

THE IMPACT OF HOTEL MARKETING IN IMPLEMENTING SUSTAINABLE TOURISM DEVELOPMENT (STUDY OF A SAMPLE OF TOURISTS IN ERBIL GOVERNORATE)

Dr. Najm Abdulaali Abbas Aboud Aldaamy

Al-Furat Al-Awsat Technical University / Karbala Technical Institute, Iraq

Email: - najim.abbas@atu.edu.iq

Abstract

This study delves into the pivotal role of hotel marketing as an independent variable, sustainable hotel development as a dependent variable, and the interaction of expatriates to form the intellectual and philosophical framework for this study. The study commences with a fundamental question: What is the impact of hotel marketing in implementing sustainable development in hotel institutions in Erbil Governorate? The study aims to achieve the following objectives: to underscore the role of hotel marketing in achieving sustainable hotel development and to illuminate the marketing function as one of the most crucial avenues for implementing sustainable hotel development. (100) questionnaires were randomly distributed to visitors to various hotel establishments in Erbil Governorate, and 90 questionnaires were retrieved from them, indicating that the actual number of the sample for this study is (90) samples.

Keywords tourism development, financial allocations, development opportunities, comprehensive study.

INTRODUCTION

The problem of the study: Tourism institutions suffer for long periods of neglect, weakness in their marketing management, and lack of financial allocations to sustainable tourism development. The fundamental question of this study: What is the impact of hotel marketing in implementing sustainable development in hotel institutions in Erbil Governorate? The researcher tried to answer the following branching questions:

What are hotel marketing and sustainable tourism development?

What is the relationship of hotel marketing to sustainable tourism development?

The significance of this study lies in the vast

potential of Erbil Governorate's hotel institutions. These establishments present ample development opportunities that, if harnessed, can significantly enhance tourism and amplify its contribution to the local and national economy. The development prospects in the tourism sector are intricately linked to hotel activities and tourism marketing across various tourist attractions. Understanding the intricacies of tourism marketing and how the owners of tourism institutions can leverage it is crucial in realizing the role of marketing in achieving sustainable tourism development.

Study hypothesis: The hypothesis can be clarified through:

Null hypothesis H0: Hotel marketing is not applied in sustainable tourism development.

Alternative hypothesis H1: Hotel marketing is applied in sustainable tourism development.

Study approach: The researcher used the descriptive approach based on defining the phenomenon and then studying it as it is in reality, with an accurate description. The field survey approach was also used to represent a comprehensive study, collecting and analyzing the data and information obtained. He also uses data collection and information obtained through questionnaires and designated for that.

Study sample: 100 questionnaires were randomly distributed to visitors to various hotel establishments in Erbil Governorate, and 90 questionnaires were retrieved from them, meaning the actual number of the sample for this study is 90.

Methodological Framework

First: Hotel Marketing

The concept of hotel marketing: Hotel tourism marketing is considered part of general marketing and follows the same marketing principles, but what distinguishes tourism marketing is that it is similar to marketing services and that the characteristics of the tourism product require marketers to have certain determinants and special directions (Al-Bakri, 2007, 13). It is “a management philosophy that embodies hotel tourism demand through research, forecasting, and choosing the appropriate market with the organization’s objectives, thus achieving the greatest return” (Morrison, 1985, 12). Tourism

marketing: “It is all the organized efforts and activities that are performed in thoughtful harmony by all tourism service providers with its various elements or parts, which aim to satisfy the tastes of recipients/tourists or those wishing to engage in tourism in all its forms” (Obaidat, 2000, 18). Tourism marketing: “It does not represent a marketing system or administrative structure, but it is rooted in the existing belief in the necessity of achieving satisfactory tourism revenues and incomes, and a profitable percentage of sales, and this is done by identifying or anticipating the desires and needs of customers in different markets” (Al-Sanwar, 2008, 42).

The procedural definition of hotel tourism marketing: An activity that ensures the flow of tourism goods and services from tourism makers to tourists, in ways that satisfy the tourist’s desires and achieve the organization’s goals.

