International Academic Institute for Science and Technology

International Academic Journal of Social Sciences
Vol. 9, No. 1, 2022, pp. 09-20.

ISSN 2454-3918

International Academic Journal of Social Sciences

www.iaiest.com

Marketing Communications and their Impact on Managing Crises in Tourist Destinations

Dr. Alaa Abd Al Hussein Radhi [a]

[a] *Assistant Professor, Department of Religious Tourism, College of Tourist Science, University of Kerbala, Iraq.*
E-mail: dr.alaa.rahdi@uokerbala.edu.iq

Abstract

The research topic was chosen as a result of the importance of the topic of marketing communications in the marketing process and tourism organizations alike, and the research problem is focused on the philosophy and impact of marketing communications, its role in restoring tourist destinations during crises, and the research aims to know the relationship between marketing communications and tourist destinations and to know the constraints and problems that hinder organizations Tourism through the application of modern concepts of marketing communications during crises, and the research reached a set of conclusions and recommendations, the most important of which was that the rapid and transparent publication of accurate and available scientific information about the crisis can build public confidence and can be to adopt creative and innovative marketing communication activities and to choose appropriate and sufficient marketing communication tools. Crisis management has a great and successful influence.

Keywords: Marketing Communications, Tourism Destinations, Crisis Management.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

Introduction

The tourism sector is affected by many factors, including crises of various kinds, whether global, regional or local, and this is evident from the decline in the numbers or inflows of tourists to tourist destinations that are affected by a crisis, whether economic, health, security or political, which causes a decline in revenues and an increase in unemployment rates. These crises may last for long periods of time or may continue for a few months only, depending on the type of crisis, its causes, the extent of its spread and how it is managed. Because of the importance and impact of marketing communications, and because of the important role in overcoming or minimizing the effects of crises in tourism organizations, the need to study the elements and components of marketing communications, as well as search for new ways to communicate with customers (tourists) during crises, by choosing effective and successful means as communication is prepared Marketing is the important link between the customer and the organization.

Regardless of the different types of tourist destinations, the function of marketing communications at times of marketing communications of whatever type remains is to make the information that you want to send known and understandable to the addressee and in order to create interaction and enrichment, through the use of symbols, words, pictures, etc. to convey ideas, information and experiences according to which the recipient and the sender of the message interact in Certain social contents and concepts of equal and close to the connotations of symbols and their contents, so that the contents of the message correspond to the sender and the recipient in order to achieve understanding of the information and use it to overcome the crisis with the least possible losses. The research dealt with the concept, objectives and elements of marketing communications, as well as studying tourist destinations and their types at the global level, identifying crises, their features and their impact on tourism, and in the end a set of conclusions and recommendations was reached.

The Methodology

1. The Problem

The research problem can be identified as follows:

The problem of research is about the philosophy of marketing communications and what is its role in restoring tourist destinations, as well as assisting and making the work of tourism organizations during crises to achieve a competitive advantage.

2. Importance of the Study

This research contributes to increasing knowledge and modern technologies in the field of marketing, as tourism organizations began to pay great attention to modern technologies and in all fields during the period of crises in order to keep pace with the progress that the world is going through.

3. Amis of the Study

Attempting to identify the extent of tourism organizations 'interest in modern concepts of marketing communications and their interest in applying these concepts as the key to success during crises experienced by tourism organizations and thus help them maintain their market share. Knowing the relationship between marketing communications and tourist destinations, and knowing the limitations and problems that hinder tourism organizations from applying modern concepts of marketing communications during crises.

4. The Hypotheses

The study is based on two main hypotheses:

1. There is a significant correlation between marketing communications and crisis management in tourist destinations.
2. There is a direct and significant effect relationship between marketing communications and crisis management in tourist destinations.

5. The Sample of the Study

The research community is the tourism and travel companies operating in the city of Baghdad, and a random sample was selected consisting of (60) managers of these companies.

6. Methodology of the Study

The research is based on the use of the descriptive method by studying the phenomenon through reviewing the literature related to the subject of the study and then analyzing and interpreting the information obtained, Also, the field method represented by a questionnaire form to explore the opinions of the researched sample.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

7. Statistical Methods

The following statistical tools were used:

Arithmetic mean, standard deviation, Relative importance.

