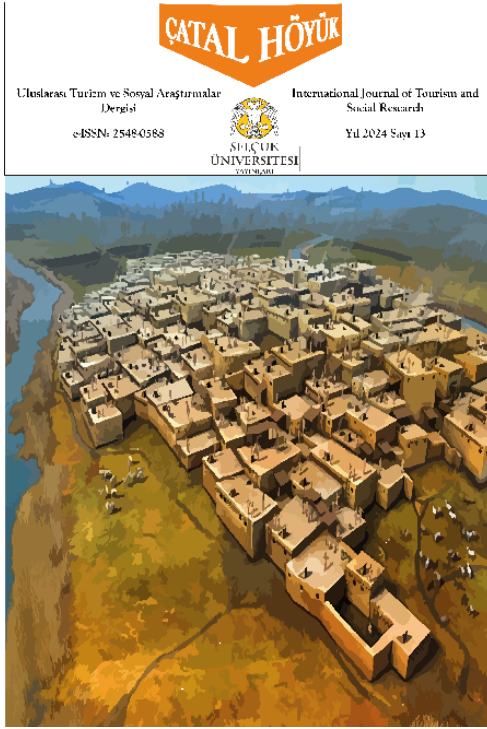




Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisi Catalhoyuk International Journal of Tourism and Social Research

The Role of Marketing Indicators in the Development of
Tourism and Regional Economic Activities

Turizm ve Bölgesel Ekonomik Faaliyetlerin Gelişiminde
Pazarlama Göstergelerinin Rolü

*Saeid FOROUGHİ
Abdullah KARAMAN

<https://dergipark.org.tr/tr/pub/cutsad>

Atıf / Citation

Foroughi, S., & Karaman, A. (2025). The Role of Marketing Indicators in the Development of Tourism and Regional Economic Activities. *Catalhoyuk International Journal of Tourism and Social Research*, 14, 1-17. [10.58455/cutsad.1636113](https://doi.org/10.58455/cutsad.1636113)

Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisi, akademisyenlere, araştırmacılara, doktora öğrencilerine ve alanındaki diğer profesyonellere kapsamlı bir dizi benzersiz çevrimiçi dergi gönderme hizmeti sunan uluslararası bilimsel, yüksek kaliteli açık erişimli, hakemli bir akademik dergidir. Bu dergi, orijinal araştırma makalelerini, teori temelli ampirik makaleleri, derleme makalelerini, vaka çalışmalarını, konferans raporlarını, kitap incelemelerini ve ilgili raporları yılda iki kez (Haziran ve Aralık) çevrimiçi olarak yayınlamaktadır.

Yazarlar dergide yayınlanan çalışmalarının telif hakkına sahiptirler ve çalışmaları Creative Commons Atıf-GayriTicari 4.0 Uluslararası (CC BY-NC 4.0) olarak lisanslıdır. Dergide yayınlanan çalışmalarının hukukî sorumluluğu yazarlarına aittir.

Catalhoyuk International Journal of Tourism and Social Research is an international scientific, high-quality open access, peer-reviewed academic journal that offers a comprehensive range of unique online journal submission services to academics, researchers, doctoral students and other professionals in the field. This journal publishes original research articles, theory-based empirical articles, review articles, case studies, conference reports, book reviews and related reports online twice a year (June and December).

Authors publishing with the journal retain the copyright to their work licensed under the CC BY-NC 4.0. The legal responsibility of the studies published in the journal belongs to the authors.

* Corresponding Author, Master Student, Selcuk University, Faculty of Tourism, Department of Tourism Management, Konya / Türkiye. ORCID: <https://orcid.org/0000-0002-7556-2118>, E-mail: saeid.foroughi@yahoo.com

Prof. Dr., Selcuk University, Faculty of Tourism, Department of Travel Management and Tourism Guidance, Konya / Türkiye. ORCID: <https://orcid.org/0000-0001-7934-0451>, E-mail: akaraman@selcuk.edu.tr



The Role of Marketing Indicators in the Development of Tourism and Regional Economic Activities

Saeid FOROUGHİ & Abdullah KARAMAN

Makale Bilgisi

Araştırma Makalesi

Geliş: 09.02.2025

Kabul: 27.03.2025

Yayın: 01.09.2025

DOI: [10.58455/cutsad.1636113](https://doi.org/10.58455/cutsad.1636113)

Eylül, 2025

Sayı: 14

Sayfalar: 1-17

Anahtar Kelimeler:

Turizm Endüstrisi, Pazarlama,
Bölgesel Ekonomi, Turizm
Potansiyeli, Turizm Gelişimi

Özet

Dünyanın önde gelen endüstrilerinden biri ve en hızlı büyüyen ekonomik sektörlerden biri olan turizm endüstrisi, çok sayıda organizasyonu şekillendirip dönüştürebilen, sosyal, kültürel ve ekonomik alanlarda güçlü bir itici güçtür. Bu endüstri, modern bir hizmet endüstrisi ve dünya çapında uluslar ve insanlar arasında bağlantılar kurmanın bir yolu olarak kamuoyunun dikkatini çekmiştir. Bu endüstriye olan ilgi, özellikle tarihi ve kültürel kaynaklar ve doğal güzellikler açısından zengin ülkelerde önemlidir. Bir ülkenin turizm sektörünün ilerlemesi ve gelişmesi, etkili pazarlama stratejileri ve ölçümlerinin uygulanmasıyla önemli ölçüde etkilenebilir. Turizm endüstrisinin gelişiminde pazarlamanın rolü çok önemli ve etkilidir. Bu alandaki pazarlama, seyahat ve turizmle ilgilenenleri çekmek ve teşvik etmek için çeşitli yöntem ve stratejilerin kullanılmasını içerir. Bu nedenle, turizm pazarlaması üzerine araştırma ihtiyacı her zamankinden daha fazladır. Bu bağlamda, bu araştırma, serbest ticaret bölgelerinin turizmin ve bölgesel ekonomik faaliyetlerin gelişimindeki rolünü incelemek için yürütülmüştür. Turizm gelişiminin önemi, pazarlama ortamının analizi, özellikleri, aşamaları, uygulaması, faydaları ve pazarlamanın turizm endüstrisinin ve bölgesel ekonominin gelişimindeki rolü konunun boyutları olarak incelenmiştir. Araştırmanın gerekliliği ve önemi göz önüne alındığında, bu nitel çalışmada kullanılan araştırma yöntemi tanımlayıcıdır. Pazarlamanın eksikliği nedeniyle, bu endüstrinin gelişmekte olan ülkelerdeki rolü geçmişe göre daha az belirgin hale gelmiştir. Ülkenin gelir kaynaklarını çeşitlendirme stratejilerinden biri olarak turizm endüstrisinin geliştirilmesi, ülke planlamacıları ve politikacıları tarafından daha fazla dikkat çekmelidir. Günümüzde pazarlama çabaları, üretim ve satışlardan çok daha önemlidir. Bu nedenle, bir ülke yeterli olanaklara ve turizm potansiyeline sahipse, ancak pazarlama tekniklerini dikkate almaz ve bu cazibeyi planlarına dahil etmezse, o ülke şüphesiz turizm endüstrisinin ve ekonomik faaliyetlerinin büyümesinde ve gelişmesinde başarılı olmayacaktır. Bu nedenle, turizmde ilerleme sağlamak için toparlanma görünümüne dikkat etmek çok gereklidir. Turizm geliştirme ve pazarlamanın bu süreçte yakından ilişkili olduğu ve birbirlerinin farklı yönlerini etkileyebileceği unutulmamalıdır.