The importance of marketing: The benefits and importance of marketing indicate its inherent ability to satisfy and satisfy the needs and desires of its beneficiaries (tourists). Marketing, within that, achieves five types of benefits that extend to achieving the survival and continuity of business organizations, and this importance and benefits are achieved to a greater extent through achieving correspondence. And matching the needs and desires of customers/tourists. Otherwise, marketing turns into a processing function only, which is a form of marketing myopia. The general benefits and importance that marketing achieves can be presented in the following table:

Table No. (1): Benefits and importance of marketing

The content of these benefits	Benefits achieved from marketing
The importance and added value of marketing achieved from the flow of information between participants in marketing and the beneficiaries (tourists) of its activities.	Information benefit
The importance and value of marketing gained from customer/tourist ownership of products, including goods and services.	Possession benefit
The importance and value of marketing achieved from products of goods and services where they are needed.	Spatial utility
The importance and value of marketing achieved from products,	Temporal benefit

including goods and services, at the time of need.	
The importance and value of marketing created by the formation of raw materials and components of products, including goods and services.	Formal benefit

Source: Suwaidan, Nizam Musa, Contemporary Marketing, Dar Al-Hamid, Jordan, 2009, p. 31.

The importance of marketing appears in (Barsim, 2019, p. 58):

- 1- Developing skills and abilities through creative thinking and social interaction.
- 2- Linking the accumulated old experiences with the lack of resources supports marketing operations.
- 3- Marketing is a link between the management of the tourism institution, the community, and other institutions that deal with it.
- 4- Marketing is the source of increasing competitiveness through quickly introducing new tourism products, reducing production costs, and thus increasing capital/returns.
- 5- Marketing aims to improve customer/tourist service by adapting to his current and future needs and desires and working to satisfy them.
- 6—Marketing improves the productivity of tourism institutions, enabling them to achieve superiority over competitors by providing high-quality service and reasonable prices that work to gain customer/tourist satisfaction.

Marketing objectives: There are some objectives for tourism marketing, which are (Al-Sarabi, 2018, p. 11):

- 1- Knowing the tourist: knowing him, discovering his motivations, needs, and desires, and analyzing the essential elements that affect the potential of the tourist market (supply and demand), that is, arriving at knowledge of the type of services that tourists request, and the prices that are compatible with their capabilities and circumstances.
- 2—Satisfying tourists: Marketing is considered a process of satisfying the tourist and meeting his needs, as the fundamental goal of providing tourist services is to satisfy the tourist. Every institution thinks about its survival and continuity by working to satisfy the consumer/customer. Through marketing, the tourist gets quality services at high

and well-thought-out prices that meet his needs and tastes.

3- Achieving profits: One of the goals of tourism marketing is for the organization to achieve profits, even on the long or medium level, by developing marketing plans that enable the tourism organization to achieve a profit that enables it to repeat the production cycle.

4—Outperforming the competition: One of the most prominent goals of tourism marketing is to develop strategic marketing plans that enable the organization to outperform the competition by acquiring and maintaining a large market share, exploiting all available opportunities, and avoiding risks.

5- Organizing the work of tourism institutions: Tourism institutions that adopt marketing as a philosophy find that they are more structurally organized through optimal exploitation of all their material and human capabilities at the lowest cost and in the most effective, efficient, and cost-effective manner.

6—Making the operational economy possible: through the optimal exploitation of resources, because marketing based on a sound appreciation of the needs, expectations, and desires of tourists makes it easy to organize the work and activities of tourism institutions in a manner commensurate with that by making resource management and tourism supply commensurate with demand, and this reduces non-optimal exploitation of resources.

7- Projecting a clear image: Through the principles of proper tourism marketing, it is possible to create or eliminate impressions among tourists in the target markets and thereby achieve a clear image of these tourist destinations.

Areas of marketing application: The areas of marketing application that marketing targets with its philosophy and activities are many and varied, and this is by the developments that its concept and

applications have known, the most important of which are evident in the following (Kotler, 2013, pp. 8-14):

1- Material goods: These are durable goods that are mainly linked to the well-being of the individual/tourist and non-durable goods related to the daily life of the individual/tourist, such as food, food, and drink.

2- Services: They are the intangible and invisible aspects of service products that are mainly related to aspects of the individual/tourist's well-being, such as health, travel, tourism, and transportation, and they also represent the technical aspects of the conduct of life such as judicial services, health services, education, technical research...etc.

3—Demonstrations: They are gatherings of a cultural, scientific, entertainment, and tourism nature with a wide resonance, such as tourist trips, festivals, forums, seminars, conferences, production, and consumer demonstrations... etc. of a scientific, entertainment, and tourism nature, where the role of marketing is highlighted. The field is studying the target audience/tourists for these activities and planning the steps to establish them to attract and accommodate the most significant number of targeted targets/tourists.

4—Individuals: The marketing trend related to individuals is the marketing of fame, whether for an economic, political, or social goal. A new interest has also emerged within this trend, which seeks to establish good relations between members of society through marketing opinion-holders and social, cultural, and athletic role models. It is currently one of the most important concerns in marketing for individuals.

