

# Reality of Applying Tourism Marketing Strategies and its Impact on Jordanian expat Tourists in Arabian Gulf Countries: an Empirical Study

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## Abstract

The study aimed at identifying the level of Jordanian tourists expats' satisfaction on reality of applying tourism marketing strategies in Arabian gulf countries. The strategies are including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products, strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services) on the different tourist Jordanian locations. In addition to identify the impact of applying these strategies on Jordanian tourism expat's satisfaction. Analytical descriptive approach has been used for population of the study that consisted of Jordanian tourist expats. (845) of questionnaires were distributed depending on snow ball method. (779) of questionnaires were considered retrieval. The results have shown that highest levels of satisfaction on tourism marketing were arranged as following: (strategy of tourism productions, operations strategy to provide tourist services, strategy of tourism products employees, strategy of distribution of tourism products, strategy of physical environment of service, strategy of Prices of tourism products and strategy of promotion of tourism products). The results have also found that the strongest strategies due to effecting on satisfaction Jordanian tourist expat is were arranged as following: (operations strategy to provide tourist services, strategy of tourism productions, , strategy of physical environment of service, strategy of Prices of tourism products, strategy of employees efficiency in tourist production and strategy of distribution of tourism products).

**Keywords:** strategies of tourism marketing, tourists' satisfaction, Arabian gulf countries.

## 1- Introduction

Tourism represents one of supportive sources of economy in the world countries. This factor motivates the governments, political and managerial decision makers to be interested in and starting to develop and improve it through adopting this activity practically and focusing on it to be one of the priorities of government policies, its strategies and objectives. Tourism forms an economic sector connecting directly with other (environmental, political, cultural, social and economic) activates and achieving satisfaction of human needs by travelling, transforming and self-recreation, modifying routine, life style, ordinary behaviors, and verity in satisfaction of one's needs.

Significance of tourism stands out multi different reasons while the most is limitation in the nature sources from one hand. From the other hand, Hashemite Kingdom of Jordan is differentiated by elements of tourism including providing stability and security, geographical location, climate and differential nature of tourism location. Tourism Promotion Authority was established in 1998 to support and regulate different investment projects.

### *1-1 Statement of the Problem*

The main problem of this study is that experts are expected increasing upcoming tourists because of tourism transformation from different countries, unstable condition, wars, and internal conflicts. So, Jordan presenting by managerial decision makers at public and private sectors must interest in tourism sector and working to attract tourists, comply their needs and marketing tourism locations.

### *1-2 Questions of Study*

The study will try to answer on the following questions:

1. What is the level of the level of Jordanian tourists expats' satisfaction on reality of applying tourism marketing strategies in Jordan including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products,

strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services)?

2. Is there an impact for applying tourism marketing strategies` in Jordanian expat tourists?

#### *1-3 Objectives of the Stud:*

The study aims at achieving following objectives:

1. Identifying the level of satisfaction on reality of applying marketing strategies by the Jordanian tourist expats who visit Jordan to enjoy in vacations.
2. Identifying the impact of applying tourism marketing strategies on satisfaction of Jordanian tourist expat.

#### *1-4 Importance of the Study*

The study is considered important due to its deals with topic of tourism in Jordan. It is important for decision-makers and tourism policies planners in the ministry of tourism. The results of the study gives us strong findings related to enhance marketing strategies in the field of tourism and treating weaknesses confirming with wishes of Jordanian tourisms in Arabian gulf countries.

#### *1-5 Hypothesizes of the Study*

1. The low level of tourist satisfaction Jordanian expatriate in the Arab Gulf states back from inadequate implementation of tourism marketing strategies.
2. There is difference about the level of Jordanian tourists expats' satisfaction on reality of applying tourism marketing strategies.
3. There is an applying Tourism Marketing Strategies and its Impact on Jordanian Tourists Expats in Arabian Gulf Countries.

#### *1-6 Variables of the Study*

The study includes two basic variables:

*1-6-1 Independent variable:* it is represented by the strategies of tourism marketing with the dimensions.

*1-6-2 Dependent variable:* tourists' satisfaction.

#### *1-7 Methodology*

*1-7-1 Study Method:* analytical descriptive approach was applied in order to identify Reality of Applying Tourism Marketing Strategies and its Impact on Jordanian Tourists Expats in Arabian Gulf Countries.

*1-7-2 Study Population:* it was consisted of Jordanian expat tourists in Arabian Gulf countries who usually visit the places during the duration of conducting the study.

*1-7-3 Study Sample:* it was formed depending on snowball sample as it is considered one of the samples discover new people form population of the study. (845) of questionnaires were distributed depending on snow ball method. (779) of questionnaires were considered retrieval. It is approved for data analysis science and scientific research. It opens the doors to generalize the findings (results) of the study (Sounders, et al, 2007: 232).

