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The Role of e-tourism Marketing in Creating Perceived Value for the Customer

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Abstract

The objective of this research is to know and define the role and contribution of electronic tourism marketing with its various elements in the perceived customer value achieved in the services and facilities provided by the various tourism companies in Baghdad, scale of (48) items was used in order to reveal the relationship and determine the role, and arithmetic means, standard deviation and values (one-simple-t test) were used to answer the questions for the purpose of proving the hypotheses for this study. The examine was performed on (25) tourist groups in Baghdad. The pattern become chosen from (55) personnel in those groups, and the research has confirmed that there's a statistically good sized correlation among digital tourism advertising and the perceived cost of the consumer, as well as the presence of a significant statistical effect of electronic tourism marketing on the perceived value of the customer. The research showed that the surveyed tourism companies use marketing-related means this is due to the availability of sufficient capabilities of devices, means of communication, promotion and human resources with high technology skills.

Keywords: e-tourism Marketing, Perceived Value to the Customer, Tourism Companies.

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Introduction

In light of the increase in tourism companies in Iraq, the intensification of competition between these companies, the great technological development in the fields of tourism services, and the emergence of modern means of communication, all these developments prompted tourism marketing to not be limited to the traditional concept that relies on simple and limited traditional means, but to go beyond it beyond This includes modern and advanced technological means such as the Internet and the use of payment cards and electronic reservation, so that this type of marketing becomes another garment, which is called the name of electronic tourism marketing. The dissemination of the culture of e-tourism has become the mainstay in the field of creating and enhancing the demand for services, as it has become an influential factor in the growth of marketing tourism services, as well as the important means in creating a competitive advantage for companies in what they provide of distinguished and easy tourism services that will achieve value for the customer, whether this service is internal or External, whether for tourism, treatment or study.

1. The Research Problem

This study came to show the role played by electronic tourism marketing as an independent variable in creating the perceived value of the customer as a variable dependent on a number of tourism companies in the province of Baghdad, and from this point of view, the research problem focused on the following question (What is the reality of the application of electronic tourism marketing elements in tourism companies in the province of Baghdad).

2. Importance of Research

The significance of this research is meditated inside the following:

1. Knowing the reality of the application of the surveyed tourism companies to the elements of electronic tourism marketing.
2. Knowing the extent to which the customer's perceived value has been achieved as a result of the tourism service from the companies surveyed.
3. Knowing the extent to which the surveyed tourism companies respond to technological changes and the challenges that accompany these services and the extent to which the surveyed companies are able to adapt, confront and overcome difficulties and how to keep pace with developments in the fields of Internet and communications.
4. Giving a set of recommendations and conclusions in the light of analyzing the data obtained from the questionnaire and presenting it to tourism companies that enhance the role of tourism e-marketing.
   Clarify Bezel digital tourism advertising is associated with the (P.V.C) of the customer in the surveyed tourism organizations.

3. Research Hypotheses

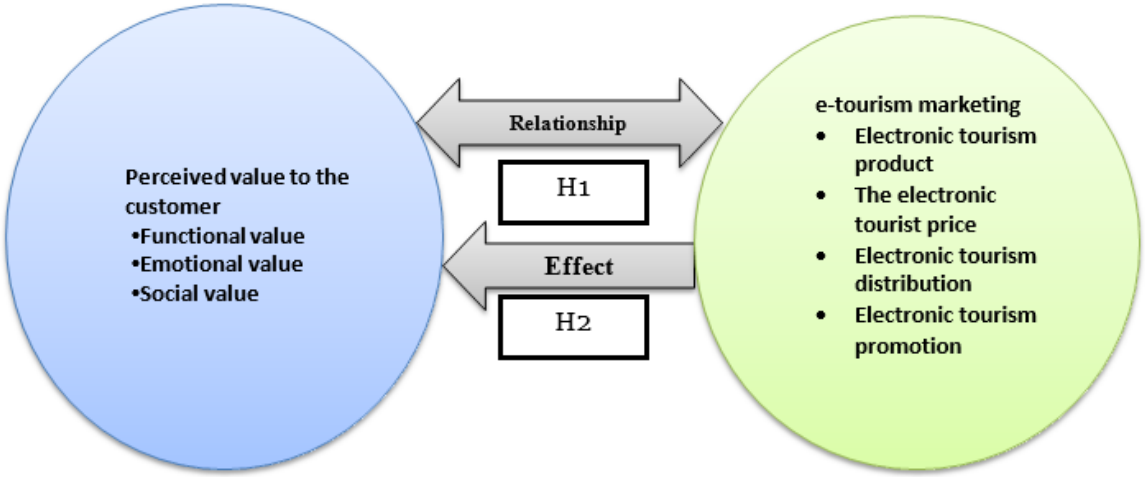
The research hypotheses were embodied in two main hypotheses:

