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# Dimensions of tourism service quality and their impact on creating a successful marketing environment for tourism Institutions

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**ABSTRACT**

This study seeks to analyze the dimensions of Marketing Ambidexterity and its impact on improving marketing performance. The problem of the study is about the role of the philosophy of Marketing Ambidexterity in the success of the work of tourism organizations in improving marketing performance and achieving their competitive advantage among competing organizations in the field of tourism. To achieve the goal of the study, a methodology was formulated that required building a hypothetical scheme that reflects the influence relationships between the dimensions of marketing prowess and improving marketing performance, which results in a set of main hypotheses that reflect the validity of those relationships. The study relied on a set of statistical tools and methods that were used to analyze the data obtained in the applied aspect of the study. The study reached a set of conclusions, the most important of which is that Marketing Ambidexterity in its dimensions is a concept that increases marketing efficiency and also works to reduce financial costs and other available resources by improving marketing performance, The study also presented a set of recommendations, including the need for contemporary tourism organizations to adopt the dimensions of Marketing Ambidexterity in order to maintain the site of the tourism organization and satisfy the needs and requirements of customers.

**Keywords:**

Quality of service, marketing environment, Tourist Institutions

**Introduction**

The success and distinction of tourism organizations depends to a large extent on their ability to achieve the best marketing performance, and keep pace with changes and developments in the work environment, which forced them to adopt the dimensions of effective Marketing Ambidexterity to keep pace with changes and developments related to the nature of the activities and work of the tourism organization.

Adopting the dimensions of Marketing Ambidexterity helped tourism organizations achieve many advantages, including achieving

satisfaction and well-being for customers, in addition to achieving profitability for the tourism organization by reducing the proportion of financial costs and waste of raw materials used and improving marketing and operations within the tourism organization.

The good marketing performance and the dimensions of marketing prowess are central to the success of the work of the tourism organization. And the objectives of marketing prowess are to achieve the goals of the organization, meet the needs and requirements of customers, and preserve the work environment.

This study included five sections. The first section dealt with the study methodology, description of the study community and its sample. As for the second topic, the marketing performance, concept, importance, and indicators. The third topic included the concept of Marketing Ambidexterity, importance and dimensions, while the fourth topic included a description and diagnosis of the views of the study sample about the dimensions of the philosophy of the dimensions of Marketing Ambidexterity, as well as describing and diagnosing the opinions of the study sample about the indicators of marketing performance, as well as testing the study model and its hypotheses, analyzing and testing the correlation between the dimensions of marketing prowess and marketing performance with its indicators. The fifth topic included the conclusions and recommendations reached by the researcher.

## Section One

### The Methodology

#### 1.1 The Problem

The problem of the study can be identified by asking the following questions:

1. The extent to which tourism establishments adopt the importance of service quality dimensions.
2. Are the tourism organizations included in the study operating within a successful marketing environment?
3. Is there a relationship between the dimensions of the quality of tourism service and the marketing environment of the tourism enterprises included in the study?

#### 1.2 Importance of The study

The importance of the study can be summarized in the following aspects:

1. The importance of marketing today as a platform for contemporary tourism organizations and making the quality of tourism service a competitive weapon for these tourism organizations.
2. It is also embodied in the importance of working to improve the marketing environment, as it is the main means on which tourism establishments rely to

achieve their profits by increasing their sales.

3. The importance of the quality of tourism service stems from its distinctive role in creating a marketing environment that can add value to the tourism establishment and the customer while working to exploit it in a way that exceeds competitors.

#### 1.3 Amis of the study

The study seeks to achieve the following objectives: -

1. Determine the extent of awareness of the tourism organization of contemporary concepts of modern marketing, including "dimensions of the quality of tourism service" and its interest in applying these modern concepts because it is the key to progress and maintaining the market share of the tourism organization.
2. Identifying the capabilities of the concerned tourism organization and its ability to apply the dimensions of tourism service quality within its marketing environment.
3. Examining the relationship between the dimensions of tourism service quality and the possibility of creating an excellent marketing environment within the tourism organization included in the study.

#### 1.4 The Hypotheses

The study is based on two main hypotheses:

1. There is a statistically significant correlation between the dimensions of tourism service quality and the marketing environment.
2. There is a direct and significant impact relationship between the dimensions of tourism service quality and the marketing environment.

#### 1.5 The Sample of the Study

The sample of the current study included a sample of 100 managers of tourism and travel companies and tourist hotels of various degrees in the city of Baghdad.

#### 1.6 Methodology of the Study

In testing its hypotheses, the study relied on the inductive approach, by examining the relationship between the main variables of the

study, by collecting data related to the organization of the study community. and university thesis. On the field side, the study adopted a questionnaire.

