



The Effectives of E-Marketing on Travel Agencies

A study applied in Turkish Airline and Iraqi airways Offices in Erbil.

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Research Methodology

▶ Research Problem

Traveling companies and agencies in Erbil in order to compete business and tourism industry may face challenges if they not able to use and take advantages from e-marketing and commerce sufficiently and effectively. The research will examine the roles of e-marketing and challenges in this aspect.

▶ Reaserch Importance

will establish sufficient strategies to gain competitive advantages in the travel industry.

▶ Research Objectives

This research sought to establish the influence of e-marketing on the travelling agencies in Erbil

Which framed as follows:

- To study the impact of e-marketing on tourism industry
- To understand the opportunities prevailing e-traveling industry
- To determine the challenges in e-tourism
- To find out market trends through e-commerce

Research Methodology

► Research Method

- **Primary data:** structured survey questionnaire by distributing them in some traveling companies and agencies .
- **Secondary data:** this will be collecting data from different sources such as books, articles reports.

○ Research Hypothesis :

H0: There is a significant relationship between the online marketing and quality of the tourism services among the travel and tourism companies in Erbil.

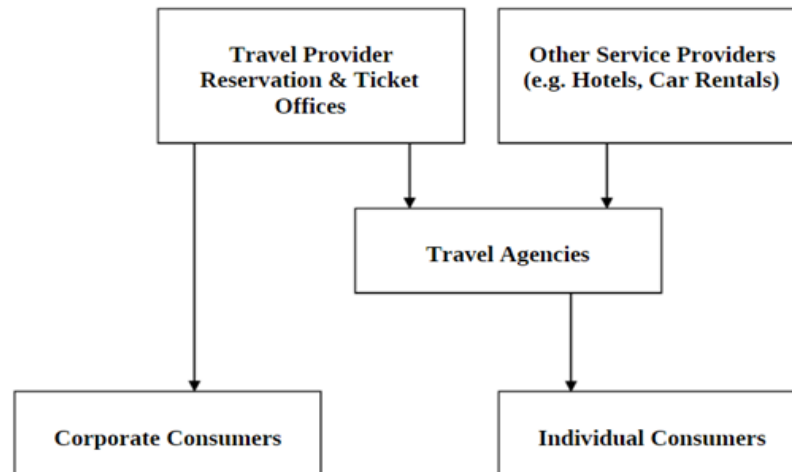
H1: There is no a significant relationship between the online marketing and quality of the tourism services among the travel and tourism companies in Erbil.

literature review

► literature review

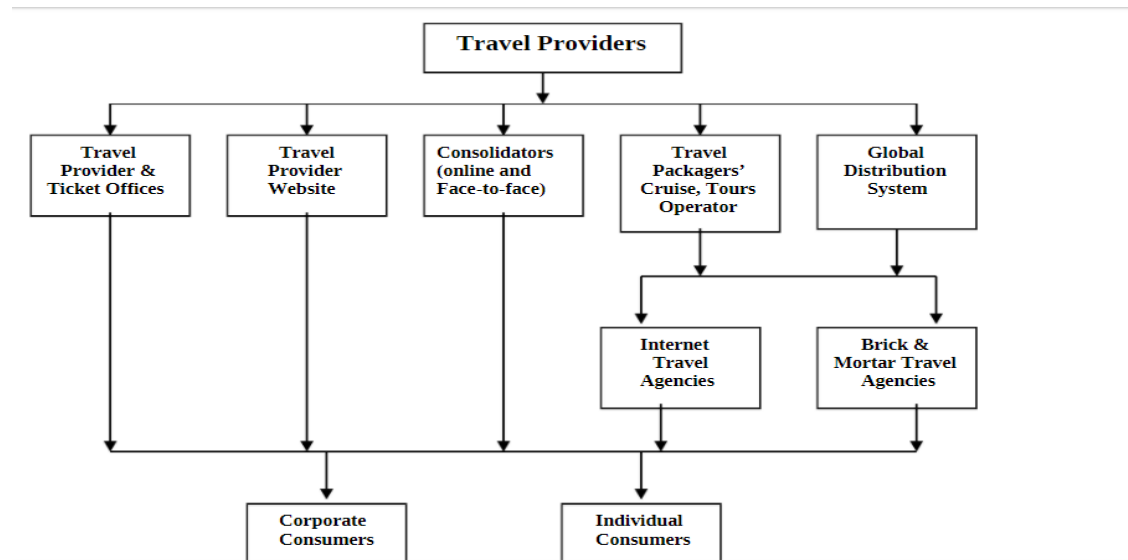
Barkley et al. (2007) broadly defined e-commerce as “marketing, selling and buying over the Internet (e-tailing), business-to-business electronic data interchange (EDI), conducting research and seeking information, emailing and computer faxing, internal information networks for employees and ensuring the security of on-line transactions and information transfers.” E-commerce is used not only for buying and selling but also for a wide range of pre-sales efforts (Gunasekaran and Ngai, 2005). Yuan et al. (2003) used the number of years an organization has used internet applications and the number of internet applications an organization uses to define e-commerce use.

