International Academic Institute for Science and Technology

International Academic Journal of Business Management
Vol. 5, No. 2, 2018, pp. 45-63.

ISSN 2454-2768

International Academic Journal of Business Management

www.iaiest.com

The Role of Tourist Marketing Mix in Enhancing the Mental Image of the Organization to the Customer - A Survey Study on the Employees of Travel and Tourism Firms in Babylon Province

Ahmed Hadi Talib [a], Talib Hadi Talib [b], Aymen Hadi Talib [C]

[a] *Assistant Lecture, University of Babylon, Faculty of Administration and Economics, Babylon Province, Iraq*

[b] *Babylon Tourism Authority, Babylon Province, Iraq*

[C] *Assistant Lecture, Ministry of Education, Vocational education, Baghdad Province, Iraq*

Abstract

The aim of this research is to investigate the impact and relationship of the tourist marketing mix represented by (tourist product, tourist pricing, tourist promotion, tourist distribution, people, physical evidence, service delivery process) with the mental image represented by (cognitive dimension, affective dimension, behavioral dimension) by the survey of the employees in the travel and tourism firms in the province of Babylon, it was distributed of (48) questionnaire on a sample intended from employees in there firms and were fully respond. The appropriate statistical methods (frequencies, arithmetic mean, simple regression, correlation coefficient) were used to analyze the obtained data. The research concluded that there is a relationship of impact and statistical significance between the tourist marketing mix and the mental image where the interpretation factor (R2) (0.975), and the research came out with recommendations was the most important emphasis on quality in providing the tourist product of service and focus on tourist pricing of the dimensions. The tourist marketing mix was the highest level of importance in the answers of the workers, as well as the need to expand throughout the country and not only within the province of Babylon, the results showed the absence of branches of firms outside the province, in addition to activating the policy of listening to the views of customers that enhance the mental image.

Keywords: Tourist marketing mix, Mental image, Tourist product, Affective Dimension, Travel and Tourism companies in Babylon

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

1. Preface

It is worth noting that tourism is a source of resources for societies and countries at the economic, social and cultural level. Nowadays, tourism is not successful unless it is promoted and marketed to meet the needs and wants of different customers. By dealing directly with the customer who may be a source of profit If his satisfaction is fulfilled and then his loyalty is obtained.

2. Methodology

2.1. Research Problem

Tourist marketing is one of the important activities in the services marketing sector and is an important tool to inform the customer about the new tourist facilities that may meet the customer's requirements. Without tourist marketing, the customer finds it difficult to obtain the service of tourism. The tourist marketing is targeting the tourist customer segment with a tourist marketing mix that meets its needs and requirements. However, the tourism sector is characterized by high dynamics due to the surrounding circumstances. Tourism firms should improve the direction of the mix in line with the needs and desires of the customers. This can be summed up in the following questions:

1- What is the interest of tourism companies in the province of Babylon about tourist marketing?

2- Is there an impact of the tourist marketing mix by the companies involved in the promotion of the customer's mental image?

3- Is there a relationship between the tourist marketing mix and the client's mental image?

4- What is the magnitude and effect of that effect?

5- What are the most important and most influential elements in the formation of a mental image in the customer?

2.2. Research Importance

The importance of research can be indicated in the following:

1- The importance of research lies in highlighting the tourist firms in Babylon Governorate.

2- Lack of research that dealt with tourist marketing and its mix in the province of Babylon.

3- to identify the tendencies and behavior of customers towards the tourism firms subject to research.

4- note in the recent period an increase in the number of tourist firms in the province of Babylon, which made them worthy of attention.

5- Diagnosis of distinguished companies in the field of tourism marketing in Babylon province.

2.3. Research Objectives

The research aims to achieve several objectives, including:

1- To know the interest of the tourism companies in the subject of research in attracting customers through the methods used.

2- Measuring the impact of tourism marketing mix on the mental image of the customer.

3- Measuring the correlation of marketing mix with the mental image of the customer.

4- Obtaining indicators of the reality of the work of tourist companies in Babylon can be inferred from them.

5- to disclose the extent of tourism boom or not among the tourist companies in the province of Babylon.

2.4. Research Model

A virtual model was developed showing the dimensions of the investigated problem, which consists of two variables : the independent variable (tourist marketing mix) consisting of: tourist product, tourist

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

pricing, tourist promotion, tourist distribution, people, physical evidence, service delivery process. and dependent variable (Customer's mental image) Which consists of: cognitive dimension, affective dimension, behavioral dimension. and the figure (1) in appendixes shows this based on the sources mentioned.

2.5. Research Hypothesis

H1: The first main hypothesis: There is a significant correlation Relationship between the tourist marketing mix and the enhancement of the mental image of the tourism firms in question.

H2: The second main hypothesis: There is a significant Impact Relationship between the tourist marketing mix and the enhancement of the mental image of the tourism firms in question.

3. Independent Variable (Tourist Marketing Mix)

Before going into the independent variable of marketing mix dimensions, we have to review the contents of the variable and its fundamentals as follows:

3.1. Tourist Marketing

The tourism industry is one of the pillars of the economic system of the state and the activities that add to the treasury of the state a lot, and the marketing is the main role in the formation of awareness and support the sector to the customer and commensurate with the needs and desires. Today's marketing is not just a function of the organization, a new advertising campaign or a transient promotional activity. It is a philosophy, an way of thinking, a way of organizing and structuring an organization and the ideas of its organizers. The marketing function lies in the design of a commodity-service structure that provides real service to target customers, stimulates purchasing and meets the real needs of customers (Al-Anzi and Al-Taee, 2013: 57). Tourist marketing is defined as the administrative and technical activity carried out by tourism organizations and establishments inside and outside the country identify and influence the anticipated tourist markets in order to develop the tourism movement coming from them and to achieve the greatest amount of tourism revenues. It is also referred to as a process aimed at tourists and aims to secure and meet their consumer needs through different distribution channels composed of different organizations and institutions that interact with these tourists under the pressure of the external environment in which the process of interaction such as: economic, technological, ethical and social (Al-Zu'bi, 2013: 89).