1. **The First Main Hypothesis (H1):** There is a massive statistically giant correlation between electronic tourism advertising and the perceived value of the consumer within the research pattern businesses, from which the subsequent sub-hypotheses are branched:
   - **The First Sub-hypothesis:** There is a significant correlation with a statistical significance for e-tourism marketing in the functional value.
   - **The Second Sub-hypothesis:** There is a significant and statistically significant correlation of e-tourism marketing in the emotional value.
   - **The Third Sub-hypothesis:** There is a significant correlation with a statistical significance for e-tourism marketing in the social value.
2. **The Second Main Hypothesis (H2):** There is an effect of e-tourism marketing on the perceived value of the customer in the research sample companies, and the following sub-branches branch out from it:
   - **The First Speculation:** There is a big impact of e-tourism advertising on job fee.
   - **The 2d Hypothesis:** There is a widespread effect of e-tourism advertising at the emotional fee.
   - **The 0.33 Hypothesis:** There is a widespread impact of e-tourism advertising on social cost.

4. Hypothetical Research Scheme

The figure below represents the hypothetical research scheme, and it shows the relationships between the main and sub-variables of the research.

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Source: Prepared by Researchers

Figure 1: The Hypothetical Scheme of the Research

The Theoretical Framework for Research Variables

First - e-tourism Marketing

1. The Concept of e-tourism Marketing

Since the early eighties, information and communication technology (ICT) has entered the field of tourism activity worldwide. The achievements in the field of information and communication technology have undeniably changed practices and business strategies (condratov, 2013).

It is a variety of information and techniques for marketing the tourism service relevant to the customer if technology becomes one of the elements of the tourism industry and affects the way tourism companies operate and manage their business (Golrokhsari, & Dargah, 2012).

It is the administrative and technical activity carried out by tourism companies inside and outside the country to identify, discover and enter the tourism markets and get to know them in order to increase and develop the tourism movement coming from them and to achieve compatibility between tourism services and the desires and motives of customers (Obeid, 2010).

It is also defined as a mixture of interconnected elements in order to deliver the tourist service through the means of communication to the customer at the appropriate time and place, whether these services (transportation, accommodation services or entertainment services) (Longhi, 2008).

2. The Importance of e-tourism Marketing

Tourism e-marketing provides a set of benefits that serve tourism companies and institutions in the field of serving the tourism sector. (Golrokhsari, & Dargah, 2012), (Scottish Parliament, 2002), (Hafez & Morsi, 2007).

- Tourism marketing plays a major role in the recovery of the country's economic activity by increasing income through the expenditures incurred by the tourist.
- It is the most effective method in terms of lower costs associated with reaching the target markets and disseminating information.
- It is a quick and easy way for the customer to purchase and learn about travel services.
- It provides a real opportunity to improve the quality of service provided to customers, as well as to retain them.
- Facilitates the high-quality design of tourism services through the quality of information related to current and future customers and responding to them.
- Improving the level of responsibility that small and medium-sized companies must bear in tourism marketing, as well as developing their own website.

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3. Elements and Dimensions of e-tourism Marketing

1. Electronic Tourism Product:

Modern technologies and means of communication have played a major role in the emergence of new products and services, as the electronic tourism product is defined as a set of intangible services offered in the markets in order to satisfy the needs and desires of customers (tourists) through people, technology and organizations, as it consists of a mixture of interconnected and homogeneous services such as hotel services And tourist reception services and transportation services of all kinds (Qhamam & Jamea, 2018).