*1-7-4 Study Tool:* it depends on the questionnaire as it is a tool for empirical data collection. The questionnaire was divided into three parts:

- **First Part:** they are demographic characteristics of variable (tourist) including (gender, age, qualification, job sector, job position, monthly income and number of trips for every tourist).
- **Second Part:** it was consisted of (63) paragraphs related to tourists' satisfaction on strategies of tourism marketing. The paragraph has been distributed on seven (7) titles belonging to elements of independent variable are: Strategy of tourism productions (1-8), Strategy of prices of tourism products (9-16), Strategy of promotion of tourism products (17-24), Strategy of distribution of tourism products (25-32), Strategy of tourism products employees (33-40), Strategy of physical environment of service (41-48), operations strategy to provide tourist services (49-56).
- **Third Part:** it includes paragraphs (57-63) measuring dependent variable related to Jordanian tourist's satisfaction on reality of applying tourism marketing in Jordanians locations and places situated at northern region.

Fifth Likert Scale was used for designing the questionnaire. Every paragraph has its own answer due to the scale. The highest degree in the scale was (5), high was (4), not sure (3), low (2), the lowest was (1). So the answers were restricted among (1-5).

#### *1-8 Data Collection:*

Three sources were applied and used in this study including:

*1-8-1 Secondary Data:* includes available data and information in textbook, studies, journals, and statistics sheets that all related to the topic of the study. These sources have been extracted from university books, websites, different institutions records such as ministry of ruins and tourism, Tourism Promotion Authority, and Jordanian departments of statistics.

*1-8-2 Primary Data:* includes the questionnaire designed for data collection. It is the tool of the study. it was designed and developed due to the questions of the study and (independent and dependent) variables to be answered by population and selected sample to reach for objectives that have been sought for.

#### *1-9 Measurement Tool*

Tool was subjected into two types of tests:

- **Validity Test:** measures extent ability of questionnaire to measure variables of study designed for measuring. It was edited by group of academic arbiters specialized in management science, marketing, statistics and languages. Their thoughts and perspectives about dimensions have been taken into consideration.
- **Reliability:** connected with having and acquisition same results if it was distributed frequently in same circumstances. (Cronbach's Alpha) was applied, the percentage of it reached to (87%). It was appropriate in the issues of data analysis and it is allowed to be generalized (Sekaran, 2006).
- **Statistical Analysis Methods:** (SPSS) was used. Means, standard deviations, percentages, frequencies, One Way ANOVA and One Sample T-Test were extracted and applied.

The statistical norm (standard) has been depended on through classifying means as following:

- 1-2.33 is low.
- 2.34-3.66 is medium.
- 3.67-5.3 is high.

#### *1-10 Study Determinates*

The determinants of the study are:

- **Determinates on implementing level:** a study includes Jordanian tourist expats who working in Arabian Gulf countries specifically.
- **On the level of place:** it includes Jordanian tourists from Irbid province situated in northern region of Hashemite Kingdom of Jordan.
- **On the level of time:** a study was applied in duration of months (July, August, and September) of 2014. This duration is considered the most duration when Jordanian come to Jordan because of: Vacations and Summer Holidays of schools and universities, The nature of climate and summer atmosphere and anniversaries and religious festivals in Jordan in particular and Arabic and Islamic world in general.

#### *1-11 Operational Definitions*

In accordance to what the study has embedded including terms and concepts, and to define and unify definitions, it should be taken into consideration clarifying these definitions and terms used by researchers in this study such as:

*1-11-1 Marketing:* it is an activity practiced and applied by a group of expert people at the organization to study and develop different marketing elements (product, price, promotion, distribution, employees, mental environment, operations and process) confirming wishes and desires of customers to achieve the alternative advantages and objectives.

*1-11-2 Services:* this definition includes all facilities offering all means of comfort ability and moments of joy during visiting tourist location such as hotels, restaurants, malls (trade centers), travelling offices, and other managerial procedures easing and speeding needs of tourists.

*1-11-3 Tourism Marketing Strategy:* conducting a comprehensive organized plan in which we can use mix of techniques and different tourism elements including (strategic tourism products, strategic tourism pricing, strategic tourism promotion, strategic tourism distribution, employees tourist strategy, physical evidence tourist strategy and process tourist strategy) in tourism sector and working to develop it and add new positive advantage complies needs and wishes of tourists. This increases the level of satisfaction, attention, maintain the duration of accommodation, repeat their visits and protect them from traveling to other countries. This dimension will be measured due to tourism marketing elements:

*1-11-3-1 Strategic Tourism Products:* features and descriptions in which tourism products differentiated by due to name of product, and services belonging to it, quality and clean, material organizing into tourism products in accordance to instructions and providing information.

*1-11-3-2 Strategic Tourism Promotion:* value of products, services and facilities paid by tourist during

his visiting to tourist locations and places in Jordan including tickets pricing, traveling, transportation, accommodation, food, drink, discounts and assurance.

**1-11-3-3 Strategic Tourism Promotion:** communication methods used with a tourist to be attracted for tourist places, and increase their satisfaction and effect on their buying behaviors.

**1-11-3-4 Strategic Tourism Distribution:** offering service and tourism products to tourist equally and accordance to quality standards in all entire places that he visits for achieving different benefits including (location, timing and formal) benefits to be able to reach for hid needs and desires at any place that he usually visits without any suffering.

**1-11-3-5 Employees Tourist Strategy:** it means all surrounded of tourist in the place he visits in which they found developing as local community, tourism performance, and restaurants' employees, employees of travelling companies and seller of tourism products. Also, for what they have from positive behaviors including dealing, uniform, skills and response.

