

Managing Promoting Tourism Product of the Golden Triangle in Jordan

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Abstract

The study aims at investigating the Managing promoting tourism product of the Golden Triangle in Jordan, In this research, the Statistical Package for the Social Sciences (SPSS) was used for data entry, as well as for examining the data later. Data preparation was the initial step, which aimed to convert raw data into a more structured format that is more appropriate for analysis. There is a relationship between the promotion through the internet and the increasing of the number of tourists in the Golden Triangle in Jordan. As this type of promotion leads to access to tourist information elaborately, easily and cheaply, the customer gets value and sufficient information about travels and prices, recognizes the competitive companies and alternatives to choose from

Keywords: promotion, market mix, promotion mix, sales promotion, public relation, tourism, personal selling

1. Introduction

Tourism is the largest industry in the world in terms of earnings and is also the largest employer of people; that is of course if tourism is considered and classified as industry. Total revenue directly attributable to tourism, including travel and purchases by tourists is estimated at US \$ 3,300 billion. It constitutes over 13 per cent of the global GDP. Jawabreh (2011) studied the tourism promotion of Jordan, in particular via the Internet, with a future plan to develop this type of promotion based on the needs of the country. This study is aimed to draw conclusions help to know and understand this type of promotion of tourism, how to develop the promotion of tourism of Hashemite Kingdom of Jordan and dissemination of maximum possible information about the Kingdom. Moreover, global travel and tourism revenue is expected to increase to \$6.3 trillion in the next decade. This industry provides direct employment to 262 million people, who constitute 10.5 per cent of the global work force. These numbers are expected to grow to 383 million by the year 2007. Tourism also accounts for 8 percent of the World's exports making it the largest internationally traded product or service. These statistics may appear to be incredible but are true. They also reflect the level of prosperity the world has reached where leisure has become a key priority (UNWTO, 1997). Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix (Kotler, 2003). Traditionally, the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling. However, in this text we view direct marketing as well as interactive media as major promotional-mix elements that modern-day marketers use to communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms. And each has certain advantages.

2. Objectives

The objectives of this study as follows:

- 1- To make a study of Golden Triangle in Jordan.
- 2- To improve the managerial efficiency of tourism development.
- 3- To discover attitude of tourist about marketing.
- 4- To study the marketing Mix.
- 5- To study promotion Mix.

3. Previous Study

Marketing strategies and tactics in hospitality and tourism are principally concerned with adjusting each of these elements to provide a competitive offer to customers (Kotler, 2003). The same concepts apply, to marketing hotel and restaurant customers are as those apply to marketing laundry or financial service customers (Lovelock, 1999). Place promotion is considered a function of the changing nature of urban governance to meet the imperatives of economic restructuring with the onset of globalization. New place identities have been mediated to attract inward investment and in migration vital to the future of post-industrial localities (Short,*et al.*1993; Law 2000). According to Ashworth and (Voogd,1994), place promotion is the 'selling of a selected package of facilities or the selling of a place as a whole through images composed of various attributes associated with it'. Place promotion forms part of a more extensive series of operations; place marketing that is intended to ensure that 'local activities are related as closely as possible to the demands of targeted consumers' (Ashworth and Voogd, 1994). Several devices, not just advertising campaigns, are adopted to promote places depending on the product itself; its contexts, audiences, and the producers. At the heart of place promotion is the desire to produce an alluring identity to which targeted groups such as investors and tourists respond (Young and Lever 1997). As (Holcomb, 1993) notes, this is frequently achieved by the 'de- and re-construction' of place imagery. For example, Short,*et al.*(1993) demonstrate how very particular environmental credentials, as well as the symbolism of display and consumption, were used to reconstruct the iconography of post-industrial Syracuse.