5—Skills: Marketing is the embodied aspect of marketing new skills and ideas. Its goal is to create behavioral, interactive, and living patterns that were not known and innovative to create an activity that is more popular than before, as happens in innovative marketing activities.

6—Places: One of the most important concerns of marketing is defaming places, including various tourist areas, factories, residences, real estate, and

environmental areas. Economists specializing in sustainable development, real estate agents, advertising agencies, and public relations are among the most important marketing people relied upon in this field.

7- Ownership: Ownership refers, according to a legal concept, to an intangible right on the movable or immovable side, such as manufacturing rights, advertising rights, rights to a specific recipe, a specific service, an innovation, or a specific tourist destination. Currently, ownership is bought and sold and is subject to marketing activity. According to generally accepted principles and a specific fee for buying and selling, and the marketing approach embodied by that, we mention the marketing of movable properties (real estate agencies, hotels, restaurants) and immovable properties such as buying and selling technical patents.

Second: Sustainable tourism development

Sustainable tourism development: Tourism development has a special role in confronting many of the challenges that tourism activities suffer from, such as directing investments to unproductive operations due to the tendency of capitalists to move away from investing their money in productive projects for long-term development goals, so they do not tend to open new areas. In investing in the industrial and agricultural sector, they prefer quick profits from sales, brokerage, and speculation in real estate, or storing goods and exploiting the market need (Dabas, 2007, 744). Sustainable tourism development: "It is the improvement and expansion of tourism services and their needs. Tourism development requires the intervention of tourism planning as a scientific method that aims to achieve the greatest possible amount of tourism growth at the lowest possible cost and in the shortest possible time" (Othman, 2004, 45). The procedural definition of sustainable tourism development: "The procedural definition of sustainable development: "Development that works to rationalize, protect and develop tourism resources through good use in the present time to provide benefit for the future time."

Table No. (2): Comparison between traditional tourism development and sustainable tourism development

Sustainable tourism development	Traditional tourism development	Comparison element
Development takes place in stages	Rapid development	General concepts
It has certain limits and capacity	It has no limits	
Long term	Short term	
Kif tourism	Quantum tourism	
Managing development processes through local people	Managing the development process from abroad	
Planning first, then development later	Development without planning	Development strategies
Integrated comprehensive planning	Partial planning of separate sectors	
Taking into account environmental conditions in construction and land planning	Focus on creating vacation units	
Local architectural styles	Traditional urban buildings	
Plan programs based on the concept of sustainability	Project planning programs	
Movement of individuals and small groups	Heavy groups and numbers of tourists	Tourist specifications
Long periods of stay	Short stays	
Sobriety and calm in performance	Noise and annoying sounds	
The possibility of visiting the place again	Mostly one visit to the place	
High level of education and culture	Different cultural levels	

Source: Iraqi, Muhammad Ibrahim, and Atallah, Farouk Abdel Nabi, Sustainable Tourism Development in the Republic of Egypt, Alexandria Tourism Workshop, Higher Institute for Tourism and Hotels, 2017, p. 5.

The importance of sustainable tourism development: The importance of sustainable tourism development stems originally from the excellence of the local community as a social entity that can be relied upon to cross into comprehensive or national development that serves the local community and tourists and is of assistance and service credibility for future generations to come. Sustainable tourism development helps in coordinating efforts for the good. Geographic, touristic, functional, economic, social, touristic, and at various levels as a bridge between efforts to serve all (Shawqi, 1982, 55). Sustainable tourism development can also be viewed as a process to encourage taking steps that make material and spiritual life more beneficial, and to identify aspects of society and its problems and the extent of its potential that can be harnessed

and used to treat and solve these problems, and thus enrich national perceptions when planning development. Comprehensive tourism (Abdel Latif, 2011, 89).

Dimensions of sustainable tourism development: Sustainable tourism development consists of main dimensions, which are (Farid, 2008, 12):

1- The economic dimension: This dimension is manifested by increasing the economic well-being of society to the maximum possible extent and eliminating poverty and unemployment through the use and exploitation of various natural, environmental and other resources for optimal growth and high efficiency.

2- The social dimension: This dimension is reflected in the relationship between nature and humans, and in promoting the well-being of local

residents and tourists, and improving access to basic health, educational, recreational and tourism services, while fulfilling the minimum standards of security and tranquility, and respecting human and minority rights. It also refers to the development of Different cultures, coexistence with them, receiving them as tourists in attractive destinations, diversity and religious pluralism, and the real participation of the grassroots in making decisions.

3- The environmental/ecological dimension: This dimension is manifested by preserving the material and biological resource base of the environment, ecosystems, and protecting, respecting and advancing the environment.

