



Since 1987

# معهد التطوير Development Institute

Tourism Marketing Professional Diploma

CERTIFICATION ISSUED BY



USA



# Tourism Marketing Professional Diploma

## COURSE DESCRIPTION

This course will give the students understanding of the key concepts and principles of marketing as applied to destinations and the tourism experience. This will also bring evaluative understanding of current issues associated with destination marketing. The importance of delivering a tourism product to the market from both a customer service and a highly successful business proposition is underlying throughout the course. Realizing the dynamics of the tourism industry and the effects that change in the global economy and environment will have on this industry will ensure the students have the ability to be flexible in business planning.

## COURSE OUTLINE

- Introduction to Travel and Tourism
- Understanding the role of marketing
- Perspective of Tourism Management
- World Geography
- Marketing Research and Marketing Strategies
- Tourism Marketing, Communication and Promotion
- Tourism Products and Pricing
- Tourist Attractions and Destinations Management
- Establishing and conducting Business Relationships
- Tourism Customer Service

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