### 1.7 Statistical methods

The researcher has adopted some descriptive and analytical statistical methods, based on the statistical program (SPSS) and the computer:-

1. Frequency distribution and relative frequency distribution: - It was used to analyze the results of the answers of the members of the study sample.
2. The arithmetic mean and the weighted arithmetic mean: - It was used to analyze the results of the answers of the study sample members, and to determine the value of the weighted arithmetic mean for the answers of the sample members.
3. Standard deviation: It was used to analyze the results of the answers of the study sample members, and then indicate the degree of dispersion of the values from their arithmetic mean.
4. Variation coefficient: It was used to analyze the results of the answers of the members of the studied sample, and then indicate the amount of difference in the values from their arithmetic mean.
5. Agreement percentage:- It was used to analyze the results of the answers of the sample members of the researched study, and then measure the accuracy of the answers of the sample members.
6. Simple correlation coefficient
7. Simple regression
8. Coefficient of determination (R<sup>2</sup>)
9. F-Test: It was used to test the extent of the influence of the independent variables on the dependent variable. If the calculated (F) is greater than the tabular (F), this indicates that there is a significant effect.
10. T-test: It was used to test the significance of the correlation between the dimensions of marketing prowess and marketing performance.

## Section Two

### Quality of tourism service

#### 2.1 The concept of Quality of tourism service

It can be said that there is almost agreement among many researchers that service quality is represented in fulfilling the customer's desires and that the recipient of the service judges the level of service quality by comparing what he received with what he expected about that service, meaning that the degree of service quality is a relative measure that varies from person to person. Another and depends on the comparison of perceived quality and has between two types of perceived quality, namely technical quality and functional quality(Kotler,2009:43)

As for the technical quality, it is what is actually provided to the customer and is related to the basic need that he seeks to satisfy, while the functional quality is the degree of quality of the way in which the service is provided (David,1994:74).

Functional quality or practical quality: which is usually evaluated during service provision. The researchers considered that achieving technical quality is necessary, but not necessarily sufficient to achieve general customer satisfaction, and that achieving the customer also includes achieving a distinct level of job quality(AL-Rubaiee & AL-Nazer

As for the expected quality, it is possible to distinguish between two types: the quality that is expected to occur and the quality as it should be, while the first represents the practical expectation of the level of service based on the customer's evaluation of the service provider, and the second represents what should be in this type of service.

Others believe that quality is the integration of the efforts of all activities and departments through which a service is produced that meets the expectations of customers(Guiltinan & Schoell,1988,132)

#### 2.2 Dimensions of tourism service quality

The dimensions of the quality of tourism service can be determined through the following (Allen & moisesuc,2010:98) (Davis &Nicholas,2003:144):-

1. Capabilities and facilities: This dimension reflects the general appearance of the establishment's buildings, equipment, employees' appearance, and the quality of

communication tools. This dimension is measured by the customer's assessment of the modern technology owned by the establishment and the material capabilities provided by the establishment to the customer, such as the appropriateness of the establishment's location for customers, the geographical spread of the branches, and the good appearance of the external and internal decoration. And the availability of suitable parking spaces.

2. **Credibility:** This dimension is concerned with the degree of customer confidence in the institution, and it reflects to a large extent the ability of the institution to fulfill the provision of services on time to customers with a high degree of accuracy, and it is expected that the customer prefers to deal permanently with institutions that follow specific and accurate instructions, Or institutions in which the instructions are clear and understandable to the customer himself, in other words, the customer's sense of confidence increases in cases where employees' mistakes are reduced.
3. **Speed of response:** This dimension expresses the desire to help customers and provide them with quick service and the degree of speed and commitment in performing the service. The dimension is largely related to the degree of conviction of customers in the organization, especially those who deal directly with customers, of the importance of providing them with distinguished service.
4. **Emphasis on the quality of service:** This dimension expresses the interest of the employees in the organization or the institution in their tasks and jobs, the good reception of customers, the extent of their ability to provide the customer with sufficient information, the good treatment and the feelings of friendliness that the employees show to the customers.
5. **Dedication:** It expresses the customer's sense of personal care and attention

given by the institution's management to the customer personally, and reflects the customer's desire to obtain special treatment from service providers.

### **2.3 Tenth steps to achieve quality in tourism service**

There are different points of view regarding the steps that can be followed in order to achieve the appropriate quality, and among the most common steps in this field are the following:

#### **A. Attracting attention and arousing interest in tourists**

The success that is mainly achieved comes by attracting the attention of customers and arousing their interest through the positive attitudes that we usually show in their areas of service, and this can be achieved through the attitudes shown by the tourist service provider according to the following(Harper,1961:85)

- Psychological and mental readiness to confront tourists and make them aware of their interest.
  - Good appearance and positive and effective interview towards customers (tourists).
  - Smile and gentleness in dealing with tourists, and the positive spirit interacting with them.
  - Self-confidence, strength of personality, objectivity in interaction and dealing with various tourists, and complete accuracy in giving accurate specifications about service.
- B. Create desire among tourists and identify their needs**

This step can be achieved by(Bradley,1995:143):-

- Making the tourist the president: that is, the organizational structure in the organization must be overturned to become
- Realizing the time requirements for the quality of customer service (at the time of providing the service).
- Understanding human needs, such as the need to feel comfortable and anticipating the needs of tourists in advance.

