

# The effect of tourism communication on the marketing of tourism services: a field study in the marshes of southern Iraq

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## **Abstract:**

*Tourism communication is one of the most powerful factors influencing the purchasing decision of the tourist, so it has become an obligation for tourism organizations to apply the concept of tourism communication in the tourism industry, as it works to provide the tourist audience with the tourism news and information needed, especially as it has become a true standard for measuring the performance of organizations Tourism and its success, in addition to that the target audience is a broad audience that needs to double efforts to ensure the delivery of the tourism message and accept it, especially in light of the intense global competition in the tourism market, so tourism organizations have become an urgent need to market their services in a way and Through its serious endeavor to provide new, varied and advanced tourism services that work to meet the needs and desires of its target tourist audience in order to maintain its market share, so this study was conducted to find out the direction that the tourism communication is taking in developing the tourism sector in general, and the extent of its impact on Marketing tourism services in the marshes of southern Iraq in particular.*

**Keywords:** communication, tourist contact, marketing, service, tourism services.

## **I. Introduction:**

Tourism communication is an important tool to strengthen human relations between different nationalities, or sects, either within the tourist country, or outside it through what it plays an important role in supplying tourism organizations and tourists alike, with both information and data that contribute to developing services and facilities for tourist sites that will To activate and develop the tourist movement of these sites, and the tourism communication depends on a set of jobs such as news, interpretation, culture, education, persuasion, entertainment and advertising jobs in order to provide the tourist audience with news and tourism information and its interpretation, and to spread the tourist culture to The public and guide them in order to convince them of the necessity of practicing tourism activities for the purpose of entertainment and enjoyment, and highlighting all the tourist attractions in

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the various means of tourism communication. The importance of the study starts by showing the importance of tourism communication and its functions that are practiced in public and private tourism organizations alike, and highlighting the importance of marketing tourism services By linking it with tourism contact, in order to stimulate the tourist movement, and to enhance the level of turnout among the domestic and foreign tourists, which ensures the sustainability and prosperity of tourism activity in the marshes of southern Iraq

## **II. The first topic**

### **Tourist contact**

#### **First: The concept of tourism communication:**

Tourism communication is an essential and necessary trait of the success of the tourism industry, because communication plays a major role in this field through the means of communication represented by print, audio and visual means, exhibitions, festivals, films and others, and effective tourism communication is also a key to any successful tourism program, as it is the reflective woman Through which we see the most important tourism achievements and developments of the country (), Shukri defined him as "the use of means of communication in the tourism industry in order to define and promote tourism products" (), and (Hijab) defines tourism communication as "that process aimed at Transfer and exchange of tourist information, ideas and facts between the two parties of communication" (), as (Faouri) defined it as" the process of exchanging ideas, information and opinions between the tourist guide or the tourist (the sender and the receiver) by means (language) with the aim of influencing and persuading" (), and he defined the tourist contact Also by (Al-Azraqi) that "the transfer of opinions and information between the tourism establishment and its audiences, in order to create a positive interaction that establishes the rules of trust, understanding and cooperation between them" (), while (Al-Azzawi) referred to him as "the development and implementation of various plans and communication with the tourist audience and identifying means Suitable for each category of bridle War, communication and other tourism bodies and individuals abroad, opinion leaders and centers of various information.()"

#### **Second: The importance of tourism communication:**

The importance of communication is due to the ability to participate and interact with others and exchange opinions, ideas and information increases the individual's chances of survival, success and control in the various circumstances surrounding him (), so tourism communication is a key to successful tourism programs, as it is the reflective woman through which he sees the most important Tourism achievements and developments in the country, as the tourist remains interested in reading information about the tourist destination to be visited, so whatever he reads, listens to, or watches, will prompt him to define and choose his tourism decision (), then contact

The tourist works to provide people with the information they need to help in making decisions before making the tourist trips, as it fulfills the needs and desires of the public.()

Tourism communication also provides an opportunity for investors and those in the tourism industry to advertise and promote their tourism projects, activities and services, as well as encourages the increase of investors and tourism projects, as it is the effective hub within the four components of the promotional mix (personal selling, advertising, media, sales promotion), and it has a great role as well In the field of stimulating the demand for the tourist content and the increase in the rates of tourism flow and thus achieving the specified goals because it is one of the primary means for disseminating tourism knowledge and culture to the internal and external public (), the tremendous development of the means of communication Its great ability to influence public opinion shows how important tourism communication is, as it works to develop a sense of identity and citizenship, by informing people of the importance and goals of tourism and its programs by focusing on communication goals on the one hand and persuasive goals on the other hand, as well as its ability to deepen the specialized culture in Tourism industry.

### **Third: Tourism Communication Jobs:**

Tourist communication jobs do not differ from the rest of the communication functions except in the aspect of specialization in the tourism field (), and in order to exploit the tourism potentials that are characteristic of the tourist country, which is a source of attraction for tourists, whether they are (local or foreign), and it can be said that the tourism communication seeks to achieve Certain jobs in society. These jobs are mainly related to understanding the role played by tourism communication in society. The majority of writers and researchers define communication functions as follows:

#### **1 .Newsletter:**

The news function is one of the basic functions that can not be established for communication without it (), as it provides the masses with information and instructions and provides them with the appropriate framework to enable the public to take the right decision on a subject, as the news activity constitutes its strength and everything can be news if available It has news values and the basic elements that make up the news, such as fame, importance, honesty, modernity and human concerns (), and some describe the news function as a central function that allows the practice of communication within society through it, in harmony with many other organizations through the dissemination of information (), and is represented by Its function transfer process news, whether at the local or international level, political, economic or cultural or tourist, aims to post news arrived in the human what is happening around the events in the outside world is personal.()