► History of Information Technology Changes in the Tourism and Travel Industry



literature review

► History of Travel and Tourism Industry



► The impact of tourism e-commerce on the development of Tourism

Tourism e-commerce has greatly enriched the domestic tourism development direction, and in the development of tourism e-commerce speed up, the domestic tourism industry also ushered in many opportunities.

literature review

▶ Consumer Behavior

Travel was the top category in terms of spending for all products purchased online, and it was growing. Online travel agencies were booking half of the leisure and unmanaged business, but travel providers (air, hotel, and car) were fighting hard to hold their market share.

▶ Business Traveler

In the fast pace world of business, minutes are spent like currency. The business world moves with lightning fast pace. Business travelers continue to work from the time they leave their office, while waiting at the airport, while sitting in a taxi cab or lounging in their hotel rooms. Many hotel and airport venues offer wireless or high-speed Internet connection for customers.

▶ Industry Behavior

The opportunity for online, traditional travel and tourism agents comes from both the group of consumers who enjoy being served those who prefer the one-stop-shop approach as well as consumers who prefer the “do it yourself” method.

literature review

▶ Customer Relationships

Customer relationships have become the key to success in the increasingly commoditized travel and tourism industry. Simple tools take your departure, origin and destination preferences. With one click of button, the lowest fare is found.

▶ Latest Innovation

Besides the Internet, other technology gadgets, like GPS, mobile phone, smart phone and hand held, have improved consumers' travel and tourism experiences. Travelers use GPS systems to easily obtain directions, information about local businesses and familiarization of current locations.

▶ Challenges

There are a few challenges for E-commerce in the travel industry. The challenge for airlines, in common with other businesses, is to offer a consistent customer experience across channels. Customers shopping on an airline Web site expect the same level of service that they would get through a travel agent. Customers buying airline tickets via a third-party Web site, such as Travelocity, expect the same sort of treatment, including recognition of frequent flier privileges. Offline travel agent businesses have been shut down by web operations. There hasn't been the meltdown that was predicted at the height of the Internet business boom.

literature review

► Globalization

International and domestic travel is booming in emerging countries. Many developing countries that entered World Trade Organization (WTO) have expanded their international travel policy. Many citizens in those countries are allowed to travel internationally with required travel documents.

► Future Trends

Information technology will support the inclusion of additional competitors including small start-up companies. Online maps will take you on tours and offer trip planning services if you like what you experience online. The online experiences will drive consumers to spend money to travel to remote locations. Travel and Tourism Industry leaders will adopt successful strategic tourism management skills by finding better ways to utilize information technology to provide value added services to consumer.

literature review

► Tourism IT System Trends

The emerging business scenario is based on flexible network structures and increasing consumer integration. If one adds the tourist life cycle, taking into consideration the mobility of travelers, one can link the respective tourist phases with company processes (see Figure 2). Processes obviously cross company borders, leading to distributed B2B2C applications, supporting both company cooperation as well as mobile communication with consumers. Technology based on a common pervasive infrastructure will become transparent, or invisible to the consumer, and information will be available at home, work, and during travel. In such a scenario IT system should:

- Support heterogeneous data formats and business functions as well as distributed data sources. Such systems must account for different types of participating entities, with their functional differences;
- Be scalable and open with regard to geographical and functional extensions. They will support the entire consumer life cycle and all business phases;
- Enable full autonomy of the respective participants but enhance cooperative behavior, providing sophisticated tools for suppliers as well as dynamic network configurations;
- Integrate mobile and fixed services, enabling multichannel access to services provided by the various players;
- Support attentive user interfaces and personalization through extensive exploitation of user modeling, taking into consideration user behavior and cognition as well as emotional aspects.

