

PersiaTravelMart

بررسی راهکارهای بازاریابی الکترونیکی برای خدمات گردشگری

عطا فرزام نیا

مدیرعامل شرکت گردشگری الکترونیکی PersiaTravelMart

Marketing Mix's

Price Product

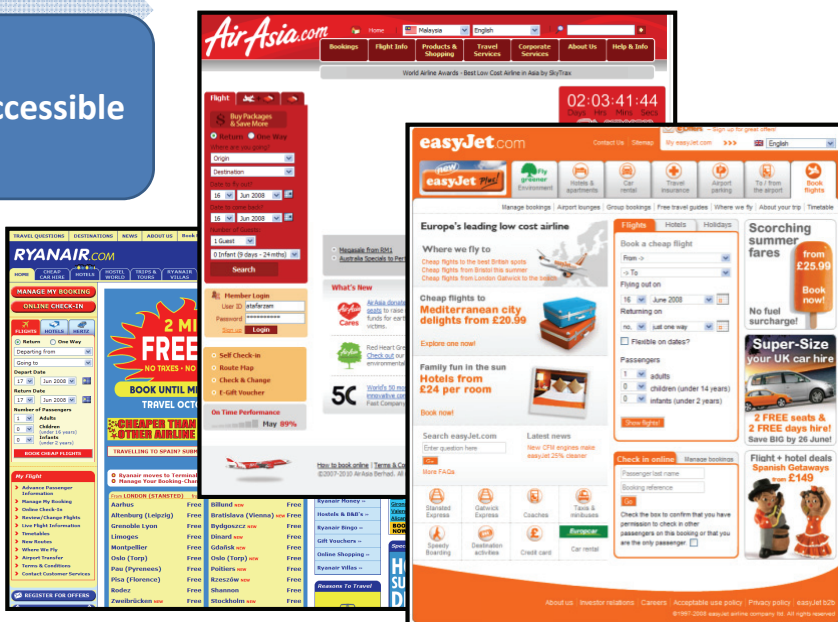
Promotion Place

PersiaTravelMart

شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت



Accessible



شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Affordable

Fairway
 4.5 stars
 Overlooking Dubai Creek, Le Meridien Fairway is located in Dubai, United Arab Emirates, just ...
 Family-friendly
[Full description](#) | [See similar hotels](#)

3.5 mi to city centre

 City guide & map
 Deira
 Dubai

- ✓ gym
- ✗ internet
- ✓ pool
- ✓ restaurant ...

Room type (see all)	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Average nightly rate
Executive room		\$221	\$221	\$207	\$193	\$193	\$207	\$207 Select

Shangri-la Hotel Dubai
 4.5 stars
 Shangri-La Hotel Dubai is a 42-storey sleek, modern city-centre hotel situated 500 metres fr ...
 Spa Hotel Family-friendly
Stay 5 Nights and Get the Last Night Free!
[Full description](#) | [See similar hotels](#)

2.9 mi to city centre

 City guide & map
 Sheikh Zayed Road - North
 Dubai

- ✓ gym
- ✓ internet
- ✓ pool
- ✓ restaurant ...

Room type (see all)	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Average nightly rate
Shangri La Studio Apartment		\$272	\$272	\$272	\$306	\$306 \$0	\$306	\$289 \$238 Select



شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Affordable

[Home](#) | [Contact Us](#)

Some of the seats selected for your booking have been sold and we have no more seats available at the same price. You can still proceed with your booking at the new price.

Booking details

Prices shown below are per adult or child and include taxes and charges. Flights shown in bold red indicate prices that have changed.

Thursday	Hamburg to London Luton flight 2314	€51.99
31 January 2008		

The original price of your booking (excluding credit card fees) was **€108.96**. The new price of your booking (excluding credit card fees) is **€115.96**. Please click 'Continue' to accept the change and proceed to complete the booking or click 'Start again' to start over again.

Continue >
Start again >

Important Stuff

Online savings
By making this booking online you are saving €11.00 per seat per person over our telephone prices. For this booking that's a total of: €22.00 saved!
If you need to change your booking before travel, further savings can be made by changing online.

Currencies
All prices shown are in Euros (€).

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شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Acceptable

Your Hotel Search **Results on a Map** Print

Adjust ratings and price ranges to narrow hotel selections.