Article Information

Research Article

Submitted: 09.02.2025

Accepted: 27.03.2025

Published: 01.09.2025

DOI: [10.58455/cutsad.1636113](https://doi.org/10.58455/cutsad.1636113)

Eylül, 2025

No: 14

Pages: 1-17

Keywords:

Tourism Industry, Marketing,
Regional Economy, Tourism
Potential, Tourism Development

Abstract

The tourism industry, as one of the world's leading industries and one of the fastest-growing economic sectors, is a strong driving force in social, cultural and economic fields, capable of shaping and transforming numerous organizations. This industry has attracted public attention as a modern service industry and a means of establishing connections between nations and people worldwide. Attention to this industry is especially significant in countries that are rich in historical, and cultural resources and natural attractions. The advancement and enhancement of a nation's tourism sector can be significantly influenced by the implementation of efficient marketing strategies and metrics. The role of marketing in the development of the tourism industry is very important and influential. Marketing in this field involves the use of various methods and strategies to attract and stimulate those interested in travel and tourism. Therefore, the need for research on tourism marketing is more than ever. In this regard, this research was conducted to examine the role of free trade zones in the development of tourism and regional economic activities. The importance of tourism development, analysis of the marketing environment, characteristics, stages, application, benefits and role of marketing in the development of the tourism industry and regional economy were examined as dimensions of the subject. Given the necessity and importance of the research, the research method used in this qualitative study is descriptive. Due to the lack of marketing, the role of this industry in developing countries has become less prominent than in the past. The development of the tourism industry as one of the strategies for diversifying the country's income sources should be given more attention by the country's planners and politicians. Today, marketing efforts are much more important than production and sales. Therefore, if a country has sufficient facilities and tourism potential but does not consider marketing techniques and introduce this attraction in its plans, that country will undoubtedly not be successful in the growth and development of its tourism industry and economic activities. Therefore, to achieve progress in tourism, it is very necessary to pay attention to the appearance of recovery. It should be noted that tourism development and marketing are closely related in this process and can affect different aspects of each other.



The Role of Marketing Indicators in the Development of Tourism and Regional Economic Activities

Introduction

Today, tourism in the world has developed a lot and many countries have been able to improve their situation to a significant extent and overcome their economic problems, such as low per capita income, high unemployment and lack of foreign exchange earnings, through this approach (Asadi et al., 2013). Tourism, as an effective and influential activity in societies, has been able to attract the attention of policymakers and planners. Tourism is a widespread activity that brings with it important economic, social, cultural and environmental impacts. In many countries in the world that have developed tourism, significant impacts on the economy are observed. The development of the tourism industry is of great importance, especially for developing countries, to overcome problems such as high unemployment, limited foreign exchange resources and a single-product economy (Ebrahimzadeh & Yari, 2012). Planning in tourism can play an undeniable and fundamental role in generating income, creating employment, and ensuring tourist satisfaction.

In the definition of tourism marketing, we can mention the methods of tourist marketing in the United Arab Emirates and Turkey. These two countries have created conditions by setting specific regulations for the entry of tourists, in which a large part of their countries' income is provided by tourists and tourists. Today, Dubai is considered a center of autumn and winter tourism for people in Europe and America, and Turkey has also easily been able to attract recreational and medical tourists from Iran and Arab countries.

Marketing is very necessary and essential for the continuation of the tourism industry. In fact, through marketing methods, potential tourists can be attracted to the desired area. Therefore, developing strategic marketing plans can effectively help achieve the goals of tourism projects. Tourism marketing is the process of designing and implementing activities for products, pricing, promotion, improvement and distribution of tourism services or products. Tourism marketing includes all activities designed to meet the needs and desires of tourists and can be considered as a subset of tourism marketing activities (Asadi et al., 2013). Tourism marketing plays a crucial role in recognizing and anticipating the requirements of travelers, facilitating the provision of services that cater to these needs, while simultaneously informing and inspiring potential visitors to explore various locations. This strategic approach not only enhances tourist satisfaction but also aligns with the objectives of tourism organizations. Travelers embark on journeys to diverse regions primarily to experience the unique attractions offered by these destinations. Thus, the availability of appealing attractions serves as a significant draw, encouraging individuals to venture to different locales (Brown, 2009). The unique attributes of tourism products render marketing a critical component within this sector, distinguishing it from other industries. Consequently, the strategic application of tourism marketing instruments is vital for a country or region, as these tools serve to inform prospective travelers about the diverse offerings available and motivate them to explore the destination (Laimer & Weiss, 2009; Âmin Bidakhti & Nazari, 2009).

The utilization of mass media for advertising and disseminating information stands out as a highly effective element in the realm of tourism marketing. Today, developing and underdeveloped countries are forced to use mass media to achieve comprehensive standards in all matters, to provide information and to use mass media to achieve balanced and homogeneous development (Mahdaviyan Mashhadi et al., 2012). On the other hand, in the rapidly accelerating global trend, communication technology has advanced at an unimaginable speed and has dominated all levels of human activities (Rezagholizadeh, 2010). The scope and depth of this transformation are such that a new society is emerging and taking shape and a new era in human life has begun. The key and influential element in this process of transformation and transformation is technology, which is gaining new expression in the media every day (Asadi et al., 2013; Javid & Asadi, 2018; Iranpur Mobarake et al., 2019). Given the increasing demand for travel by tourists worldwide, media tools are becoming increasingly important for introducing tourist attractions and attracting tourists in this era. Social media has great potential for marketing in an industry related to people's moods and entertainment.

Media is a means of transmitting messages and information and with the help of technology, it dominates all social levels of the territories. Today, unlike in the past, communication technology is not only available to specialists but has become a basic need of the daily lives of ordinary people (Moradi et al., 2011). At the same time, the media are considered the most powerful tool for projecting and spreading ideas and the most efficient means of penetrating cultures and attitudes into the heart of societies. The media and their quantitative and qualitative advances are the vanguards of the recent movement in all aspects of life and the development of communications from various aspects. Imagery, need assessment, persuasion and satisfaction, awareness, effective communication and the use of new technology in the field of media have placed many countries among the top tourist destinations in the world (Aqili & Basti, 2011). Apart from these, the media play a decisive role in the development of the tourism industry, playing roles such as culture building, education, information provision, and social participation (Javid et al., 2013). A large part of our view of the world is rooted in media messages that have been constructed in advance. The extensive reach of media significantly shapes societal values and norms, exerting a direct influence on the collective consciousness. Concurrently, the media are instrumental in transforming public awareness and attitudes within society (Asadi et al., 2013).

Today, the necessity and importance of tourism marketing are such that it is sometimes referred to in the tourism literature as the main pillar of industry development in tourism destinations. At the same time, one of the main concerns of marketers is planning and identifying the causes and factors that affect the increase in the acceptance and presence of tourists and visitors to tourism destinations (Asadi et al., 2013). Until the mid-1990s, advertising and marketing in tourism was generally limited to travel agencies. However, with the advancement of science and technology, the emergence of mass media and the need for advertising and marketing on a wider scale, tourism was able to expand its market well by designing and creating websites (Ramona et al., 2008).