Converson defined tourist marketing as the scientific and coordinated implementation of business policy by tourism projects whether public, private, local, regional or global, in order to satisfy at least the needs of specific consumer groups to achieve an adequate return (Makabla, 2007: 26) . Tourist marketing is therefore the administrative and technical activity carried out by bodies and institutions inside and outside of the country. To identify the current and potential tourist markets and to influence the development of the international tourism movement coming from them. Tourist marketing includes the marketing of tourist products and the introduction of them internally and externally in the markets of exporting countries and through organized channels in order to stimulate the various motives among tourists to increase the demand for tourism products to countries polarized for tourism , And from achieving satisfaction on the one hand and the objectives of tourism on the other (Ashi Salha, 2005: 15). Carson believes that tourism marketing is a recognized phenomenon on a global scale based on the definition of tourism destinations represented in tourism products

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

and services (Carson, 2007: 254).

While Ukaj defined it as a set of material goods and services that are provided to meet tourism needs in a way that preserves non-depletion of natural resources and non-pollution (Okaj, 2010: 4). As well as a combination of tourism services and expertise offered to consumers for temporary residence in tourist areas on continents, countries, states, cities and villages (Baker, 2008: 81). The concept of tourism marketing refers to three main elements of customer orientation: the organization that translates and implements the orientation and social well-being of these customers in the long run (Al-Hadeed, 2010: 85).

Based on the above, we must imagine that tourist marketing practiced by travel and tourism firms as "the process of attracting customers through the use of marketing tools represented by the marketing mix (7Ps) in a way that meets the aspirations of customers changing and achieve the goals of profitability, which requires keeping up with the mind of the customer".

3.2. Tourist Product

The tourist product is referred to as a group of symbolic and material elements such as a tourist's visit to a particular town through which he realizes the symbolic status (Al-Zu'bi, 2013: 93). Economists categorize tourist activities within the third sector, which is known as the services sector, but it differs from other services activities, since the tourism activity is a composite product consisting of material goods such as hotels and restaurants, and non-material goods such as climate and administrative procedures. Therefore, it has been classified in various services because it is characterized by a set of characteristics are:

1- The tourist product consists of material and non-material goods that make it a non-store able product, forcing the bidder "the tourist state, the establishment" to exert efforts and provide considerable potential to attract the customer and gain his confidence

2- Tourist services conditional on the presence of the customer "tourist product does not transmit or send" which is called (Accompanying), which requires the provision of adequate means of transport

3- Production and consumption occur at the same time and place

4- Replacement of some tourist products and replacement of the vessel by ship and replacement of the hotel accommodation as part of the tourist product (Abd, 2011: 5).

3.3. Tourist product components

1- Natural resources: agricultural lands, desert, valleys, mountainous areas, waterfalls, and the surrounding weather in addition to pastures, gardens and water areas. As well as cultural achievements such as cultural monuments and historical sites such as religious monuments and shrines

2- Infrastructure: The land and service facilities are called infrastructure, which is an important criterion in the success of tourism in the country and must be sufficient and meet the future need for various service systems such as electricity installations, water supply systems, telecommunication facilities, And similar services that meet the needs and desires of the population at present and in the long term (Al-Anzi and Al-Tai, 2013: 107).

3- Metadata structures:

A- Accommodation services: These are the places that provide tourists with accommodation and various amenities such as hotels, resorts, camps, and various houses (Al-Khasawneh and Al-Mashkaba, 2011: 183).

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

B- Food and beverage services: These are the basic services that cater to the needs of tourists in any city related to the food and drink of tourists (such as hotels, restaurants, bars, clubs and associations) (Makabla, 2000: 25).

C- Shop services: The services of shops for gifts for what the tourist needs to buy gifts for his family and friends from the country shrine to stay from the memories of his trip Al-Anzi and Taee, 2013: 112).(

4- Transport services: They are services for the residents of the area and tourists alike, since it is not possible to imagine the presence of an influx of tourism without the existence of transport services that lead to the tourist places, the arteries of the tourist places as it moves from its original place of residence to the tourist place (Al-Shammari, 2010) :

-External transport services : transport outside the country's territorial boundaries

-Internal transport services : within the country (from the hotel to the tourist area)

5- Hospitality and cultural resources: Auxiliary services or supplementary services play an important role in the completion of the tourism industry. The following services are provided (entertainment and entertainment services, commercial services (internet, translation, printing), conference services, sports and technical services, cultural (services Folklore, banking, festivals and theaters) (Al-Anzi and Al-Taee, 2013: 115-116).

The figure (2) in appendixes explains the concept of tourist product

3.4. Dimensions of Tourist Marketing Mix

The study and analysis of the marketing mix is one of the main approaches in the study of tourist marketing. It deals with the general strategy adopted by travel and tourism firms in marketing their services. The marketing mix consists of several dimensions which are included within the service sector and are as follows :

1. Tourist Product

The first element of tourist marketing mix is a mixture of natural, geographical, environmental, climatic, religious, social and cultural conditions, as well as tourism services and facilities available in the country, which serve as important tourist attractions and stimulate foreign tourism demand (Al-Hadeed, 2010: 91). Which has already been mentioned. In addition, it is a central component that provides solutions to problems facing customers as a transport service that satisfies the customer's need to move from one place to another (Lovelock, 2011: 106). The tourist product may be a concert, a four-day tour outside the country, or a dinner at a sophisticated hotel or restaurant (Al-Taee, 51: 2002).

2. Tourist Pricing

It is one of the important activities in the tourism business because it affects the tourist movement and the decisions of tourists who are affected by the material cost of the tourist program and the services it provides and tourist facilities (Al-Hadeed, 2010: 95). The amount of money placed for the product or service or the sum of the values that customers exchange for the benefits they receive from using the product or service (Almula, 2012: 2). The price is the only component of the tourist marketing mix that results in a return while the other elements result in costs and the price is measured by (price of accommodation, food and beverage prices and suitability for the services rendered) (Abd, 2011: 9).