**1-11-3-6 Physical Evidence Tourist Strategy:** it means tangible things and gadgets increasing the level of comfort ability and entertainment, offering all tools and facilities that doubling has level of satisfaction including (furniture, household, chairs, colors, decoration, atmosphere of place, offering all kinds of taxis, bus station, practicing sport and enjoyment games and type of music etc.)

**1-11-3-7 Process Tourist Strategy:** managerial and technical action applied for the tourist used modern techniques by different institutions and employees to ease all his procedures and transactions without delaying, late, and any complexion in policies. There should flexibility in instructions and regulations, respecting the program of the trip, accuracy in complying their needs, discretion, speed in booking and transit of luggage and travel bags.

**1-11-4 Tourist Satisfaction:** degree of tourists satisfaction and feeling comfort ability about the strategies of tourism marketing used in the sector, and that in the result of Satisfy their needs and desires while visiting tourism places in Jordan. Level of satisfaction will be measured through particular tools of satisfaction and (negative and positive) accept also will be measured through answering on every paragraph of dependent variable elements embedded at the questionnaire.

**1-11-5 Jordanian Expat tourist:** a citizen who beholds Jordanian nationality and resides outside the Jordanian border because of work. He usually visits Jordan during vacations, holidays, and different festivals and anniversaries for factors of comfort ability and enjoyment.

**1-11-6 Arab Countries Gulf:** countries situated in Arab gulf and they are six countries including (UAE, Bahrain, KSA, Oman, Qatar, and Kuwait). They are Permanent members of the Gulf Cooperation Council (GCC) which was established in 1981 in Riyadh the capital of kingdom Saudi Arabia.

**1-11-7 Jordan:** it is named by Hashemite Kingdom of Jordan. It is an Arabian country followed parliamentary constitutional monarchy. It is situated in western south of Asia, in the center of Middle East, in the southern part of Levant, and northern part of Arabian Peninsula. It has mutual borders with Syria from north, Palestine from west, Iraq from east, and KSA from south.

**1-11-8 Tourism:** transformation process from the original accommodated place into another country seeking for achieving different objectives including (enjoyment, health, study, presence of meeting, conferences, sport, religious visiting, family trips, and other objectives).

## 2- Literature Review

AL-Dmour & Aiesh (2005) conducted study on the impact of service marketing mix elements of five hotels in Jordan on the image of tourists. The study aimed at identifying the impact of some demographic characteristics in the image perceived by tourists as (gender, age, qualification, career, income, nationality). Analytical and descriptive approach has been used. A questionnaire was designed for data collection from population of the study representing by Arabian tourists and foreigners accommodate in five stars hotels by applying random sample. The result of the study has shown that there is satisfaction with tourists about the level of service presented to him. There is a relation between element of mix marketing and image perceived by tourists.

AL-Bourei (2008) conducted study on the Strategies of marketing of tourism products and methods of developing in Yamen. The study aimed at identifying the reality of tourism in Yamen and the main obstacles and difficulties over there. The results of the study have shown that it is a positive environment and it is appropriate for tourism. However, there are many problems such as weakness of the direction towards tourism investment, weak competitiveness in Yemen. The results of the study also found that economic environment in Yamen are appropriate for tourism due to ease of transportation, free Transform and currency exchange.

Akroush (2011) conducted study on the elements of service marketing mix: a practical assessment to generalize the form, apply and make it be effected on performance. An approach of the study was designed by depending on Quantitative entrance. A study was prepared and distributed on managers of marketing in services companies of Amman. They reached (164) managers, percentage of response were (91.2%). The retrieval questionnaires

was (164) appropriate for data analysis. The results of the study found that there are just five elements for marketing mix. There is a positive relation between the elements and performance of the cooperates.

Ketabi (2012) conducted study on the Effect of the Marketing Mix of Services to Attract Customers, Banks (Case Study Tejarat Bank, Branches of Kermanshah Province. The purpose of this study Service marketing mix factors On bank customers (Case study: commercial banks, branches of Kermanshah province). The study population Customers include all banks are business Kermanshah Province that a society statistical formulas. Survey data using Gathered Data and raw data into meaningful And values for each variables unlimited Statistical sample of 300 people is estimated based on using data Questions it has been calculated Using SPSS software Considering both descriptive statistics and the statistics And inferential statistics were processed and analyzed. For data analysis of two test T-TEST Correlation test was used. Results confirm the existence of the relationship between the Marketing mix of services to attract customers on the bank's business.

Arkiasamy (2012) conducted study on the effect of Marketing Mix and Customer Perception on Brand Loyalty. The Malaysian hypermarkets have steadily increased over the past decades with brand loyalty emerging as a frontrunner in the retail industry. There have been copious studies related to the effects of marketing mix towards brand equity instead of brand loyalty. It is the intention of the researcher to identify the effects of marketing mix on brand loyalty in the Malaysian hypermarkets sector. The researcher will adopt the study conducted by [37] in relation to its five independent variables (5 IVs) which are price, store image, advertising spending, distribution intensity and price promotion as examining the relationship between 5 IVs and Malaysian hypermarkets' brand loyalty. A total of 300 questionnaire surveys have been distributed to customers at 3 hypermarkets around Klang Valley in Malaysia. Lastly, the researcher uses a descriptive and explanatory study by means of descriptive and inferential analysis. In conclusion, price, store image, distribution intensity and price promotion are found to exert a significant positive influence towards Malaysian hypermarkets' brand loyalty.

