



Libyan International Medical University
faculty of Business Administration
contemporary Issues in Marketing
Topic: Heritage Marketing

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#01

Introduction

Introduction

Heritage refers to what we have inherited from the past, what we value in the present, and what we choose to pass down to future generations. (The Heritage Council)

*Heritage Comprises of **Tangible and Intangible, and The Natural World***

Heritage marketing is a relatively new scientific field of study. Some people see it as nothing more than a set of tools and methods for selling a city's unique product.

However, heritage marketing extends beyond this. It entails, above all, the styling of the product and its image so that its recipients perceive it in the way we want them to.

#02

Tourism and
Heritage
Marketing





Tourism and Heritage Marketing

- The tourism industry is heavily influenced by the location or destination of travel. Tourists will gravitate to a destination with significant historical or cultural significance to see monuments, castles, forts, ancient architecture. Etc.
- The Environment
- Countries Economy
- The Destination
- Religious Importance's
- Technology



Tourism and Heritage Marketing

- The importance of Historical destinations and culture to tourism creates a relationship with tourism marketing and heritage marketing, which with each create more value to each pair of the party.
- From the view of heritage marketing, tourism marketing helps create interest in a countries culture and historical destination for people to visit therefore it helps that country keep its heritage safe and in its best form which is one of heritage marketing jobs.

#03

Marketing Mix and Segmentation of Heritage Marketing

Marketing Mix of Heritage Marketing

- The marketing mix of heritage marketing includes 7ps instead of 4, the added Ps are:

1 - People

2 - Programming

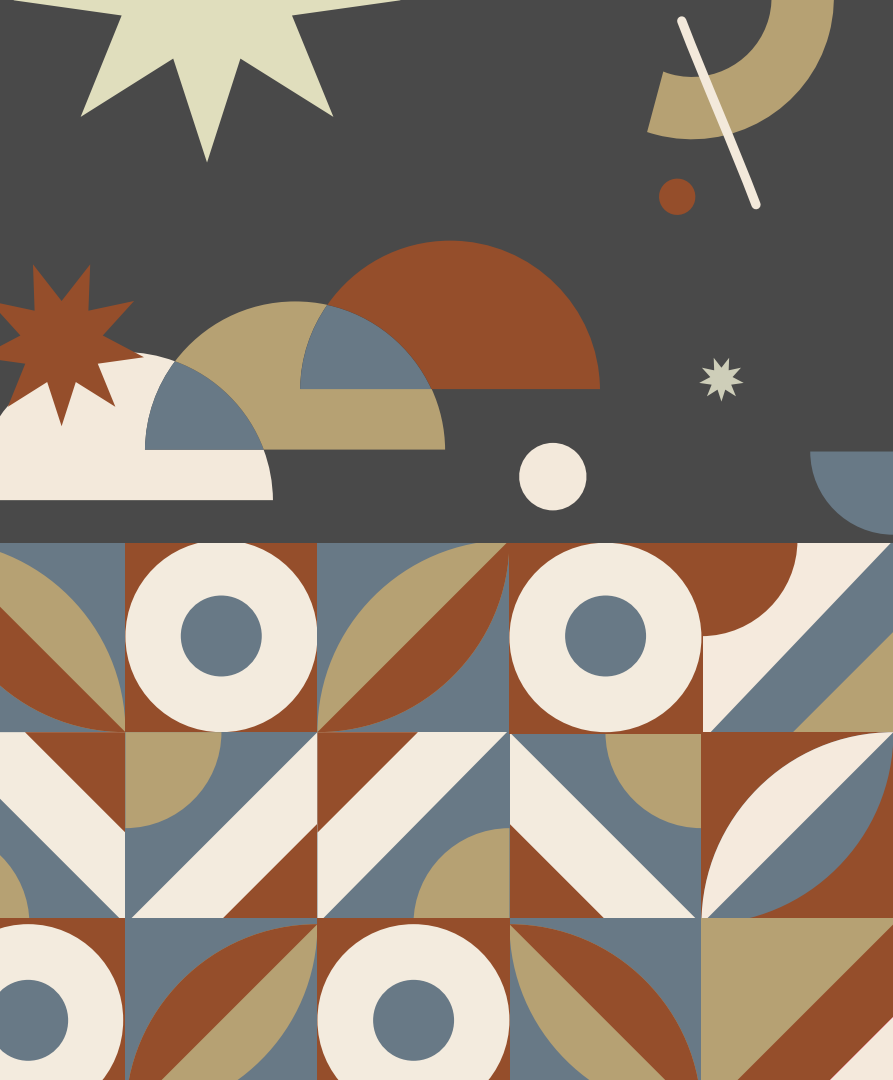
3 - Partnership





identifying the target (consumer) through five major segments of the cultural market:

- Consumption / no consumption of culture
- High / low frequency of consumption
- High / low fidelity
- High / low satisfaction
- Brand or type of product favorites