In recent years, social media has increasingly become a communication and business tool, and businesses have recognized the importance of social media as a way to attract customers on a personal level. The expansion of these media has led businesses to seek new ways of interacting with their customers. Social media marketing has a positive impact on business performance. Therefore, according to the most important hypotheses of the research, it is suggested that tourism businesses use social media marketing to attract customers and use social media as a powerful marketing tool (Shirshamsi et al., 2021).

1. Research Background

Tourism marketing as a process involves designing and providing products and services that meet the needs of tourists, both individually and in groups, and these products are offered to the markets to achieve desirable social and economic results. Given that tourism services and products are composed of material components as well as specific organizational and economic structures, it is essential to coordinate the marketing activities of all companies active in this field (Kallibekovich, 2024).

The existing body of research in this domain remains relatively sparse, prompting the mention of several notable studies undertaken in recent years. The research undertaken by Starchevich and Konjikusich (2018) sought to investigate the influence of digital technologies on the travel patterns of millennials, with the objective of developing a comprehensive profile of this demographic. This profile is intended to assist tourism marketing managers in formulating effective marketing strategies tailored to the preferences and behaviors of millennial travelers.

The publication titled *Strategic Marketing in Tourism Services* authored by Tsiotsou (2012) offers an in-depth exploration of the application of target marketing and electronic marketing techniques in the advancement of the tourism services sector.

In 1989, Papadopoulos presented a theoretical model for tourism marketing planning and development. This model systematically analyzes source markets and determines appropriate strategies for attracting tourists, as well as how to plan for the implementation of these strategies. He explained in detail the contribution and role of each marketing component and its different stages in the policy-making process (Papadopoulos, 1989). In another study, Li and Petrick (2008) examined the appropriate paradigms for international tourism marketing in changing conditions and provided solutions. The article refers to the changing aspects of the tourism market and the types of paradigms used, including relational, network and service paradigms, and finally, presents a model for examining current market changes and new ways of thinking in international tourism marketing.

Eusebio et al. (2006) conducted a study titled *Marketing Performance Measurement in Spain*. This study aimed to highlight the importance of marketing performance measurement due to the limitations of effective measurement methods. In their study, marketing performance measurement criteria were determined including financial, competitive, consumer behavior, intermediary behavior, direct customer, and innovation. The findings of this study showed that customer-based criteria are more effective in the tourism industry.

Hosseini Kia (2011), in his article titled "Designing an Analytical Model of Integrated Marketing Communications Suitable for Attracting More Tourists to a Tourist Region", states that the components of integrated marketing communications - especially advertising, followed by public relations, sales promotion, personal selling, and direct marketing - have the greatest impact on attracting tourists to the region under study. Kannan (2009) in a study titled "Tourism Marketing: A Service Marketing Perspective" examined tourism marketing in India and concluded that modern technology should be used to succeed in tourism marketing. Barghi et al. (2012) conducted a study titled "Tourism Marketing Modeling" and stated that the components of promotion, people, and product are of great importance in tourism marketing in the cities of Mazandaran province. Ghadiri Masoum et al. (2013) conducted a study to evaluate and prioritize the influential indicators in rural tourism marketing, and their results indicate the broad importance of promotion, people, and product indicators in the development of rural tourism. Hosseini Kolkah and Habibi (2014) in their article "Investigating the Effect of Marketing on Increasing Tourist Attraction with Four Components" concluded that in the price component, fixing the price of goods, in the promotion component, holding exhibitions, in the location component, easy access to attractions, and in the product factor, diversity of accommodation centers is the most important. They also believe that to increase tourist

attraction and tourism development policy, comprehensive strategic marketing planning should be carried out to attract tourists (Hosseini Kolkah & Habibi, 2014). The results of Rahmani et al. (2014) research show that tourism marketing and development, planning and management, production, advertising, and the influence of individuals in this region are of great importance.

Marketing capabilities hold significant importance within organizations, as highlighted by Dias and Lages (2021). These capabilities are characterized as resources that are developed through comprehensive analyses of the external market, which encompass competitors, customers, and stakeholders, in addition to the organization's established reputation and inherent capabilities (Camisón et al., 2016). For example, dynamic capabilities enable organizations to adopt innovative strategies that leverage existing resources, allowing for their transformation in various unique manners. This adaptability is crucial for navigating ongoing market changes and minimizing the costs associated with the development of new resources (Teece et al., 2008).

The competitiveness of tourism destinations has emerged as a crucial factor in attracting tourists and meeting their diverse needs, thereby facilitating an increase in tourist consumption, as noted by Enright and Newton (2004). This dynamic process is characterized by a proactive approach that enhances the well-being of residents while ensuring a high level of satisfaction for visitors. Organizations can bolster both the competitiveness of destinations and their operational success by embracing strategies centered on innovation, risk-taking, collaboration, and efficiency, as highlighted by Ritchie and Crouch (2000). Furthermore, effective destination management is reinforced by the strong relationships among stakeholders, including tourists, which fosters an environment conducive to knowledge sharing and skill development through co-creation, ultimately improving the quality of life in these areas, as discussed by Richards (2020).

2. Research Methodology

The tourism industry, as one of the world's leading industries and one of the fastest-growing economic sectors, is a strong driving force in social, cultural and economic fields, and can shape and transform numerous organizations, including factors that can improve the development of this industry. The use of effective electronic marketing tools and parameters is therefore the need for research on tourism marketing. Considering the research objectives, the following research questions were answered.

What is the importance of the development of the tourism industry in the local economy?

What are the key marketing indicators in promoting tourism and regional economic activities?

What is the role of marketing in the growth of the tourism industry and the formulation of economic strategies?

How are the stages and characteristics of marketing defined, as well as its applications in the development of the tourism industry?

Also, what challenges and disadvantages can marketing create in the process of tourism industry development?

In this regard, this study aims to investigate the role of free trade zones in the development of tourism and regional economic activities. Considering the importance of marketing in the development of tourism and the regional economy, this article attempts to examine the importance and importance of the expansion of the tourism industry, the tourism life cycle, the analysis of the tourism marketing environment, the stages of marketing, the benefits and role of marketing, the applications of marketing and the characteristics of marketing on the development of tourism activities and the regional economy, and the necessity of its development. Given the importance and necessity of this research, the research method used in this article is descriptive meta-synthesis. In this research, the library method and information available in articles and reference books were used to collect data in

the field of theoretical foundations of the research literature, and related domestic and foreign articles and books were also examined. The study's statistical population included all research (thesis, research projects, and articles) conducted on the role of social media in the development of the tourism industry from 2013 to the time of the study. To determine published research, all scientific databases, including websites, the Humanities Portal, the National Library, as well as Google and Google Scholar, were studied in a free search. The search keywords in the Internet databases included the terms tourism industry, marketing, regional economy, tourism potential, and tourism development.

3. The Importance of Expanding the Tourism Industry

In the global economic system, the tourism industry is becoming more and more important day by day. The tourism industry plays a significant role in the growth and development of the country and increases production and employment. To create sustainable and appropriate development of the tourism industry, it is very important to have competent, coherent and coordinated management between the public and private sectors. First, the government has several responsibilities, including coordinating policies, planning, preparing statistics and conducting research, setting standards and regulations for the tourism industry, creating investment incentives, providing some marketing services, planning and training human resources for tourism, and building and expanding infrastructure facilities. The private sector is also responsible for business development building and managing tourist accommodation and providing facilities and other tourism and marketing services for these places and facilities (Amiri Aghdai et al., 2016).