The researcher relied on the five-point Likert scale in the questionnaire

Marketing communications

1. The Concept of Marketing Communications

Marketing communication can be defined as the coordination of promotional and marketing efforts to ensure access to the maximum level of information and to create influence and persuasion with customers (Fill, 1999). This definition clearly indicates in addition to the central promotion of marketing communications aimed at creating a form of communication with the target audience and providing it with appropriate information about the products, services and activities it provides, as well as its relentless pursuit of receiving the largest possible amount of information on the market to be adopted as a basis in formulating the marketing communication strategy and its decisions taken. In the aftermath. It also defined more broadly and in a holistic sense as administrative processes based on interactive dialogue with the target audience through the organization, development and evaluation of a series of messages directed towards the various groups of them towards creating a place for the organization in their minds (Smith, 2000).

This definition contains three basic elements to define the concept of marketing communications (Al-Bakri, 2011):

- Dialogue
  In essence, it is based on organizing the communication process with the target groups of the public and through the available means of communication by the organization towards creating a response to the goods or services provided by the organization. This response may be expressed in the process of purchasing or obtaining information or any form of interaction intended to reach to a specific meaning or result.
- Mental Standing
  It represented by the positive impact that the organization achieves through the process of communicating with others and this position achieved when the message is entrenched in the mind of the recipient of it.
- Response
  It is the positive reaction from the recipient of the verified message through marketing communication to address or solve a marketing problem that he was facing and found in this message the appropriate solution to it by making the purchase or interacting with it for any justification that the recipient deems compatible with him.

2. Marketing Communication Goals

The specific goals of marketing communications differ from one organization to another and from one period of time to another depending on the environmental conditions in which the organization is in, the competition in the market as well as the size and specificity of the overall goals set by the organization, and what marketing communication activities can contribute through its mix. The promotional ability to achieve these goals can identified as follows (Pride & Ferrell, 2006):

- Creating Perceptions
  The immediate goal of marketing communication is to create an awareness among the customer about the new product that the company puts on the market.
- Stimulating Demand
  It is to encourage the public to come forward to buy or deal with the product. Therefore, the organization will focus in its marketing communications on informing the consumer of what the product is, how it is used, and what are the tasks or advantages it provides compared to other products.
- Encouragement to Try the Product
  When the company seeks to lead the buyer to the stage of adopting the product or service, it is appropriate from the outset to create interest in the product through use of various promotional means.
- Consumer Loyalty
  The product that is believed to fulfill and respond to his needs and desires, and at that point, his loyalty to the product or the brand will become possible as long as that mark achieves its value and gives an indication of the strength of the mark compared to other signs of alternative products.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

- Facing Competitors' Promotional Efforts
  One of the most important strategic objectives of marketing communications, which is the use of various promotional means to counter the competitive effects of the organization's promotional programs and its contacts with the market.

Table 1: Types of Marketing Communication According to Objectives

Contact Type	Characteristics
Commercial contact	Objective: To introduce the characteristics of the product and consolidate the image of the brand. Target audience: current and potential buyer. Means used: packaging, packaging and product labeling, advertising, sales promotion, direct marketing and, to a lesser extent, public relations.
Institutional Communication	Objective: to introduce the organization and improve its image. Target audience: the internal or external audience. The means used: Several means, the most important of which are advertising and public relations.

Source: prepared by the researcher

3. Elements of the Marketing Communications Mix

The marketing communications mix consists of the following elements:

- Advertising
  Advertising occupies a privileged position within the promotional mix, but its importance reaches in some cases until some see it as being the word synonymous with promotion due to the historical depth of this activity compared to other promotional activities within the mix (Perreault & McCathy, 2003).
- Stimulate Sales
  It is one of the important means of marketing communication, which adds value to the other party and achieves a quick effect of the purchase process. This party may be the end consumer, distributor, intermediary, or all of them at the same time. Therefore, this method is one of the main methods to achieve mutual interaction and benefits for all dealers. It has been defined as those various things that contain a set of catalytic tools that are designed to have a quick and short-term effect in order to accelerate the achievement of the purchase of goods or services by the consumer or merchant (Kotler, 1997).
- Personal Selling
  Personal selling can defined as a two-way method of communication between the seller and the buyer and directly to achieve the appropriate effect on the individual or the target group of the sales process, and this definition indicates in its content the interactive role that this activity represents in the relationship of the organization with the other party. Or which is based on the principle of positive influence and persuasion to achieve the purchase process of the product that the organization deals with (Futrell, 1998).
- Public Relations
  Public relations is defined as all forms of communication planning, whether inside or outside the organization and in its relations with its general public about a specific topic or goal that requires its achievement and through a common understanding between them, and public relations is an activity based on consultation, planning and attribution and not spontaneous action based on chance or Potential, as it brings about a two-way mutual understanding and exchange of communications between the organization and its audience (Lancaster & Reynolds, 1998).
- Direct Marketing
  Direct marketing based on the existence of a database with the marketer that includes all information related to consumer sales, and therefore direct marketing can defined as the use of mail, phone, e-mail and the Internet to communicate directly with specific customers and occupiers and urge them to respond directly (Kotler & Armstrong, 2007).

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

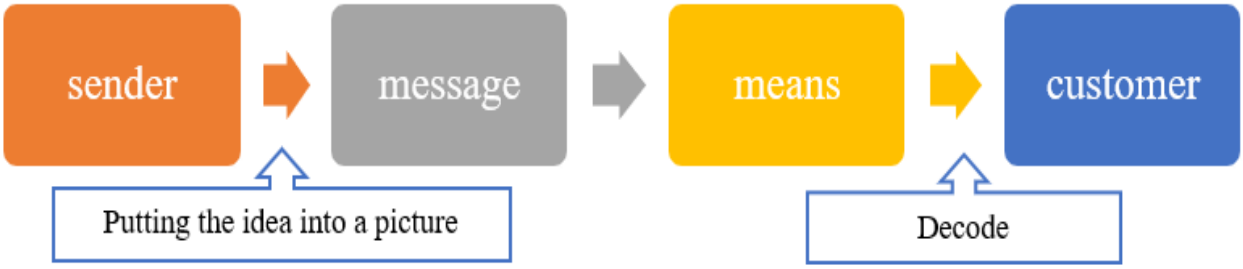


Figure 1: The Marketing Communication Process

Source: (Boin & Sundelius: 2016)

Tourist Destinations

1. Definition of Tourism

Tourism can defined as the process of moving a person from his permanent residence to the places of tourist destinations for a period that should not be less than 24 hours and not more than a year so that it is not for permanent residence and its purposes are for culture, business, religion or sports. Travel is a multi-dimensional phenomenon on the one hand, as it stimulates the imagination in adventure, poetry, mystery and wonderful areas (Tawfiq, 2008).

2. Types of Tourism Around the World

Not all people want to go to a culturally rich area, some of them may want to tourism for purpose of enjoying the natural scenery. Others also enjoy exotic adventures in other countries, or even for the purpose of relaxation and enjoyment in resorts, and the following are the most important types of tourism in the world (Al-Sisi, 2020):

- Recreational Tourism

  This type is considered the most common among people, as many people want to go to a place completely different from what links them to their daily routine, by avoiding problems, relaxing and enjoying their time. Beaches, parks, or camping areas are often the most popular choice for this group of tourists.

- Cultural Tourism

  Some people want to tourism in order to learn about the history and culture of other countries and civilizations, as cultural tourism includes visiting the various and varied monuments of a particular country, or focusing on a specific matter in that country, such as archaeological sites or temples. Cultural tourism also includes attending festivals and celebrations in order to gain a better understanding of people, their beliefs and practices.

- Natural Tourism

  Some tourists like to see wildlife and enjoy being in the midst of nature. Where it includes ecotourism and natural trips, such as bird watching, for example, this type of tourism is very good for the environment, and it is also beneficial to local communities.

- Adventure Tourism

  Adventure tourism is another type of tourist that caters to people who want to do more than just visit regular tourist sites. This tourism involves multiple challenging activities such as rock climbing, mountaineering and wild water kayaking.