The production of identities is not straightforward. Madsen (1992) warns that new place imagery should not be too far divorced from its original urban ecological conditions, particularly its social and economic contexts. Although new urban iconographies are intended to extol the virtues of a locality, highly questionable or extravagant claims undermine the credibility of the message among stakeholders and target audiences (Holcomb 1993). The following are some examples of authors who have written about hospitality from specific social science perspectives: anthropology (Andrews, 2000; Selwyn, 2000; Cole, 2006), social history (Walton, 2000; Lomine, 2005), philosophy (Derrida, 2002; Telfer, 1996, 2000), social geography (Bell, 2006; Wharton, 2006), and sociology (Ritzer, 1993, 2006; Warde and Martens, 2001). Each helps to establish a broader understanding of hospitality as a human activity with long and widespread antecedents. In fact, Derrida (2000) says 'Not only is there a culture of hospitality, but there is no culture that is not also a culture of hospitality'. (Derrida, 2000) also defines hospitality as inviting and welcoming the "stranger". This takes place on two levels: the personal level where the "stranger" is welcomed into the home; and at the level of individual countries. His interest was heightened by the etymology of Benefits (1969) who analyzed "hospitality," as being from a Latin root, but derived from two proto Indo-European words that have the meanings of "stranger," "guest" and "power". Thus, in the "destruction" of the word, there can be seen: an essential "self limitation" built right into the idea of hospitality, which preserves the distance between one's own and the "stranger", between owning one's own property and inviting the "other" into one's home (Caputo, 2002). Telfer (2000) also explores this issue when discussing the motivation behind hospitality.

There is a limitation to the amount of hospitality that “hosts” can and wish to offer, just as important are the intentions that lie behind any hospitable act: there surely is a distinction to be made between hospitality for pleasure and hospitality that is born out of a sense of duty. She considers hospitality to be a moral virtue, and articulates hospitable motives to be: That in which concern for the guests’ pleasure and welfare, for its own sake, is predominant. These can include entertaining for pleasure where that pleasure largely depends on knowing that one is pleasing the guests, and sense of duty where there is also concern for the guests themselves. And hospitable people, those who possess the trait of hospitableness, are those who often entertain from one or more of these motives, or from mixed motives in which one of these motives is predominant (Telfer, 1996). Middleton and Clark (2001) describes distribution channels as an organized and serviced system, paid for, out of the marketing budgets and created or utilized to provide convenient point of sale and/or access to consumers, away from the location of production and consumption. The main function of using distribution channel for hotel groups is that it enables them to provide information to travel agents or consumers in a convenient way, allowing them to make or confirm a reservation and pay for the required product (Buhalis and Laws, 2001). The electronic distribution channels through which the reservations flow in to a hotel are – The Global distribution system (GDS) and the internet, which is growing steadily. Traditionally, customers had two alternatives to reserve a hotel room – directly approach the service provider (hotel) or to use services of the travel agent (intermediary). However, a survey conducted in 2001 by Forrester Research (Harteveldt et al., 2001), indicated that GDS would continue to remain the most important channels of distribution for hotel industry and the like.

In addition, internet will change the traditional travel and distribution scenario. Because of the internet, several intermediaries can be by-passed to reach directly to new customers. The key benefit of web distribution is its direct route to the customers. Great cost saving can be achieved by encouraging customers to book electronically, which has made many tourism suppliers very excited about this new distribution channel. O’Connor (1999), according to research carried out by Jupiter Research, assumes that the number of people who have bought travel product over the internet is likely to double from 18.6 million in 2001 to 38.6 million by 2007. Information and communication technologies crucially impact travelers’ knowledge, attitudes and behaviors. The increased online price and product transparency and the new business models (e.g. online auctions) enhance tourists’ powers, which are becoming more price-sensitive, fewer brands loyal and more sophisticated (Pine et al., 1998). The hotel industry is also experiencing increased globalization, competition, higher customer turnover, growing customer acquisition costs and rising customer expectations, meaning that hotels’ performance and competitiveness is significantly dependent on their ability to satisfy customers efficiently and effectively (Connolly and Olsen, 2001; Pine et al., 1998). How can the small size hotel compete with large chains? The internet is becoming the main communication channel for the Business to Consumer market. Therefore, smaller hotels must exploit the internet in order to develop trust and increase their market share.

