for successful tourism development. The business environment where enterprisers in the Iranian tourism develop their activities, is complex and continuously changing. This imposes an increase in the concern of tourism managers that should take account of the motivation and demands of current and potential tourists which would be (the best way to attract customers and make them loyal. (lordache & parpandel, 2009

## کلمات کلیدی:

tourism marketing, tourism development, Iranian tourism enterprises, loyal customers

## لینک ثابت مقاله در پایگاه سیویلیکا:

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