Or it is the provision of tourism services via the Internet and the Extranet in order to create a high value for the customer (Al-Alaq, 2010).

Modern means of communication and the Internet can also contribute to improving or developing the current and future services offered (Liu, 2000).

2. The Electronic Tourist Price:

The tourist price is defined as the appropriate or appropriate consideration for the tourist service paid by the customer, the company or the site. For the tourist, it is represented by the set of mental and emotional factors in the mind of the tourist that he translates in order to obtain the return from the tourist service by comparing it with the amount paid (Hafiz and Hijazi, 2007).

And (Longhi, 2008) stated that there are basic effects of using the Internet and means of communication in tourism services, as they provide the necessary information that can be accessed and thus reduce time, effort and costs and thus reflect positively on the price of the tourism service compared with the tourism service in traditional marketing, as it must The prices of the online tourism service should be lower than the traditional prices for the same products. Lower search costs and market frictions should promote the Internet as the great equalizer.

Price discrimination appears to be based on the same mechanisms applied in traditional markets, but the use of the Internet and the information it provides has provided an expansion of the (goodbye to fixed prices) strategy for tourism companies. (Klein, Loebbeke, 2003).

3. Electronic Tourism Promotion:

Electronic tourism promotion is one of the most affected elements by technology, information and communications to the extent that the term electronic tourism promotion is called direct promotion because it is linked to a series of communications and responses with current and prospective customers. And it is a low-cost promotional alternative compared to traditional promotion, and the site of tourism companies can be developed with a part of these costs (Al-Bakri, 2006).

4. Electronic Tourism Distribution:

It is a set of activities that are carried out and practiced by the parties related to tourism electronic marketing in order to deliver the service to the tourist according to what he wants and desires through electronic distribution outlets in the appropriate place and time (Tocquer, 2001).

5. Physical Environment:

It is everything that leaves an impact, impression or tendencies for the users of the tourist service, and this aspect appears through the shapes, buildings and furniture in the tourist facility. The company's external appearance (size, shape, site design) is of great importance because it reflects its interior and ultimately helps the tourist in building a mental image of the tourist service provided to him, and building positive expectations, which in turn forms a distinct image of the service. The emergence of the means of the Internet and modern communications compensated greatly for the physical environment, as the tourist service became provided to customers through the virtual environment (Al-Malkawi, 2012).

The physical environment of the tourism company in light of electronic tourism marketing contributes to making the personality of the tourism company, which distinguishes it from other companies in light of its competition in the market, especially in light of the high stereotyping in the essence of services (Abu Jalil et al., 2014).

6. The process of Providing the Service:

Operations related to the methods and procedures made by tourism companies in how to provide and deliver the tourism service to customers. The welcome, the good reception and the interest of the workers help to overcome the

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problems of waiting for this service, as well as involving customers on how to obtain services and how to solve problems related to these services (Bouzeroura, 2020).

And it relates to the activity related to the network presentation through the means of communication and the Internet between the service provider (the tourism company) and the customer and the active participation of them in providing this service.

He added (Al-Zoghbi, 2013) that it is the procedures and activities used by the service provider to the customer, and it is the mechanism that gives a degree of freedom for the employees to involve the customer in the completion of tourism services and make them the focus of the administration's attention in order to obtain customer satisfaction.

7. The Human Element:

It relates to all the elements of the human resource of the tourism company and its customers. The importance of this element lies in providing assistance and assistance in providing a mental image and a positive impression on the customer (the tourist) as a result of the intangibility of the tourism service. This dimension refers to all the roles that they play and provided by the company's employees to provide this service and influence the Feelings of customers and offering them some jobs, such as advice and guidance (Bouzeroura, 2020).

Secondly: The Perceived Customer Value

Most of the tourism agencies centered at the performance and superiority of the tourism services that they gained from competing groups, as the perceived fee of the customer is the maximum vital element of the purchasing behaviors of customers, as this is decided through (best and value of carrier) its value.

1. Customer Perceived Value Concepts

The customer's perceived value is defined as the customer's evaluation of the benefit of a product based on perceptions about what is expected and provided for the price and quality of the services it provides, and the difference between the benefits that the customer obtains from using the product and the monetary and non-monetary cost of receiving the service, as the perceived value increases positively if The benefits are greater than the cost (Auka, 2012).