literature review

► E-Marketing strategies

E-marketing is traditional marketing using information technology but with increased efficiency in established marketing functions (Strauss et al, 2008). E-marketing is a company's efforts to inform buyers, communicate, promote and sell its products and services over the Internet (Kotler and Keller 2000). E-marketing reaches far beyond the web. Many e-marketing technologies exist including software and hardware used in customer relationship management and supply chain management, The internet is changing the way organizations sell products and services. Consumers now use the Internet to research and purchase products and services online. The e-marketing mix considers the elements of presenting the marketing mix online. marketing encompasses: e-product, e-price, e-place and e-promotion, e-processes, people and e-physical evidence.

► E-Product

To capitalize on e-marketing opportunities, marketers must make five general product decisions that comprise its bundle of benefits to meet customer needs: attribute, branding, support services, labeling and packaging (Strauss et al, 2008).

literature review

▶ E-Pricing

Price is the amount of money and/or other items with utility needed to acquire a product or service. As an allocator of resources, price determines what will be produced and who will get the goods and services provided (Stanton, et al, 1994). Price affects a firm's competitive position and its market share hence has a considerable bearing on a company's revenues and net profits Traditionally.

▶ E-promotion

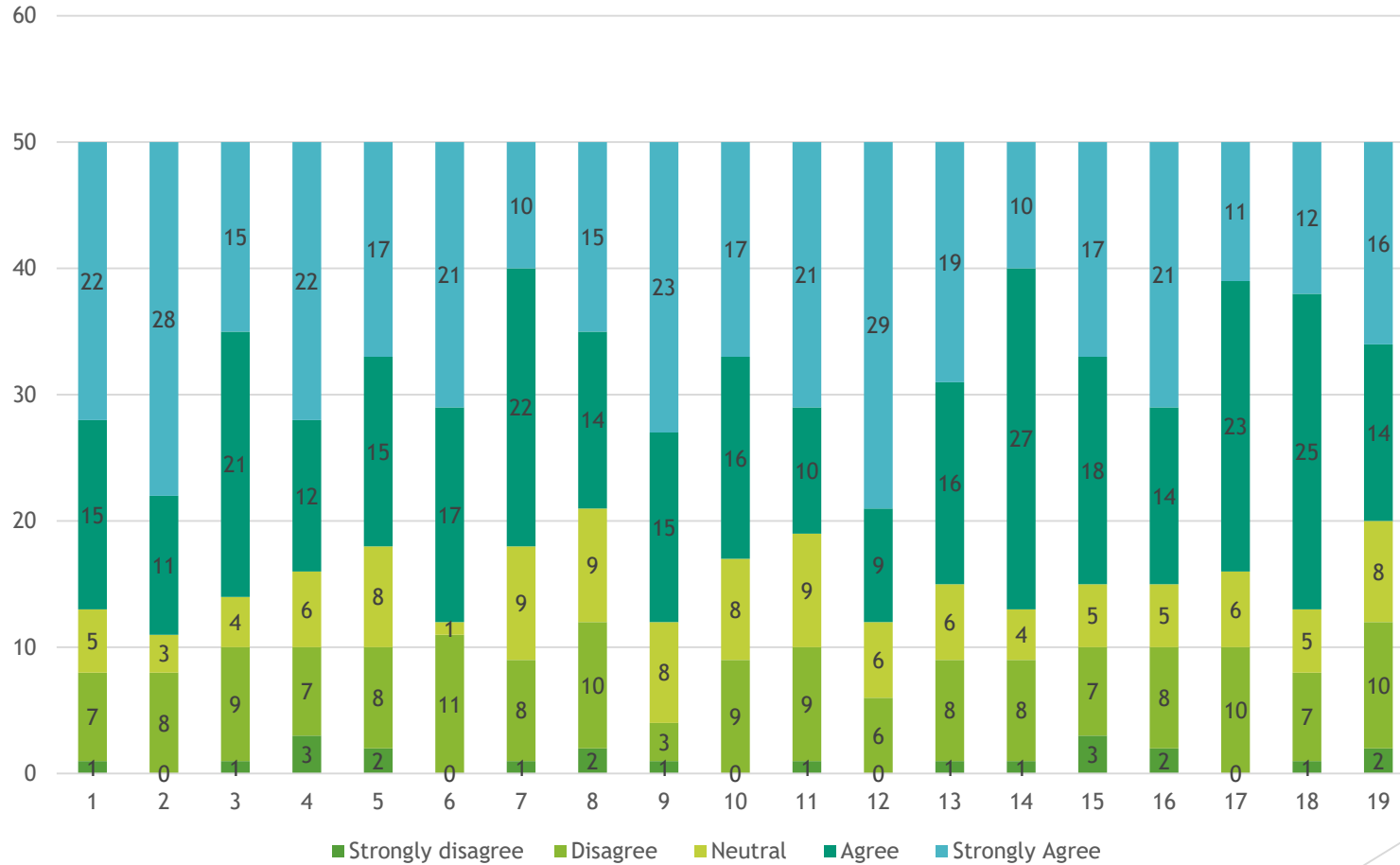
The Internet enhances promotional coordination among intermediaries. Promoting products and services online is concerned with a number of issues. Firms e-mail ads and other materials to each other.