3. Tourist promotion

means the efforts exerted by various media and personal and audio communication to clarify the tourist image in front of tourists and attract their attention to purchase the tourist product (Al-Hadded, 2010: 92). Which is the set of information, symbols and forms that the sender designed to send to the future (the

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

customer) and the tourist marketer to consider the design of the message, leading to a behavioral response (Al-Sarabi et al., 2011: 193) The overall objective of tourist promotion is to influence consumer behavior for the tourist client, the purpose of which is to motivate it for the first time or to repeat the visit as promotion is one tool of three different motivational tasks (inform, persuade, and remind) (Bonita, 2006: 263).

4. Tourist Distribution (Place)

The essence of the distribution process is how the services reach the prospective customer in the right place and time, and how to ensure their understanding and ensure the exchange process by the consumer or buyer. It includes the flow and promotion of information about the offer of the service and making the customer interested in the purchase of the service and the flow of negotiation of an agreement between the parties for the purpose of selling the service to the customer and finally the flow of the product (Lovelock, 2011: 132). It is worth mentioning that the concept of distribution is faced with some difficulties when it is applied in the tourist institution due to the nature of the intangible tourist product. It can not be transferred to the tourist, but requires the tourist to move himself to the tourist place which necessitates the tourist institution to use multiple marketing means to persuade him to come. and at a reasonable price, exploit the effective means of promotion that may attract the tourist, meaning that the distribution depends heavily on the rest of the elements of the other tourist marketing mix (Chenini, 2009: 69).

5. People

is the main axis in all tourism activities because it is linked to the form of telematics, which does not enjoy the service only in the case of the introduction and future service. This element refers to service personnel who produce and deliver the service to the customer and include interactions between customers and employees during service delivery (Ferrell & Hartline, 2011: 363). Davidson asserts that the secret behind the success of service institutions is to publicly acknowledge that employees with direct personal contact with customers are the most important part of the service establishment (Al-Alaaq and Al-Taee, 2000: 96-97).

6. Physical Evidence

Cowell has defined physical evidence as tangible areas such as furniture, decoration, colors, interior design, parking, noise and exterior design compared to neighboring buildings and other factors such as accessibility and visual evidence. A moral and innovative mission is likely to have an impact on the customer's mental image, as well as the atmosphere and inner feeling of service facilities also affect the customer's mental image and impression (Abd, 2011: 14). Physical evidence plays a vital role in shaping and enhancing customer satisfaction, especially in services that have high customer contact. The design of the service environment is itself an art that takes some time, effort and cost to implement as it relates to everything that surrounds the customer (Lovelock, 2011: 276).

7. Service delivery process

Initial contact with the customer starting point of service and takes only a few seconds, but the success of the process of service provision depends on them, and initial contact is a process of acquaintance with the customer and attract his attention to provide the service required or offered to him, and most customers focus on the appearance of the provider Service and self-confidence, and his sense of belonging to his work and the extent of his desire for accuracy and accuracy of performance and speed in providing service and human handling excellence (Al-Harbi, 2016: 1). It is also referred to as the flow of

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

operational activities or steps in the service delivery process and can be applied face to face or through technology (Ferrell & Hartline, 2011: 363).

4. The dependent variable (mental image of the organization)

4.1. Preface

The mental image becomes the main concern of contemporary firms with their various production and service specialties, where they represent the mirror in which they see a reflection of their competitive position in the market and in the customers. Therefore, these companies seek to form a positive and distinct mental image of the customer from providing goods and services in such a way that gives the customer a good impression if not It is excellent and this is what is required by a dynamic and highly competitive environment. In this variable, we will be exposed to the definition of the mental image and its most important characteristics and factors affecting its formation as well as its dimensions.

4.2. Definition of Mental Image

Language: The Webster Dictionary refers to Mental Image as the mental presentation of anything that can not be directly given to the senses or is a simulation of a sensory experience associated with certain emotions towards a particular character, system, philosophy or anything else. It is a limited perception that a person retains in his mind about something. This perception reduces many details in one scene, which he needs when he needs to judge a subject positively or negatively, such as making a decision to repeat the purchase or not for example (Naas, 2017: 94).

The glossary of media terms provides the mental image as an idea of mind, image or impression. It may be a picture of something or of a person in the mind of a human being, that is, his idea of that person and his picture that he drew in his mind or his impression on him (Al-Sheikh, 2009: 3).

The term: "mental image" is a term used in the early 20th century by Walterlipman, and is the basis for interpreting many of the media 's influences, which mainly target the human mind (Al-Sheikh, 2009: 4). It is a collection of accumulated knowledge, experience and experience that is shaped in the mind of the public and draws a certain impression through several means of communication that form these impressions and affect the behavior of individuals towards a society or A company or an institution. This accumulated knowledge is linked to the emotions, attitudes, beliefs and social customs of individuals (Naas, 2017: 94).

The mental image is a set of beliefs, ideas and impressions that the individual carries. The mental image under this definition goes beyond mere belief of an institution, but it is an integrated set of beliefs that an individual may hold about the institution (Aldhmour, 2008: 192). It is also referred to as a group of mental inventions that are imitated by a company, brand, service or idea (Debourg, 2002: 581).

The mental image is a way of building the value of a corporate brand, shaping its image, and influencing the public's perception and behavior towards the company in general, and buying and producing a positive image of its products and services (Carmen & Maria, 2011: 49).

It can be said that the mental image is: " reactions visible or hidden is affected by the multiple factors, whether positive or negative, expressing the satisfaction or dissatisfaction of the customer from the marketing mix provided to him.

4.3. The Main Characteristics of Mental Image

The mental image has several characteristics, the most important of which are: (Al-Sheikh, 2009: 4,5), (Naas, 2017: 110,111)

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

- inaccuracy: The mental image is not accurate and perhaps this is because it does not necessarily reflect the overall reality, but often reflect a part of the overall reality

- Relative stability and resistance to change: The mental image tends to relative stability and resistance to change because it is through the accumulation of information from private and public sources, and through direct experiences by experimenting with the products of this brand or indirect experiences through knowledge and friends, The human mind summarizes and summarizes this much information in one index called the mental image. The proportionality of stability is due to changing tastes and tendencies of individuals as a result of changing perceptions prevailing in society and external influences such as changing the performance of the products of this brand or the emergence of better alternatives, in addition to the marketing efforts of companies

- Circular and ignoring individual differences: The picture is over-circular and in view of this, individuals automatically assume that each member of the group subject image applies to the image of the group as a whole, although there are differences and individual differences.