It is the customer's perceived preference and evaluation of products and services in terms of characteristics, repercussions and consequences arising from the use that achieves the customer's goals and objectives when purchasing this good or service, Perceived value is related to the benefits that customers get from products and services (Prebensen, 2017).

Customers' perceptions of value represent a trade-off between the quality or benefits that the product or service achieves compared to the costs and prices that pay the price, and it is in the form of a monetary or non-monetary sacrifice such as customers' time and effort in obtaining products to increase the perceived value of customers through quality and reduce their sacrifices such as reducing the price paid, time and effort To buy (Li & Green, 2012).

2. Elements and Dimensions of Perceived Customer Value

The elements of perceived customer value are as follows:

- Functional value
- Emotional value
- Social value

These values are obtained by the customer (the tourist) as a result of his use of the tourism service provided by the tourism companies through what he spends and what he obtains, so the functional value is related to the amount of perceived benefit from the service in terms of the ability to perform functional, utilitarian or material for the customer (tourist)., such as reliability, durability and price (Antai, 2016). While the emotional value focuses on the amount of feelings and emotions of the customer obtained as a result of using this tourist service and his preference for this company over others, so the customer's emotional value is known as "the benefit and value resulting from the emotional states generated by the service, Where previous research and studies found a direct relationship and a positive effect between emotional value and customer satisfaction. As for social value, it means the value resulting from the ability of the service to enhance the social self-concept of the user (the tourist), and social value is mostly derived when the customer uses this shared service with others. Also, functional values are derived from the feelings of customers that are associated with them (Gomis, et al, 2020).

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Practical Side

First: A Description and Discussion of the Research Variables

It includes an explanation of the Interpretation and analysis of the results of the study, using a set of statistical analysis tools, as shown below.

A. Describe and Discuss the Dimensions of e-tourism Marketing

The results of the questionnaire will be presented and analyzed for the responses of the members of the research sample, electronic tourism marketing, which are: (tourist product, electronic tourism distribution, electronic tourism promotion, physical environment, service delivery process, human element), We will show this through Table (1), which presents the analysis and interpretation of the results of the independent variable and its dimensions:

Table 1: Elements of Electronic Marketing

Elements of electronic marketing	Arithmetic mean	Answer scale	Answer level	Standard deviation	Variation coefficient	Relative importance
Tourism product	**4.235**	**Totally agree**	**Very good**	**2.280**	**0.5383**	**1**
Electronic tourist price	**3.87**	**I agree**	**Good**	**2.589**	**0.6689**	**2**
electronic tourism distribution	**3.8033**	**I agree**	**Good**	**3.718**	**0.9775**	**5**
Electronic tourism promotion	**3.9033**	**I agree**	**Good**	**4.633**	**1.1869**	**6**
physical environment	**3.7266**	**I agree**	**Good**	**4.711**	**1.2641**	**7**
Service Delivery Process	**3.7400**	**I agree**	**Good**	**3.424**	**0.9155**	**3**
The human element	**3.8100**	**I agree**	**Good**	**3.551**	**0.93202**	**4**
Electronic tourism marketing as a whole	**3.8454**	**I agree**	**Good**	**3.558**	**1.308**	

Through Table (1), it is clear that the mean value of the total for the variable of electronic tourism marketing for the researched companies amounted to (3.8454), It is a good value indicating that the responses of the sample members about the variable, with a deviation of (3.558), Which gives an indication the consistency and harmony the answers individuals the sample and that the surveyed companies succeeded in providing services matching those promoted on the Internet to attract customers to enter their site through advertisements through other means and sites and work on continuing contact with customers and responding to their requests through networks and immediately and continuing the relationship with customers after providing the service and that the tourism product It ranked first, which means that the answers of the research sample members within this dimension were less dispersed and more homogeneous, appropriateness and importance from the rest of the other dimensions and the electronic tourism price ranked second, the process of providing the service ranked third, and came after the physical environment ranked seventh and last, in terms of importance and this indicates that the answers of the sample members about this dimension were the most deviant, making it the least important.