▶ E-Process

Process is another element of the 7Ps of services marketing mix. Process is referred to the procedures, mechanisms and flow of activities by which the service is delivered i.e. the service delivery and operating systems.

RESEARCH METHODOLOGY AND RESULTS

Descriptive Statistics according to a measure of Likert



RESEARCH METHODOLOGY AND RESULTS

► Hypotheses Development

For this research, the main purpose is to examine investigate the relationship between online marketing and quality of the tourism services among the travel and tourism companies in Erbil. The objective of this study is to investigate the relationship between investigate the relationship between online marketing and quality of the tourism services among the travel and tourism companies in Erbil. The research framework was formulated based on a reviewing relevant literature. Consequently, the following research hypotheses were formulated for empirical investigation.

H0: There is a significant relationship between the online marketing and quality of the tourism services among the travel and tourism companies in Erbil.

H1: There is no a significant relationship between the online marketing and quality of the tourism services among the travel and tourism companies in Erbil.

► Operational Definition and Measurement

The operational definition of the variables or constructs in this research is based on the research framework which is the independent variables and dependent variable. Items for the questionnaire were measured based on five points Likert: 1= strongly disagree, 2= disagree, 3= not sure or natural, 4= agree, 5=strongly agree.

RESEARCH METHODOLOGY AND RESULTS

► Research Population

A research population is generally a large collection of individuals or objects that the research wants to analysis in order to get the output. In this study, a survey was carried out amongst the travel and tourism companies in Erbil based on the directory from Tourism Ministry in Kurdistan. According to the information from the Tourism Ministry, there are 238 companies for the travel and tourism in Erbil.

► Data Analysis Methods

Data analysis is considered as a crucial part of the research methodology. This is because by conducting the analysis on the data, it will become useful information that can help the researchers to test their hypotheses. Besides, data analysis also can help the researchers to transform the data into meaning diagrams that can give a clear explanation.

All the data have been analysis by using Statistical Package for the Social Sciences (SPSS) version 19.0. Generally, the analysis techniques that are used include descriptive and inferential data analysis.