- Predicting the future: The mental image helps predict future behavior and behavior of the public towards different situations, issues and crises as impressions and trends that can predict behaviors that may arise from future customers.

4.4. Mental Image Dimensions

In general, there is agreement among most researchers and writers that the mental image includes three basic dimensions and are as follows:

1. Cognitive Dimension

A set of cognitive characteristics of information and data, which is acquired directly or indirectly (Al-Mousawi, 2011: 68). This information is the basis on which the individual's mental image is based on different subjects and issues. According to the cognitive dimension, errors in the image of individuals are errors that result mainly from information and knowledge The misdeeds of these individuals (Sheikh, 2009: 6).

2. Affective Dimension

This dimension is the formation of emotional trends on the subject of image and these trends can be negative or positive and may be neutral (Al-Mousawi, 2011: 68). This aspect is formed in conjunction with the formation of the cognitive side (Ajwa, 2005: 185). As time goes on, information and knowledge that are individuals disappear and the emotional aspects that represent the attitudes and emotions of individuals towards different people, issues and themes remain unchanged (Al-Khatib, 2011: 31). The characteristics of peoples in terms of color, gender and language affect the building of the emotional dimension. These characteristics contribute to the building of negative trends and homogeneity in these characteristics contributes to the building of positive attitudes (Sheikh, 2009: 7).

3. Behavioral dimension

Is a set of apparent behaviors such as bias or hostile or internal acts such as negative evaluation and contempt (Barhoum and Ziyud, 2014: 355). The behavior of man is reflected in the nature of his mental image in various aspects of life, where he becomes the object of behavior involuntarily, since the behavior of individuals is a logical reflection of their attitudes resulting from the mental image they have on the various affairs of life (Ajwa, 2005: 185).

4.5. Formation of the customer's mental image

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

The customer usually controls the image of the company through the quality of its products or services, the level of its advertising, its brand, its participation in sports, social and charitable events that take the marketing direction ... in addition to several factors that help in shaping the mental image that is clear in the figure below **:**

Therefore, there are factors that work to build a mental image as indicated in the appendixes , figure (3).

Clarity: through the use of simple and clear terms and contribute to the construction of clear images of the company

Compatibility: By focusing on the harmony and integration of all the advertising messages so that support the letter of the other

Credibility: by working to choose a reasonable and credible content so that the customer can install it in his mind

Competitiveness: This is done by offering something of value to the customer and the competitors' failure to provide it, even at the psychological level (Bergstrom & Mattias, 2005: 14).

5. Practical field

The research community consists of all employees working in the travel and tourism firms in question. As a field for applying the research in obtaining the required data through the questionnaire form

Babylon Province includes 26 tourist companies approved by the Department of Tourism in Babylon and most of them are located in the center of the province .

5.1. Research Sample

The sample of the research is an objective sample representative and appropriate from the higher and middle departments working in the companies in question because the subject matter of the research is largely related to the strategy followed in those companies. (24) firms were selected from (26) based on the table (Krejcie & Morgan, 1970), which shows the size of the required sample at a level of significance (0.95) and error rate (0.05). The questionnaires were distributed to the sample for the purpose of their survey. The research sample (48) has a questionnaire, which has been fully retrieved 100% response rate.

5.2. Research results

1- Description and diagnosis of research variables

This section deals with the data presented by the questionnaire and analysis of the sample responses regarding the role of tourism marketing mix in enhancing the mental image of the organization to the customer. A survey of the travel and tourism firms in Babylon Province. (3) as the average measure and assessment tool for individual responses Sample.

2- Measurement of the validity and stability

In order to verify the veracity and persistence of the vertebrae of the questionnaire and the scale of the research, the alpha correlation coefficient was used. The level of stability and internal consistency of the components of the research variables (tourist marketing mix and mental image of the organization) was measured using the Kronbach Alpha scale Elements of search variables, as follows

(Marketing mix: x), consisting of seven variables by (21) paragraph agencies: = 0.8213

-Tourist product, consisting of three elements = 0.797

-Tourist pricing, consisting of three elements = 0.881

-Tourist promotion, consists of three elements = 0.827

-Tourist distribution, consisting of three elements = 0.831

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

-people, consisting of three elements = 0.804
-The physical evidence, consisting of three elements = 0.892
-process, consisting of three elements = 0.883
(Mental image: y), consisting of three dimensions (9) paragraphs = 0.8432
- Cognitive dimension: It consists of three elements = 0.895
- Affective dimension: It consists of three elements = 0.868
- Behavioral dimension: It consists of three elements = 0.839

It is noted that the result of the internal consistency between the dimensions and the composition of the variables of the research is acceptable, because the value of the alpha correlation coefficient is statistically acceptable when it is equal to or greater than (0.75) in administrative and behavioral research.

Table (1) shows the results of the validity test and the stability of the research scale (internal consistency of the questionnaires) and the accuracy of the answers of the members of the research sample according to the variables related to the research.

The results of the test in Table (1) show the following

All coefficients of alpha kronbach (coefficients of truth and persistence) for the research dimensions of (0.8213; 0.8432), respectively, are highly acceptable in administrative and statistical terms. The percentage of honesty and stability is 82.13%; 84.32 %) To the accuracy of the search scale.

All half-term correlation coefficients (0.8213, 0.8432) of the investigated variables are very high. These results indicate the accuracy of the responses of the sample members

3- Description and diagnosis of the views of the sample research for the dimensions of tourist marketing mix

In this paragraph, the views of the sample were described and analyzed for the dimensions of the marketing mix adopted (tourist product, tourist pricing, tourist promotion, tourist distribution, people, physical evidence, process). Table (2) shows the general description of views and responses Research sample individuals

Table (2) shows the arithmetical averages of the responses of staff members

The total weighted mean was 4.2 and higher than the mean (3) and the standard deviation was (0.729). The intensity of the response was 84%. This indicates the homogeneity of the responses.