Owomoyela (2013) conducted study on the investigating the impact of marketing mix elements on consumer loyalty: an empirical study on Nigerian Breweries PLC. This research paper investigates the effect of marketing mix elements on consumer loyalty with special reference to Nigerian breweries Plc. The survey research design method was used in this study which involves using a self-design questionnaire in collecting data from sixty (60) respondents, six managers and ten sales representatives of Nigerian breweries Plc, ten distributors and thirty four consumers from different joints in Ibadan were selected respectively. The instrument used in this study is a close-ended questionnaire that was designed by the researchers. Correlation coefficient and multiple regression analysis were used to analyze the data with the aid of statistical package for social sciences (SPSS) version 20. The result showed that marketing mix elements have significant effect on consumer loyalty. Subsequently, recommendations were made to the management of Nigerian breweries that they should continue produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers.

Nezami (2013) conducted study on the reviewing the Impact of Marketing Mix on Brand Equity (Case Study: ETKA Stores. This study was conducted with the aim of reviewing the impact of marketing mix on brand equity in customer's viewpoint of Etk stores. Marketing mix in this research included price, store image, distribution intensity, advertising and sales promotion which influenced brand equity by impact on dimensions of brand equity, i.e. perceived quality, brand loyalty, awareness, and brand associations. Statistical populations of this research were 169 customers of Etk stores in Tehran city, data were collected using a questionnaire, and hypotheses were tested using Pearson correlation test. The finding showed that four marketing mix, i.e. catalog image, distribution intensity, advertising and sales promotion among five marketing mix only the price had a significant impact on brand loyalty.

Gilanina, et al., (2013) conducted study on the investigating Effect of Marketing Mix on the Willingness of Students to participate in Private Class. The Purpose of this study is to investigate relationship between marketing mix and willingness of students to participate in a private class of mathematics. Research method is descriptive. Selected statistical population includes female high school students and pre university students in Talesh (Iran) city, that 201 students were selected through random sampling method. A questionnaire was used to collect data. In order to analyze the data was used chi-square test. According to obtained results observed that all components of the marketing mix (price, place, product and promotion) have relationship with willingness of students to participate in private classes of mathematics.

Khasawneh & Abu dalbooh (2014) conducted study on the evaluating attracting determiners for the marketing services in the Jordanian tourism sector into the southern region: an empirical study from perspective of customers. The study was based on Jordan's tourism sector and the determinants of attraction that faces as the study society was Southern Region/ Jordan. To Study the tourism sites and to analyze the obstacles that faced it and that from the standpoint of customers, the tourism sites in Jordan reached till (5) Petra, Aqaba and Wade Rum, karaka, Dana. And the sample took at a rate of thirty tourists for each site which means 150 customers. The study aimed to find out the determinants of attraction in the Jordanian tourism sector and shows that rising costs, Evolution of the laws and the strength of internal and regional competition, In addition to the lack of

promotion budget and the low level of infrastructure for tourism services (Meta data infrastructure) all of these are the most multiple determinants that face the Tourism sector. The study recommended to reduce the costs of buying tourism products and promote tourism families, And the development of laws to keep pace with developments in the tourist industry of Jordan and provide high-quality tourism products to overcome the difficulties of the internal and regional competition and to increase the allocations of promotion for the Jordanian tourist industry, at last the rehabilitation of infrastructure for tourism in Jordan.

We can say after reviewing several studies that the percent study characterized form other previous studies in different things such as:

- This study is characterized by its subject and topic. It deals with tourism sector due to the process of research and investigation. It is the first in which it discusses the elements of marketing mix in tourism activities considering one of the most important vital sectors for any country and modern time.
- It focuses on marketing mix elements including (product, price, promotion, employees, physical environment, and operations). They are the core tourism marketing strategy. So it can be described as comprehensive, generalized in service sectors in general and tourism sector in particular.

### *2-1 Types of tourism marketing strategies*

Al-Nsoor (2008) has defined tourism marketing as "it is a process trended toward to tourists for offering their needs through different distribution channels".

Tourism marketing was considered the clue that grantee successes of tourist locations and achieving its objectives if the factors like effecting on tourism location and attraction were available to be applied.

Researchers who conducted the study have defined it as "an activity depends on approach method offering a comprehensive information system about different tourism locations in the country confirm needs and desires of tourist to effect on his perception and attraction toward to these locations".

Tourism strategy is considered one of the most modern techniques throughout marketing process focusing on achieving satisfaction of consumer, mutual relation, and establishing Trust Bridge among an organization, its products and costumers.

Baker (1995) clarified that tourism marketing definition connected with set of elements interacting with each other for achieving marketing objectives of the organization due to marketing perception.

#### *2-1-1 First: Strategic Tourism Products*

Tourism product is considered as the first element in tourism marketing mix. It is the basic stage determining the destiny of designing the strategy in which all elements build on. It is mix of natural geographical social and modern components.

Kotler (2006) has defined it as "it's something can be offering to the market to satisfy the needs and desires of tourist".