#### **2 .Interpretation function:**

The function of interpretation is one of the functions of communication that has an important position, due to the complexity of modern life and the lack of sufficient ability for individuals to understand all the situations and dimensions surrounding them (), since communication means

interpreting events and placing them in the general context and estimating their results, because interpretation The choice affects the results of the means of communication, especially when it is used to clarify an important point or diagnose it or contribute to forming opinions and its development (), so the interpretation function in the tourism communication process has a clear and specific role which is how to analyze tourism events and data and convert them into easy and simplified information that can beWith all parties to the tourism communication process to benefit from them whether they are (workers in the tourism industry or the tourists themselves), just as the interpretation function plays an effective and influential role in communicating clear and interpreted information between the two parties to the communication process, it is one of the basic functions in the success of the tourism communication process, and this appears Also by explaining the tourist programs offered by the travel agencies and travel companies and clarifying the types of tourist services that are provided to tourists from its departure from its place of residence until it reaches the places of tourist destination.

### **3 .The cultural function:**

The transfer of cultural heritage is the primary role played by the cultural function, as the transfer of cultural heritage from one generation to another in itself is a very important interest for society, because of its role and great importance in preparing individuals for life, by obtaining as much information as possible (), The cultural function exercised by the means of communication in our present time plays an important role, its role is no longer limited to the delivery and dissemination of culture only, but rather it mainly affects the process of selecting the content of culture, but at the level of the tourism sector, tourism communication plays an important role in building the foundation Cultural audience for the tourist It creates the cultural advancement that works to develop a way of dealing between workers in tourism organizations and tourists coming from outside the country, as the tourism industry brings global cultures closer to each other by getting to know the cultures of other peoples, so we see that tourist countries establish festivals, conferences, and tourist seminars to introduce the culture of the country and what it possesses From the elements of civilization, history, and culture in addition to the elements of tourist attraction, all of this can be done through educational and cultural means of communication, and here we can say that the cultural function of tourism communication works to lay the foundations of an educated tourism community and Tourism activity age of welcome and all tourism activities.

### **4 -Education function:**

The job of education is to transfer ideas, information and experiences to others, in order to raise their scientific, intellectual and knowledge level in order to adapt their attitudes towards events and social conditions, and to acquire skills that help them in practicing their lives, whether at the personal or career level (), and there is a need for many means of communication that With educational functions to develop the capabilities of societies to live in the age of information and the communication revolution, as many means of communication can be transformed into sources of education, as the means of communication serve three basic topics in the field of education, namely (socialization, formal education and education). Unofficial Lim .

While we can say that the educational function exercised by tourism communication is to communicate information, ideas, experiences and knowledge to those interested in the tourism activity, and this is done by formal education such as tourist institutes and colleges with specialized educational educational curricula, as well as informal education such as programs, seminars, training courses and conferences that take place It includes tourism organizations in order to raise the level of tourism performance for workers in this field and enlighten them and increase their skills in how to provide tourism services.

### **5 .The persuasion function:**

Persuasion is defined as an attempt to influence a specific individual or group of individuals for the purpose of changing their behavior or influencing their attitudes towards a subject or issue according to the view of the persuading person (), as this communication function works to try to persuade the target audience with an idea, and each of the means of communication is distinguished The ability to persuade at a rate greater or less than other means. As for persuasion from the tourist point of view that it is a planned, studied, and continuous media communication effort to influence others and amend their beliefs, values, and inclinations through the approved use of the media, in order to push the masses to a positive and effective position to Tourism and improve the mental image of the tourism of the masses in all sectors and strengthen the belief of cultural, social and economic importance and confirm the benefit realized from the tourism boom, and on the other hand, the achievement of persuasion is one of the most important functions of communication for his role in deepening the concept of tourism awareness.()

Based on what has been mentioned, the practice of persuasion as a job of tourism communication functions has a large and clear role in attracting tourists to tourist places by generating sufficient conviction for them to obtain the tourism services provided by the authority in contact with tourism for the purpose of reaching the goals that the tourism organizations aspire to achieve The highest percentage of profits and maintaining their competitive advantages within the tourism market

### **6 .Functions:**

Charles Wright believes that the entertainment function is one of the basic functions of communication, as this function provides the audience with what enables them to continue their daily lives after the pressures of life have reached a level where it is difficult to live without entertainment (), as the means of communication in the functions that they carry out the task of filling times The emptiness of the audience, including He is entertaining and entertaining, and through what the means of communication show, the percentage of entertainment programs appears to be very high compared to the rest of the materials, so he enters in the field of entertainment programs, for example, shows, art shows, plays, singing, music, series, films, sports programs, cultural competitions and others.()

Therefore, entertainment in the tourism field occupies the largest part of the content of the tourism communication process as a basic function of many tourism organizations, and in particular that have modern means of communication, entertainment is a prerequisite to the success of the tourism

industry, as tourists mean tourist places in order to obtain entertainment, comfort and pleasure Recreation, and entertainment as a tourist contact function, as it overshadows the rest of the other communication functions, as it contributes greatly to attracting the attention of the tourist, which reflects positively on the stimulation of the tourist movement, and this is done through the use of various means of tourism communication. Consistent with each of these audiences.