4- Description and diagnosis of the views of the sample research for the dimensions of mental images

Table (3) shows the frequency and percentage of respondents' responses to the terms of the mental image dimensions. The weighted mean (4.5) was higher than the mean arithmetic mean of (3). The standard deviation was (0.751) indicating the homogeneity of the answers and the severity of the response was (90%).

5.3. Analyzing and testing the correlation between research variables

To test the correlation between the research variables using the multiple correlation coefficient and then to test the significance of the correlation coefficients using the Z test, where there is a significant relationship if the calculated Z value is greater than or equal to the Z value. The relationship is not significant at a significant level (1%). To achieve this goal, it is necessary to verify the extent to which the first main hypothesis can be accepted or rejected**.** As shown in Table (4)**.**

-Test the first main hypothesis: (There is a significant correlation between the tourist marketing mix and enhance mental image in the firms in question)

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

Table (4) indicates that there is a positive correlation between (X) and the variable (Y). The simple correlation coefficient (0.987) is significant and this relationship is significant at 1% (6.81), which is larger than the nominal value of 1.94

Based on the above, the first major hypothesis is accepted that there is a significant correlation between the tourist marketing mix and the enhancement of mental image in the firms in question.

- Analysis and testing of trends of influence between the variables of research

This analysis aims to test the effect of the independent variable (tourist marketing mix) separately and socially on the adopted variable (mental image), using simple regression analysis and F test to determine the significance of the multiple regression equation. (F) is less than the value (F) of the table at a significant level (1%), and the coefficient of (R2) is used to explain the effect of the independent variables on the changes that occur The dependent variable, T (test) to determine the significance test of the effect relationships at the

Significant level (1%).

- The second main hypothesis (there is significant effect relationship between the tourist marketing mix and the enhancement of mental image in the firms in question)

Based on the above, the goal of the subject will be achieved by testing the second main hypothesis as follows:

First major hypothesis test: (There is a significant effect relationship between the tourist marketing mix and the enhancement of mental image in the firms in question)

Table (5) shows that there is a positive correlation between (X) and (Y) with the value of (F) calculated for the simple linear regression model, which was (116.022), which is greater than the value of (F) (2.44) at a significant level (1%), which indicates the significance of the estimated model, and the value of the regression factor B = (0.566) at the level of significance mentioned that the change the amount of one unit of the post marketing mix tourist affects the enhancement of mental image, Morality of Linear Regression Model.

The value of the interpretation factor (R2) was 0.975. This means that after the tourist marketing mix (X) explains a percentage of changes in the mental image (Y). The remaining percentage is due to the contribution of other variables not included in the current research plan. (T) calculated at (10.771), which is larger than the tabular value of (3.39) at a level of significance of (1%). This indicates the regression coefficient (B) of the tourist marketing mix at this level of significance. This means that the regression model Linear**.**

Based on the above, it is clear that the second main hypothesis is proven **(there is a significant correlation between the tourism marketing mix and the enhancement of mental image in the companies in question)**

6. Conclusions

Based on the results of the research, we note that the responses of the sample members of the staff were very positive, that is, the companies in question have worked to use the tourist marketing mix professionally and in line with the needs and wishes of customers, which satisfies the satisfaction and interaction of customers, The large of these companies provided by the wide access to them, which reflects the interview needs and desires. The main conclusions are summarized below:

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

1-The results of the research showed that there is a positive acceptance of the research subjects from the sample
2-The results showed that the companies in question have a highly professional marketing mix that is commensurate with the needs and desires of the customers
3-The results were weak after the tourism distribution of the companies in question, where he achieved the lowest mean of the account and as shown in (C10) of Table (3-2)
4-The most important conclusions that the tourist product was the main concern of the companies in question, where he achieved the highest middle of my account and this is evidence of the interest of the companies in question to provide a distinctive tourist product.
5-As for the mental image was the affective dimension is still important in the sample of the research, where he achieved the highest middle of my account and this evidence of the strength of the mental image of the customer through the tourist marketing mix that meets his ambitions.

7. Recommendations

Accordingly, the research recommends that:
1- focus on the side of the tourist product represented by providing a distinctive tourist service being the most important dimension of the companies in question, which is the decisive factor that creates a mental image of the customer
2- Interest in providing competitive prices from time to time to keep the mind of the customer present with the means of attraction provided by the companies in question, where the pricing of tourism appeared second highest level of importance in the sample research.
3- Open more channels of communication with the customer and facilities to strengthen the relationship with the customer, which indicates the expansion of companies within the country in general and not limited to the presence in one province, where the results showed that there is no expansion of companies looking outside the province.
4- The use of promotional means characterized by high social responsibility as a target segment of the community in their tourism trips, and this strengthens the status of companies research in the community and strengthens its mental image.
5- Develop a policy of listening to the opinions of customers who determine the nature and form of service provided (feedback), where it was observed that this process is not available.
6- Continuing to provide the best in terms of development of tourism programs (tourist product) and add unusual places to the customer so that (customer) that there is interest and change constantly commensurate with the needs and desires of customers volatile.
7- Conducting researches for the market continuously to identify the needs of customers fluctuating and appropriate environmental variables surrounding.

References

1- Ajwa, Ali (2005). "Public relations and mental images", book world, Cairo
2- Barhoum, Adib and Ziud, Ruba Mohammed (2014). "The role of advertising in building mental image of private insurance companies in Lattakia Governorate", Tishreen University Journal for Research and Scientific Studies, Vol. 36, No. (3), pp. 347-365.

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

3- Abd, Ghassan Faisal (2011). "The Marketing Marketing Mix and its Implications for Intellectual Status - An Analytical Study of the Views of Five Star Hotel Leaders in Baghdad", Research published in Kirkuk Journal of Administrative and Economic Sciences, Vol. (1) - Issue (11).