Researchers defined it as "features and descriptions in which tourism products differentiated by due to name of product, and services belonging to it, quality and clean, material organizing into tourism products in accordance to instructions and providing information".

Tourism features can be characterized in:

- Systemic relation for tourism product: it requires different types of tourism services connected with each other as one complete chain starting from tourist entering country's airport, going to hotel, implementing tourism program designed until arriving his original country.
- Tourism product diversity: it differs due to type of tourism, level of hotel, buying antiques.
- Intangible tourism product: it needs additional skills such as (cleaning, etiquette, respect, speed in performance, validity in dealing with).
- Difficulty while controlling tourism product.
- Tourism product depending on natural and human elements

It is the mission of organization to be responsible on interesting in developing tourism products and considering them the most important decisions must be taken into consideration because wise marketing strategy work always on studying its strategy.

#### *2-1-2 Second: strategic tourism pricing:*

Pricing in general and tourism pricing in particular are considered the most important activities in tourism process. It effects directly on tourist's behavior and his decisions. It is connected with costs and expenditures paid by tourist in the program.

Researchers of the study have defined it as "communication methods used with a tourist to be attracted for tourism places, increase his satisfaction and effect on their buying behaviors".

#### *2-1-3 Third: strategic tourism promotion:*

Value of products, services and facilities paid by tourist during his visiting to tourist locations and places in Jordan including tickets pricing, traveling, transportation, accommodation, food, drink, discounts and assurance. The main objectives of strategic tourism promotion:

1. Identifying the channels of distribution including (mediators, travel agencies, airlines, hotels, restaurants, and other tourism locations).
2. Affecting on Perceptions to enhance the advantages for tourists and reducing disadvantages.
3. Achieving the principle of demand on tourism and visiting the sites (Obeidat, 2008).

#### *2-1-4 Fourth: strategic tourism distribution.*

Distribution can be defined as organizations cooperating and sharing the advantages to make the product or the service available for customer and consumers (Kotler & Armstrong, 2004).

Researchers of the study have defined it as "offering service and tourism products to tourist equally and accordance to quality standards in all entire places that he visits for achieving different benefits including (location, timing and formal) benefits to be able to reach for hid needs and desires at any place that he usually visits without any suffering".

#### *2-1-5 Fifth: employee's tourist strategy*

They are the people who play an important role in offering the product, service, and interactive relation with customers (tourist) (Zethmal & Bitner, 2003).

Researchers of the research said that: "it means all surrounded of tourist in the place he visits in which they found developing as local community, tourism performance, and restaurants' employees, employees of travelling companies and seller of tourism products. Also, for what they have from positive behaviors including dealing, uniform, skills and response".

The importance of employees stands out offering tourism product as it is connected with the nature of service described as it is intangible. Tourists in general are considered the people who judge on the level of service quality efficiently and sufficiently. The strategies include (planning strategy to define functional needs of human resources in tourism sector, strategy of analysis, classifying jobs, strategy of selecting and assigning, strategy of wage system, training strategic, evaluation performance strategy and security strategy) (Hmoud & Kharabsheh, 2007).

#### *2-1-6 Sixth: physical evidence tourist strategy*

The environment surrounded the customers during offering the service and product including (appearance, clean, internal organizing, lighting, comfort ability and music) (Lovelock & Wrtiz, 2003).

Researchers have defined it as "tangible things and gadgets increasing the level of comfort ability and entertainment, offering all tools and facilities that doubling has level of satisfaction including (furniture, household, chairs, colors, decoration, atmosphere of place, offering all kinds of taxis, bus station, practicing sport and enjoyment games and type of music etc."

Physical environment consists of many elements forming physical evidence that can be touched and seen such as (decoration, chairs, effects, comfort ability of the place, perfumes, music and colors).

The forms of physical environment in tourism (Khanji, 2009):

1. External appearance: includes the board in which written on the name of the site, symbol, parking, garden, and security.
2. Internal appearance: includes the site in which it is embedded by own office, chairs, waiting room, equipment, facilities offering for tourists, the method of arranging and distributing employees, decorations, and uniforms of employees.

#### *2-1-7 Seventh: process tourist strategy*

It is how to offer a service for costumer (Sweidan & Hadad, 2006).

Researchers of the study have defined it as "managerial and technical action applied for the tourist used modern techniques by different institutions and employees to ease all his procedures and transactions without delaying, late, and any complexion in policies. There should flexibility in instructions and regulations, respecting the program of the trip, accuracy in complying their needs, discretion, speed in booking and transit of luggage and travel bags".

In general, services can be characterized as elements of marketing mix process connected with the method of offering a service representing by procedures, instructions, laws and different ways used during offering a service.

Operations management is an important stage because it gives first and final impression for tourist about service offered to him. It reflects a cognitive inventory from hard to be changed.

#### *2-2 Factors activating the method of offering tourism service:*

1. Using modern technological techniques.
2. Get rid of the long and complicated procedures and avoiding routine.

3. Get rid of the central and giving authority for others.
4. Flexibility when dealing with instruction and getting rid of Bureaucracy.

*2-3 Advantages of applying the principle of operations development:*

1. Unifying work mechanisms and achieving the tasks fast and regularly.
2. Establishing respect among employees and achieving just.
3. Reduce sagging career and get rid of routine work.

