

# **E-marketing by Mobile Apps for Tourism Products and Its Impact on the Performance of Travel and Tourism Organizations**

<https://doi.org/10.3991/ijim.v16i12.30515>

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**Abstract**—This study seeks to study E-marketing by mobile Apps for tourism products and its impact on the performance of travel and tourism organizations in Al-Kharj Governorate. The research dealt with scientific and theoretical analysis. The descriptive method of analysis was used to conduct this study. Moreover, a special questionnaire form was distributed and was designed to the (200) study sample organizations. The study ended up with the presence of an impact of E-Tourism Marketing at the level of services provided by tourism organizations in Al-Kharj Governorate, and provided important recommendations, the most important of which is to work on providing the infrastructure for E-Marketing by mobile apps technology to allow for the provision of the best services among tourism service providers and those who are in charged in providing them.

**Keywords**—mobile apps, E-Marketing, tourism services, customer, satisfaction, performance

## **1 Introduction**

With the development of technology and the emergence of E-marketing by mobile Apps as a new type of marketing for any product, service or idea on the internet for its characteristics beyond traditional marketing, E-marketing by mobile Apps has become the most effective marketing tool for various sectors, among them is the tourism sector. Many countries all over the world have succeeded in developing and revitalizing their tourism and attracting tourists from all over the world to visit through E-Marketing. E-marketing by mobile Apps is the process of marketing the tourism product in its attractive areas, services to offer programs online to create the desires and motivations for consuming the tourist product as well as expanding the tourist market and attract as many as possible of this service demanders as well as constructing a positive image of the country as a tourism destination internally and externally. The importance of using E-marketing by mobile Apps in tourism organizations provide services in tourism destinations internally and externally through this technology remotely through tourism sites or companies. It shortens time and distances, reducing efforts, costs and resources

and get rid of spatial barriers. This allows tourism organizations to reach important results in terms of presence in tourism markets, enhanced the quality of services, as well as more effective human resources management in these organizations and tourism customers at the same time.

### **1.1 Study problem**

The problem is represented in the following question:

What is the impact of E-marketing by mobile Apps on the level of service performance in travel & tourism organizations in the Kingdom of Saudi Arabia.

### **1.2 Study importance**

The importance of the study is highlighted by the significant impact of E-marketing by mobile Apps on the services of travel and tourism organizations, especially in adopting the level of service performance as it represents the essence of the process of senior departments in developing strategies, which are represented in the speed of service delivery and improving its performance to meet the desires and tastes of the tourists.

### **1.3 Study objective**

The study aims at demonstrating the impact of the use of E-marketing by mobile Apps on the level of services of Saudi travel and tourism organizations.

### **1.4 Study hypothesis**

This study seeks to test the following hypothesis:

There is no impact on E-marketing by mobile Apps in terms of providing services to Saudi travel and tourism organizations at a significant level (0.05).

### **1.5 Study population & sample**

The study population consists of all travel and tourism organizations in Al-Kharj governorate. The sample of the workers in these (200) organizations was randomly selected. The responding rate was 100% through the questionnaire form distributed to them. The study questionnaire was distributed to the tourism organizations in Al-Kharj Governorate as described in Table 1.

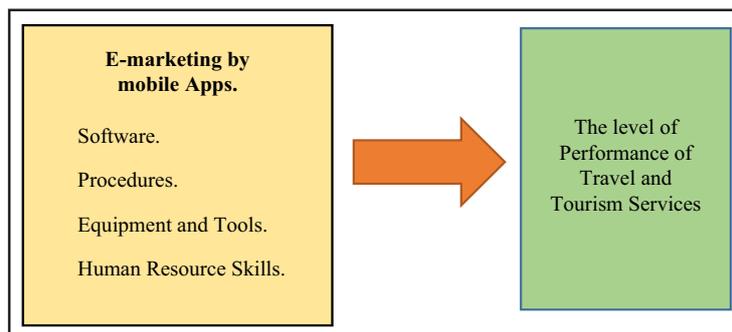
**Table 1.** Distribution of the study sample to travel and tourism organizations in Al-Kharj governorate

N.	Type of Tourism Organization	Sample Size	Ratio
1	Travel Agencies	75	38%
2	Hotels	68	34%
3	Restaurants	37	17%
4	Barks	20	10%
<b>Total</b>		<b>200</b>	<b>100%</b>

### 1.6 Study methodology

The study used the descriptive analytical method through the use of secondary sources of books, research, previous studies and reports and primary data was collected through designing a questionnaire form to cover the study objectives, consisting of a number of axes covering the study objectives, distributed to the study sample consisting of (200) organizations.