219

hotels match your selections

\$53 - \$1318

All Hotel Prices (USD)

No Rating

All Ratings

OR

Hotel Name Contains:

Search

Update List

Your Hotel Search **Results on a Map** Print

Adjust ratings and price ranges to narrow hotel selections.

32

hotels match your selections

\$181 - \$757

Hotel Prices (USD)

No Rating

Ratings (3 to 5 stars)

OR

Hotel Name Contains:

Search

Update List

شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Acceptable

Middle name: (optional)

Last name:

Country: Area: Phone#: Ext #:

Mobile phone number: (optional)

For US and CA the country code is 1.

Preferences & requests: (optional)

Seat: No Preference Aisle Window

Meat:

No Preference

No Preference

Child Meal

Kosher

Low Fat/Cholesterol

Low Sodium

Pure Vegetarian

Vegetarian dairy/egg meal

Fruit Platter

Halal

Cancel and return to checkout

on many flights.

should contact the airline directly.

[Continue checkout](#)

شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Acceptable

your saved itinerary (optional)

your itinerary will be listed in your My Itineraries folder.

Caribbean - Eastern

your cruise preferences

apply to all passengers in your cabin. [What are my dining options?](#)

Dinner seating: First seating

Table size:

Select from the list

Select from the list

Small (4 - 6 person)

Large (7 - 10 person)

3 Special requests

Are you celebrating a special occasion you'd like to celebrate?

ASHRAF Wa

Birthday Anniversary Honeymoon

Arman Eshraghi

Birthday Anniversary Honeymoon

Celebration date: Years Married:

شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Acceptable

+ sign in | + my profile | + my trips | check your request | + help

flights | hotels | rental cars | **vacation packages** | cruises | tours & attractions | pricebreakers | city guides | groups

vacation packages
call 1-800-658-1496

U.S.
Caribbean
Mexico
Europe
Asia
Australia

select a package type:

flight + hotel
▼

select a U.S. destination:

Atlanta

Honolulu/Oahu

New York City

Boston

Los Angeles

Orlando

sunshine guaranteed

IF YOUR VACATION IS RAINED OUT, IT'S FREE!

go

شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Available

Home
Vacation Packages
Flights
Hotels
Cars/Flights

Travel Info Center
Flight Status
Destination Guides
Travelocity Bu...

Packages
Hotels
Cars
Flights

Flight Only
 Flight + Hotel
 Flight + Hotel + Car

Book Flight & Hotel Together

SAVE \$240

on average

From:
To:

Compare surrounding airports ?

Exact dates
 +/- 1 to 3 days
 Flexible dates

Depart: mm/dd/yyyy

Anytime ▼

Return: mm/dd/yyyy

Anytime ▼

Adults (18-64)

Minors (2-17)

Seniors (65+) ?

1 ▼

0 ▼

0 ▼

One-way,
Multi-destination,
More search options

Search Flights

Search Flights + Hotels

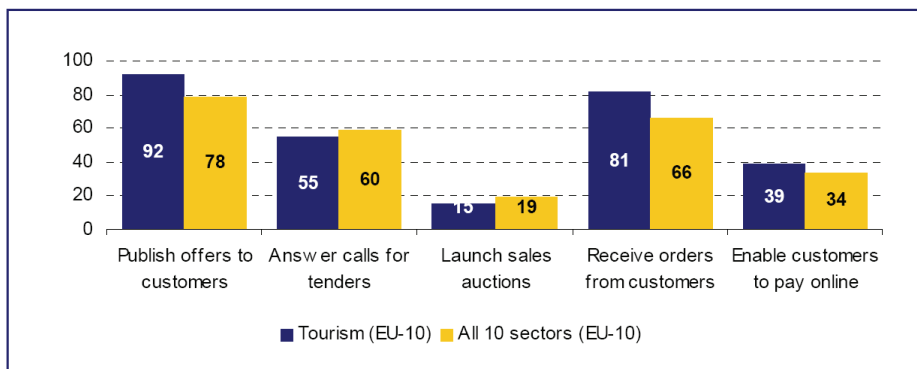
شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Marketing Mix's – Customer view



شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Marketing and sales process supported by specific ICT Solutions



شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

Why Is Integration So Important?

Integration = Synergy

$$2 + 2 = 5$$



شرکت خدمات گردشگری الکترونیکی پرشیا تراول مارت

PersiaTravelMart

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