Tourism in the present time is a set of desires and movements. Access to more financial facilities and capabilities has made travel possible for different masses. New technologies such as airlines and satellite communications have changed the way people live, work and play, as well as have fun in the twentieth century, and have also caused the amount of travel, travel, and tourism to increase for various reasons. As a result, it has increased leisure time and idle time. Today, tourism has become a lucrative industry and, in some countries, this industry has become the most important source of income (Shirshamsi et al., 2021).

The tourism industry is very important in two main ways. First, it has provided a means for nations to become familiar with other cultures, races, ethnicities, lands, and dialects. Second, it is considered an economic source of income and foreign exchange. Different countries around the world are developing this industry and trying to use various facilities and attractions to attract tourists. Tourism is becoming one of the main pillars of the world's commercial economy. Many development planners and policymakers refer to the tourism industry as the main pillar of sustainable development.

The tourism industry is one of the largest and most dynamic industries in the world, with significant impacts on the economy, culture, and sustainable development. The importance of this industry as a major source of employment, economic growth, and cultural exchange is undeniable. In this article, we will examine the importance of the tourism industry and its role in social and economic development.

Job creation:

One of the most important positive effects of the tourism industry is job creation. Among the people who benefit directly or indirectly from this industry are tour guides, hoteliers, restaurants, taxi drivers, local artists, local production units, etc. Also, tourism development can create secondary jobs

such as construction, transportation, and financial services, which in turn leads to an increase in employment rates and a decrease in unemployment.

Economic development:

In difficult economic conditions, the hypothesis is that the growth and development of the national economy are supported by the tourism industry. The tourism industry is an important source of income for countries. Tourism can act as a major engine for economic growth in different parts of the world (Shahraki & Ebrahimzadeh, 2015). Revenue generation from tourism can not only help develop other sectors of the economy but can also provide resources for upgrading infrastructure, improving social services, and raising the standard of living of the community.

Environmental protection:

Although tourism may have negative impacts in some aspects, it can also help to protect and restore natural and cultural areas. Given the economic value of tourism to an area, people and local officials may do their best to preserve the natural and cultural resources in these areas so that these areas remain attractive to visitors.

Cultural exchange:

Tourism can provide an opportunity for cultural exchange and communication between different ethnicities and nations. This cultural exchange can contribute to better understanding and peaceful interactions between nations and help develop a global culture and mutual understanding between different peoples.

The tourism life cycle is as follows:

Exploration: A country is visited as a tourist destination by a small number of tourists. Due to the small number of tourists, the local people will treat the tourists kindly, regardless of their interests. In this stage of tourism, the interaction between the local people and the tourists is friendly.

Involvement stage: The number of tourists increases, and people benefit from the positive effects of the arrival of tourists. People provide welfare facilities for tourists (local people rent out their homes to them or accompany tourists as guides to increase their profits from the presence of tourists), and the host-guest relationship is harmonious and good.

Development stage: The behavior of the local people changes, foreign investment begins, the shape and space of the region changes, and the market becomes specialized. In this stage, the number of tourists has increased significantly, and investors have started building hotels and other amenities to attract tourist capital. Local people at this stage view tourists as an economic resource. In the tourism development stage, the tourism market becomes a specialized market.

Consolidation stage: In this stage, tourists travel to the destination country regularly and permanently, and the per capita income of the destination country is visibly affected by the presence of tourists.

Institutionalism: After a while, a tourist destination becomes repetitive and boring for tourists. Cultural differences between tourists and locals become a problem due to the expansion of communication and the increased time of this communication, and tourists change their tourist destination.

Decline-rejuvenation: If there is no renewal, new goods and services are not created, and tourism facilities are not renewed, little by little only memories of the boom years remain in the minds. A tourist destination must be able to set a rejuvenation plan after a recession.

4. Tourism Marketing

Tourism marketing is defined as recognizing the needs of tourists and responding to the identified needs by providing specialized tourism services. This method of marketing is included in the activities of the service marketing field. In this approach, there must first be sufficient awareness of the differences between customers of products and services and tourists. Individuals as tourists have needs that are substantively different from those of customers of products and services. Traditionally, marketing begins through market research and recognizing the needs of the target market. Then, these needs are responded to by providing products and services tailored to the target market. However, in the field of tourism, the target market intends to achieve its needs and desires by moving to another place. This is a subtle and attractive point of tourism marketing. The subject of marketing in the tourism industry is very specialized, and the discussion of tourists and tourism is fundamentally different from that of customers of products and services. Success in this field requires a correct understanding of the concept of tourism. On the other hand, marketing skills must also be fully present (Zekavati et al., 2024).

Marketing in the tourism industry is a management mechanism that anticipates the needs of current and future tourists and plans to meet these needs. Tourism marketing creates competition between companies providing tourism services, such as travel agencies. Tourism marketing management is not limited to financial issues (Shirshamsi et al., 2021).

Tourism marketing is the use of mechanisms related to understanding the target market, and the needs of tourists and responding to those needs by providing appropriate services. Tourism marketing encompasses the business practices aimed at attracting visitors to specific destinations. This concept is closely linked to the development and implementation of marketing strategies within the tourism sector (Sofronov, 2019). In contemporary society, numerous nations rely significantly on tourism as a vital contributor to their gross domestic product. Tourism marketing, a specialized sector within the broader field of marketing, focuses specifically on promoting the tourism industry. The effective execution of tourism marketing strategies is essential for maximizing the benefits derived from this sector.

In today's highly competitive markets, marketers and destination managers are increasingly seeking to influence tourist behavior. Marketing has a positive and significant impact on destination brand equity and tourists' behavioral intentions, and brand equity plays a mediating role in the impact of marketing on tourists' behavioral intentions (Mohammadi et al., 2020). In the tourism industry, different goods and services enter the market every day through different suppliers, and all compete with each other. In the meantime, it is very difficult to attract a tourist to purchase one of these services and, more importantly, to create satisfaction in him. A tourist's demand depends on personal tastes, fashion, suggestions from others, and the travel season.

4.1. Marketing In the Development of The Tourism Industry

The role of marketing in the development of the tourism industry is very important and influential. Marketing in this field involves the use of various methods and strategies to attract and stimulate those interested in travel and tourism (Fedoryshyna et al., 2021).

4.1.1. Economic strategies.

Marketing within the tourism sector is characterized as a strategic approach employed by tourism enterprises, which involves an ongoing analysis of both current and prospective market conditions. This process is aimed at ensuring that the offerings of the company are consistently aligned with these conditions, thereby effectively addressing and satisfying consumer needs. Consequently, this practice is recognized as a financially efficient economic endeavor. Furthermore, tourism marketing encompasses a diverse array of communication strategies and methodologies designed to enhance the visibility and appeal of various regions and destinations (Sofronov, 2019). The characteristics of consumer behavior within the tourism sector, alongside brand management and strategic marketing, represent critical areas of focus in this field. Implementing effective marketing strategies has the potential to greatly enhance marketing performance and facilitate the attainment of business objectives in the tourism industry. Furthermore, strategic management in this sector pertains to the long-term framework and operational activities undertaken by organizations (Probstl-Haider & Haider, 2013).