*2-4 The importance of tourism marketing:*

1. It contributes to manage trends of tourists and purchasing behavior in the development of products and services.
2. Increase competition opportunities among competitors, which will reflect positively on tourists.
3. Contribute in planning and tourism development process.

### 3- Data Analysis Process

*3-1 Study tool stability:*

To verify from stability of the tool, (test- retest) was applied after two weeks on a group reached to (55) Jordanian emigrant tourists. Pearson correlation was calculated twice.

Reliability coefficient was calculated by internal consistency due to Cronbach Alpha equation. Table (1) shows Consistency coefficient and Cronbach Alpha equation for all fields, and tool as whole. This value was considered appropriate for the study because it is higher than (60%).

Field	Test–Retest Reliability	Content Validity
strategic tourism products	0.84	0.78
strategic tourism pricing	0.87	0.85
strategic tourism promotion	0.88	0.84
strategic tourism distribution	0.82	0.81
employees tourist strategy	0.85	0.85
physical evidence tourist strategy	0.84	0.83
process tourist strategy	0.86	0.80
<b>Total degree</b>	<b>0.87</b>	<b>0.95</b>



### 3-2 Demographic characteristics analysis

Frequencies and means of sample were extracted. Table (2) shows analysis:

Characteristic	Category	Frequency	Percentage
<b>Gender</b>	Male	461	59.2
	Female	318	40.8
<b>Age</b>	Less than 20 years	187	24.0
	21-29	169	21.7
	30-39	143	18.4
	40-49	198	25.4
	More than 50 years	82	10.5
<b>Qualification</b>	Secondary stage	234	30.0
	Diploma	123	15.8
	Bachelor	294	37.7
	Higher studies	128	16.4
<b>Job sector</b>	Public	350	44.9
	Private	304	39.0
	I don't work	125	16.0
<b>Job position</b>	An employee	569	73.0
	Manager	85	10.9
	House keeper	85	10.9
	No work	40	5.1
<b>Monthly income</b>	Less than 2000	255	32.7
	2001-2999	192	24.6
	3000-3999	107	13.7
	More than 4000	102	13.1
	No income	123	15.8
<b>Number of trips</b>	1-4	516	66.2
	5-9	203	26.1
	More than 10	60	7.7
	<b>Total</b>	779	100.0

Researchers note that personal information of study population in table (2) added in this study to clarify the components of the population. They aren't explained in data analysis and results discussion.

**First Question:** What is the level of the level of Jordanian tourists expats' satisfaction on reality of applying tourism marketing strategies in Jordan including (strategy of tourism productions, strategy of Prices of tourism products, strategy of promotion of tourism products, strategy of distribution of tourism products, strategy of tourism products employees, strategy of physical environment of service, and operations strategy to provide tourist services?)

To answer on the question means and standard deviations were calculated on the level of Jordanian emergent tourist satisfaction on reality of applying tourism marketing strategy in Jordan sites. Table (3) shows:

**Table (3): means and standard deviations were calculated on the level of Jordanian emergent tourist satisfaction on reality of applying tourism marketing strategy in Jordan sites**

Rank	No.	Field	Mean	Std. deviation	Level
1	1	strategic tourism products	3.33	0.722	Medium
2	7	strategic tourism pricing	0.08	0.734	Medium
3	5	strategic tourism promotion	0.07	0.820	Medium
4	4	strategic tourism distribution	0.03	0.787	Medium
5	6	employees tourist strategy	0.02	0.825	Medium
6	2	physical evidence tourist strategy	2.80	0.851	Medium
7	3	process tourist strategy	2.63	0.833	Medium
		<b>Total degree</b>	3.07	0.583	Medium

Table (3) shows that means reached among (2.63-3.33). in the first place was strategic tourism products (3.33). The reason from researchers' perspective is that ministry of tourism in Jordan focuses on tourism sites and giving it priority in the care and attention due to strategies and policies implemented by the ministry because it is responsible directly and it is the supervisor of these sites. Strategic tourism promotion was in the last (2.63). The

reason is shortage in water sources in tourism ministry, because this strategy requires wide geographical range on local and international levels. This demands need in availability of financial allocations to cover the costs. The total degree was (3.07). Total degree was medium which means Jordanian tourism ministry exerts great efforts in developing tourism sector and improving tourism services.

**Second Question:** Is there an impact for applying tourism marketing strategies` in Jordanian expat tourists?

To answer on the question means and standard deviations were calculated for applying tourism marketing strategies on Jordanian emergent tourists? Table (4) shows that:

**Table (4): question means and standard deviations were calculated for applying tourism marketing strategies on Jordanian emergent tourists**

Rank	No.	Field	Mean	Std. deviation	Level
1	63	Nature of process of offering tourism services.	3.92	1.104	High
2	57	Nature of product and extent of organizing and clean	3.81	0.984	High
3	62	Physical environment availability of service and product	3.57	1.062	High
4	58	Appropriate price for product	3.69	1.158	High
5	61	Employees' efficiency on the product and their positive treatment	3.60	1.181	High
6	59	Promotion method used	3.55	1.156	High
7	60	Product's distribution of service and its diversity.	3.36	1.104	Medium

Table (4) shows that means reached among (3.36-3.92). In the first place was paragraph (63) in which mean was (3.92). This explains that Jordanian tourists prefer Nature of process of offering tourism services. Whereas in the last paragraph was (60) in which mean was (3.36). This explains that Jordanian tourists are interested in Product's distribution of service and its diversity in hotels, restaurants, malls (trade centers) and banks.