### **7. Advertising function:**

Advertising is a non-personal communication process that is carried out through the means of communication and practiced by advertisers, whether they are (organizations or individuals) in exchange for an amount of money to deliver certain information to groups of consumers, where the advertiser discloses his personality in the advertisement (), as the advertisement constitutes a group of activities leading to Publishing and broadcasting audible and visual communication messages to the public in order to encourage them to purchase a specific good or service (), but the role of advertising in the tourism field represents non-personal efforts that influence the sentiments, emotions and perceptions of tourists and direct their behavior to contract a specific tourist program or specific tourism services ( ). The advertisement for other other communication activities in the tourism field is characterized by the following:

- 1 .The message of the tourist advertisement is in harmony with the customs, traditions, history and values of the society it addresses.
- 2 .To choose the appropriate timing for broadcasting the advertisement, and to repeat the message whenever required, and this is one of the foundations of a successful tourism advertisement.
- 3 .The tourist advertisement depends on the facts and honest data that actually express the services provided in reality and without exaggeration.
- 4 .The tourist advertisement delivers the message to the market with the least loss.
- 5 .The possibility of periodic influence on tourists and benefit from the most influential or widespread means of communication.

## **III. The second axis**

### **Marketing tourism services**

#### **First: The concept of marketing tourism services:**

Although service organizations dealt with late marketing concepts, the economic boom experienced by the services sector at the end of the last century led to a marked development of services marketing by practicing the marketing function in this sector, so marketing services is today one of the most developed areas as it includes all Activities that meet the needs of markets, as services

have become an auxiliary platform for the development of marketing, and this is what many service organizations and companies have observed when practicing their activities (), including tourism organizations, so some of its concepts and definitions must be examined according to the following:

The concept of service marketing here writes..... four or five concepts

### **Second: The importance of marketing services:**

The importance of marketing services has increased over the past years, due to the great role of services in all aspects of contemporary life, especially after its integration with material products to achieve the required benefit (), as marketing of the service did not receive sufficient attention, as happened with the marketing of goods, and this may be due to reasons And multiple jurisprudence, most of which are centered around intellectual and applied difficulties of marketing concepts that can be reversed in the marketing activities of services (), and with the passage of time the service sector begins to occupy a great importance as a marketing activity, especially at the present time, where the services sector contributes up to (25%) of the total trade Globalism , While the value of global trade in the services sector is growing at a rate of (10%) annually (), this trend is expected to continue to escalate as the consumer feels satisfied and acceptable when he gets the commodity product accompanied by intangible service, and this is one of the main reasons for the high rate Workers in the services sector ()

### **Third: Marketing mix of services:**

The marketing mix is the essence of the marketing process (), it is an integrated and interconnected marketing activities that complement each other in the performance of the marketing function as planned and that are the main axes of building any marketing strategy adopted by the organization (), while the marketing mix of services, the researchers and specialists differed In its division, there are those who see that it consists of the same four traditional elements with different practice and divides the marketing mix into four elements, which are known as (4Ps), which is the product (price) - promotion (promotion) - distribution (Place) (), And there are those who added some other elements () such as (Kotler, Zeithaml, Bitner & Turner & Booms) and other researchers and specialists unanimous in adding other elements: Physical Evident and People and the third component is the Process or procedures related to how the service is provided, and the marketing mix of tourism services ( 7Ps) as follows:

#### **1. Tourist service product:**

The term product is any commodity, service or idea that can satisfy the needs and desires that can be presented to the tourist, and therefore the term product is broader and more comprehensive than the term commodity which is represented in the tangible thing (), and the tourism service product represents the first component of the marketing mix For tourism services, it is a mixture of natural conditions and industrial features such as historical monuments, cultural monuments, facilities, facilities and services.()

## **2 .Pricing of tourism services:**

Pricing is one of the most important elements of the marketing mix of tourism services due to its ease of modification as a result of changing and multiple circumstances such as diversity in services and the law of supply and demand and the competitive market (), and it is the only component that generates rent (Rents) while the other elements represent the cost of (Costs) () and see ( Stanton) that the price is an indication of quality from the point of view of a category of tourists, as the price is one of the most important aspects in the marketing of services and that needs creative and distinct practices on the part of the services marketer, due to the special features of services.()

## **3. Promotion of tourism services:**

The promotion includes communication operations aimed at influencing the tourist to solicit his purchasing behavior, and the promotion is carried out in various ways, most notably advertising, commercial advertising, personal selling and means to stimulate sales (), and it is also a direct or indirect communication process to direct the beneficiary (the tourist) and persuade him and urge him to obtain tourist services that It would protect him from the possibility of exposure to any influencing change in his behavior (), and the marketing program cannot achieve any success unless promotional efforts and skills are made using all available personal and non-personal communication methods and channels, in order to demonstrate the benefits and benefits Enjoy the service to influence consumer markets, and this in turn affects the behavior of buying the tourist.()

## **4 .Distribution of tourism services:**

Distribution is the fourth component of the traditional marketing mix, which is no less important than other elements, especially in the tourism industry, which makes goods and services at the tourist's disposal spatial, temporal, and quantitative, as the distribution system in tourism services differs from the other commodity distribution system (), in In most cases, the services distribution channels are more easy and direct than the commodity product distribution channels, due to the immateriality and the tangibility of the services, in addition to that the tourism service market pays less attention to the considerations of storage, transport and loading.()

## **5. Individuals:**

The human element is one of the most important requirements for the marketing mix of tourism services, as it is one of the complementary elements in the process of manufacturing and providing services, whether for the service provider or the tourist, because the quality of the service is affected by the nature of the interaction resulting between them, and the service provider represents the link between the tourism organization and the tourist () As service providers and beneficiaries (tourists) form an important part of the service through interactive relationships between them, as workers in the tourism organization convey information to tourists about the nature of their services.