B. Describe and Discuss the Dimensions of Perceived Value to the Customer

The results shown by the questionnaire will be presented and analyzed for the responses of the members of the research sample with regard to the perceived value, which are: (functional value, emotional value, social value), We will show this through Table (2), which presents the analysis and interpretation of the results of the dependent variable and its dimensions:

Table 2: Dimensions of the Customer Perceived Value Variable

Dimensions of the perceived value variable	Arithmetic mean	Answer scale	Answer level	Standard deviation	Ariation coefficient	Relative importance
Functional value	3.845	I agree	Good	3.3067	0.860	3
Sentimental value	3.860	I agree	Good	2.1579	0.559	2
Social value	3.893	I agree	Good	1.8564	0.476	1
Overall perceived value	3.866	I agree	Good	2.440	0.631	

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Through Table (2) it is clear that the mean value of the total perceived value variable amounted to (3.866), which is a good value indicating that the answers of the sample members about the variable were heading towards agreement with a standard deviation of (2.440), which indicates the consistency and harmony of the answers of the sample members. And that the surveyed companies work on evaluating the quality of their services from the point of view of the customer authorities by conducting continuous surveys of the extent of customer satisfaction with the services provided and guiding and training their employees on how to deal and communicate positive feelings when providing their services and delivering them within the required time. And the dimension of social value ranked first. Which means that the answers of the research sample members within this dimension were less dispersed, more homogeneous, appropriate and important than the rest of the other dimensions, and the emotional value ranked second, and the functional value ranked third in terms of importance, this indicates that the answers of the sample members on this dimension were the most deviant, making it the least important.

Second: Testing the Research Hypotheses

A. Correlations between the Research Variables

The first main hypothesis and its branches were launched from (the perceived value of the customer increases as the levels of interest in e-tourism marketing increase in the surveyed tourism companies) and Through table (3) below, we will show the results of the values of the correlation coefficient (Pearson) between the research variables for the surveyed tourism companies.

Table 3: Correlation Values between e-tourism Marketing and Perceived Value of the Customer

Electronic tourism marketing total / **Perceived value to the customer**	**Correlation coefficient values**
Functional value	**0.86**
sentimental value	**0.038-**
social value	**0.265**

Source: Prepared by researchers based on the results of the SPSSV.21 program.

In Table (3), it is clear that:

- The e-tourism marketing dimension showed the existence of a significant correlation with the functional value, as the correlation coefficient was (0.86), which is a significant value at the level of significance (0.01) Here, the first sub -hypothesis is accepted.
- The e-tourism marketing dimension did not show a significant correlation relationship, but it showed a non-significant inverse relationship with the emotional value, as the correlation coefficient was (-0.038 Here, this result does not accept the second sub-hypothesis.
- The e-tourism marketing variable achieved a significant correlation with the social value, as the correlation coefficient was (0.265), which is a significant value at the level of significance (0.01), Here, the third sub - hypothesis is accepted.

As the first main hypothesis (H1) was launched that (There is a significant correlation between e-tourism marketing in its total dimensions and the perceived value of the customer in its total dimensions), the table (4) below summarizes the results of the values of the correlation coefficient (Pearson) between the search variables for the surveyed tourism companies.

Table 4: The Relationship of Electronic Tourism Marketing in General and the Perceived Value of the Customer as a Whole

Electronic tourism marketing in general / **Perceived value to the customer as a whole**	**Correlation coefficient values**
e-tourism marketing	****0.180**

*** Significant at the level (0.05) and the degree of freedom is 0.211**

**** Significant at the level (0.01) and the degree of freedom is 0.211**

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The e-tourism marketing variable in general achieved a strong direct correlation with moral and statistical significance with the total perceived value variable, as the correlation coefficient reached (0.180), which is a significant value at the significance level (0.01), This means that the first hypothesis (H1) is accepted.