Field study

General characteristics of the sample, field of study: The characteristics of the sample, field of study, were classified as follows:

1. Gender: The percentage of males among visitors

to various tourist establishments in Erbil is (70) sampled (77.8%). The percentage of females was lower by (20) samples, or by (22.2%). This indicates that most tourists are male, and the percentage of females is small among tourists in tourism institutions in Erbil Governorate.

2. Age group: The percentage of tourists from (18) to (30) years in various tourism institutions in Erbil is (49) and (54.4%). The percentage of tourists in establishments from (31) to (45) years old was lower by (37) samples, or by (41.1%). The percentage of (46) and above was (4) samples and a percentage of (4.5%). This indicates that most tourists are young people, and the ratio of middle-aged to older adults is small among tourists in tourist institutions in Erbil Governorate. This is because tourism activities require young people due to the nature of the work and the effort and staying up late in it.

Table No. (3) Sample characteristics, field of study

Percentage	Number	Change	Class
%77,8	70	Male	Gender
%22,2	20	Female	
%100	90	Total	
%54,4	49	From 18 to 30 years	Age group
%41,1	37	From 31 to 45 years	
%4,5	4	From 46 and above	
%100	90	Total	

Descriptive statistical analysis of the questionnaire for the independent variable (Hotel Marketing)

Table No. (4): Results of collecting the opinions of the study sample about the tourism marketing mix

Standard Deviation	SMA	Tourism Marketing Mix
1,20	2,48	General average about the tourism marketing mix

The previous tables showed that the sample area of study had a positive trend in all questions related to the independent variable (marketing) and related to the "tourism marketing mix," as the overall arithmetic mean reached (2.48), which falls between (1.8) and less than (2.60).) It also falls within the second category of five-point Likert categories. This is the category that indicates the degree of agree, which confirms the agreement and satisfaction of the majority of the sample members

in the field of study on the necessity of these matters in tourism marketing. This is confirmed by the standard deviation, as it shows the degree and percentage of convergence in the answers of the sample members in the field of study, as the general deviation percentage reached (1.20), which is considered a fairly good percentage.

Descriptive statistical analysis of the questionnaire for the dependent variable (sustainable tourism development Y)

Table No. (5): Results of collecting the opinions of the study sample on sustainable tourism development

Standard Deviation	SMA	Sustainable tourism development
1,151	2,62	General average on sustainable tourism development

The previous tables show that the trend of the study sample, the field of study, is positive in the direction of all questions related to the dependent variable, sustainable tourism development, as the overall arithmetic mean reached (2.62), which falls between (2.60) and less than (3.40). It also falls within the third category, which is a five-point Likert category. It is the category that indicates a degree of neutrality, confirming non-marketing workers' lack of knowledge in implementing sustainable tourism development. The standard deviation confirms this, as it shows the degree and percentage of convergence in the answers of the

sample members in the field of study, where the general deviation percentage reached (0.542), a percentage considered average.

The correlation between the study variables:

The linear correlation coefficient between marketing and sustainable tourism development is (0.681), where marketing contributes (46.3%) to the application of tourism development. The remaining percentage (53.7%) is affected by other factors, which we should have included in this study based on its location, which differs from the subject of this study. It is as follows:

Table No. (6): Linear correlation between the independent variable and the dependent variable

Error Estimation	Corrected Coefficient of Determination	The Coefficient of Determination	Correlation Coefficient
------------------	--	----------------------------------	-------------------------

0,293	0,451	0,463	0,681
-------	-------	-------	-------

The study starts from the main hypothesis: Tourism marketing has a major and effective role in implementing sustainable tourism development. Therefore, the following two hypotheses can be applied:

Null hypothesis H0: Tourism marketing is not applied in sustainable tourism development $\alpha=5\%$.

Alternative hypothesis H1: Tourism marketing is applied in sustainable tourism development $\alpha=5\%$

Table No. (7): Analysis of variance of the regression line

Significance level sig.	Calculated F value	Mean squares	Degree of criticality	Sum of squares	Source of variance
0,000	37,122	3,181	1	3,181	Regression
		0,086	43	3,685	The error
			44	6,866	sum

Through the previous table, we conclude that there is an effect of marketing at the significance level of $\text{sig} = 0,000$, less than the significance level of $\alpha = 5\%$, and therefore we reject the null hypothesis that assumes that tourism marketing is not applied in sustainable tourism development. We accept the alternative hypothesis that confirms the possibility of applying tourism marketing in sustainable tourism development.