## **6. Physical evidence:**

We mean the physical environment that includes all the tangible elements that tourism organizations depend on in providing the service, which is (furniture, decoration, fixtures, colors, preamble, decorating the facade, residence, buildings, interior design), i.e. everything that is visible, tangible, and surrounding the process of providing the service. This is in order to create tangibility for the tourism service, as most of the tourism services require the availability of a supportive physical environment to market it for the purpose of giving it a tangible nature and then reduce the level of uncertainty for the tourist by sending physical signals by the physical environment components and their elements to simulate the level of awareness at For a physical and tangible tourist.()

## **7. Operations to provide tourism services:**

These operations are embodied by a series of various procedures and steps used to provide services, especially in tourism organizations, because these operations are a critical element and the reason for this is that the level of quality of tourism services is affected by the way services are provided to tourists with the period specified for them which is called the "truth moment" The moment a tourist rules the quality of tourism services, that most tourist organizations are unable to provide their products (goods or services) unless the production or presentation process to the market reaches the end consumer or the beneficiary of the service through a series of operations, and this process may take place. Failures through the use of devices and equipment, or through the activity of the personnel they perform. Third: Characteristics of tourism services. There are a set of characteristics that tourism services are distinguished in particular from other tangible products (commodities). Among the most important of these characteristics are the following:

### **1. Intangibility:**

Tourist services are distinguished as intangible, meaning that the service cannot be seen, tasted, smelled, heard or felt before its consumption, and this is recognized in all researches that the service itself is essentially intangible, and is described as pure service. Therefore, when purchasing the tourist service, the tourist does not receive a tangible product, but rather the service that is provided for consumption.()

### **2. Syndrome (inability to separate):**

The service is generally related to the indicator of consumption and direct use of its production time, that is, the syndrome means that the producer and the consumer must interact at the same time until the service is provided, and this characteristic shows that the presence of the tourist is a condition of providing the tourist service, so the tourism product is (Service) is an unusual product because it requires the presence of the tourist with the service provider in the same place, as it is not possible to produce tourist services in certain locations and to consume them in another location, as tourism services are produced and sold first and then consumed in the same time and place.()

### **3. Variation (heterogeneity of service):**

Tourist services are distinguished by this special characteristic, which means the inability to stereotype the service, especially those that depend heavily on the human being, so it is difficult for service providers to pledge that their services will be identical and homogeneous each time the service is provided (), which prompted tourism organizations to seek To reduce the variation in its services to the lowest possible level (), just as the lack of variance (homogeneity) in providing the service is not necessarily all negative and undesirable, but it is sometimes preferable to provide some aspects of the service individually to meet the needs and expectations of the tourist. ()

#### **4 .Technique (gelatinous service):**

This feature means that the service is destroyed when it is provided, because the tourism service is of an immaterial nature (), and it cannot be saved, stored, or reused, that is, it is artistic (), and as a result of this feature, tourism organizations You may incur significant losses due to not making full use of their services (), for example, unsold hotel rooms are a loss for the hotel and cannot be stored (), as well as vacant seats on the plane, ship, or train on a particular trip that cannot be stored for an upcoming trip.()

#### **5 .Ownership:**

Since the tourist service is not tangible, the tourist benefits from it and does not own it, as in material goods, because the tourist has only the right to use the service for a certain period without owning it (), as all the necessary physical characteristics of the tourist organization remain their property, but the tourist benefits or enjoys only The services and facilities provided to him, and that what the tourist pays is only in return for the direct benefit that he gets from the service provided to him (), and this means that the tourist cannot own the service but is leased to him for a specific time according to his desire.()

#### **6 .Seasonality:**

That tourism services and the rates of demand for them fluctuate between one year and another, season and another, month and month, day and day, or even between hours and hours on the same day, and this is especially evident in tourist resorts, as travel thrives in summer (a season of recovery and demand for tourism services) and shrinks Much in the winter (a recession season and a low level of sales of tourism services), which includes transportation services, accommodation, food, etc., and thus this feature makes tourism service marketers a difficult challenge in planning to market their services.()

#### **7 .The importance of time in providing tourism service:**

In most cases, this tourist service needs a period of time and waiting for its production and presentation, in addition to the difficulty of transporting it, which entails the necessity of the presence of the tourist to the place of its provision and this leads to an increase in the time required to obtain it (), especially when the service delivery takes longer than expected () Therefore, the time feature is of great importance in providing tourism service.