#### 4- Results

The most important results of the study are:

- First, level of tourist's satisfaction on tourism products because responsibilities on tourism sector in Jordan are interested in tourism, nature and ruins sites. They also preserve its cleanness and maintain on an ongoing basis because it is the legacy of heritage and cultural landmarks on the history of Jordan. Jordanian tourists in Arabian Gulf Countries (AGC) prefer this type of tourism, because it deals with culture and civilization of a country and they look for safe, security and freedom of travelling.
- Second, level of tourist's satisfaction in AGC on offering tourism services. Responsibilities (ministry of tourism) in this manner are keen to follow all proceedings and procedures, supervise and regulate these proceedings correctly that grantee accuracy and speed in offering tourism service for tourist and achieving quality in performance.
- Third, level of tourist's satisfaction in AGC on the strategy of employees in tourism product. Ministry of tourism is interested in human resources (HR) working at tourism institutions and organizations in accordance to controlling and supervision. Also, it conducts training programs and communicates with the union in which the employees belong to such as (Union of tourism guides, employees of hotels, restaurants and museums).
- Fourth, level of tourist's satisfaction in AGC on strategy of product promotion ministry of tourism realizes importance of tourism product promotion in all Jordanian sites. It works on creating tourism diversity in Jordan, widen the area of services including (hotels, restaurants, trade centers (Malls), antiques, transportations means, different joyful sites).
- Fifth, level of tourist's satisfaction in AGC on strategy of physical environment of tourism service or product. From perspectives of researchers, this result is associated with the conviction of tourist confirming with his/her personal characteristics and desires at tourism site including (music, tidying,

and decorations). The results are attributed due to majority of tourism sites has particular feature in accordance to design, architecting norms and historical connotations reflect cultures of nations and certain people.

- Sixth, level of tourist's satisfaction in AGC on strategy of tourism products pricing. Usually, pricing associate with the level of tourist's income. So, the degree of mean was (2080) and standard deviation reached to (0.851). The results are attributed due to pricing of tourism sector and services are arranged directly in the same organization. Despite of inadequate prices associated with the wishes of the tourist income level and the level of service provided due to quality.
- Seventh, level of tourist's satisfaction in AGC on strategy of tourism product promotion. Tourism promotion is considered one of positive methods that reflect physical image of tourism product for tourist. In Jordan, the ministry knows importance of promotion; it attempts to activate this method through its strategy. It can be said that promotion is wide field because it includes multi types due to geographical dimension in which it is divided into (local, regional and international). In addition to the diversity of media because this needs exerted efforts and huge amount of sources and Possibilities.

Due to mean and standard deviations:

- First, degree of strategy of offering tourism service was high due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.92) and standard deviation (1.104). The results are attributed due to Jordanian tourist need some managerial procedures exerted form tourism sector to offer the appropriate service.
- Second, degree of strategy of nature of product was high due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.81) and standard deviation (0.984). The results are attributed due to Jordanian tourist prefers existence some elements in tourism products such as (cleanness, safe, freedom of transportation without retractions).
- Third, degree of strategy of physical environment was high due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.75) and standard deviation (1.062). The results are attributed due to an enabling environment characterized by order, regulation and climate during visiting to tourism sites.
- Fourth, degree of strategy of products pricing was also high due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.69) and standard deviation (1.158). The results are attributed due to there are some people in study sampling whom their incomes are less than 2000 J.O.D monthly in particular for those who belonged to " no work" category.
- Fifth, degree of strategy of employees' efficiency was medium due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.69) and standard deviation (1.181). The results are attributed due to behaviors of employees are characterized by balance and respect for the tourists in which it achieves positive attribution and considered a source of living.
- Sixth, degree of strategy of tourism product promotion was medium due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.55) and standard deviation (1.156). The results are attributed due to tourist has knowledge about different sites in his/her country. So, a tourist maybe doesn't need promotion methods motivating tourism. Sometimes, his behavior depends on physical environment about sites that he/she wants to visit in Jordan.
- Seventh, degree of strategy of tourism product distribution was medium due to effecting on Jordanian tourist's satisfaction. Mean reached to (3.36) and standard deviation (1.104). The results are attributed due to when tourist visits these sites, his first and basic purpose is to enjoy during the day and maybe he doesn't need such services including (hotels, restaurants, malls, banks, and museums). So achieving less than the aimed form this strategy effect on satisfaction of tourist from perspectives of researchers.

## 5- Recommendations

1. Need to work on the deployment of strategic culture for tourism marketing and adopted by all business organizations in general, and organizations working in the tourism sector in particular.
2. The unification of the Supervision Department and the responsibility that deal with the tourism sector and to work on the follow-up with NGOs.
3. Exploiting periods holidays, vacations and holidays and conducting various events and activities to attract tourist expatriate Jordanians.
4. Work on the redistribution of different services in tourist sites and conducting special deals as pricing.
5. Need to preserve the nature of the tourism product by brightly and tourism with government agencies and private that contributes to the development of tourist sites.
6. Qualifying human resources in the tourism sector through training programs held in public relations and culture tourism.