Marketing strategies can include advertising, events, media activities, digital marketing, public relations, and direct marketing. These strategies can help attract domestic and international tourists, promote tourist destinations, increase sales of tourism services, and enhance the image of a tourist destination (Fedoryshyna et al., 2021; Khan et al., 2022).

By using market analysis, market research, identifying target needs, promoting cultural and natural monuments, offering discount programs and special packages, and using innovative methods such as experiential marketing, it is possible to have a greater impact on the development of the tourism industry.

4.1.2. Marketing stages in the development of the tourism industry

Its stages in the development of the tourism industry are:

- **Market analysis:** This stage involves examining the tourism market and the factors affecting it. This analysis includes understanding the target market, competitors, needs and preferences of tourists, market trends and other aspects of marketing (Mosavi et al., 2022).
- **Destination and product identification:** In this stage, the tourism destination and its related products and services are identified. This includes determining the characteristics, attractions and uniqueness of the tourism destination.
- **Marketing goal and strategy setting:** In this stage, marketing goals are set for the tourism industry. These goals may include attracting more customers, increasing revenue, improving tourist awareness about the destination, and other marketing objectives.
- **Marketing targeting and planning:** In this stage, detailed marketing plans are planned to achieve the set goals. This includes the use of advertising, promotion, digital marketing, and other marketing tools (Armutcu et al., 2023).
- **Implementation and execution:** In this stage, marketing plans are put into action and executed. This includes conducting advertising, and promotional activities, developing products and services, updating the website, and implementing digital strategies.
- **Evaluation and measurement:** In this stage, marketing performance and achievement of goals are reviewed. This includes measuring performance, analyzing efficiency, receiving feedback, evaluating strategies, and modifying them based on results. Measuring the effectiveness of marketing and promotional activities in the tourism industry includes evaluating key performance indicators (Jalaliyoon et al., 2023).

Note that these are basic steps for marketing in the tourism industry and may vary depending on the specific circumstances of the region.

4.1.3. Marketing characteristics in the tourism industry

Until a few years ago, marketing was only for goods. Today, the marketing of tourism services has also gained an important place and is developing. The most important characteristic of these services is their invisibility. This intangibility of tourism services creates a huge level of uncertainty in the purchase of services. A tourist plans to buy services a long time ago and also reserves the place of travel and accommodation. It is possible that in the future when he intends to travel, he will have a different feeling than when he made the decision. Tourism services are consumed at the time of production, and because of this type of service, person-to-person relationships are very important and satisfaction plays an important role (Âmin Bidakhti & Nazari, 2009).

The characteristics of marketing in the tourism industry are as follows:

- **Engaging content:** The tourism industry should use engaging and interesting content. This content can include attractive destination photos, sweet stories, and useful tips for tourists.
- **Needs and desires:** Marketing in the tourism industry should pay attention to the needs and desires of tourists. It is better to focus on the tourist experience and provide services and opportunities that respond to their desires and expectations (Mossberg, 2007).
- **Targeting:** The tourism industry should be targeted and consistent with marketing roadmap approaches. Understanding and analyzing the market and targeting advertising and activities based on these analyses can be helpful.
- **Uniqueness:** Marketing in the tourism industry should be able to explain the unique advantages and biases of each destination. The natural, cultural, historical and other unique attractions that a tourist destination has should be better used in promotion and advertising.
- **Use of technology:** The evolution of communication through social media has led to an increase in online information and content about tourist destinations (Narangajavana Kaosiri et al., 2019). The tourism industry cannot afford to be left behind by technology. The use of social media, websites, applications and other tools to communicate with tourists and provide information and services online can be very effective.
- **Communication and interaction:** The tourism industry should pay attention to communication and interaction with tourists. Receiving feedback, answering questions, providing guidance and establishing active communication with tourists can play an important role in the success of marketing.
- **Collaboration with local communities:** Marketing in the tourism industry should cooperate with local communities and use the spirit of participation and participation in the development stages. Exploiting local products and services and introducing joint activities can be helpful.

By using these features, marketing in the tourism industry can be successful and attractive and contribute to the development of the tourism industry and the economic growth of the region.

4.1.4. Marketing applications in the development of the tourism industry

Marketing can play important roles in the development of the tourism industry. Below are some of the applications of marketing in the development of the tourism industry:

- **Attracting tourists:** Using appropriate marketing strategies can help attract tourists to the region. Attractive advertisements, discount offers, and diverse tourist packages can attract the attention of

tourists and encourage them to visit and stay at the tourist destination (Kasemsap, 2015). By providing accurate and engaging information about tourist destinations, local attractions, services, and available opportunities, marketing can convince people to travel and experience tourism in that area.

- **Promoting tourist destinations:** Marketing can help promote tourist destinations and introduce them to international markets. This process includes the use of media, websites, social networks, exhibitions, specialized events and other promotional methods.

- **Improving the image of the destination:** Effective marketing can help improve the image of a tourist destination. Appropriate promotion and advertising can increase public awareness of the destination and create a positive image in the minds of tourists. By using marketing, the image of a tourist destination can be improved and its reputation and recognition can be increased on a national and international scale (Mohammad Shafiee & Rezaei Hajiabadi, 2023). A positive image of a destination attracts more tourists and creates more trust among them.

- **Promoting local culture and arts:** Marketing can pave the way for promoting and promoting local culture, arts, and crafts. This can provide a greater experience for tourists and help attract those interested in local culture and arts.

- **Creating recognition in new markets:** Appropriate promotion and marketing can help the tourism industry gain recognition in new and emerging markets. Online marketing and targeted advertising can achieve new opportunities in the tourism industry.

- **Creating economic impact:** Currently, the tourism sector is recognized as the most extensive and varied industry globally, possessing the potential to significantly contribute to a nation's economic expansion and development by serving as a primary source of revenue and job creation. The increased demand for tourism services can create new employment opportunities and lead to economic prosperity and a leap in development in destinations (Amini et al., 2024). By attracting tourists, tourism companies and facilities improve and earn the most income from the tourism industry. This is very important for creating jobs, keeping tourism-related industries alive, and motivating further development in the tourism sector.

- **Achieving sustainable development:** The significance of tourism in the context of sustainable development cannot be overstated. In this regard, the function of marketing within the tourism sector is increasingly pivotal as it seeks to advocate for sustainable practices. Through various marketing and promotional strategies, there is a concerted effort to enhance awareness regarding responsible travel habits, eco-friendly initiatives, and the importance of honoring local cultures, traditions, and ecosystems. By motivating travelers to embrace sustainable tourism practices, marketing plays an essential role in nurturing a tourism industry that is both environmentally sustainable and socially responsible. This includes promoting responsible tourism, paying attention to environmental protection and local culture, regional social development, and the balanced use of local resources (Baloch et al., 2023). Sustainable marketing benefits from reducing negative environmental and societal impacts and promoting social and cultural responsibility in tourism businesses.

4.1.5. Disadvantages of marketing in the development of the tourism industry

Although it is useful and effective in the development of the tourism industry, there are also some disadvantages and weaknesses. Some of them are mentioned below:

- **Tourist crowding:** A successful type of tourism industry can suddenly increase the number of tourists. This can lead to the crowding of tourists in crowded tourist destinations and traffic, crowding in places and the destruction of local nature and environment.