#04

Targeting in Heritage Marketing

Heritage sites are primarily visited for the following reasons

Recreational Experience



Explore different forms of the culture

Cultural and Educational

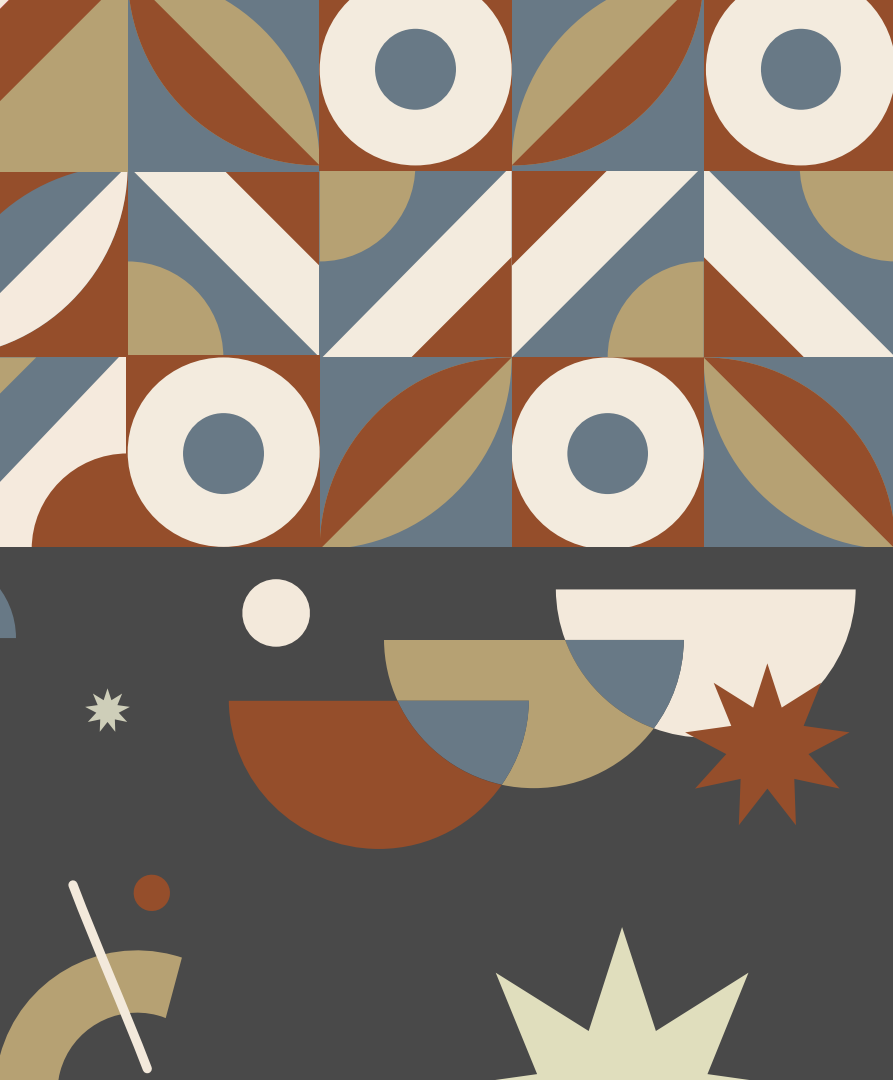


Being immersed in the culture

Heritage and Emotional



Visiting emotional historic places



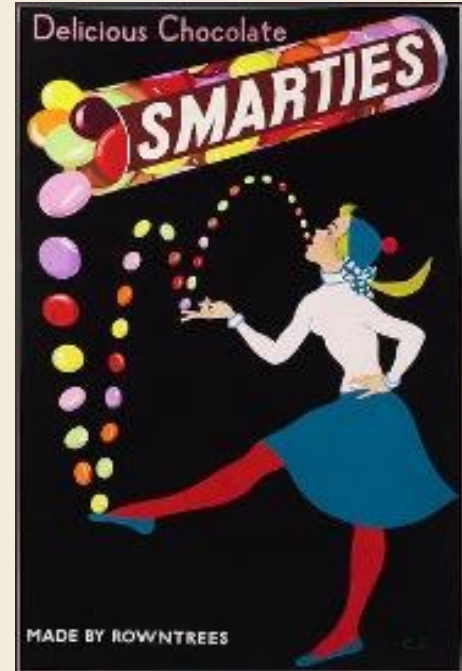
#05

Story Telling
Products

Story Telling Product

- Nostalgic Chocolate Campaigns

Nestlé UK & Ireland's '**Sweet Memories**' campaign brings back some of its old branding in the hopes of bringing back some positive memories for the 800,000 adults who suffer from dementia, memory loss, and Alzheimer's disease



#06

Conclusion

- Reflection





Conclusion

- In Conclusion, Heritage Marketing introduces be more than just history to its country and to know that's it's a deep connection to the people and the culture and that's where marketing comes in to play, to allow this heritage and culture to open new markets to the country and to gain more reach over people to know it historically and emotional






Reflection

- As a reflection, heritage marketing should be a topic that is important as other sectors because it greatest a huge revenue investment for the country and its people, it also will increase the statues and value of the culture and history of the region.





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Thank You

Any Questions ?