### 1.7 Study model



## 2 Literature review

There are some studies, which dealt with tourism marketing in Al-Kharj Governorate, As the study [4] stressed on the importance of E-Marketing methods in improving the quality of tourism services provided to customers. The study [5] also recommended the need to use E-Marketing in order to improve the customer service provided by tourism organizations to their customers in Al-Kharj Governorate. The study [6,7] concluded with the importance of using E-Marketing methods and ways to build a relationship with customers of tourism organizations and provide products, which are capable to keep them for a long time and enhance their loyalty to these organizations. The study [3] also stressed on the importance of using tourist applications associated with E-Marketing and working to provide a clear picture of these services through these applications, booking and payment via them. The study [1] stressed on the importance

of using E-Tourism Marketing in marketing the services of tourism organizations and strengthening long lasting relationship with customers, and the study [2] stressed on the need to diversify ways of marketing tourism services between traditional marketing and E-Marketing methods in order to reach a wide range of tourists. The study [9] stated that the use and application of E-Marketing in tourism activities will lead to the development and progress of tourism services, which in turn contributes to the development and prosperity of the tourism industry as a whole. The study [10] recommended the need to use E-Marketing methods in travel organizations to reach out their customers, expand their activities and build an everlasting relationship with them. The Study [8] found that there is a significant impact on the use of E-Marketing in improving and developing the services of travel and tourism organizations and strengthening a long lasting relationship with their customers. Then gaining a large market share.

Through reviewing the previous studies, most of these studies were conducted elsewhere other than the current study area and dealt with tourism in general. Hence, we find that this study is different from the previous studies, which deals with the impact of the use of E-marketing by mobile Apps on tourism services offered to tourists in travel and tourism organizations in Al-Kharj Governorate, Kingdom of Saudi Arabia.

### 3 Applied study result analysis

#### 3.1 Testing the variables of e-marketing by mobile apps and performing services

The related arithmetic means and standard deviation to the answers of the study sample were determined as follows:

##### 1. Software

**Table 2.** Analysis of the software

N.	Software	Mean	Std. Deviation
1	Tourism organizations rely on software with a global design in the process of providing tourism services.	4.214	1.146
2	The organization uses multi-purpose software to provide good services and follow-up guests.	3.961	1.201
3	The organization uses simple software.	3.458	1.326
4	The organization relies on systems that are expert in the delivery of tourism services.	3.654	1.317
5	The organization benefits from the software used to provide tourism services in the planning and issuing of periodic reports.	4.104	1.231
<b>Total</b>		<b>3.968</b>	<b>1.221</b>

From Table 2, the overall arithmetic mean of the software axis was (3.968), which is larger than the default standard mean (3) and with a standard deviation (1.221).

This indicates that study sample tourism organizations are interested in relying on software for the tourism sector, as evidenced by the various axis paragraphs that support this trend.

## 2. Procedures

**Table 3.** Analysis of the procedures

N.	Procedures	Mean	Std. Deviation
1	Procedures are constantly updated in accordance with the nature of the software.	3.434	1.312
2	The organization provides a software guide.	3.102	1.218
3	The use of IT devices reduces the incidence of evasion of work in the tourism sector.	3.745	1.103
4	The procedures for using marketing IT devices are updated with the development of these devices.	3.544	1.220
5	The use of IT devices provides a state of transparency at work in tourism organizations.	3.712	1.121
<b>Total</b>		<b>3.427</b>	<b>1.305</b>

From Table 3, the overall arithmetic mean of the procedures axis was (3.427), which is larger than the default standard mean (3) and with a standard deviation (1.305). This indicates that study sample tourism organizations rely on procedures, steps and paths, which correspond to E-marketing by mobile Apps procedures and this is illustrated by the various axis paragraphs that support this trend (1.2.3–4.5).

## 3. Equipment & Tools

**Table 4.** Analysis of the equipment & tools

N.	Equipment and Tools	Mean	Std. Deviation
1	The organization has to the use of marketing IT devices to address the work failures, which occur in the tourism sector.	3.022	1.465
2	The organization uses computer devices for tourism services.	3.574	1.320
3	IT devices are used to increase the organization's revenues.	3.442	1.304
4	IT devices ensure the credibility of the work.	3.761	1.213
5	IT devices reduce the time required for hotel work.	3.864	1.104
<b>Total</b>		<b>3.589</b>	<b>1.386</b>

From Table 4, it is clear that the overall arithmetic mean of the equipment axis and performance was (3.589), which is larger than the default standard mean (3) and with a standard deviation (1.386). This indicates that research tourism organizations rely on equipment and tools, which facilitate E-marketing by mobile Apps, as evidenced by the various axis paragraphs that support this trend (1.2.3.4.5).