- **Price increase:** Successful promotion of tourist destinations can increase demand and cause prices to increase in accommodations, tourism services and local products. This can reduce accessibility for some tourists, especially those with limited incomes, and prevent them from taking full advantage of tourism opportunities (Apriyanti et al., 2024).

- **Impact on local culture:** The development of the tourism industry, especially through the use of marketing, affects and influences local culture. The main problem is in attracting tourists and organizing tourism events in such a way that visitors feel welcome. This may lead to the change of local culture and traditions and the reduction of local authenticity and identity (Zhang et al., 2021).

- **Impact on the environment:** Tourism development and active marketing can sometimes lead to environmental and natural resource degradation. This includes air and water pollution, landscape degradation, damage to wildlife, and climate change.

- **Inequitable distribution of benefits:** Successful tourism development and marketing may result in inequitable distribution of benefits and advantages to the local community. Some large companies and investors may reap greater economic benefits, while the local community may reap less and face social and cultural problems (Wang & Tziamalis, 2023).

5. Discussion and Conclusion

The tourism industry, as one of the most important industries in the world, is undoubtedly of great importance with its impacts on the economy, culture, and environment. From job creation and economic development to environmental protection and cultural exchange, the positive impacts of this industry on societies and countries are visible. Therefore, paying attention to the development and improvement of this industry and improving the quality of tourism services can contribute to the sustainable development and growth of societies. Applying appropriate strategies and policies for optimal resource management and sustainable development in the tourism industry can be effective in increasing the productivity of this industry and preserving the environment.

One of the challenges in the field of tourism marketing is that in the definitions of tourism marketing, the issue of tourism marketing is viewed as a business, in which customer orientation is emphasized. However, given that tourism is an industry and is beyond a business, in which various actors play a role. This generalization of business to industry must exist in the definition of tourism marketing, and an infrastructure must be created in which marketing in the field of tourism is seen at a macro level. This is while the current definition of tourism marketing is based on a micro perspective. Therefore, what exists in the current definitions of tourism marketing and what exists in the real world are contradictory.

Tourism marketing involves recognizing and predicting the requirements of travelers, offering amenities that cater to these needs, and effectively communicating with potential visitors to inspire and encourage them to explore a destination. The tourism product is different not only from physical goods and products but also from other services. In other words, this product is not only experienced over some time and through different stages. This makes its evaluation complicated, but it is also risky for tourists because in addition to having opportunity costs, lost time cannot be regained.

In general, marketing in tourism development helps companies and related organizations to introduce their brands, expand their market, generate more income, and contribute to the sustainable development of tourism in the region and the country. In tourism development, it helps to increase the number of tourists, create employment and economic growth, promote tourism destinations, build an image, and promote sustainable development. Proper planning and management of tourism marketing is very important to reduce negative impacts and ensure sustainable and responsible

development in the tourism industry. Smart and strategic marketing in tourism development can help to promote the economic, social, and cultural development of the region and improve the tourist experience. Also, part of this product is based on the personal desires of tourists, including getting rid of the pressures of life, gaining new experiences, and having fun. Therefore, planning and developing tourism requires identifying these types of motivations and demands. Recognizing the motivations and demands of tourists is one of the duties of tourism marketers.

The tourism product possesses the potential for dual utilization, indicating that it serves not only non-resident tourists but also provides advantages to local populations who engage with various offerings from this sector. Due to the unique attributes inherent in tourism products, the significance of marketing within this industry is markedly heightened in comparison to other sectors. Consequently, the strategic application of tourism marketing instruments becomes crucial for the development and promotion of a region.

Marketing instruments play a crucial role in shaping the interactions among market participants, influencing the development of supply, and analyzing and fulfilling demand for a diverse array of travel services. The outcomes of marketing research significantly determine the selection of strategies aimed at enhancing the sales of tourism-related services. Understanding customer requirements, conducting price evaluations, and analyzing their fluctuations serve as foundational elements for the planning of travel services, as well as for the development of product offerings that leverage advertising to foster enduring relationships with travelers and attract new clientele. In this context, marketers are increasingly adopting digital technologies to address their challenges, making the integration of digital marketing tools a key focus of strategic management within the tourism sector. Through effective digital marketing strategies, potential tourists can access destination imagery and tour information that ultimately shapes their decision-making processes (Armutcu et al., 2023). The impact of different digital marketing strategies can significantly shape the experiences of travelers, enabling destinations to enhance their online presence and reputation. This, in turn, can attract a broader spectrum of tourists from various cultural backgrounds.

The main problems in industrial tourism marketing are the cultural differences between tourists and local people. In tourism marketing management, conditions must be created so that local people benefit from the arrival of tourists. In this way, local people welcome tourists with more open arms and accept cultural differences more easily. On the other hand, as local people's benefits from tourists increase, local people's acceptance of tourists will increase, and this will lead to tourist satisfaction (Narangajavana Kaosiri et al., 2019). In tourism marketing, when we can establish a balance between the demands of tourists and the demands of local people, we can hope for the continuation of the tourism industry.

The fields of marketing and advertising are essential to the effective management of travel and tourism, as they serve to draw in potential visitors, create a distinct brand identity, enhance public awareness, and formulate successful marketing strategies (Kasemsap, 2015). The growth of the travel and tourism industry is significantly influenced by marketing, which not only boosts visitor attendance but also improves the overall experience for travelers. This field is responsive to evolving market trends, actively involves various stakeholders, assesses performance metrics, and advocates for sustainable tourism initiatives. Consequently, marketing and advertising play a crucial role in determining the success and sustainability of destinations, ultimately contributing to a prosperous future for the industry as a whole.

Travel and tourism management encompasses the formulation of detailed marketing strategies that are in harmony with the aims and objectives of a particular destination or enterprise. Such strategies delineate the target demographics, articulate essential messaging, select appropriate marketing

channels, and outline promotional initiatives designed to successfully engage and draw in the intended audience.

The significance of marketing within the tourism sector cannot be overstated, as it is essential for enhancing awareness of various destinations, services, and offerings related to travel. Through a diverse array of channels, including advertising, digital marketing, social media, and public relations, marketing serves as a fundamental mechanism that allows prospective travelers to uncover and understand the myriad options and opportunities that exist for enriching their travel experiences.

The significance of marketing and advertising within the tourism sector is reflected in the establishment of a robust brand identity. By engaging in strategic marketing and advertising initiatives, destinations and tourism enterprises cultivate a unique image, articulate their core values, and define their market positioning. This approach not only differentiates them from their competitors but also fosters favorable perceptions among target audiences, thereby playing a crucial role in their overall success.

Marketing and advertising play an essential role in the tourism sector, serving as key instruments for drawing in potential visitors. By implementing effective marketing and advertising strategies, destinations can generate interest and entice travelers by highlighting their distinctive characteristics, attractions, and experiences. This not only enhances the appeal of a location but also significantly contributes to the overall success and expansion of the tourism industry by boosting visitor numbers and fostering greater awareness.

The significance of marketing within the tourism sector cannot be overstated, as it plays a vital role in enriching the experiences of visitors through effective and informative communication strategies. By highlighting major attractions, proposing tailored itineraries, and streamlining access to various services, marketing initiatives empower travelers to organize their journeys with greater efficiency, ultimately contributing to a distinctive and pleasurable experience.