4- Al-alaak, Bashir and Al- Taee, Hamid (2000). "Marketing Services", First Edition, Dar Zahran Publishing and Distribution, Amman – Jordan.

5- Al-Anzi, Adel Abdullah and Al-Tai, Hamid Abdul Nabi (2013) "Marketing in Hospitality and Tourism Management", Al-Yazuri Publishing, Amman-Jordan

6- Al-Bakri, Fawada Abdel-Moneim (2007). "Tourism Marketing and Campaign Planning", World Books for Publishing and Distribution, Cairo.

7- Al-Dhamour, Hani Hamed (2008). "Marketing Services", 4th Edition, Dar Wael Publishing, Amman, Jordan.

8- Al-Hadeed, Ibrahim Ismail (2010). "Tourism Marketing Management", First Edition, Al-easar Al-Alami House for Publishing and Distribution, Amman-Jordan.

9- Al-Harbi, Hanadi Aziz (2016). "Providing Services according to Customer Expectations", Arab-British Academy of Higher Education (WWW.abahe.co.uk)

10- Al-Khasawneh, Mohammed Shabib and Al-Mashakaba, Ziad Mohammed (2011) "Sustainable Tourism Development", Dar Jellis Al Zaman, Amman – Jordan.

11- Al-Khatib, Ali Mohammed (2011). "The Impact of Marketing Deception on Building the Intellectual Image of Consumers in the Jordanian Services Market", Master Thesis, Middle East University, Jordan.

12- Almula, Ayed,(2012). "Assessing the Relationship between Marketing Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism", American Academic & Scholarly Research Journal Vol. 4, No. 2.

13- Al-Sarabi, Alaa Hussein and Khanfar, Salim Mohammed, Al-Hajji, Abdul Mohsen Abdullah (2011). "Marketing and Sales of Tourism and Hotels", First Edition, Dar Jarir Publishing and Distribution, Amman-Jordan.

14- Al-Shammari, Kazim Karim Hammadi (2010). "Analytical Study of Urban Environment Problems - Selected Areas of Hilla City", Master Thesis, Higher Institute of Urban and Regional Planning, University of Baghdad.

15- Al-Sheikh, Saleh (2009). "The formation of the mental image of companies and the role of public relations in them", the study of high diploma, the Syrian International Academy.

16- Al-Taee, Hamid Abdul-Nabi (2002). "Community Concept of Marketing in the Tourism Industry", published in the Arab Organization for Administrative Development / League of Arab States, Sharjah-UAE.

17- Al-Zu'bi, Ali Falah (2013). "Tourism and Hotel Marketing", First Edition, Al-Masirah Printing and Publishing House, Amman, Jordan.

18 - Ashi, Salha (2005). "The Developmental Effects of Tourism - Comparative Study between Algeria, Tunisia and Morocco", Master of Science in Economic Sciences - Batna University

19 - Baker, Michael, (2008). "Critical Success Factors in Destination Marketing Tourism and Hospitality Research" , Published on line , P: 79-97.

20 - Bergstorm ,Christian and Mattias, Mannberg, (2005). "The brand as a person: A Swedish perspective", Master thesis, Lulea University of Technology, Sweden.

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

21 - Bonita M. Kolb,(2006). "Tourism Marketing for Cities and Towns", Elsevier, Amsterdam.

22- Carson, David, (2007). "Sustainable Tourism Marketing at a World" , Heritage Site Journal of Strategic Marketing 15. P: 253-264.

23- Chenini, Abdel Rahim (2010). "The role of tourism marketing in the revival of traditional and knowledge industry - field study (Ghardaia City)", Master of Science in Management, University of Abu Bakr Belqaid / Faculty of Economic Sciences, Management and Commercial Sciences, Algeria.

24- Debourg, M. (2002), "Components and Parameters of Corporate Reputation – an Empirical Study", Schmalenbac Business Review, Vol.56, No.3, .

25- Del Carmen , Lopez Lamelas, Maria, (2011). " Conceptualising and measuring the influence of corporate image on country of origin image: the case of Spain", Brunel University.

26- Dowling, Graham (2003). "The Company's Reputation, Identity, Image and Performance", translated by Walid Shehadeh, 1st edition, Obeikan Library, Saudi Arabia.

27- Ferrell, O. C. & Hartline, Michael. D., (2011). " Marketing Management Strategies", (fifth Edition), South-WESTERN, Cengage Learning, USA.

28 - Lovelock, C. & Wirtz, J., (2011). "Services Marketing", People, Technology, Strategy , (Seventh Edition), Pearson Education Limited, USA.

29- Makabla, Ahmed Mahmoud (2007). "Tourism Industry", First Edition, Dar Kenouz Publishing, Amman – Jordan.

30 - Makabla, Khalid (2000). "The art of tourist significance", first edition, Dar Wael Publishing, Amman – Jordan.

31- Naas, Kawthar Haj (2017). "A study of the impact of image-building strategies on the image of the Algerian consumer-a comparative study among a group of companies in a particular sector", PhD thesis, University of Hassiba Ben Bouali Chlef / Faculty of Economic and Commercial Sciences and Management Sciences, Algeria.

32- Ukaj, Fatos, (2010). "Marketing Concept as a Tool for Development of Tourism in Kosovo" MPRA, University of Pristina.

33- Al-Moussawi, Moussa Jawad; Abdul Razak, Istisr Ibrahim; Samok, Safad Hossam (2011). "The New Media: Evolution of Performance, Means and Function", First Book, University House for Printing, Publishing and Translation, University of Baghdad.