- Religious Tourism

  It is the type of tourism that allows people to go to the religious sites they want, in order to follow the footsteps of holy people or to attend certain religious ceremonies. An example of this is the Christian Catholics going on pilgrimage to the Holy Land to experience the paths that Jesus walked, and another example is Muslims going on pilgrimage to the Kaaba in Mecca.

- Shopping Tourism

  Some tourists want to go to certain destinations for purpose of shopping. Shopping tourism includes duty-free shopping in some airports or buying luxury goods in malls, stores and outlets. This tourism contributes to the support of local materials and commodities.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

3. The Best Tourist Destinations in the World

Here are the best destinations (Hartmann, 2012):

Natural Tourist Destinations

The beauty of their nature and beautiful scenery distinguishes many countries. Many people want to spend their rest and relaxing time in the embrace of nature. We have collected this information for you in a list of countries that distinguished by their beautiful nature as in:

- Tourism in Kenya
- Tourism in Indonesia
- Tourism in France
- Tourism in Italy
- Tourism in Ecuador

Cultural Tourist Destinations

Cultural tourism linked to art, architecture, ancient customs, excellent hospitality, traditional cuisine, and a thriving nightlife. This list highlights the ideal cities to be your next tourist destination if you like this type of tourism as in:

- Paris, France
- Milan, Italy
- London, UK
- Bangkok, Thailand
- Toronto, Canada

Best Destination for Shopping Tourism

Many people want to live a shopping adventure in global or local markets and centers in various parts of the world.

- Shopping in New York City, USA
- Shopping in Tokyo, Japan
- Shopping in Hong Kong, China
- Shopping in Rome, Italy

Crisis Management

1. Crisis Management Concept

A crisis is a situation, event, or situation that deviates from the norm and leads to a change in the existing strategic balance. The crisis may arise by nature or by the act of a human being. As for its scientific concept, it is an expression of a situation and a situation that the state faces in one of its entities, where events collide with them, the causes and results intertwined with them, and the state is missing with it. Its ability to control it or its future trends, as the crisis is a critical period or an unstable situation awaiting a decisive occurrence, and the crisis is an emergency accident or a sudden disaster that may cause heavy losses of money or lives or both, and it must be dealt with properly and with the required speed (Hijab, 2004).

A crisis is defined as a situation out of control, and a sudden shift from the usual behavior that leads to imbalance and threat to interests, and affects the general order of society, and that confronting this situation requires a specific and quick decision in light of limited information, surprise, and limited time associated with the threat (Rajab, 2008).

It can also be defined as a sudden event or situation that leads to a change in the internal and external environment of the state, resulting in a threat to the values, objectives, interests, external security of the state or constitutional legitimacy and requires rapid intervention and confrontation to control its various expected and expected effects (Muhammad, 2004).

2. The Target of Facing Crises

The goal of facing crises can defined as the pursuit of the available human and material capabilities to manage the situation, by (Al-Dulaimi, 2012):

- Stop degradation and losses.
- Securing and protecting the other components of the Azemmatic entity.
- Controlling and eliminating the movement of the crisis.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

- Taking advantage of the situation resulting from the crisis in reform and development.
- Study the causes and factors that led to the crisis in order to take preventive measures to prevent its recurrence or the occurrence of similar crises.