RESEARCH METHODOLOGY AND RESULTS

► Descriptive Statistics

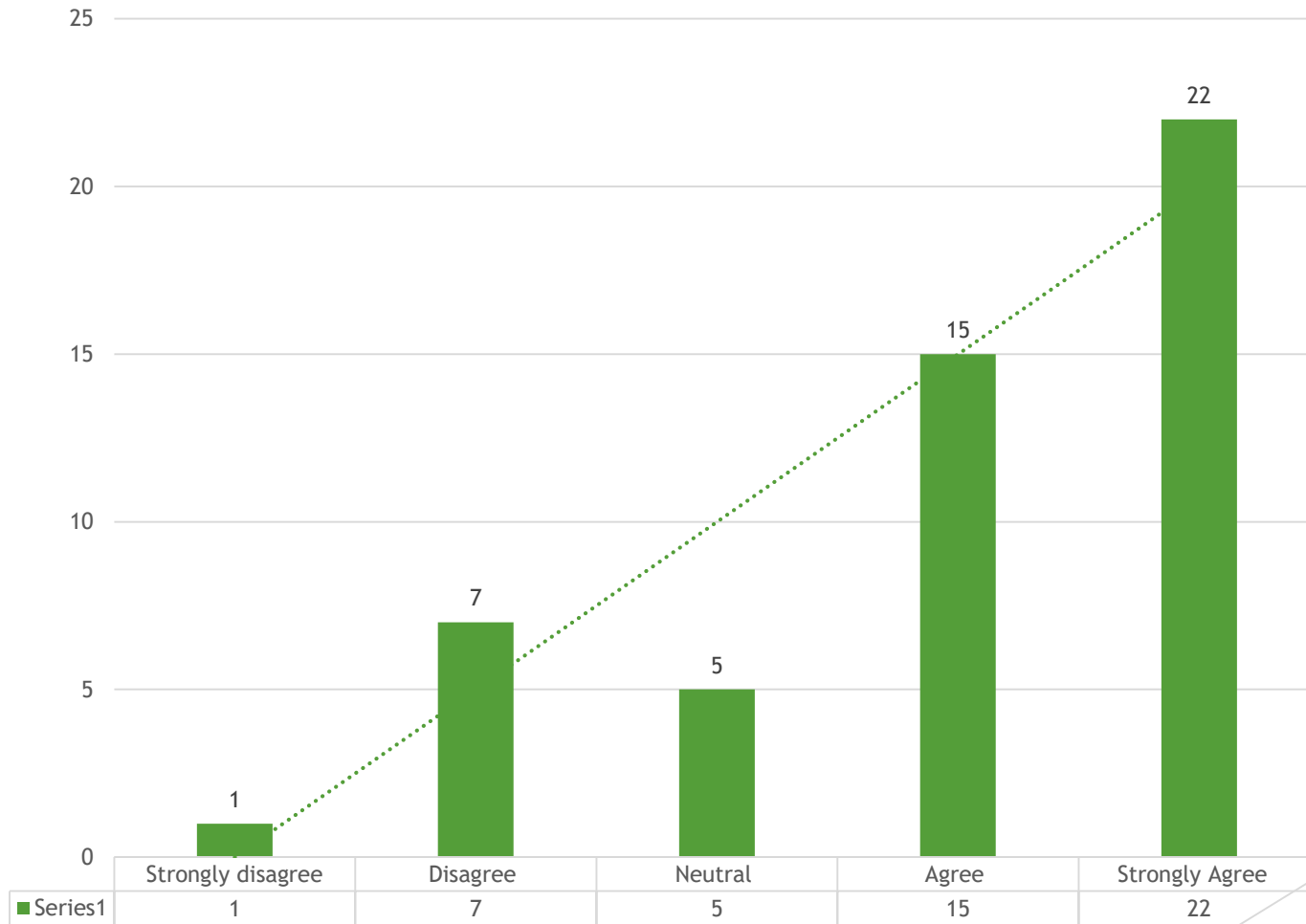
Descriptive statistics was used in data analysis to describe and summarize the data to become meaningful. Generally, there are three things that used in descriptive statistics to analysis of the variable. In this study, frequency distribution will use to analysis the variable. In term of the central tendency, there are three parts that involved mean, and standard deviation was be used to test the relationship of the variable. If the standard deviation is high, the accuracy of the data is low.

Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1. Modern means of communication contribute to the speed of service delivery	1	7	5	15	22
2. the method of internet marketing helps to improve in quality of service.	0	8	3	11	28
3. The internet reduces time.	1	9	4	21	15
4. Booking information is completed by High efficiency via internet	3	7	6	12	22
5. The use of modern means of communication reduces costs	2	8	8	15	17
6. The internet works directly with companies and customers worldwide	0	11	1	17	21
7. Communicate through internet facilitates operations accurately	1	8	9	22	10
8. The online companies offer a better tourism service	2	10	9	14	15
9. Travel service can be advertised well on the internet	1	3	8	15	23
10. The service can be marketed to customers online without an intermediary	0	9	8	16	17

11. Online marketing contributes to an interactive relationship between the customer and the company	1	9	9	10	21
12. Availability of physical and human requirements helps online marketing serve customers electronically	0	6	6	9	29
13. There are technical settings that prevent using modern means of communication	1	8	6	16	19
14. The availability of electronic means of communication contributes to the marketing of electronic service	1	8	4	27	10
15. There are legal limitations to their online marketing applications	3	7	5	18	17
16. The Internet service provides communication and marketing services to worldwide countries	2	8	5	14	21
17. Providing service through Modron means of communication is faster with international companies	0	10	6	23	11
18. Reservations are made and confirmed online more quickly and accurately	1	7	5	25	12
19. The specialized workforce contributes to the marketing of electronic services	2	10	8	14	16