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

Appendixes

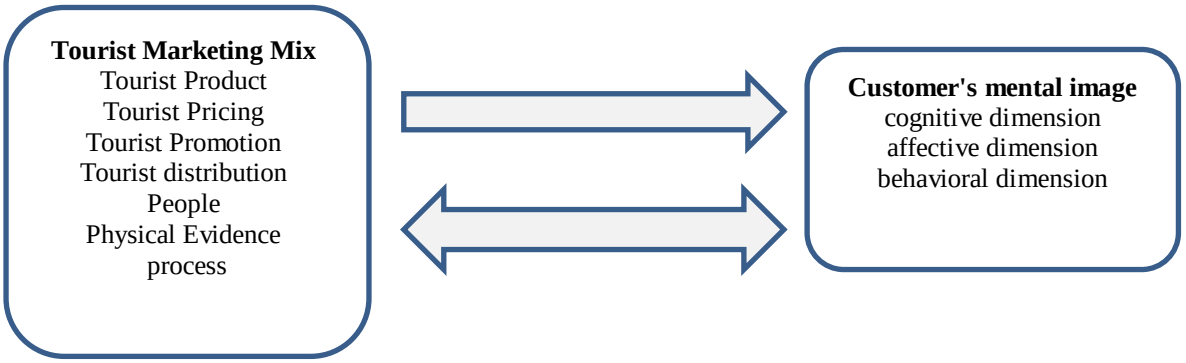


Figure (1)
Research Model
Sources: (AL-Sheikh, 2009), (Al-Obeidi, 2010), (Lanna, 2007), (Khatib, 2011), (Naas, 2017), (Nusseibeh, 2015)

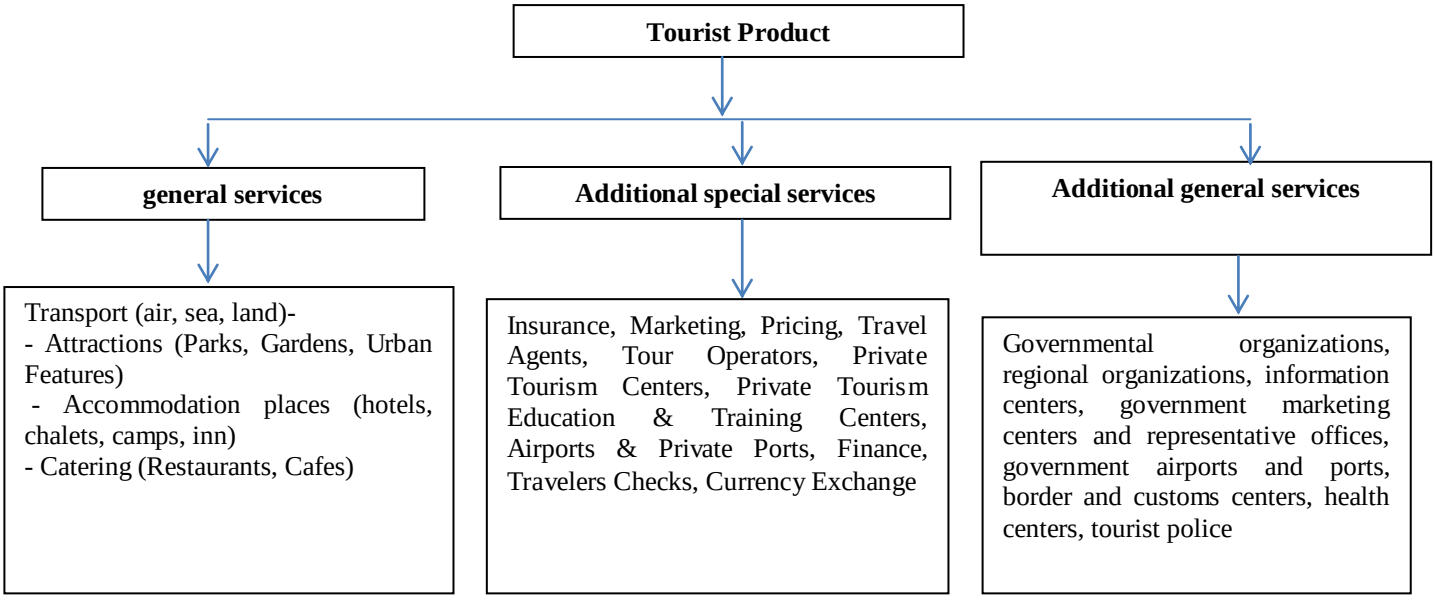


Figure (2)
concept of tourist product
Source: Al-Sarabi et al., 2011: 112

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

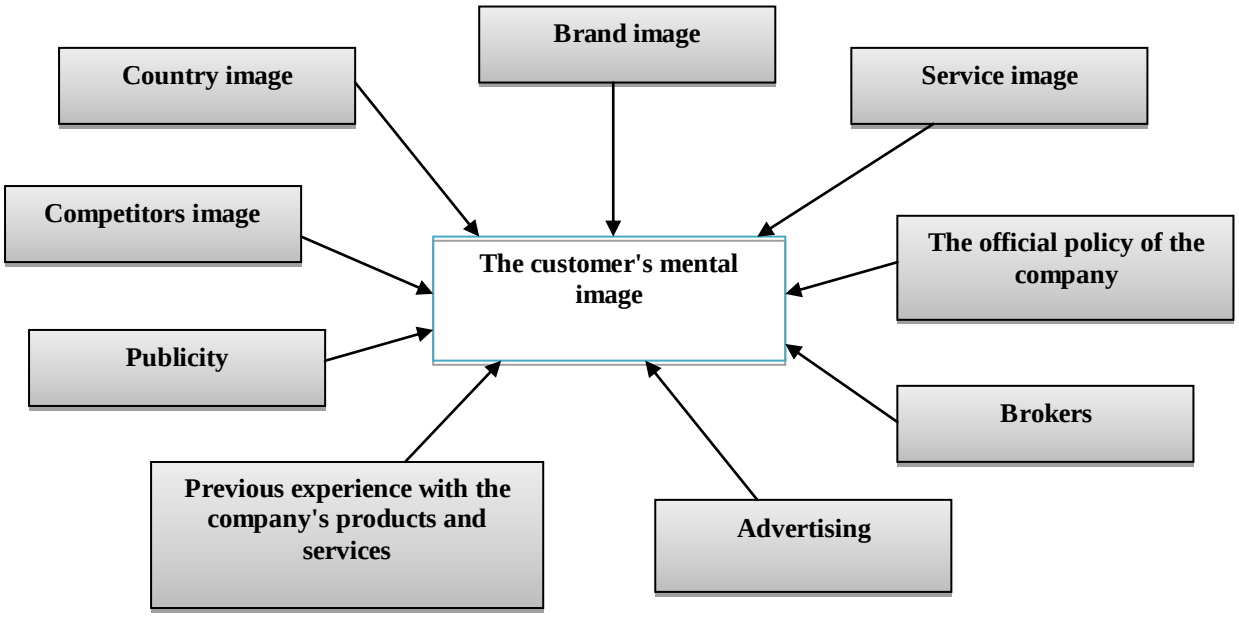


Figure (3)
Factors affecting the formation of the mental image of the customer
Source: (Dawling, 2003: 113)