B. The Influence Relationship between the Research Variables

The second main hypothesis (H2) There is a `statistically significant effect' of e-tourism marketing on the perceived value of the customer. Table No. (5) shows the results of testing the second main hypothesis and its sub-hypotheses as follows:

Table 5: The Effect of Electronic Tourism Marketing on the Dimensions of Perceived Value

The main variable is e-tourism marketing	dependent variable	Constant Limit Value (α)	The value of the marginal slope coefficient (β)	coefficient of determination (R2)	computed value (f)	computed value(t)	Sig	indication
e-tourism marketing	Functional value	0.0308	0.186	0.035	1.725	9.298	0.000	Moral
	sentimental value	0.083-	0.038-	0.01	0.070	9.328	0.000	Moral
	social value	0.0246	0.265	0.070	3.620	6.161	0.000	Moral
	Overall perceived value	0.0308	0.180	0.032	1.611	6.066		

The First Sub-hypothesis: States that (there is a statistically significant effect of e-tourism marketing on the functional value)

0.186 + E-Tourism Marketing 0.0308=Functional value

Through the table (5) above, the value of (F) calculated for electronic tourism marketing in the functional value reached (1.725). It is smaller than the tabular (F) value of (4.04) at the level of significance (5%), that is, with a degree of confidence (95%). This indicates that there is no significant effect of e-tourism marketing on the emotional value of the researched companies, that is, e-tourism marketing has no strong relationship in determining the emotional value of the surveyed companies, and through the value of the coefficient of determination (²R) of (0.035) it is clear that marketing The e-tourist explains about 35% of the variables that occur in the functional value of the companies surveyed, as the value of (t) calculated for the marginal slope coefficient of the functional value was (9.298), which is greater than the tabular (t) value of (1,684) at the level of significance (0.05), and this indicates the significance of the marginal slope coefficient of the emotional value dimension, as evidenced by the value of the marginal slope coefficient (β) of (0.186) showing that an increase in electronic tourism marketing by one unit will lead to an increase in the functional value by (18%). The value of the constant (α) in the equation (0.0308), meaning when the electronic tourism marketing is equal to zero, the functional value will not be less than this value, and these results give justification for not accepting the first sub-hypothesis of the second main hypothesis.

The Second Sub-hypothesis: Which states (there is a statistically significant effect of e-tourism marketing on the emotional value)

0.038 - E-Tourism Marketing - 0.083 - = Emotional value

The value (F) calculated for electronic advertising within the emotional price was (0.070). It is smaller than the price (F) (four.04) at the extent (0.05), rejecting the second one sub-speculation. The level of significance was (5%), which means the degree of confidence (95%).Mark shows that there may be no different mark to denote the different brand in sentimental cost, logo fee emblem price brand fee (zero.01 R2 =) This indicates the exceptional emblem cost, price introduced fee, real property value, trademark, trademark, And a hallmark, and a hallmark, and a

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hallmark, and an indicator, and a hallmark, and a hallmark. The fee of the tendency carrying the emotional price is (9.328), which is extra than the (t) fee of (1.684) at the importance stage (0.05).

These results do not give any justification for accepting the second sub-hypothesis of the second main hypothesis.

The Third Sub-hypothesis: Which states (there is a statistically significant effect of e-tourism marketing on the social value)

0.265 + E-Tourism Marketing 0.0246=Social value

The value of (F) calculated for electronic tourism marketing in the social value was (3,620). It is smaller than the value of (F) of (4.04) at the level of significance (0.05), and therefore the third sub-hypothesis is not accepted at the level of significance (5%), i.e. with confidence (95%). This indicates that there is no significant impact of e-tourism marketing on the social value of the companies under study. With a coefficient of determination (²R) value of (0.70), it is evident that e-tourism marketing demonstrates the following. (70%) of the variables that occur on the social value, where was the value of (t) is calculated for the margin. The social value regression coefficient was (6.161), which is greater than the (t) value with a value of (1.684) at the significance level (0.05). β) of (0.265) that an increase in e-tourism marketing by one unit will lead to an increase in social value by (26%). The value of the constant (α) in the equation (0.0246), that is, when the financial technology is equal to zero, the communication and information system will not be less than this value, and these results give a justification for not accepting the third sub-theorem. Hypothesis The second main hypothesis.

The Second Main Hypothesis: Which states (there is a statistically significant effect of e-tourism marketing on the perceived value of the customer).

