

Cultural Tourism Branding with Emphasis on Empirical Marketing (Case Study: Neyshabour City)

Abstract

Empirical marketing is one of the most widely used methods of developing various jobs and industries today. Among these, the field of cultural tourism is one of the fields that requires the application of new marketing approaches. Therefore, in the present study, the role of commercial marketing has been investigated. The aim of this study is based on an applied-developmental research and in terms of implementation method in the field of descriptive-survey research; moreover, a correlational type and heuristic mixed method has been used. At the qualitative stage, the research decision team consists of 20 managers, experts and specialists with characteristics such as availability, experience, suitability of the field of study, holding a doctoral or master's degree, university teaching and authorship experience. In a small stage, the statistical population consists of tourists from Neyshabour, whose number is unlimited; also, the Krejcie and Morgan table has been used to determine the sample size; consequently, the sample size was 384 people and the random sampling method was stratified. Fuzzy Delphi method and factor analysis have been used to identify experimental marketing indicators. The results showed that 6 general categories (five senses, emotion, thinking, relationship, action and reaction, excitement) and 33 sub-indicators have been introduced as the most important indicators of cultural tourism branding with emphasis on sensory marketing.

Research aims:

1. Investigating the role of commercial marketing in the field of cultural tourism
2. Explaining the cultural tourism branding model with emphasis on experimental marketing using Delphi technique and structural equations

Research questions:

1. Can commercial marketing play a role in the development of cultural tourism?
2. Can empirical marketing be effective in creating a cultural tourism branding pattern?

Keywords: Destination brand; cultural tourism; cultural tourism branding; experimental marketing

Introduction

Today, with the expansion of interpersonal and inter-community relations, the foundation has been prepared for the flourishing of new ways of trade, economic and cultural exchange. Tourism is considered as a basis for the familiarity of nations and societies with other cultures. In the meantime, some communities have been very successful in the field of tourism. Therefore, recognizing and reviewing their solutions can be the basis for the prosperity and growth of cultural tourism in Iran and its various cities. The fundamental problem of the 21st century, regarding the phenomenon of tourism, is culture and

without culture, tourism does not exist. Moreover, culture and tourism have not always been separate. Cultural landscapes, attractions, and events provide a vital motivator for travel, and travel spontaneously leads to the production of culture (Richard, Greek, 2018). In this regard, many local managers are looking for different economic, political and socio-psychological goals through location branding in order to prosper their work. It should not be forgotten that branding is not limited to goods. In today's age of spatial branding, management needs to distinguish between their customers; what they want and how they can add value to the area. Unfortunately, the statistics show a very small share of Iran in the global tourism revenue, despite its very high attractions; moreover, evidence shows that our tourism has not yet been able to gain its rightful market share, and this is not due to the lack of natural attractions. It is either antiquities or climatic conditions, but merely the product of management insights and software in the industry. The necessity of conducting research in this field is because recognizing new strategies in the field of tourism can play a decisive role in the development and income generation in this field for the Iranian society and its various cities. Among the valuable historical and cultural regions of our country, Khorasan Razavi province has always had a famous position and in the historical course of the developments of this border and region, has witnessed various political events and the presence of many elders and thinkers. Among the cities of this region, Neyshabour has a different and important place in the minds of experts. The city of Neyshabour, despite its religious, historical, cultural, natural attractions and having a suitable climate and rich history and civilization, has a high potential for tourism, so the city of Neyshabour has the ability to become a trademark and attract further tourists.

Regarding the background of the present study, it should be said that no work has been done on this subject so far. However, several articles have been written in the field of cultural tourism and the factors affecting it. An article entitled "Cultural Tourism" written by Louis Bounty has been translated by Mohammad Reza Frootan and published in the Journal of Business Studies in 2007; in this research article, the author believes that merely providing hospitality services and cultural travel programs cannot help the development of sustainable economic tourism (Boent, 2007: 54); however, this general study does not provide detailed solutions for the prosperity of cultural tourism in communities such as Iran and its cities. Another article entitled "Cultural Tourism Engineering" has been written in the Cultural Engineering Quarterly by Kambiz Niknam (2015); in this research, the author believes that providing a suitable policy for the development of the country and drawing a favorable tourism perspective, should pay attention to the commitment of development and culture and by adopting an interpretive approach to culture, emphasize the need for constructive interaction and negation of confrontation between these two concepts. (Niknam, 1394: 168). With these interpretations, he does not seek to provide a solution and model in his study, but tries to show the dependence of culture and tourism by analyzing cultural importance. The present study entitled Cultural Tourism Branding with Emphasis on Experimental Marketing (Case Study: Neyshabour City) intends to be used quantitatively and qualitatively. To analyze the data, in the descriptive statistics section, the table including frequency distribution tables, graphs, central indicators and dispersion and SPSS software was used. In the inferential statistics section, fuzzy Delphi methods and factor analysis have been performed using LISREL software. This research was conducted in the period of 1397-98 in Neyshabour city. To study the issue of cultural tourism branding model with emphasis on experimental marketing using Delphi technique and structural equations and to determine its effectiveness.

Conclusion

Having a successful tourism brand can be very effective in attracting tourists and thus increase revenues from the tourism industry and economic prosperity in a tourism destination. Paying attention to the growing trend of tourism and increasing competition of different tourism destinations in attracting tourists is the reputation of a brand management. Various factors are effective in building a destination brand that all these factors should be considered to have a successful tourism brand in attracting tourists and the economic prosperity of the destination. Exhaustion of energy resources, as well as the importance of replacing non-oil revenues and eliminating the oil-dependent economy, especially in our country, the importance of the destination brand to successfully attract tourists and earn revenue from the tourism industry instead of revenues from the sale of energy resources is necessary. For economic prosperity and job creation in different regions of the country, the best way is to prosper the tourism industry and support this industry and build a destination tourism brand, and this through effective advertising, practical training on branding, proper brand management, including construction, promotion and maintenance, as well as government support policies are formed. Today, revenues from the development of the tourism industry has become one of the main economic resources of countries. The growing travel and similarity of services provided to tourists in tourism destinations has made competition in the tourism industry difficult. The importance of this issue causes the formation of the destination brand and the increase of the value of the destination brand attracts tourists, investors and famous brands of tourism companies. As you know, creating a brand or brand creates benefits in terms of effective marketing and better sales, and the tourism industry is no exception. With these interpretations, it should be said that regarding the city of Neyshapour, measures such as holding international exhibitions and seminars to present and show the existing potentials and introduce the history, culture, local events, people, handicrafts, etc. can be effective. The cooperation of relevant institutions in creating ecotourism resorts leads to a unique experience in becoming more familiar and better communicating with the national and religious identity of cities, people and their way of life; this is a unique experience that may be less experienced in a modern hotel or accommodation center. Enrichment of attractive urban-tourism activities with the approach of increasing the quality of experience and improving the image of the destination based on holding festivals and events that have been registered as spiritual heritage in Neishabour city. Furthermore, this can be effective in branding, developing and organizing local markets (selling handicrafts and local products) in cultural tourism and branding of this city, also, training specialized and efficient tourism staff in the region and programs to increase local community awareness about tourism benefits and how to deal with them are also necessary. Tourists are an important factor, since travelers are interested in buying handicrafts in the city due to the cultural diversity of their destination compared to the origin, hence, enhancing urban tourism of this city, organizing handicraft production centers and allocating more space to these markets with better facilities in the city center and especially around the tourist areas of Neishabour can be useful and effective.

Resources

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