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### Questionnaire

Dear tourists,

Please fill the questionnaire attached aiming at collecting data related to implementing a scientific study: "Reality of Applying Tourism Marketing Strategies and its Impact on Jordanian expat Tourists in Arabian Gulf Countries: An Empirical Study". This study is a part to complete the requires of obtaining Doctoral degree in tourism marketing.

You are selected in this study to be able to complete the scientific study and reach to objective results. Your cooperation will add information to this study. Information will be dealt confidently for scientific purposes.

With all respect

Researchers

#### First part: demographic characteristics: put (x) in the appropriate place.

**Gender:**  male  female

**Age:**  less than 20  21-29  30-39  40-49  more than 50

**Qualification:**  secondary  diploma  bachelor  high studies

**Job sector:**  public  private  no work

**Job position:**  an employee  manager  housekeeper  no work

**Monthly income:**  less than 2000  2001-2999  3000-3999  more than 4000  no income

**Number of trips:**  1-4  5-9  more than 10

#### Second part: following phrases are related to the level of Satisfaction of Jordanian emergent tourist for the strategies of tourism marketing in Jordan. So, please put (x) on the place that is appropriate you.

No.	Paragraph	Very high	High	Not sure	Low	Very low
<b>Satisfaction level on tourism product</b>						
1	There are instructions for reaching to tourism sites.					
2	There are services in tourisms sites.					
3	Public facilities are clean and organized					
4	There is travel freedom in tourism sites.					
5	Tourist feels security in these sites.					
6	There is an expertise team to serve a tourist.					
7	Employees introduce an introduction about the site.					
8	The roads and paths are coordinated and organized.					
<b>Satisfaction level on pricing strategy of tourism products</b>						
9	Pricing of tickets of the sites are appropriate.					
10	Pricing of returners are appropriate.					
11	Pricing of hotels.					
12	Price of gifts and antiques					
13	Price of transportations					
14	Price of Recreational places					
15	Availability of discounts in the sites.					
16	E-pay is used in the sites.					

<b>Satisfaction level on the strategy of promotion</b>						
17	Special offers for tourism activities through publications in Jordan.					
18	Special offers for tourism activities through websites in Jordan.					
19	Special offers for tourism activities through T.V and radio.					
20	Special offers for tourism activities in Border points.					
21	Available during your stay abroad introductory publications on tourist sites in Jordan					
22	Special offers for tourism activities through mobile.					
23	Management used the sites attractive offers during the period of the visit to Jordan					
24	The Department introduces souvenirs for tourist sites					
<b>Satisfaction level on the strategy of distribution</b>						
25	Adequate roads leading to tourist sites in terms of the ease and breadth.					
26	Parking in these sites					
27	Banking services in tourists sites.					
28	Service of food and drink in these sites.					
29	Services rise to the tourist sites in other countries.					
30	Hotels are available in tourist sites.					
31	I can obtain any information easily and without suffering.					
32	Public transport network in the tourist sites					
<b>Satisfaction level on the strategy of employees in tourism product</b>						
33	Site offers a sufficient number of staff to provide services.					
34	An employee has ability to answer on all tourist's questions.					
35	Working style is characterized by elegance and etiquette					
36	Employees are dealing equally with all tourists.					
37	Sellers allow the freedom of purchase for tourists without interference					
38	Employees are sportsmanship					
39	Employees are fast in service delivery					
40	Employees are characterized by respect with others					
<b>Satisfaction level on physical environment of service or tourism product</b>						
41	There are comfortable sets in tourism sites.					
42	External appearance of tourism site is attractive.					
43	Recreational sites are appropriate for all ages.					
44	Music are available in these sites.					
45	Available at tourist sites Consistency between decoration and colors					
46	The clime of the sites is comfortable.					
47	Parking is wide.					
48	Entrance gate is beautiful.					
<b>Satisfaction level on strategy of introducing service operations</b>						
49	Information and signage Characterized by accuracy and clarity					

50	Advertisement process is combined with maps and pictures.					
51	he service is provided at the sites honestly and transparently as advertised					
52	tourists sites are commitment scrupulously in the reception and closing dates					
53	It is available at the tourist site foods are liked by people.					
54	Service Provider is committed to clean and healthy standards					
55	decision maker takes views and suggestions without hesitation					
56	Tourist offers are presented at regular times of the year					

**Third part: it measures the impact of applying the strategies of tourism marketing on Satisfaction level of Jordanian emergent tourist. Please read the questions accurately before answering on them. In addition, please put (x) in the appropriate place.**

No.	Paragraph	Very high	High	Not sure	Low	Very low
57	The nature tourism product is a factor in increasing the level of satisfaction.					
58	Pricing is the most factor effect in increasing the level of satisfaction.					
59	Promotion method is the most factors for increasing the level of satisfaction toward to tourism.					
60	Distribution is the most factors for increasing the level of satisfaction toward to tourism.					
61	Employee's efficiency is the most factors for increasing the level of satisfaction toward to tourism.					
62	Physical environment of service or product is the most factors for increasing the level of satisfaction toward to tourism.					
63	Nature of process and operations in service delivery product is the most factors for increasing the level of satisfaction toward to tourism.					

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