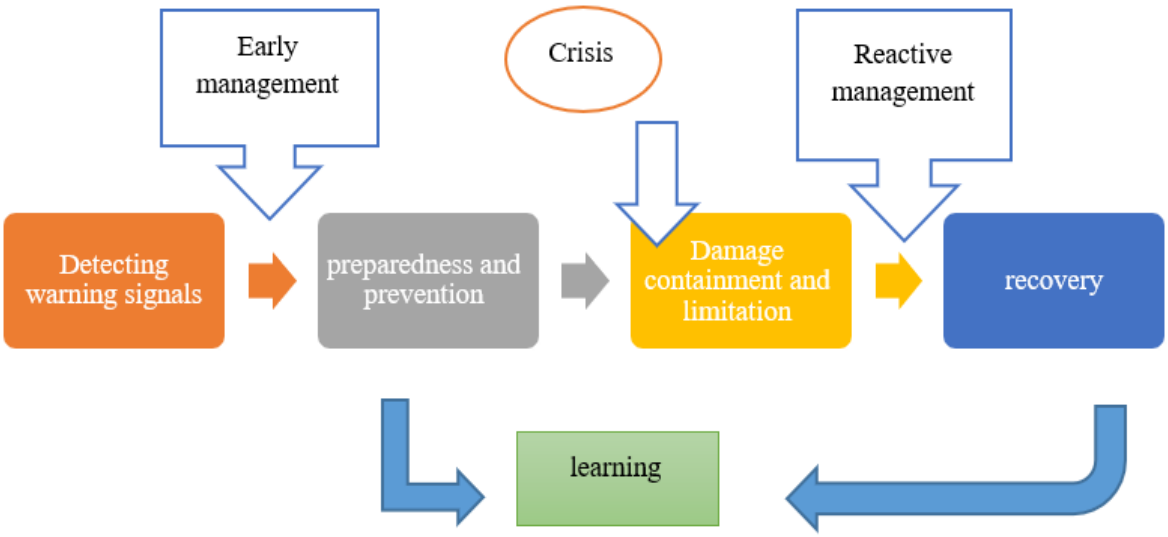


Figure 2: The Stages of Crisis Management

Source: (Conrad, 1992)

3. Characteristics of the Crisis

There are several features of the crisis, including (Jabr, 1999):

- Realizing that it is a turning point.
- Quick decisions require.
- Threatening the goals and values of the parties participating in it.
- Loss of control or impaired control of events.
- It characterized by time factor pressure and a feeling of fog and turbulence, which creates anxiety.

4. Who is the Target Audience at the Time of the Crisis?

- Internal audience (organization staff).
- Governmental institutions.
- Local community.
- Non-governmental organizations.
- The media.

5. Marketing Communications in Crisis

During the worldwide pandemic emergency, the Internet is not just a significant channel of correspondence to emergencies, yet additionally the primary source for quick and straightforward transmission of messages. Simultaneously, all media dependent on the Internet, including sites, online media stages and websites, can be a risky pathway to counterfeit news, frenzy and spreading dread. This fragile equilibrium of dealing with the upsides and downsides of having one principle port of message - web based media, leaves no decision except for to completely and proactively create content administration, timing, spokespersons and message tone as per the accompanying:

1. Empirical aftereffects of pre-emergency correspondence models.
2. Lessons New promptly gained from the current circumstance.

Nonetheless, while noticing the current circumstance, one can accept with a serious level of conviction that numerous associations and pioneers face difficulties in emergency correspondence methodology, substance, and model. A portion of the negative impacts noted for this case are: disconnected messages between various nations (the United States and the European Union nations; Russia and the European Union nations, Sweden and each other nation), associations and pioneers, the absence of a worldwide correspondence system (execution of the technique), an overall absence of confidence in the unwavering quality of the data gave. By the general population, strikes against lockdown

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

measures in certain nations, high predominance of enormous measure of phony news, significant level of frenzy and dread (which is something contrary to correspondence rules presented by experimental examination from past worldwide pandemics) and so forth (ljupka, et. Al, 2020).

It might turn into a worldwide emergency, and after the emergency it must oversaw locally, and how do emergency supervisory groups manage this test and how to assist representatives with seeing how to manage emergency the executives, increment trust in the association, and how to manage potential dangers that may happen, empowering those included to:

- To build up a hypothetical comprehension of emergencies and related issues.
- Determine the intended interest group.
- Establishing a comprehension on the best way to oversee emergencies from the tattle of the regulatory administration.
- Develop mindfulness about overseeing showcasing interchanges in managing outrage and the dangers that the association will normally confront when presented to an emergency.
- The capacity to manage troublesome circumstances and build up an arrangement for the assignment.

Statistical Analysis of the Questionnaire Data

The study relied on the field side or the practical side on the questionnaire based on the five-point Likert scale, which includes five answers.

1. Statistical Analysis of the Characteristics of the Study Sample

In this section, the characteristics of the sample will be presented according to its demographic characteristics, as follows:-

Table 2: Distribution of Sample Vocabulary by Gender

Sex	Recurrence	Percentage
Male	49	81%
Female	11	19%
Total	60	100%

We note from the above table that the sample vocabulary according to gender is distributed in varying proportions. The percentage of male respondents to the questionnaire items was (81%), which is greater than the percentage of females who answered the questionnaire items, which amounted to (19%).