Marketing plays a crucial role in the tourism sector by monitoring market trends, understanding consumer preferences, and embracing new technologies. This vigilance enables tourism managers to modify their strategies and approaches to align with the shifting expectations of travelers. By utilizing innovative digital platforms and capitalizing on emerging growth opportunities, proficient marketing and advertising practices help maintain the industry's competitiveness, relevance, and adaptability to the dynamic requirements of travelers.

Marketing plays a crucial role in the tourism sector by engaging with various stakeholders, including tourism enterprises, local populations, governmental bodies, and industry organizations. Through the establishment of partnerships and the promotion of collaborative efforts, marketing and promotional strategies significantly enhance the success of destination marketing campaigns. This cooperative methodology not only amplifies the impact and scope of marketing endeavors but also fosters a vibrant and sustainable tourism industry.

Bilgi Notu

Destek Bilgisi: Bu çalışmanın hazırlanması süresince herhangi bir bireyden ya da kurumdan aynî ya da nakdî bir yardım/destek alınmamıştır.

Etik Onayı: Makalede ulusal ve uluslararası araştırma ve yayın etiğine uyulduğunu yazarlar beyan eder. Aksi bir durumun tespiti halinde **Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisinin** hiçbir sorumluluğu olmayıp, tüm sorumluluk makale yazarlarına aittir.

Etik Kurul Onayı: Bu çalışma, TR Dizin etik kurul izni gerektiren çalışma grubunda yer almamaktadır.

Çıkar Çatışması: Makalede herhangi bir çıkar çatışması ya da kazancı yoktur.

Araştırmacıların Katkı Oranı: Çalışma iki yazarın katkısı ile hazırlanmıştır. Katkı oranları: 1. Yazar = %50, 2. Yazar= %50.

References

- Âmin Bidakhti, A. A., & Nazari, M. (2009). The role of marketing in the development of the tourism industry. *Business Management Perspective (Management Perspective (Management Message))*, 9(32), 49-68. <https://sid.ir/paper/455773/fa>
- Amini, A., Khodadadi, M., Nikbakht, A., & Nemati, F. (2024). Determinants and indicators for destination competitiveness: the case of Shiraz city, Iran. *International Journal of Tourism Cities*, 10(4), 1507-1532. <https://doi.org/10.1108/IJTC-06-2023-0114>
- Amiri Aghdai, S. F., Rezaei Dolatabadi, H., Ansari, A. N., & Al-Aji, H. (2016). The mediating role of satisfaction in the effect of destination image on the development of religious tourism. *Journal of Business Management Perspective*, 15(27), 107-124.
- Apriyanti, M. E., Sumaryoto, & Meirinaldi. (2024). The importance of tourism infrastructure in increasing domestic and international tourism. *International Journal of Research in Vocational Studies (IJRVOCAS)*, 3(4), 113–122. <https://doi.org/10.53893/ijrvocas.v3i4.46>
- Aqili, S. V., & Basti, H. (2011). A review of media impacts on tourism. *Communication Research*, 18(68), 159-185. <https://doi.org/10.22082/cr.2011.23805>
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behavior: The role of digital marketing and social media. *Acta Psychologica*, 240, 104025. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Asadi, H., Goodarzi, M., & Javid, M. (2013). The roles of mass media in development of sports tourism marketing. *Strategic Studies on Youth and Sports*, 12(21), 81-100.
- Baloch, Q.B., Shah, S.N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2023). Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. *Environmental Science and Pollution Research*, 30, 5917-5930. <https://doi.org/10.1007/s11356-022-22496-w>
- Barghi, H., Kazemi, Z., Suri, F., & Mosayebi. S. (2012). Evaluation and ranking the effective components in rural tourism marketing with marketing mix (7P) (Case Study: Amol, Babol, Babolsar and Sari provinces. *Journal of Zonal Planing*, 2(6), 31-42.
- Brown, K.G. (2009). Island tourism marketing: music and culture. *International Journal of Culture, Tourism and Hospitality Research*, 3(1), 25-32.
- Camisón, C., Puig-Denia, A., Forés, B., Fabra, M.E., Muñoz, A., & Martínez, C.M. (2016). The importance of internal resources and capabilities and destination resources to explain firm competitive position in the

- Spanish tourism industry. *International Journal of Tourism Research*, 18(4), 341- 356. <https://doi.org/10.1002/jtr.2053>
- Dias, A.L., & Lages, L.F. (2021). Measuring market-sensing capabilities for new product development success. *Journal of Small Business and Enterprise Development*, 28(7), 1012-1034. <https://doi.org/10.1108/JSBED-07-2019-0216>
- Ebrahimzadeh, I., & Yari, M. (2012). Comparative study of factors influencing tourists' behavioral patterns in tourism market planning using swot model between Iran and U.S. *Geographical Journal of Tourism Space*, 1(1), 1-26. <https://sid.ir/paper/214357/en>
- Enright, M.J., & Newton, J. (2004). Tourism destination competitiveness: A quantitative approach. *Tourism Management*, 25(6), 777-788. <https://doi.org/10.1016/j.tourman.2004.06.008>
- Eusebio, R., Andreu, J., & Belbeze, M. (2006). Measures of marketing performance: a comparative study from Spain. *International Journal of Contemporary Hospitality Management*, 18(2), 145-155. <https://doi.org/10.1108/09596110610646691>
- Fedoryshyna, L., Halachenko, O., Ohienko, A., Blyznyuk, A., Znachek, R., & Tsurkan, N. (2021). Digital marketing in strategic management in the field of the tourism. *Journal of Information Technology Management*, 13(Special Issue: Role of ICT in Advancing Business and Management), 22-41. <https://doi.org/10.22059/jitm.2021.80735>
- Ghadiri Masoum, M., Sori, F., Shafie Arabi, M., & Bahrami, M. (2013). Evaluation and leveled the effective components in rural tourism marketing, with marketing mix (7P) (Case study: Selected provinces in Mazandaran). *Urban Management*, 11(32), 139-152.
- Hosseini Kia, M. T. (2011). Design of an analytical model for integrated marketing communication (promotion and encouraging mixed) in order to attract more tourists to the tourist area Vashi Strait and Savashi waterfall in the Firouzkouh township. *Pazhooeshgar*, 7(20), 9-26.
- Hosseini Kolkuh, J., & Habibi, R. (2014). The effect of the marketing mix factors in attracting tourists: Case study historical town Masole. *Geographical Journal of Tourism Space*, 4(15), 105-125.
- Iranpur Mobarake, M., Atghia, N., & Mokhtari Dinani, M. (2019). the role of the mass media in developing sport tourism in the province of Isfahan. *Communication Management in Sport Media*, 6(4), 59-66. <https://doi.org/10.30473/jsm.2018.32330.1203>
- Jalaliyoon, N., Farsijani, H., Hamidzadeh, H. (2023). Effective factors in evaluating tourism marketing performance. *Smart Tourism*, 4(1), 2259. <https://doi.org/10.54517/st.v4i1.2259>
- Javid, M., & Asadi, H. (2018). The role of mass media in sports tourism development. *Sport Physiology & Management Investigations*, 9(4), 29-42.
- Javid, M., Asadi, H., Goodarzi, M., & Mohammadi Torkamani, E. (2013). The role of the internet and new media in sport tourism marketing. *Applied Research in Sport Management*, 1(3), 43-49.
- Kallibekovich, K. B. (2024). The role of marketing strategies in the development of the tourist services market. *Central Asian Journal of Innovations on Tourism Management and Finance*, 5(8), 663-668. <https://cajitm.centralasianstudies.org/index.php/CAJITMF/article/view/801>
- Kannan, S. (2009). *Tourism marketing: a service marketing perspective*. MPRA Paper 14031, University Library of Munich, Germany.
- Kasemsap, K. (2015). The role of marketing strategies in the tourism industry. In N. Ray (Ed.), *Emerging innovative marketing strategies in the tourism industry* (pp. 174-194). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-4666-8699-1.ch010>
- Khan, M. M., Siddique, M., Yasir, M., Qureshi, M. I., Khan, N., & Safdar, M. Z. (2022). The significance of digital marketing in shaping ecotourism behaviour through destination image. *Sustainability*, 14(12), 7395. <https://doi.org/10.3390/su14127395>