Table No. (8): Results of regression line coefficient values

Significance Level Sig.	T	Standardized Transactions	Unspecified Transactions		Model
		Home	Standard Error	B	
0,000	5,700	0,681	0,336	1,918	Fixed
0,000	6,093		0,085	0,516	The First Axis

According to the results, the value of the constant is 1.918, which represents a from the straight line treatment: $Y=a+bx_1$

When studying the sig value of the independent marketing axis, we find that it is significant at (0.000), less than the significance level (0.05). Therefore, we reject the null hypothesis H0 and accept the alternative hypothesis H1, so the regression equation initially becomes as follows: $Y= 1,198 + 0.516 x$

Therefore, “we conclude the importance of the role of marketing in applying sustainable tourism

development through the presence of a strong direct correlation between the independent variable and the dependent variable, that is, the greater the consistency and integration of marketing, the more sustainable tourism development is implemented.”

CONCLUSIONS

Several conclusions emerged from the current study, which are:

1. There is a difference between the tourist commodity, the tourism product, and other material goods. Regarding marketing, the scientific

foundations are the same for the two commodities because marketing seeks different benefits and increases demand.

2. The procedural activity of tourism marketing would ensure the flow of tourism goods and services from tourism makers to tourists in ways that meet the tourist's desires and achieve the organization's goals.

3. The nature of sustainable tourism development is "development that works to rationalize, protect and develop tourism resources through good use in the present time to provide benefit for the future time."

4. Sustainable tourism development works to achieve balanced tourism growth, which strengthens tourism, maintains the development of the country's share of tourism markets in the face of international competition, and significantly increases total tourism income.

5. The role of marketing is of great importance in the application of sustainable tourism development, as there is a strong direct correlation between the independent variable and the dependent variable. That is, the greater the consistency and integration of marketing, the more sustainable tourism development is implemented.

6. The field study conducted through a questionnaire confirms the influential role of marketing in implementing sustainable tourism development.

RECOMMENDATIONS

After explaining the theoretical chapters and the practical chapter, we recommend the following:

1. To create a sustainable tourism industry, develop the level of services in various tourism sectors, including transportation, accommodation, food, logistical support, and an experienced tourist guide.

2. Employing specialized human cadres in tourism professions in hotel reception, tourist guidance, hotel management, kitchen, and management.

3. Training human cadres in the tourism sector to increase their potential and skill capabilities.

4. Paying attention to knowing the needs and

desires that concern tourists so that the task of the marketing department is to provide information and develop appropriate service programs.

5. Working to develop sustainable tourism development in the governorate through diversifying tourism marketing methods to create the most significant amount of tourism demand.

6. Raising the levels of tourism marketing to the highest international standards to achieve sustainable tourism development.

REFERENCES

1. Barsim, Maha Arif, Strategic Leadership (Contemporary et al.), Dar Al-Ayyam for Publishing and Distribution, Amman, 2019 AD.

2. Al-Bakri, Fouada Abdel Moneim, Tourism Marketing and Planning Promotional Campaigns, World of Books, Cairo, 2007 AD.

3. Shawqi, Abdel Moneim, Community Development and Organization, Arab Renaissance House, Beirut, 1982 AD.

4. Abdel Latif, Rashad Ahmed, Local Development, Alexandria, Dar Al Wafaa for the World of Printing and Publishing, 2011 AD.

5. Obaidat, M., Tourism Marketing, W. Publishing House, Amman, (2000). AD.

6. Othman, Ghoneim Muhammad, Tourism Planning and Development, Jordan, (2004). AD.

7. Swaidan, M. S., Contemporary Marketing, Dar Al-Hamid, Jordan, (2009). AD.

8. Al-Nsour, Iyad Abdel Fattah, Foundations of Marketing Medical Tourism Services (A Conceptual Introduction), Al-Safaa Publishing House, Amman, 2008 AD.

9. Periodicals and magazines

10. Dabas, Yousry, Tourism, and Society (Study and Research in the Anthropology of Tourism), Tourism and Museum Studies and Research Series, Egyptian Forum for Creativity and Development, Alexandria, 2007 AD.

11. Iraqi, Muhammad Ibrahim, and Atallah, Farouk Abdel Nabi, Sustainable Tourism Development in the Republic of Egypt, Alexandria Tourism Workshop, Higher Institute for Tourism and

THE USA JOURNALS

THE AMERICAN JOURNAL OF INTERDISCIPLINARY INNOVATIONS AND RESEARCH (ISSN- 2642-7478)

VOLUME 06 ISSUE03

Hotels, 2017 AD.

12. Farid Baddache, Le Développement Durable, Groupe Engrolles, Paris, 2008.

13. Morrison, A 'the tourism system; AN

Introductory text' prentice.Hall International 1985.

14. P-Kotler et al., Marketing Management, 12 editions of Pearson Education, Paris 2013.