Table 3: Distribution of Sample Items by Age

Age	Recurrence	Percentage
Less than 20 years old	6	10%
From 21 to 30	1	2%
From 31 to 40	12	20%
From 41 to 50	29	48%
From 51 to 60	7	12%
61 years or more	5	8%
Total	60	100%

As it can be noted from the previous table, the sample items according to age were distributed in varying proportions, so the percentage of people who answered the questionnaire and their age was less than 20 years was 10%, and the percentage of people who answered the questionnaire and their age was from 21-30 years was 2%, and the percentage of people who answered the questionnaire was The questionnaire and their age ranged from 31-40 years 20%, as for people whose ages ranged from 41-50 years, their percentage of the total number of respondents was 48%, and the percentage of people whose ages ranged from 51-60 years reached 12%, and finally the percentage of people who answered the questionnaire Questionnaire and their ages 61 years and over 8%.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

Table 4: Distribution of Sample Items by Academic Qualification

Scientific qualification	Recurrence	Percentage
High School	4	7%
Diploma	10	17%
Bachelor's	27	45%
High diploma	5	8%
Master	5	8%
Phd	9	15%
Total	60	100%

It is noted from the above table, that the distributions of the sample items according to the educational qualification and those who answered the questionnaire were as follows, the percentage of people with a middle school certificate was (7%), while the percentage of people with a diploma was (17%) and people with a bachelor's degree (45%), and the percentage of people who obtained a higher diploma and a master's degree was (8%), while the percentage of people who answered the questionnaire's paragraphs were those with a doctorate degree (15%).

Table 5: Distribution of the Sample by Years of Experience

Years of Experience	Recurrence	Percentage
less than 5 years	6	10%
From 6 - 10	10	17%
From 11 - 15	14	23%
From 16 - 20	30	50%
21 or more	0	0
Total	60	100%

It is noted from the previous table that the distribution of the sample items according to years of experience and those who answered the questionnaire items were distributed as follows, where the percentage of those whose years of experience amounted to less than 5 years (10%), while the percentage of those whose years of experience ranged from 6-10 years (17%), and those with experience of 11-15 years accounted for (23%), while those with experience of 16-20 years accounted for (50%), while those with experience of 21 years or more were (0).

2. Statistical Analysis of the Study Sample

In this section, the arithmetic mean, standard deviation and the relative importance of the research items will be extracted.

Table 6: Statistical Analysis of the Independent Variable Marketing Communications (x).

NO.	Questionnaire paragraphs	Average values	Standard deviation	Relative importance
1	**The tourism company uses various advertising media during crises to introduce its services**	4.5	0.70	14
2	**The tourism company offers discounts to customers at certain rates during crises when buying its services repeatedly**	4.5	0.51	13
3	**The tourism company provides descriptive articles that reflect the quality of its services during crises**	4.4	0.70	14
4	**The tourism company employs the media during crises to describe the strength and advantages of its services**	4.2	0.76	12
5	**The tourism company is keen to present its services in an elegant and attractive manner**	3.6	1.06	11
6	**The tourism company is keen to promote its services during weekends and festive seasons**	4.1	1.05	12
7	**The tourism company is characterized by positive relations with its employees in a way that makes them work in a team spirit during crises**	4.4	0.69	14
8	**The tourism company owns a website that enables it to provide customers with new services during crises.**	3.8	1.19	10
	Average response for all items	4.185	0.830	

Source: Prepared by the researcher based on the results of the electronic calculator.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the first variable (marketing communications) in Table No. (6) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study sample members are greater than the mean of the measurement tool (the hypothetical arithmetic mean equal to 3 for Likert scale The quintile), the standard deviation is less than half of the arithmetic mean, and the relative importance was in close and high degrees, and the level of answer that represents the agreement of the sample and its consistency with the paragraphs of the questionnaire is high, as the average response to the variable of social networks was (4.185) and the standard deviation was (0.830).