RESEARCH METHODOLOGY AND RESULTS

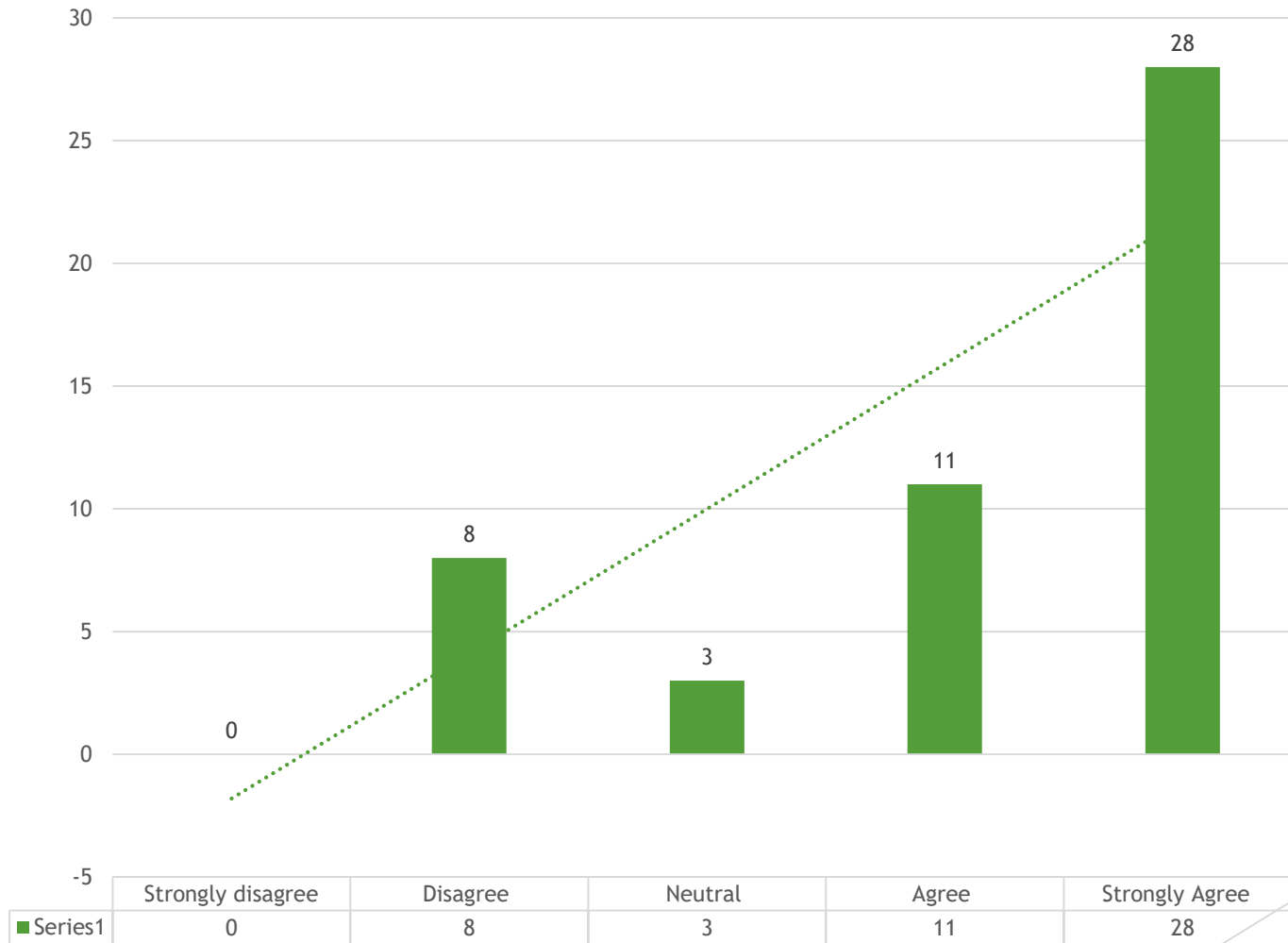
Figure 3.2 Descriptive Statistics for Q1



