

عنوان مقاله:

Impact Of Multicultural Marketing In Achieving Competitive Strategies For Travel And Tourism Companies In The Middle Euphrates Region

محل انتشار:

هفتمین کنفرانس بین المللی ایده های نوین در مدیریت، اقتصاد، حسابداری و بانکداری (سال: 1403)

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خلاصه مقاله:

The research aims to: Identify the relationship between multicultural marketing and its dimensions (supporting diversity, multicultural creativity, evaluating outgroups, and multicultural compensation). Do tourism organizations rely on multicultural marketing, competitive dynamics, and identifying customer needs in providing their services? To what extent does the top management of tourism institutions care about multicultural marketing? A sample of tourism and travel institutions operating in Baghdad, Babylon, and Karbala (۳۴ institutions) was selected, and a questionnaire was used as a measurement tool, while a descriptive analysis method was used to analyze the responses of the sample members (۵۶ people). The questionnaire was designed to help tourism enterprises participate in various transactions with multicultural tourists and learn about their preferences in order to introduce multicultural marketing, as well as to develop the market and attract more tourists to the Middle Euphrates region, as well as to help management in the right competition to survive and continue, and recommended monitoring the developments of competitors from In order to know the availability of marketing information .necessary to make the best decisions when applying strategies

کلمات کلیدی:

.multicultural marketing, competitive strategies

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