Table 7: Statistical Analysis of the Dependent Variable Crisis Management Tourist Destinations (Y)

NO.	Questionnaire paragraphs	Average values	Standard deviation	Relative importance
1	Tourism companies define the limits of responsibilities to coordinate the crisis management process for tourist destinations	4.07	0.93	12
2	When a crisis occurs, the tourism company assigns its management tasks to the crisis cell	4.09	0.73	14
3	Did the tourism company think of developing an effective communication system between it and the media in light of the crisis management of tourist destinations	3.6	0.96	11
4	Tourism company contributes to reminding customers of the necessary procedures to be followed in the crisis to prevent or mitigate it	3.8	0.96	10
5	Tourism company has the necessary procedures and mechanisms to monitor indicators of crises in tourist destinations	4.3	0.68	14
6	The tourism company collects and analyzes indicators of crises for tourist destinations	4.3	0.79	14
7	In the event of crises, the tourism company maintains that it takes the necessary measures to continue its normal activities without delay	3.6	0.91	11
8	The tourism company takes the time factor into consideration when dealing with crises	4.3	0.75	14
	Average response for all items	4.009	0.758	

Source: Prepared by the researcher based on the results of the electronic calculator (Average measuring instrument = sum of measurement weights ÷ 5 = (5 + 4 + 3 + 2 + 1) ÷ 5 = (3))

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the second variable (crisis management tourism destinations) in Table No. (7) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study sample members are greater than the average of the measurement tool (the hypothetical arithmetic mean equal to 3 Likert quintuple scale), and the standard deviation is less than half of the arithmetic mean, and the relative importance was in close and high degrees, and the level of the answer that represents the agreement of the sample and its consistency with the paragraphs of the questionnaire is high, where the average response to the variable of social networks (4.009) and the standard deviation (0.758).

3. Research Hypothesis Testing

- **Correlation Hypothesis Test**

In order to measure or test the strength of the correlation between the research variables, the simple correlation coefficient (Pearson correlation) was used. Table (8) shows the simple correlation matrix between the research variables that took the following symbols in the matrix, marketing communications (X), crisis management and tourism destinations (Y) taking Correlation in general between variables other than the paragraphs associated with each variable.

Table 8: Simple Correlation Matrix Between Search Variables

Correlations			
		X	Y
X	Pearson Correlation	1	0,175-
	Sig. (2-tailed)		,000
	N	60	60
Y	Pearson Correlation	0,175-	1
	Sig. (2-tailed)	,000	
	N	60	60

Source: Prepared by the researcher based on the results of the electronic calculator

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

It is clear from the results contained in Table No. (8) that there is a negative correlation between marketing communications and tourist destinations, and the type of this relationship is inverse, and this leads us to accept the first hypothesis (there is a significant correlation between marketing communications and tourist destinations).

- **Impact Hypothesis Test**

Table (9) shows the results of the regression analysis, there is a weak adverse effect with significant significance at the level of (5%) as the value of the beta coefficient reached (-.048), and this means that there is a weak adverse effect for the marketing communications variable, the calculated (F) value amounted to (1.322). As for the interpretation coefficient (R2), its value is (.024), meaning that the crisis management of tourist destinations explains a percentage of (.024%) of the adverse changes that occur in the management of crises and tourist destinations, while the remaining percentage is due to other variables that are not present in the current research This leads to confirming the validity of the second hypothesis (there is a direct effect relationship Significant significance between marketing communications and crisis management in tourist destinations).

Table 9: Shows a Summary of the Regression Equation and the (R2) and (F) Values Calculated for the Second Hypothesis

Independent variable	Adopted variable	Regression equation	β	(F)	R^2
Marketing Communications (x)	Crisis Management Tourist Dtinations (Y)	Y=4.219+(-.048)X	-.048	1.322	.024

Source: Prepared by the researcher based on the results of the electronic calculator

Conclusions and Recommendations

1. Conclusions

1. Marketing communications are one of the modern and important topics because of the ingredients it possesses that support the tourism sector in Iraq and achieve its position in the market.
2. The results of the study showed that the reality of tourism companies' interest in marketing communications was high during crises.
3. Marketing communications in tourism companies play a very important role in the process of coordinating information and the data sent and received that would contribute to crisis management tourism destinations.
4. The vocabulary of the study sample unanimously agreed on the inevitability and importance of marketing communications in its various forms in managing crises tourist destinations.
5. Tourism companies should adopt an effective communication strategy to develop their good relations with their customers, gain their satisfaction, build their loyalty and maintain them, through a mix of marketing communications in crises.
6. The elements of marketing communications do not aim to achieve the purchasing process of tourism services by customers only, but they also seek to create a distinctive mental image and develop good relationships with customers to build their loyalty during crises.
7. Tourist companies rely on marketing communications to influence the purchasing decision of customers, especially the element of stimulating sales during crises tourist destinations.