- Laimer, P., & Weiss, J. (2009). Portfolio analysis (PFA) as a strategic tool for tourism policy: an integrated analysis of overnight data. *Tourism Review*, 64(1), 17-31. <https://doi.org/10.1108/16605370910948830>
- Li, X., & Petrick, J.F. (2008). Tourism marketing in an era of paradigm shift. *Journal of Travel Research*, 46, 235-244. <https://doi.org/10.1177/0047287507303976>
- Mahdaviyan Mashhadi, M., Hemmati Nejad, M., Ahmadi, A., & Ehsani, M. (2012). Examining the role of radio, TV and the press in women sports. *Communication Research*, 19(69), 39-53. <https://doi.org/10.22082/cr.2012.23351>
- Mohammad Shafiee, M., & Rezaei Hajiabadi, J. (2023). the impact of tourist mental image of tourist destination on the value co-creation by focusing on the mediating role of destination love: a study of selected tourist destinations of Iran. *New Marketing Research Journal*, 13(3), 1-22. <https://doi.org/10.22108/nmrj.2023.136598.2848>
- Mohammadi, S., Darzian Azizi, A., & Hadianfar, N. (2020). Development of tourism industry with SoloMo marketing approach. *Journal of Tourism Planning and Development*, 9(32), 55-69. <https://doi.org/10.22080/jtpd.2020.18085.3214>
- Moradi, M., Honari, H., & Ahmadi, A. (2011). A survey of fourfold role of sport media in development of sport for all culture. *Sport Management Journal*, 3(9), 167-180.
- Mosavi, M., Shabgoo Monsef, S. M., Chirani, E., & Shahroodi, K. (2022). Designing a target market segmentation model for foreign tourist's case study: Gilan province. *Urban Tourism*, 9(1), 119-134. <https://doi.org/10.22059/jut.2022.332050.963>
- Mossberg, L.A. (2007). Marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59-74. <https://doi.org/10.1080/15022250701231915>
- Narangajavana Kaosiri, Y., Callarisa Fiol, L. J., Moliner Tena, M. Á., Rodríguez Artola, R. M., & Sánchez García, J. (2019). User-generated content sources in social media: A new approach to explore tourist satisfaction. *Journal of Travel Research*, 58(2), 253-265. <https://doi.org/10.1177/0047287517746014>
- Papadopoulos, S. I. (1989), A conceptual tourism marketing planning model: Part 1. *European Journal of Marketing*, 23(1), 31-40. <https://doi.org/10.1108/EUM00000000000539>
- Probstl-Haider U., & Haider W. (2013). Tools for measuring the intention for adapting to climate change by winter tourists: Some thoughts on consumer behavior research and an empirical example. *Tourism Review*, 68(2), 44-55. <https://doi.org/10.1108/TR-04-2013-0015>
- Rahmani, M., Salmani, M., Zamani, H., Karimian, T., & Seryasat, H. R. (2014). Analysis of factors affecting tourism marketing rural marketing mix model (P7) Case Study: District Baraghan. *Advances in Environmental Biology*, 8(6), 1810-1819.
- Ramona, G., Gheorghe, P., & Roxana, N. (2008). Comparing the effectiveness of the web site with traditional media in tourism industry marketing. *Annals of the University of Oradea, Economic Science Series*. 17(4):1164-1168.
- Rezagholizadeh, B. (2010). A review of media impacts on tourism. *Communication Research*, 17(64), 159-185. <https://doi.org/10.22082/cr.2010.23806>
- Richards, G. (2020). Designing creative places: The role of creative tourism. *Annals of Tourism Research*, 85, 102922. <https://doi.org/10.1016/j.annals.2020.102922>
- Ritchie, J.B., & Crouch, G.I. (2000). The Competitive Destination: A Sustainable Tourism Perspective. *Tourism Management*, 21(1),1-7. <https://doi.org/10.1079/9780851996646.0000>
- Shahraki, A. A., & Ebrahimzadeh, I. (2015). Programming for development of tourism industry using case studies. *Cogent Business & Management*, 2(1), 1-10. <https://doi.org/10.1080/23311975.2015.1121638>

- Shirshamsi, A., Mirabi, V., Hasanpour, E., & Ranjbar, M. (2021). The effect of e-marketing on the development of the tourism industry case study: Yazd city. *Urban Tourism*, 7(4), 35-47. <https://doi.org/10.22059/jut.2021.315495.864>
- Sofronov, B. (2019). The development of marketing in tourism industry. *Annals of Spiru Haret University. Economic Series*, 19(1), 115-125. <https://doi.org/10.26458/1917>
- Starčević, S., & Konjikušić, S. (2018). Why millenials as digital travelers transformed marketing strategy in tourism industry. *Tourism International Scientific Conference Vrnjačka Banja - TISC*, 3(1), 221-240. Retrieved from <http://www.tisc.rs/proceedings/index.php/hitmc/article/view/12>
- Teece, D.J., Pisano, G., & Shuen, A. (2008). Dynamic capabilities and strategic management. *Strategic Management Journal*, 18, 27-51. https://doi.org/10.1142/9789812834478_0002
- Tsiotsou, R. H. (2012). *Strategic marketing in tourism services*. Publisher: Emerald Editor: Tsiotsou, Rodoula H. and Goldsmith, Ronald E. ISBN: 9781780520704. <https://doi.org/10.13140/RG.2.1.1079.1522>
- Wang, Y., & Tziamalis, A. (2023). International tourism and income inequality: The role of economic and financial development. *Tourism Economics*, 29(7), 1836-1864. <https://doi.org/10.1177/13548166231177106>
- Zekavati, F., Andervazh, L., & Zarinjoyalvar, S. (2024). The qualitative model of health tourism marketing and its effect on tourism attraction in health villages based on grounded theory C. *Journal of Tourism and Development*, 13(1), 1-18. <https://doi.org/10.22034/jtd.2023.382998.2731>
- Zhang, T., Yin, P., & Peng, Y. (2021). Effect of commercialization on tourists' perceived authenticity and satisfaction in the cultural heritage tourism context: case study of Langzhong Ancient city. *Sustainability*, 13(12), 6847. <https://doi.org/10.3390/su13126847>