### **8 .The host is part of the service:**

In many cases, the distinction between tourism organizations is due to the skill of the workers and their ability to provide services with proficiency and this is often evident in services with direct contact with guests (), as the user of the service (the tourist) must contribute and participate in obtaining the service with its provider In the specified time and place (), the interactive feature between the service provider and the tourist also depends on the skill that the service provider has during his work, so service tourism organizations must take care of the human component through training, motivation and provide a work environment that contributes to achieving satisfaction for workers to be Active in the provision of tourist service.()

### **9 .Difficulty in measuring the quality of tourism service:**

This characteristic constitutes a major problem for tourism services, as many tourism organizations offer their services to tourists and believe that what they provide is the best and most appropriate (), as measuring the quality of tourism service is more difficult than material goods because the tourism service is characterized by intangible and technical as it makes it difficult to test it And its evaluation, therefore, the difficulty of measuring the quality of tourism service is an ongoing problem and needs a better understanding of its management and measurement.()

## **IV. The third axis**

### **The practical framework for research**

#### **First: a descriptive analysis of the study variables**

##### **1 -Descriptive Analysis of Paragraphs of the Independent Variable (Tourist Communication)**

Table (1) indicated that the value of the weighted arithmetic mean for tourism communication as the independent variable was recorded (3.8800), which is greater than the value of the hypothetical mean that represents the boundary between the agreement and disagreement of (3), indicating that the direction of the study sample responses regarding tourism communication was directed toward The agreement, as the value of the weighted arithmetic mean for tourism communication was recorded within the category between (from 3.4 to less than 4.2) in the respondent strength matrix, to confirm that the response level of most of the paragraphs of tourism communication was at a high level, and with a standard deviation for tourism communication that reached its value ( 1.06110), which indicates The presence of harmony in the answers of the study sample regarding the tourism communication paragraphs, while the relative importance of tourism communication was recorded (77.60%), indicating the agreement of most members of the study sample on the tourism communication paragraphs, and from it we conclude that the sample members are significantly interested in tourism communication and its dimensions represented in (importance Tourism communication, the functions of tourism communication), but interest was in varying proportions, given the significant and prominent role that

tourism communication plays in stimulating tourism and revitalizing it in the marshes of southern Iraq, the study site.

**Table (1) the level of importance of the independent variable of tourism communication**

Responsive response level	Relative importance %	Standard deviation	Weighted mean	Variables		Code
	The relative importance	Std. Deviation	Weighted Mean			
مرتفع	High	1,088 37	3,9957	The importance of tourism communication	Dimensions of the independent variable	1
متوسط	High	1,041 40	3,9155	Tourist contact jobs		2
منخفض	High	1,061 10	3,8800	Tourist contact	Independent variable	

Source: Prepared by the researcher, based on the results of the statistical analysis

**•Tourist contact functions**

Table (2) emphasized that the value of the weighted arithmetic mean of tourist communication functions as one of the dimensions of the independent variable represented by tourism communication amounted to (3.9155) which is greater than the value of the hypothetical mean that represents the boundary between agreement and disagreement and amounting to (3), in Jin the value of the arithmetic mean The weight of this dimension is likely to be within the category between (from 3.4 to less than 4.2) in the matrix of the response force of the respondent, to establish that the level of importance of the study sample responses on tourism communication functions tended towards agreement, to indicate that the level of response by the respondent was at a high level, and with a deviation Standard for Tourist Communication Jobs Register (1.04140) , Which shows a notable homogeneity in the study responses regarding the paragraphs of this dimension, and the relative importance of tourism communication functions (78.31%), which indicates the agreement of most of the study sample members on the importance of the paragraphs of tourism communication functions.

**Table (2) Level of study sample responses on the paragraphs of tourism communication functions**

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Response level Factor	Relative importance %	Standard deviation	Weighted mean	do not agree	do not agree	neutral	agree	totally agree	Statements	Code
	The relative importance	Std. Deviation	Weighted Mean	The percentage for each answer						
High	7 9,49%	,97894	,9745		.7	3.8	1.8	3.7	To tourist contact relies on the news function to provide the public with tourist information	7
High	7 6,33%	,01625	,8163		2.2	9.4	8.8	8.6	The interpretati on function contributes to providing details about events, issues and tourism problems	8
High	8 0,2%	,00251	,0102		.2	5.8	5.7	8.3	The Tourism Communica tion Education function disseminate s tourism knowledge	9

igh	7 5,41%	,13830	,7704	.6	3.3	7.3	4.2	1.6	The education function is an important tool in building the capabilities of individuals and providing them with expertise in the tourism field	10
igh	7 5,31%	,06025	,7653	.6	1.2	1.4	6.7	8.1	The persuasion function deepens tourism awareness among the tourist audience	11
igh	7 9,59%	,09525	,9796		1.7	3.3	2.1	0.8	The entertainment function represents the bulk of the tourism communication process	12
igh	8 1,84%	,99832	,0918		.6	3.3	6.2	1.8	The advertisement function contributes to displaying the tourist	13

										<b>sites and the tourism services and facilities they provide</b>
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Source: Prepared by the researcher, based on the results of the statistical analysis

2 -Descriptive analysis of the paragraphs of the dependent variable (marketing of tourism services).

We conclude from Table (3) that the value of the weighted mean for marketing tourism services as the dependent variable is recorded (3.9217) which is greater than the value of the hypothetical mean that represents the boundary between the agreement and lack of agreement and amounting to (3), indicating that the direction of the study sample responses regarding service marketing Tourism tended to agree, as the value of the weighted arithmetic mean of marketing services within the category came from (from 3.4 to less than 4.2) in the matrix of the response force of the respondent, which confirms the level of response of the respondent to most of the services marketing items was at a high level, and a standard deviation of the dependent variable amounted to Its value (0.99585), which indicates c There is a significant homogeneity in the answers of the study sample regarding the paragraphs of marketing tourism services, while the relative importance of the dependent variable (78.44%) was recorded, indicating the agreement of most members of the study sample on the paragraphs of tourism services marketing, and from it we conclude that the sample members are significantly interested in marketing services and its dimensions represented B (The importance of marketing services, the components of the marketing mix of tourism services, the characteristics of tourism services), but interest was in varying proportions.