Organizations can redefine their products and business models to leverage new distribution channels, new products and fundamentally change the way industry operates. The FHRAI survey (FHRAI, 2003) indicates that more than 85 percent of the hospitality establishments in four and three star category are independently owned with 92 percent having fewer than 150 rooms. These statistics indicate the importance and impact of a strong internet strategy for the small hotel. Failure to develop electronic commerce capabilities will lead to strategic vulnerability and a competitive disadvantage. The number of travelers who use the internet to plan and book trips continues to grow at a rapid rate, according to two reports by the Travel Industry Association of America (TIA). In 2000, more than 59 million online travelers used the internet for information on destinations or to check prices or schedules, growing 395 percent over the three previous years. According to a survey of online shoppers by the Internet & Mobile Association of India (IAMAI) 20 percent of internet users in India had made hotel reservations online while 31 percent indicated that they were likely to do so in the near future. According to a survey undertaken by GMI, 51 percent customers made their buying decisions based on web search (Emarketer, 2005). Online travel company “Make My Trip” believes that the total online market size in India is projected to reach US\$368 million in 2006, with online travel agencies garnering 14 percent and supplier direct accounting for 86 percent of the share.

4. Research Methodology

This is an exploratory study; the data for this study was collected from primary and secondary resources. The primary data has been collected from targeted group of respondent's tourist administrators. Whereas, the secondary data has been collected from the literature, journal, news paper, government documents etc.

The survey method has been used to collect primary data. The data was collected from targeted group of respondent. The Questionnaire was administered for the purpose of collecting primary data from in Golden Triangle in Jordan. Convenient sampling method was used to collect primary data. 250 completed questionnaires from tourists in the Golden Triangle in Jordan were collected. Statistical techniques of step wise multiple regression analysis has been used to determine the relationship between promotion tourism product Golden Triangle in Jordan. The T-Test was used to test invariability of the groups.

4.1. Rationale and Hypotheses

The research deduced the following hypotheses for the purpose of the testing relationship.

Hypotheses were tested in this research:

H0: There is no statistically significant relation between advertising and the number of tourists in the Golden Triangle in Jordan.

H0: There is no statistically significant relation between marketing internet and the number of tourists in the Golden Triangle in Jordan.

H0: There is no statistically significant relation between sales promotion and the number of tourists in the Golden Triangle in Jordan.

H0: There is no statistically significant relation between personal selling and the number of tourists in the Golden Triangle in Jordan.

H0: There is no statistically significant relation between public relations and the number of tourists in the Golden Triangle in Jordan.

4.2. The Stability of the Tool

To test the stability of the tool, Cronbach Alpha has been used to test the reliability, and in Table (1), which shows the results of this test, it turns out that all they have got the values of alpha larger than 0.60, then there is stability in the study tool.

Table 1: Cronbach Alpha Test Results

Dimension	value of alpha
Internet	0.82
Avertising	0.88
Personal selling	0.63
Promotion	0.86
Public Relation	0.92
Total	0.95

Table (2) shows that 68.7% of the samples are male and the rest are females. 27.4% of the respondents aged between 51-60 years old, 26.1% were aged more than or equal to 61 years old. Moreover, 17.4% are aged between 31-40 years old, and 11.7% aged between 41-50 years old, 11.3% of whom are aged" between" 21-30, and 6.1% less than 20 years. We note 31.4% of the sample with incomes below 300JD, and 29.2% of the sample entry from 301JD to 400JD, and 25.4% of them ranging in income between, and 14% of the sample greater than or equal to their income 501JD. 70.4% of the sample of those working in the private sector, while the rest is in the public sector. Table 2 shows the 55.7% of the sample of those with high school, 33.0% with bachelor degrees, 9.6% of them master's degree, and 1.7% of the sample postgraduate degree

Table2: Description of Demographic Factors and Personal to the Respondents

Factor	Frequency	Percentages
Gender		
Male	158	67.7%
Female	68	31.3%
Age		
Less than 20 year	14	6.1%
21 – 30	26	11.3%
31 – 40	40	17.4%
41 – 50	27	11.7%
51 – 60	63	27.4%
61 more	60	26.1%
Monthly income		
Less than 300JD	74	31.4%
301- 400JD	69	29.2%
401-500 JD	60	25.4%
More than 501JD	33	14%
occupation		
Private sector	168	70.4%
Public sector	68	29.6%
Education		
High school	128	70.4%
Bachelors degree	76	29.6%
Master degree	22	55.7%
Postgraduate degree	4	33%

