



Hungarian University of Agriculture and Life Sciences
Gyöngyös Campus
Tourism Management
Master's Degree

Marketing and Promotion of Cultural and Heritage Tourism
Destinations in Morocco

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SUMMARY

Cultural and heritage tourism in Morocco holds immense potential for economic growth, cultural exchange, and sustainable development. Through an exploration of tourists' perceptions, influences, and satisfaction with marketing efforts, this thesis aims to uncover insights into effective strategies for promoting Moroccan cultural sites.

The research began by investigating the importance of cultural and heritage sites in influencing travel decisions, revealing that the majority of respondents highly value these experiences. Factors influencing destination choices, such as authenticity, historical significance, and accessibility, were also explored, highlighting key considerations for marketing efforts.

Furthermore, the study examined the awareness of cultural sites in Morocco, with social media emerging as a significant source of information for tourists. The impact of marketing campaigns on visitor decisions was evident, underscoring the importance of strategic promotional efforts.

Collaborative promotions and the integration of innovative technologies were identified as key factors in enhancing the appeal and experiential value of heritage tourism. Moreover, government policies and support play a crucial role in shaping tourism marketing initiatives, emphasizing the need for cohesive strategies and stakeholder collaboration.

Despite challenges such as limited visibility and infrastructure, there is vast potential for promoting lesser-known cultural sites in Morocco. By leveraging cultural events, festivals, and local traditions, tourism authorities can attract a diverse range of visitors and enhance destination promotion.

The perceptions of international tourists regarding Morocco's cultural offerings align closely with marketing efforts, highlighting the importance of authenticity and immersive experiences. By addressing challenges, embracing digital innovations, and fostering collaboration, Morocco can position itself as a leading cultural destination on the global stage.

In conclusion, this thesis provides valuable insights into the complexities of marketing cultural and heritage tourism in Morocco. By understanding tourists preferences and perceptions, stakeholders can develop targeted strategies to promote cultural sites effectively, fostering sustainable tourism development and preserving Morocco's rich cultural heritage for future generations.