**Table (3) the level of importance of the dependent variable, the marketing of tourism services**

Responsive response level	Relative importance %	stand ard deviation	Weight ed mean	Variables		ode
	The relative importance	Std. Deviation	Weight ed Mean			
High	High	0,985 52	3,9349	The importance of marketing services	The dimensions of the	1

High	High	0,961 46	3,9855	The constituent elements of the marketing mix of tourism services	dependent variable	2
High	High	1,026 12	3,7993	Characteristic s of tourism services		3
High	High	0,995 85	3,9217	Marketing Services	Dependent variable	

Source: Prepared by the researcher, based on the results of the statistical analysis

While Table (4) showed that the dimension of the characteristics of tourism services achieved the lowest level of response between the dimensions of tourism services marketing, as the value of the weighted arithmetic mean for this dimension was (3.7993) and the standard deviation of the characteristics of tourism services was recorded (1.02612), and relative importance reached (75.99%) This confirms that most of the study sample agreed that there is less interest from the tourism sector in the characteristics of tourism services compared to the rest of the dimensions of tourism services marketing

**Table (4) Level of study sample responses on the paragraphs of the components of the marketing mix of tourism services**

Response level	Relative importance %	Standard deviation	Weighted mean	the scale					Paragraphs	Code
				do not agree	do not agree	neutral	agree	totally agree		
				The percentage for each answer						
High	83,28%	1,02612	3,7993	0,5	0,1	0,408	0,702	0,203	The growth and sustainability	5



										ty of tourism organizations depends on providing a new high-quality service ..product	
igh	F	80, 2%	0 ,93912	4 ,0102	.5	.6	403	404	302	The price contributes to the behavior of the tourist to make the purchasing .decision	6
igh	F	81, 12%	0 ,88400	4 ,0561		.1	009	903	507	To urism organizations follow promotion al campaigns in local markets that differ from promotion al campaigns in internation .al markets	7
igh	F	76, 73%	0 ,96284	3 ,8367		.7	305	903	706	The tourism services	8

										distributio n system differs from the physical goods distributio .n system	
igh	80 %	0 ,99228	4 ,0000		.1	503	908	507		Th e human element is one of the most important requireme nts for the marketing mix of tourism .services	9
igh	77, 76%	1 ,07544	3 ,8878	.5	3.3	408	507	407		To urism organizatio ns pay attention to the physical environme nt, which includes interior design, decoration and furniture, because of its impact on the quality of .service	10

igh	78, 88%	0 ,97765	3 ,9439	06	804	008	201	To urism organizatio ns use devices and equipment in the process of providing their .services	11
I igh	79, 71%	0 ,96146	3 ,9855	The constituent elements of the marketing mix of tourism services					3

**•Characteristics of tourism services**

Table (5) confirmed that the value of the weighted mean of the characteristics of tourism services as one of the dimensions of the dependent variable represented in the marketing of tourism services amounted to (3.7993) which is greater than the value of the hypothetical mean that represents the boundary between the agreement and disagreement of (3), in Jin the value of the mean The weighted arithmetic of this dimension is within the category between (from 3.4 to less than 4.2) in the matrix of the response force of the respondent, to establish that the level of importance of the study sample responses on the characteristics of tourism services tended towards agreement to indicate that the level of response by the respondent was at a high level, and with a deviation Standard for the characteristics of tourist services Live record (1.02612), which shows a significant harmony in the study responses regarding the paragraphs of this dimension, and the relative importance of the characteristics of tourism services (75.99%), which indicates the agreement of most of the study sample individuals on the importance of the paragraphs of the characteristics of tourism services.

**Table (5) Level of study sample responses on the paragraphs of the characteristics of tourism services**

R esponse level E	R elative importa nce	s tandard deviatio n	eighted mean	the scale					Par agraphs	ode
				do not	do	eut	greed	otally		

Factor	%	Standard Deviation	Weighted Mean	agree	not agree	ral		agree		
				The percentage for each answer						
High	76,535	1,12342	,8265	5.3	.4 14.8	3.7	4.2	To tourist services are characterized by intangible services	12	
High	78,37%	0,95206	,9184	.6	0.9	41.3	0.1	The presence of the tourist is a condition for the provision of the tourist service, that is (there is an interconnection between the tourist and the service provider)	13	
High	76,43%	0,95206	,8214	.2	1.9	42.3	5.5	To tourist organizations seek to reduce the contrast and provide homogeneous	14	

										us and varied .services	
High	7 6,02%	1 ,01587	,8010	.5	.7	5	4.7	9.1	To urist services are of a technical nature that cannot be preserved, stored or .reused	15	
High	7 7,24%	0 ,93721	,8622		.2	7.9	6.4	5.5	To urist services are characterize d by the inability to be owned by the tourist, but rather are leased to him for a specific time as .desired	16	
High	7 8,16%	0 ,93465	,9082	.5	.1	7.9	5.9	7.6	To urist services are seasonal in .demand	17	

High	7 6,84%	1 ,03304	,8418	.5	1.7	7.9	8.8	0.1	To urism services are flexible by being affected by the economic and political conditions that affect the numbers of .tourists	18
High	7 4,39%	1 ,08973	,7194	.1	2.2	5.8	3.4	4.5	To urism organizatio ns rely heavily on the service .provider	19
High	6 9,9%	1 ,19184	,4949	.6	7.9	7.6	3.5	6.5	To urism organizatio ns face difficulty in monitoring the quality of their services, especially as they are intangible and .technical	20
High	7 5,99%	1 ,02612	,7993	Characteristics of tourism services					5	