2. Recommendations

1. The necessity for tourism companies to measure the effectiveness of each element of marketing communication such as advertising, personal selling and sales activation, in order to identify weaknesses and remedy them in future marketing communication campaigns.
2. Tourism companies should conduct field research on a continuous basis, periodically and regularly, to analyze the effectiveness of their marketing communication to customers during crises, and to bring about the integration of the elements of the marketing communication mix with the elements of the marketing mix.
3. We recommend tourism companies to activate the relationship with the customer by managing customer data and loyalty program strategies during crises.
4. Seeking to find different marketing communication channels that depend on modern and advanced technology to enhance permanent interaction between tourism companies and their customers during crises.
5. Providing managers of tourism companies with marketing knowledge for marketing communications through holding seminars and training courses.
6. Enhancing the policies of tourism companies in the field of marketing communications during crises because of their important role in the work of these companies in order to win new customers.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022

References

Al-Bakri, Thamer, *Marketing Department*, Fourth Edition, Athraa for Publishing and Distribution, 2011.

Al-Dulaimi, Abdul-Razzaq Muhammad, *Media and Crisis Management*, First Edition, Al-Masirah House for Publishing, Distribution and Printing, 2012.

Al-Sisi, Maher Abdel-Khalek, *Tourism Industry Fundamentals and Principles*, Madbouly Library, 2020.

Boin, A., Stern, E., & Sundelius, B. (2016). *The politics of crisis management: Public leadership under pressure*. Cambridge University Press.

Fill, Christ, *Marketing communication*, 2nd ed, prentices-Hall, Europe, 1999.

Futrell, Shaeles, *Fundamentals of Selling*, 4th ed, Irwin, 1998.

Geoff, Lancaster & Reynolds, Pual, *Management of Marketing*, 1sted, Butterworth-Heinemann, 1998.

Hartmann, J. *Crisis Management in the Hotel Industry in Finland*. Thesis Haaga-University of Applied Sciences, 2012.

Hijab, Mohamed Mounir, *The Media Lexicon*, Cairo, Dar Al-Fajr for Publishing and Distribution, 2004.

Jabr, Muhammad Saddam, *Crisis Management: A Comparative View of the Islamic Model and the Japanese Model*, 1999.

Kotler, Philip & Armstrong, Gray, *Principles of Marketing*, 11th ed, Pearson Prentice-Hall, 2007.

Kotler, Philip, *Marketing Management,* 9th ed, prentice-Hall, International ed, New Jersey, 1997.

Ljupka, Naumovska, Dimitar, Jovevski, Katarina, Brockova, Social Responsibility & Ethics in Marketing during crisis. *International Virtual on Management and Economics*, 29 may, 2020.

Perreault, William, D. & McCarthy, Jerome, E. *Essentials of Marketing*, 9th ed, MaGraw-Hill, 2003.

Pride, William. M. & Ferrell, O.C. *Marketing*, Houghton Mifflin Co. 2006.

Smith, Paul, *Strategic marketing communication*, 5th ed, Kogon page limited, UK, 2000.

Tawfiq, Maher Abdel Aziz, *Tourism Industry, Zahran House for Publishing and Distribution*, 2008.

Conrad, Smith, *Media & Arocalypsa Greenwood Press*, London, 1992.

Rajab, Abdel Hamid, *The Strategy for Dealing with Crises and Disasters*, First Edition, Dar Abul-Majd for printing, 2008.

Muhammad Nasr Muhanna, *Crisis Management*, first edition, University Youth Foundation, Alexandria, Egypt, 2004.

DOI:10.9756/IAJSS/V9I1/IAJSS0902
Received:02 April 2022/Accepted:29 April 2022/Published:13 May 2022