Modern means of communication contribute to the speed of service delivery

RESEARCH METHODOLOGY AND RESULTS

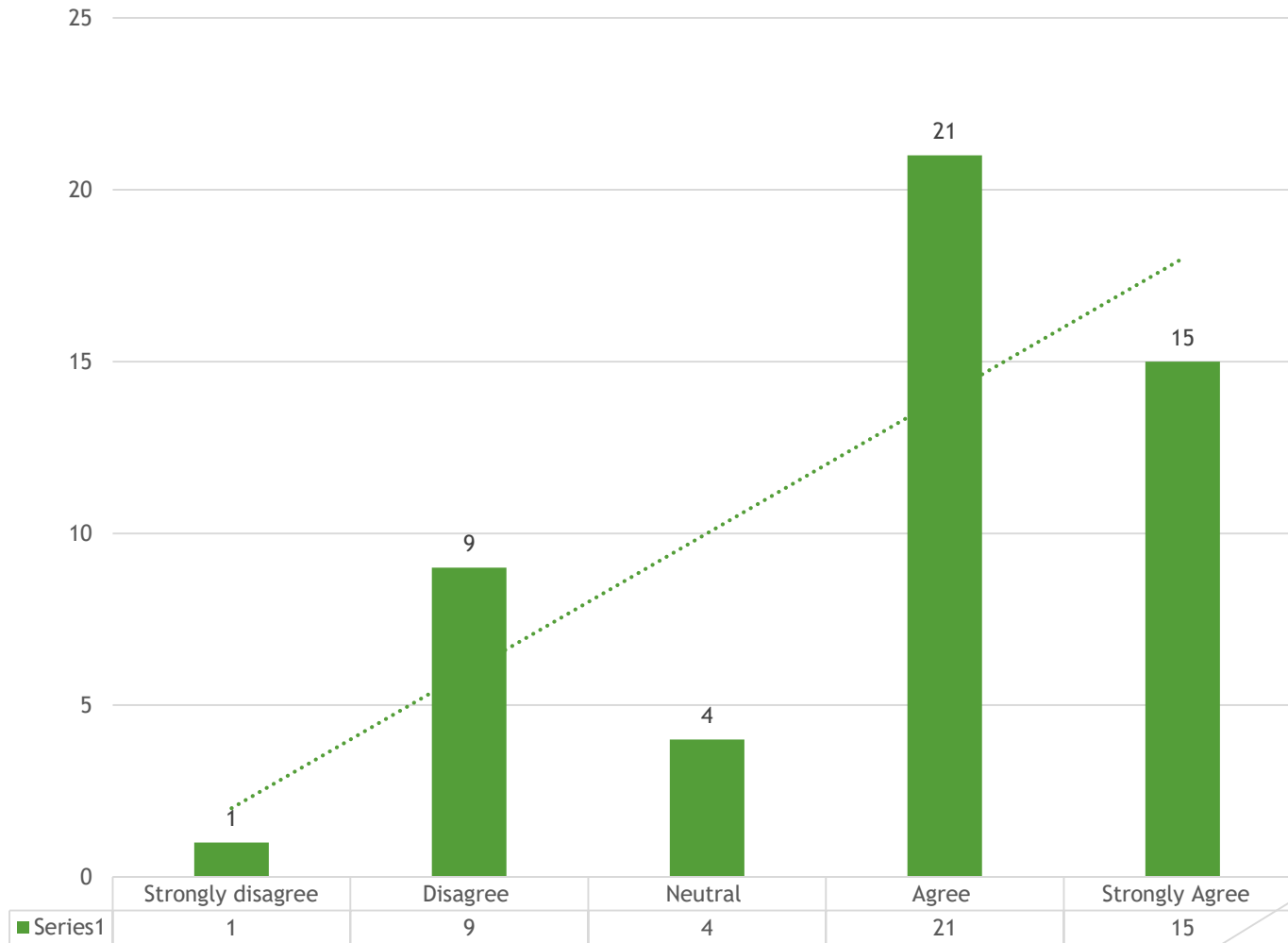
Figure 3.3 Descriptive Statistics for Q2



The method of internet marketing helps to improve in quality of service.