Table (1)
Test the validity and stability of the research scale and the accuracy of the responses of the sample members

n	Research variables	Paragraphs rate	Kronbach Alpha (Coefficient of honesty and stability)	Proportion of honesty and persistence (%)	The correlation coefficient of the retail division
1	Tourist Marketing Mix	21	0.8213	82.13	0.8213
2	Mental image	9	0.8432	84.32	0.8432
Total		30	0.8415	84.15	0.8415

Source: Preparation of the researcher

Table (2)

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

Description and diagnosis of the views of the sample search for the dimensions of tourism marketing mix

Dimensions	Questions	1	2	3	4	5	The weighted arithmetic mean	standard deviation	The severity of the answer
Tourist Product	C1	0	0	0	16	32	4.7	0.471	94
	C2	0	0	9	10	29	4.4	0.786	88
	C3	0	0	2	13	33	4.6	0.559	92
	Total	0	0	11	39	94	4.6	0.605	92
Tourist Pricing	C4	0	0	4	21	21	4.4	0.331	88
	C5	0	0	2	21	23	4.4	0.637	88
	C6	0	0	0	13	33	4.6	0.559	92
	Total	0	0	6	55	77	4.5	0.509	90
Tourist Promotion	C7	0	0	0	13	35	4.7	0.444	94
	C8	0	0	4	11	33	4.4	0.637	88
	C9	6	7	7	21	6	3.2	1.311	64
	Total	6	7	11	45	74	4.1	0.797	82
Tourist Distribution	C10	13	21	7	5	2	2.2	1.079	44
	C11	0	2	5	17	24	4.3	0.820	86
	C12	0	11	13	11	13	3.5	1.117	70
	Total	13	34	25	33	39	3.3	1.005	66
People	C13	0	6	14	15	13	3.9	0.539	78
	C14	0	0	0	27	21	4.4	0.469	88
	C15	0	3	9	14	22	4.0	1.283	80
	Total	0	9	23	56	56	4.1	0.763	82
Physical Evidence	C16	0	0	0	18	30	4.6	0.484	92
	C17	0	0	0	25	23	4.5	0.499	90
	C18	0	0	6	22	20	4.3	0.675	86
	Total	0	0	6	65	73	4.5	0.553	90

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

Process	**C19**	**0**	**0**	**6**	**17**	**25**	**4.4**	**0.699**	**88**
	C20	**0**	**2**	**4**	**8**	**34**	**4.5**	**0.815**	**90**
	C21	**0**	**3**	**8**	**12**	**24**	**4.1**	**1.111**	**82**
	Total	**0**	**5**	**18**	**37**	**83**	**4.3**	**0.875**	**86**
X	**Average**	**19**	**55**	**100**	**330**	**496**	**4.2**	**0.729**	**84**

Source: by the researcher

Table (3)
Description and diagnosis of the views of the sample research (mental image dimensions)

Dimensions	**Questions**	**1**	**2**	**3**	**4**	**5**	**The weighted arithmetic mean**	**standard deviation**	**The severity of the answer**
cognitive dimension	**C_1**	**0**	**0**	**2**	**23**	**23**	**4.4**	**0.699**	**88**
	C_2	**0**	**4**	**2**	**27**	**15**	**4.1**	**0.815**	**82**
	C_3	**0**	**2**	**2**	**14**	**29**	**4.3**	**1.111**	**86**
	D1	**0**	**6**	**6**	**64**	**67**	**4.3**	**0.875**	**86**
Affective dimension	**C_6**	**0**	**0**	**2**	**10**	**35**	**4.6**	**0.574**	**92**
	C_7	**0**	**0**	**0**	**14**	**34**	**4.7**	**0.822**	**94**
	C_8	**0**	**0**	**0**	**4**	**42**	**4.7**	**0.995**	**94**
	D2	**0**	**0**	**2**	**28**	**111**	**4.7**	**0.797**	**94**
behavioral dimension	**C_{11}**	**0**	**0**	**0**	**17**	**31**	**4.6**	**0.478**	**92**
	C_{12}	**0**	**0**	**4**	**19**	**25**	**4.4**	**0.642**	**88**
	C_{13}	**0**	**0**	**4**	**8**	**36**	**4.7**	**0.623**	**94**
	D3	**0**	**0**	**8**	**44**	**92**	**4.6**	**0.581**	**92**
Y		**0**	**6**	**16**	**136**	**270**	**4.5**	**0.751**	**90**

Source: by the researcher

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018

Table (4)
Results of the correlation between the dimensions of the tourist marketing mix and the enhancement of the mental image with the values of Z)(

Dependent Variable / Independent Variable	Coefficient of correlation and value of (T)	Y	Value (Z) of the Tabular
X	Coefficient of correlation	0.987	1.94
	Calculated value (Z)	6.81	
Relationship Type	There is a Positive and Significant Correlation Relationship at Level 1%		

Source: Preparation of the researcher N = (48)

Table (5)
Estimating the parameters of the simple linear regression model to measure the Impact of tourist marketing mix indicators in enhancing mental image

Dependent Variable	Mental Image Y						
	constant		R^2	F		T	
Independent Variable	A	B		Calculated	Tabular 1%	Calculated	Tabular 1%
X	0.053	0.566	0.975	116.022	2.44	10.771	3.39

Source: Preparation of the researcher N = 48

Received:8 June 2018/Accepted:10 September 2018/Published:19 December 2018