5. Data Analyses

The First Hypothesis: There is no relationship between the promotion through the Internet and increase the number of tourists in the Golden Triangle in Jordan: We note from table (3) especially item no.9 and item no.11. that all the items have got a mean above 2.5 with significant level less than 0.05, which means that all these items are significant to increase tourist. And Promotion through internet makes the access to tourism information regarding tourism promotion Golden Triangle easier. Item no.1 came first have a mean above 3.80. Item no.2 came last which measures the promotion through internet reduces the cost of getting information on tourism offers in Golden Triangle., have a mean above 3.56. All these items have a mean 3.43, with significance level 0.00 .All items statistically significant. Therefore, there is a relationship between the promotion through the Internet and increase the number of tourists in the Golden Triangle in Jordan.

Table 3: Mean, Std. Deviation, T-test, and sig to Advertising

No.	paragraph	Mean	Std. Deviation	T-test	Sig.
1	Promotion through internet makes the access to tourism information regarding tourism promotion Golden Triangle easier.	3.80	0.52	37.95	0.00
2	Promotion through internet reduces the cost of getting information on tourism offers in Golden Triangle.	3.56	0.61	26.80	0.00
3	Promotion through internet supplies customers with invaluable information about offers in tour sector.	3.66	0.59	29.87	0.00
4	Promotion through internet gives the chance of using information effectively to seek for competitive companies.	3.70	0.57	31.95	0.00
5	Promotion through internet is important in identifying tourism offer and adequate information about prices.	3.59	0.65	25.62	0.00
6	Promotion through internet allows for good contact with great number of visitor due to the absence of geographical border.	3.75	0.55	34.63	0.00
7	Promotion through internet allows for easy accessibility of getting information and product to the market through the brochures about prices and features.	3.66	0.63	28.00	0.00
8	Promotion through internet increases offers by offering additional services.	3.71	0.58	31.71	0.00
9	The interaction of modern technology gives the chance of offering tourism product and competitive prices.	2.17	0.87	5.74-	0.00
10	The choice of colors of both text and page background are import factors to attract visitors to the website	3.67	0.59	30.22	0.00
11	The Home Pages are the most important because it gives the visitor a first impression on the website.	2.43	0.93	1.14-	0.26
Total		3.43	0.39	35.81	0.00

The second Hypothesis: There is no relationship between the promotion through advertising and increase the number of tourists in the Golden Triangle Jordan. We note from table (4) that all the items have got a mean above 2.5 with significant level less than 0.05, which means that all these items are significant to increase tourist. And Promotion through advertising makes the access to tourism information regarding tourism promotion Golden Triangle easier. Item no.12 came first have a mean above 3.68. Item no.19 came last which measures Promotion through advertising increases offers by offering additional services, have a mean above 3.44. All these items have a mean 3.56, with significance level 0.00 .All items statistically significant. Therefore, there is relationship between the promotion through advertising and increase the number of tourists in the Golden Triangle in Jordan.

Table 4: Mean Std. Deviation, T-test, and sig Promotion through Advertising

No	paragraph	Mean	Std. Deviation	T-test	Sig.
12	Promotion through advertising makes the access to tourism information regarding tourism promotion Golden Triangle easier.	3.68	0.58	30.58	0.00
13	Promotion through advertising reduces the cost of getting information on tourism offers in Golden Triangle.	3.57	0.67	24.14	0.00
14	Promotion through advertising supplies customers with invaluable information about offers in tour sector.	3.58	0.60	27.45	0.00
15	Promotion through advertising gives the chance of using information effectively to seek for competitive companies.	3.62	0.64	26.40	0.00
16	Promotion through advertising is important in identifying tourism offer and adequate information about prices.	3.60	0.62	27.17	0.00
17	Promotion through advertising allows for good contact with great number of visitor due to the absence of geographical border.	3.53	0.62	25.03	0.00
18	Promotion through advertising allows for easy accessibility of getting information and product to the market through the brochures about prices and features.	3.46	0.75	19.32	0.00
19	Promotion through advertising increases offers by offering additional services.	3.44	0.73	19.70	0.00
20	The choice of colors of both text and page background are import factors to attract visitors to the advertising.	3.56	0.70	23.15	0.00
Total		3.56	0.47	34.29	0.00

