

## **Module 4: Marketing sustainable high-end tourism experience products and services**

### **Presentation and Learning objectives**

This module will introduce you to the sustainable high-end tourism promotion and marketing, as well as its environmental and economic impact.

The student will learn about the sustainable high-end marketing concept and why it is appealing to tourism enterprises and operators; what is the sustainable marketing mix and how it applies to high-end tourism; also, what are the sustainable high-end tourism marketing tools and strategies that can be useful for local business development.

The students will learn about international communication in the high-end tourism sector and will know the Dos and Don'ts in international communication, as well as the importance of foreign languages in promoting sustainable tourism. Finally, IT tools for more efficient marketing will be examined and the learners will be introduced briefly to the internet/online/web marketing, e-mail marketing; and social media marketing.

#### **Learning objectives:**

1. Get acquainted with the sustainable high-end tourism promotion and marketing, as well as its environmental and economic impact
2. Understand and be able to develop sustainable marketing mix and how it applies to tourism
3. Utilise and be familiar with the sustainable marketing tools and strategies that can be useful for local business development