RESEARCH METHODOLOGY AND RESULTS

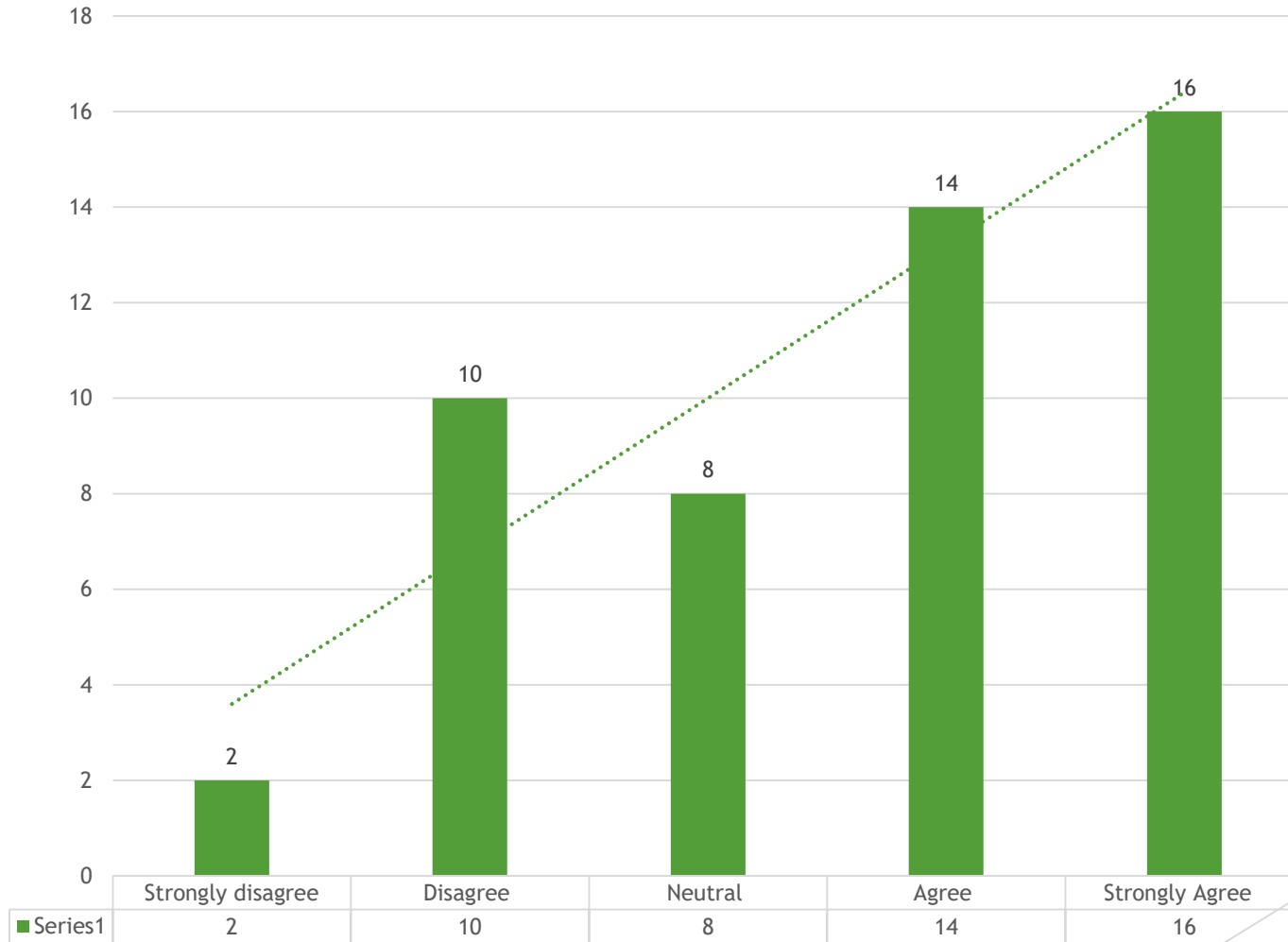
Figure 3.4 Descriptive Statistics for Q3



The internet reduces time.

RESEARCH METHODOLOGY AND RESULTS

Figure 3.20 Descriptive Statistics for Q19



The specialized workforce contributes to the marketing of electronic services

RESEARCH METHODOLOGY AND RESULTS

► Conclusions

- Conclusions that can be drawn about the e-tourism are the following:
- The sites offer diversified through dynamic partnerships with a large number of potential bidders;
- Online agencies must extend the range of services with additional products and services;
- The Portals must concentrate also on some aspects less known by consumers, such as weather information, atypical landscapes visits or monuments.

► Recommendations

Based on the conclusions from this study, recommendations are offered in this section. Initially, recommendations for professional practice are provided. Then, recommendations for future research in this area are presented including those based on the limitations and delimitations of this study.

Thank you for listening

The background features abstract, overlapping green geometric shapes in various shades, including light green, medium green, and dark green, creating a modern and dynamic visual effect.