The Third Hypothesis: There is no relationship between the promotion through personal selling and increase the number of tourists in the Golden Triangle in Jordan. We note from table (5) that all these items have a mean less than 2.5; no items are statistically significant. Therefore, there is no relationship between the promotion through personal selling and increase the number of tourists in the Golden Triangle in Jordan. All these items have a mean 2.30; therefore, there is no relationship between the promotion through advertising and increase the number of tourists in the Golden Triangle in Jordan.

Table 5: Mean, Std. Deviation, T-test, and sig to Promotion through Personal Selling

No	paragraph	Mean	Std. Deviation	T-test	Sig.
21	Promotion through personal selling makes the access to tourism information regarding tourism promotion Golden Triangle easier.	2.46	0.80	0.75-	0.46
22	Promotion through personal selling reduces the cost of getting information on tourism offers in Golden Triangle.	2.35	0.92	2.52-	0.01
23	Promotion through personal selling supplies customers with invaluable information about offers in tour sector.	2.18	0.94	5.10-	0.00
24	Promotion through personal selling gives the chance of using information effectively to seek for competitive companies.	2.28	0.95	3.53-	0.00
25	Promotion through personal selling is important in identifying tourism offer and adequate information about prices.	2.34	0.82	2.96-	0.00
26	Promotion through personal selling allows for good contact with great number of visitor due to the absence of geographical border.	2.29	0.83	3.90-	0.00
27	Promotion through personal selling allows for easy accessibility of getting information and product to the market through the brochures about prices and features.	2.36	0.81	2.70-	0.01
28	Promotion through personal selling increases offers by offering additional services.	2.20	0.86	5.35-	0.00
Total		2.31	0.46	6.36-	0.00

The Fourth Hypothesis: There is no relationship between the Promotion through sales promotion and increase the number of tourists in the Golden Triangle in Jordan. We note from table (6) that all the items have got a mean above 2.5 with significant level less than 0.05, which means that all these items are significant to increase tourist. And Promotion through sales promotion reduces the cost of getting information on tourism offers in Golden Triangle. Item no.30 came first have a mean above 3.76. Item no.29 came last which measures Promotion through sales promotion makes the access to tourism information regarding tourism promotion Golden Triangle easier, have a mean above 3.03. All these items have a mean 3.58, with significance level 0.00 .All items statistically significant. Therefore, there is relationship between the promotion through sales promotion and increase the number of tourists in the Golden Triangle in Jordan.

Table 6: Mean, Std. Deviation, T-test, and sig to Promotion through Sales Promotion

No	Paragraph	Mean	Std. Deviation	T-test	Sig.
29	Promotion through sales promotion makes the access to tourism information regarding tourism promotion Golden Triangle easier.	3.03	0.96	8.48	0.00
30	Promotion through sales promotion reduces the cost of getting information on tourism offers in Golden Triangle.	3.69	0.58	30.95	0.00
31	Promotion through sales promotion supplies customers with invaluable information about offers in tour sector.	3.60	0.70	24.06	0.00
32	Promotion through sales promotion gives the chance of using information effectively to seek for competitive companies.	3.76	0.55	34.38	0.00
33	Promotion through sales promotion is important in identifying tourism offer and adequate information about prices.	3.65	0.65	26.69	0.00
34	Promotion through sales promotion allows for good contact with great number of visitor due to the absence of geographical border.	3.62	0.61	27.75	0.00
35	Promotion through sales promotion allows for easy accessibility of getting information and product to the market through the brochures about prices and features.	3.66	0.60	29.34	0.00
36	Promotion through sales promotion increases offers by offering additional services.	3.62	0.64	26.40	0.00
Total		3.58	0.48	33.92	0.00

The Fifth Hypothesis: There is no relationship between the Promotions through public relation and increase the number of tourists in the Golden Triangle in Jordan.