## **Second: Statistical tests for the study hypotheses:**

1- The link between tourism communication and marketing of tourism services:

This topic reviews the application of (Z - TEST) method to test the linking hypotheses between tourism communication with its dimensions (the importance of tourism communication, and the functions of tourism communication) and the dependent variable represented by the marketing of tourism services, that the test result will lead to accepting the linking hypothesis when the calculated value of Z is greater than its counterparts The table of (1.96) at the level of significance (0.05) (level of significance indicates the maximum allowable error in research scientifically), thus accepting the hypothesis with a confidence rate of 95%, and at the same time the probability value (level of significance) corresponding to the calculated value of Z is less or equal Moral level The user used in the study (0.05). The researcher used the value of the correlation coefficient spearman to display the nature and strength of the correlation relationship between tourism communication and the dependent variable of marketing tourism services, as the researcher will offer to test the following hypotheses:

### **The first main hypothesis:**

(There is a significant correlation statistically between tourism communication and marketing of tourism services) and secondary hypotheses emerge from it as follows:

#### **(1-1) The first secondary hypothesis:**

(There is a significant correlation statistically between the importance of tourism communication and the marketing of tourism services)

#### **(1-2) Second Secondary Hypothesis:**

(There is a statistically significant correlation between tourism communication functions and the marketing of tourism services).

The results of testing the hypotheses of the link between tourism communication and the dependent variable represented in marketing tourism services are as follows:

### **A- The connection between the importance of tourism communication and the marketing of tourism services**

Table (6) documented acceptance of the first secondary hypothesis that emerged from the first main hypothesis with a confidence rate of 95%, as the calculated value of Z was (10.1241) which is significant, because it is greater than the value of the tabular value of (1.96) at the level of significance (0.05), While the value of the simple correlation coefficient (Correlation coefficient Spearman) was recorded between the importance of tourism communication and the marketing of tourism services (0.725) to establish that there is a strong direct correlation between the importance of tourism

communication as one of the dimensions of tourism communication and the marketing of tourism services according to the opinions of the study sample.

**B- The connection between tourism communication functions and the marketing of tourism services**

Table (6) also highlighted the acceptance of the third secondary hypothesis that emanates from the first main hypothesis with a confidence rate of 95%, as the calculated value of Z was (11.1155) which is significant because it is more than the value of the tabular value of (1.96) at the level of significance (0.05), While the value of the simple correlation coefficient between tourism communication functions and the marketing of tourism services was (0.796), it is likely that there is a strong, direct correlation between tourism communication functions as one of the dimensions of tourism communication and the marketing of tourism services according to the opinions of the study sample.

Table (6) testing the hypotheses of the link between tourism communication in its six dimensions and the marketing of tourism services.

Interpretation of the researcher	Z – Test		Explanation	Correlation coefficient Spearman	Variables		Hypothesis	
	Probability value	Calculated value of Z			The Follower	The Independent		
Accept the secondary premise The first emerges from the hypothesis First President with 95% confidence.	0.00	11,1241	Strong direct correlation between the two variables	0.725	Marketing tourism services	The importance of tourism communication	1-	Secondary
Accept the secondary premise The first emerges from the hypothesis First	0.00	11,1155	Strong direct correlation between the two variables	0.796	Marketing tourism services	Tourist contact jobs	2-	



President with 95% confidence								
Accept the main hypothesis The first with 95% confidence	0.00	12,0511	Strong direct correlation between the two variables	0.863	Marketing tourism services	Tourist contact	The first president	
Seven moral assumptions Among the seven hypotheses			the number			Acceptable hypotheses		
100%			The percentage of accepted assumptions					
<b>The attribute Z value at the level (Confidence of 95% equal 1.96</b>								

**Source: Prepared by the researcher, based on the results of the statistical analysis**

We infer from Table (6) that the tourism communication jobs recorded the highest correlation coefficient with the marketing of tourism services by (0.796), followed by the importance of tourism communication, registering the correlation with the marketing of tourism services with a value of (0.725).

## **2- The effect of tourism communication on the marketing of tourism services**

This axis reviews an application of (F - TEST) to test the hypotheses of the impact of tourism communication with its dimensions as an independent variable in the marketing of tourism services as a dependent variable, as the test result will be responsible for accepting the impact hypothesis when the calculated value of F is higher than its tabular counterpart of (3.9201) at a significant level (0.05), which confirms the acceptance of the hypothesis at (95%), and at the same time the probability value (the level of significance) corresponding to the calculated value of F is less than a significant level (0.05).

While the researcher used the coefficient of Determination R2 (R2) to review the rate of interpretation (effect) of the tourist communication for the variable expressed in the marketing of tourism services, either to show the amount of the change in the value of the dependent variable, the marketing of tourism services in the event of a change in the value of the independent variable, the tourist contact by One unit: the researcher has benefited from the value of the regression coefficient (BETA), as the researcher will present at this stage of the statistical analysis a test of the following impact hypotheses:

**The second main hypothesis:**

(There is a significant statistically significant effect of tourism communication in the marketing of tourism services) and we derive from it and subordinate secondary assumptions as follows:

(2-1) The first secondary hypothesis:

(There is a significant statistically significant effect of the importance of tourism communication in marketing tourism services).