Perceived value of the customer = 0.0308 E-Tourism Marketing+ 0.180

The value (F) calculated for e-tourism marketing in the perceived value of the customer was (1.611). It is smaller than the value of (F) of (4.04) at the level of significance (0.05), and therefore the second main hypothesis was not accepted at the level of significance (5%). That is, with a confidence level (95%). This indicates that there is no significant effect of e-tourism marketing on the perceived value of the customer in the companies being researched. Through the value of the coefficient of determination (²R) of (0.32), it is clear that e-tourism marketing explains 32% of the variables that occur in the value of the perceived value of the customer, as the value of (t) calculated for the marginal tendency coefficient of the perceived value of the customer was (6.066), which is the largest From the (t) value of (1.684) at the significance level (0.05), this indicates the importance of the marginal slope coefficient of the customer's perceived value. This is evidenced by the value of the marginal propensity coefficient ((() of (0.180). Increasing e-tourism marketing by one unit will increase the perceived value of the customer by 18%. The value of the constant (α) in equation (0.0308), that is, when e-tourism marketing is equal to zero, the customer's perceived value will not be less than this value, and these results do not provide sufficient acceptance of the second main hypothesis (H2).

• Statistical Methods Used in Data Analysis

To test the hypotheses of the study, the data related to the study variables of the company under study were analyzed using the statistical methods in the SPSS V23 statistical program to process the data and extract the results as follows:

A. Descriptive Methods

- **Arithmetic Mean:** To determine the level of answers of the study sample to the study variables.
- **Standard Deviation:** To measure the degree of absolute dispersion of the answers' values from their arithmetic mean.
- **Variation Coefficient:** To measure the degree of relative dispersion of the response values from their arithmetic mean.

B. Analytical Methods

- **Half-segmentation and Cronbach's Alpha Coefficient:** To calculate the stability of the scale and the internal consistency of its paragraphs.
- **Correlation Coefficient (Pearson):** To measure the strength and nature of the relationship between the study variables.
- **Simple Linear Regression:** For news of the effect of independent variables on the dependent variable.
- **Test (F):** To test the significance of the simple linear regression equation.

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- **Test (t):** To test the significance of the simple linear regression equation.

A significant proportion of the correlation, regression and differences between the variables were determined at the level (0.01), (0.05).

Conclusions and Recommendations

The Conclusions

1. A strong correlation appears between electronic real estate marketing as an independent variable with its dimensions and the perceived value of the customer as a dependent variable with its dimensions. Except after sentimental value, the relationship is inversely negative in the tourism businesses surveyed, with an app that offers technology-oriented services.
2. It was found that there is an effect of electronic tourism marketing on the perceived value of the customer in their dimensions in the tourism companies, the research sample, and this reflects the extent of the impact of the values added by the services provided by the companies and perceived by the tourist.
3. It turns out that all the surveyed tourism companies have a promotional site for their tourism services on the Internet and social media.
4. It turns out that most of the services provided by these companies are non-electronic reservation, payment and contracting, that is, it is done through reservation and direct payment.
5. It turns out that the management of tourism companies seeks to make all procedures related to dealing with customers (tourists) electronic in order to reduce the costs incurred.
6. It turns out that the prices of tourist services provided by companies are different from one company to another, according to different means of transportation, hotels and other services.
7. It turns out that there is no government oversight with regard to pricing for services provided by companies.

Recommendations

1. Existence of governmental oversight regarding the pricing of tourism services provided by companies, and making the prices within specific government regulations.
2. Enhancing the capabilities available in the tourism companies in terms of advanced technology and means of communication with regard to all procedures for providing tourism services to customers.
3. Providing all the necessary capabilities that would raise the level of emotional value that the customer obtains as a result of his preference for this tourism service from a company, and this is reflected positively in turn on creating a competitive advantage for companies and loyalty.
4. Providing electronic payment services, electronic contracting and electronic signature, and managing them by tourism companies through means of communication and the Internet.
5. Training individuals working in tourism companies regarding electronic transactions between the company and customers.
6. The necessity of demonstrating the importance of using the elements of electronic tourism marketing in facilitating the provision, promotion and pricing of all tourism services and attracting customers.
7. The necessity of registering with the official international tourism agencies, guaranteeing the rights to provide tourism services, and owning solid and documented websites.

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