Table 7: Mean, Std. Deviation, t-test, and significant Promotion through public relation

No	Paragraph	Mean	Std. Deviation	t-test	Significant
37	Promotion through public relation makes the access to tourism information regarding tourism promotion Golden Triangle easier.	3.63	0.64	26.82	0.00
38	Promotion through public relation reduces the cost of getting information on tourism offers in Golden Triangle.	3.54	0.71	22.13	0.00
39	Promotion through public relation supplies customers with invaluable information about offers in tour sector.	3.55	0.73	21.86	0.00
40	Promotion through public relation gives the chance of using information effectively to seek for competitive companies.	3.72	0.61	30.37	0.00
41	Promotion through public relation is important in identifying tourism offer and adequate information about prices.	3.64	0.66	26.01	0.00
42	Promotion through public relation allows for good contact with great number of visitor due to the absence of geographical border.	3.70	0.57	32.15	0.00
43	Promotion through public relation allows for easy accessibility of getting information and product to the market through the brochures about prices and features.	3.71	0.61	30.19	0.00
44	Promotion through public relation increases offers by offering additional services.	3.57	0.71	22.95	0.00
Total		3.63	0.53	32.46	0.00

We note from table (7) that all the items have got a mean above 2.5 with significant level less than 0.05, which means that all these items are significant to increase tourist. And Promotion through public relation gives the chance of using information effectively to seek for competitive companies. Item no.40 came first have a mean above 3.72. Item no.38 came last which measures Promotion through public relation reduces the cost of getting information on tourism offers in Golden Triangle, have a mean above 3.54. All these items have a mean 3.63, with significance level 0.00 .All items statistically significant. Therefore, there is relationship between the promotion through public relation and increase the number of tourists in the Golden Triangle in Jordan.

6. Result

The results of this study indicated that there is a relationship between the promotion through the internet and the increasing of the number of tourists in the Golden Triangle in Jordan. As this type of promotion leads to access to tourist information elaborately, easily and cheaply, the customer gets value and sufficient information about travels and prices, recognizes the competitive companies and alternatives to choose from. In addition, the tourism promotion also allows and contributes to contact with a large number of tourists regardless the geographical barriers, to obtain information on prices and qualities of the tourism products, to increase offers by providing additional services, and to attract more visitors through the appropriate designs and colors of the web page. Obviously, there are two things presented in Jordan. The first is the use of modern technology as its interaction gives an opportunity to provide tourism product with competitive prices. The second is the great care for the main pages, which gives the first impression on the website. Also, there is a relationship between the promotion through the advertising and the increasing of the number of tourists in the Golden Triangle in India and Jordan. The impact of this type of promotion has a positive influence on all the things were mentioned and detailed in the previous result (No. 1) in both countries. Moreover, there is no relationship between the promotion through personal selling and the increasing of the number of tourists in the Golden Triangle in Jordan. And there is a relationship between the promotion through sales promotion and the increasing of the number of tourists in the Golden Triangle in both Jordan and India. Finally, results indicated that there is a relationship between the promotion through the public relations and the increasing of the number of tourists in the Golden Triangle in Jordan.

7. Discussions

The present study recommends the authorities interested in the promotion of tourism in Jordan to work on the continuation, strengthening and developing the role of promotion tools of public relations, sales promotion, internet advertising and personal selling to increase the number of tourists in the Golden Triangle, especially the tool personal selling tool, which was less important. In addition, it is necessary to increase the positive role of the following tools: public relations, sales promotion and internet advertising to increase the number of tourists in the Golden Triangle in Jordan. Also, the authorities interested in the promotion of tourism in Jordan should not to be content with their role in the promotion of tourism, especially in light of competition facing the tourism sector in Jordan. The interested authorities in Jordan, also, have to work on the use of personal selling tool in promoting Jordan as tourist country in general and to increase the number of tourists in the Golden Triangle in particular. Furthermore, It is necessary to take advantage of modern technology by stakeholders in the promotion of tourism in Jordan as its interaction gives the opportunity to offer a tourism product with competitive prices. As well, it is necessary for the interested authorities in Jordan to design and care with home pages properly because they give the first impression about the website.

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