**(2-2) The third secondary hypothesis:**

(There is a statistically significant effect of tourism communication functions in the marketing of tourism services).

The results of testing the hypotheses of the impact of tourism communication on the dependent variable of marketing tourism services are as follows:

**A- The effect of the importance of tourism communication in the marketing of tourism services**

Table (7) document the acceptance of the first secondary hypothesis that emanates from the second main hypothesis which states: “There is a significant statistically significant effect of the importance of tourism communication in the marketing of tourism services {and with a confidence rate (95%), as the value of F calculated (229.63) is significant, Because it is greater than the tabular value of F of (3.9201) at a significant level (0.05), especially since the probability value (the level of significance) corresponding to the calculated value of F was (0.000) which is smaller than the level of significance (0.05).

While the value of the determination coefficient reached (54.2%), indicating the rate of interpretation of the importance of tourism communication to the variable expressed in the marketing of tourism services. To become the simple linear equation that expresses the linear influence between the importance of tourism communication, which is denoted by ((X1) and the marketing of tourism services, which is denoted by ((Y) as follows:

$$Y = 1.794 + 0.534 X1$$

**B- The effect of tourism communication functions on marketing tourism services**

Table (7) confirmed acceptance of the second secondary hypothesis that emanates from the second main hypothesis which states: “There is a statistically significant effect of tourism communication functions in the marketing of tourism services {with a confidence rate (95%), as the value of F calculated (316.08) is significant. Because it is greater than the tabular value of F of (3.9201)

at the level of significance (0.05), especially since the probability value (level of significance) corresponding to the calculated value of F was (0.000) which is smaller than the level of significance (0.05), while the value of the determination factor (62 %) To show the percentage of interpretation of tourism communication functions for the variable expressing the marketing of tourism services, for H simple linear equation which expresses the linear relationship between the influential functions of

Res	F – test	The	B	T		Variables	H
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tourism communication, which is symbolized by the b ((X2 and marketing of tourism services, which denoted by ((Y as follows:

$$Y = 1.509 + 0.618 X2$$

researcher's comment	P robability value indicative (level)	calculated F value	coefficient of determination R <sup>2</sup> % Interpretation ratio	eta regression coefficient β	the fixed term alpha α	type of statistical analysis series	T he Follower	T he Independent	hypothesis
Accept the secondary premise The first emerges from the hypothesis The second president with 95% confidence.	0 .00	29.63	% 54.2	0. 534	1 .794	imple linear regression analysis	M arketing tourism services	T he importance of tourism communication	1-
Accept the third secondary hypothesis Emerging from the second major premise With 95% confidence	0 .00	16.08	62%	0. 618	1 .509		M arketing tourism services	T ourist contact jobs	2-
Two	the number							Acceptable	
100%	The percentage of accepted assumptions							hypotheses	
Table F value at 95% confidence level (3.9201)									

Secondary

Table (7) Test hypotheses of the impact of the six dimensions of tourism communication on the marketing of tourism services

Source: Prepared by the researcher, based on the results of the statistical analysis

### **C- The effect of tourism communication on the marketing of tourism services:**

Table (7) has achieved, according to the results of the Amos Statistical Analysis Program, acceptance of the second main hypothesis which states } There is a significant statistically significant effect of tourism communication in the marketing of tourism services {, with a confidence rate (95%), by using multiple linear regression analysis to show the effect of communication dimensions Tourist represented by (the importance of tourism communication, and the functions of tourism communication) combined in marketing tourism services, as the calculated value of F (87.95) is significant, because it is greater than the value of the tabular value of (2.1750) at the level of significance (0.05), as the value The probability (the level of significance) corresponding to the calculated value of F was (0.00) and e Smaller than the abstract level (0.05).

While the value of the determination coefficient was R<sup>2</sup> (73.6%) indicating the percentage of the interpretation (effect) of the dimensions of tourism communication combined to the variable expressing the marketing of tourism services, to become the multiple linear regression equation that expresses the linear linear relationship between the dimensions of tourism communication (the importance of tourism communication, and functions Tourist contact (collectively, each of which is symbolized) X1 and X2 respectively, and the marketing of tourism services, which is denoted by (Y) as follows:

$$Y = 1.073 + 0.141 X1 + 0.087 X2 + 0.211 X3 + 0.132 X4 + 0.083 X5 + 0.082 X6$$

#### **IV. Conclusions**

1. Tourism communication is an essential pillar for the success of tourism organizations that wish to market their services widely and broadly.

2. The importance of tourism communication stems from its great ability to attract tourists to tourist sites and places and its contribution to showing the tourist image of the country.

3. Tourism communication depends on practicing a set of jobs that aim to revitalize the tourism sector, whether locally or internationally, such as news, interpretation, culture, education, persuasion, entertainment and advertising.

4. Lack of awareness of the importance of tourism communication among those responsible for tourism activity in the state of Iraq, whether in the public or private sector, compared to other countries.

5. The importance of marketing services in tourism organizations increases when they focus on the use of modern technology and communications.

6. The growth and development of tourism organizations depends on the elements that make up the marketing mix of tourism services, such as, the service product, price, promotion, distribution, individuals, physical guide, and processes of providing tourism services.

7. Tourism services provided by tourism organizations play an important role in the economies of the world, as they are considered one of the most important factors of tourist attraction that help increase tourism demand.

8. Tourist services are distinguished by a set of characteristics that distinguish them from other goods and services such as ownership, seasonality, the host is part of the service, and the difficulty of controlling the quality of tourism service.

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