#### 4. Human resources skills

**Table 5.** Analysis of the human resources skills

N.	Human Resources Skills	Mean	Std. Deviation
1	The organization employs scientifically and practically qualified staff in the use of IT and tourism marketing.	3.447	1.328
2	The use of marketing IT has increased the process of providing services to guests better.	3.458	1.323
3	The organization provides training programs for marketing IT professionals to develop their skills.	3.004	1.237
4	The use of IT devices gives a state of trust among individuals working in the organization.	3.752	1.476
5	IT devices help avoid slowness and lateness in work.	3.622	1.300
<b>Total</b>		<b>3.520</b>	<b>1.372</b>

Table 5 illustrates that the overall arithmetic mean of the human resources skills Axis was (3.520), which is larger than the default standard mean (3) and with a standard deviation of (1.372). This indicates that study sample tourism organizations rely on special skilled human resources to carry out E-Marketing mobile applications tasks, as evidenced by the various axis paragraphs that support this trend (1.2.3.4.5).

#### 3.2 Analysis of the correlation relationship

In order to verify the hypothesis of the correlation between the variables of E-marketing by mobile Apps and the level of service performance in the hospitality industry, the correlation relationship has been studied as follows:

**Table 6.** Analysis of the correlation between the variables of E-marketing by mobile Apps and the level of performance of travel and tourism organizations

N.	Variables	Performance	Significance
1	Software	0.345	0.05
2	Procedures	0.562	0.05
3	Equipment and Tools	0.752	0.05
4	Human Resource Skills	0.647	0.05

The Table 6 illustrates the following: There is a strong correlation at a moral level (0.05) between software and the performance of travel and tourism organizations, with a correlation coefficient value (0.345) illustrating the use of software by tourism organizations in tourism marketing technology. There is a strong correlation at a moral level (0.05) between procedures and the performance of travel and tourism organizations, as the value of the correlation coefficients (0.562) show the use of tourism organizations for procedures in tourism marketing technology. It is also clear that there is a

correlation between a moral level (0.05) between equipment and tools and the performance of travel and tourism organizations, as the value of the correlation coefficient (0.752) shows the use of equipment and equipment by tourism organizations in tourism marketing technology. The previous table also shows that there is a correlation relation between the qualified human resources and the performance of travel and tourism organizations, as the value of the correlation coefficient (0.647) shows that the tourism marketing organizations recruit qualified human resources for marketing technology.

**3.3 Analysis of the impact of the relationship between the variables of E-marketing by mobile apps and the level of performance of services provided by travel and tourism organizations and the testing of the study hypotheses**

**Table 7.** Analysis of the relationship between the variables of E-marketing by mobile apps and the level of performance of tourism and travel services

N.	Variables	F (Calculated)	B (Regression coefficient)	T (Value)
1	Software	1.002	-2.962	35.647
2	Procedures	1.201	-4.327	54.698
3	Equipment and Tools	39.21	9.854	20.431
4	Human Resource Skills	45.652	8.698	39.246

Based on Table 7, the calculated F value is equal to (42.002) and compared to the scheduling value at a moral level (0.05) and since the calculated (F) value is greater than the scheduling value, it accepts the research hypothesis and rejects the dullness. This is because of the impact variable of E-marketing by mobile Apps technology on the service performance provided in travel and tourism organizations using software. The table also illustrates that the calculated (F) value is equal to (40.201) and compared to the scheduling value at a moral level (0.05) and since the calculated (F) value is greater than the scheduling value as the research hypothesis accepted and rejects the dullness. This is because of the changing impact of E-marketing by mobile Apps technology on the service performance provided in travel and tourism organizations using its own procedures. The previous table indicates that the calculated (F) value is equal to (39.21) and compared to the scheduling value at a moral level (0.05) and since the calculated (F) value is greater than the scheduling value, the research accepted the study hypothesis and rejected the dullness. This is because of the impact variable of E-marketing by mobile Apps on the service performance provided in travel and tourism organizations using equipment and equipment used by travel and tourism organizations in Al-Kharj Governorate. It is also clear that the calculated (F) value is equal to (45.652) and compared to the scheduled value at a moral level (0.05) and since the calculated (F) value is greater than the scheduling value. The research accepted the study hypothesis is and rejected the dullness. This is because the impact variable of E-marketing by mobile Apps on the service performance provided in travel and tourism organizations using human resources skills in these organizations.

## 4 Conclusion

Through reviewing the study results and through the analysis of its various axes and testing its hypotheses, we find that the adoption of E-marketing by mobile Apps needs material possibilities and skills of competent human resources as a result of the change in the tastes of tourists and their desires in the tourist markets. There is a strong correlation between hardware, equipment, human resources, software and procedures and the level of performance in travel and tourism organizations in Al-Kharj. Therefore, these organizations must provide the infrastructure with E-marketing by mobile Apps, allowing for the best services between tourism service providers and those in charged for providing them. In addition to work to develop the human resource skills working in these organizations by introducing them with development courses for promoting in a way that contributes to the development of their E-marketing by mobile Apps skills.

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Article submitted 2022-03-01. Resubmitted 2022-04-12. Final acceptance 2022-04-12. Final version published as submitted by the authors.