- Understanding the basic needs of the tourist and the necessity of obtaining feedback.

Convincing the tourist and addressing his objections

C. Ways of persuading the tourist customer and creating his desire to acquire this service is not always a simple task that requires many behavioral efforts capable of creating the foundations of conviction among customers by providing services capable of attracting their convictions and addressing the objections expressed by some customers when they obtain the service (Filimonau, 2005:167)

D. Ensure that tourists continue to deal with the organization

The process of ensuring the continuity of tourists in dealing and creating loyalty between them and the organization usually comes through many sales and marketing services that form the forefront of ensuring loyalty between the organization and its customers, including, for example: attention to complaints and their observations and the provision of services after the sale and contracting process (Bradic, 2017:205).

E. Continuous improvement of quality

Continuous quality improvement represents an essential and pivotal aspect of total quality management. Total quality management appeared as a comprehensive title in the year 1988 AD to express the quality improvement process. Total quality management is a method used to manage any facility, as it includes a description of production processes. Which helps to improve the quality continuously (Fusser, 2011:97)

### Section Three marketing environment

#### 3.1. The Concept of marketing environment

The marketing environment can be defined as (all the forces within the organization and in the external environment in which it conducts its business and affects the marketing capacity of the organization and the extent of the

management's effectiveness in making successful decisions regarding building and developing successful relationships with the market (Tinsley, 2002:77).

It is also defined as (the group of external forces surrounding the organization and internal variables, which jointly affect the efficiency of marketing management through its various activities to satisfy the needs and desires of customers). Shared the efficiency of managing marketing activities that aim to satisfy the needs of customers (Kotler, 2001:86)

As a more comprehensive definition, the following definition can be presented for the marketing environment: it is (all the external and internal variables that affect the performance of the organization in carrying out the exchange process that achieves its objectives and meets the needs of the target audience) (Vedpathak, 2013:165)

#### 3.2. the reasons for studying the marketing environment

There are a number of aspects and factors that are considered the common denominator between business establishments, regardless of their activities and objectives. These aspects shed light on the importance of studying the marketing environment, which can be summarized as follows (Russell & Taylor, 2000: 231) and (McCarthy & Perreault, 1990:190)

- ✓ The extent to which environmental variables affect the implementation of activities and the achievement of the objectives of all institutions differs in degree and not in type.
- ✓ All institutions are affected directly or indirectly and to varying degrees by many external environmental constraints and variables, ie at the international level as well as at the national level.
- ✓ The degree of influence of environmental variables or constraints varies according to the objectives of the institutions.
- ✓ The difference in the degree of control over the market or maintaining the competitive position in general may differ according to the institution's ability to adapt to the data and variables of the environment and its ability to

achieve or meet the objectives of internal and external dealing with it, as well as the ability to exploit available or expected marketing opportunities as well as facing threats, It makes it very likely that the organization will achieve a high degree of marketing effectiveness or control.

- ✓ Marketing planning originally begins with analyzing current and prospective marketing opportunities within the marketing environment.

**3.3. The benefits of analyzing the marketing environment**

Analysis of the marketing environment improves the organization's capabilities in dealing with the continuous change of the environment, as follows (Ryals,2001:53) (Marten,2005:95) (Peter,1988:102) (Pezeshki,2009:43):-

- A. Gives an early indication of impending problems, which can be addressed if identified in advance.
- B. Works to notify the organization of the changing needs and desires of its customers.
- C. Provides the organization with a base of qualitative and objective information

about the environment, which the strategic planner can use.

- D. Improves the image of the organization in front of its audience by showing it as sensitive to its environment and responsive to it.
- E. Helps the organization to invest early in opportunities instead of losing them to competitors.

**Section Four  
Statistical Analysis**

The researcher relied on the questionnaire mainly in the research after presenting it to a group of specialists in order to evaluate it. He used the five-point Likert scale to measure the paragraphs of the scale distributed over five paragraphs, and each paragraph weighed strongly (5 degrees), agreed (4 degrees), neutral (3 degrees) , do not agree (2 marks), do not agree strongly (1 degree), and the following is an analysis of the axes of the resolution: -

**4.1 The results of the statistical analysis of the characteristics of the vocabulary of the study sample**

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

Table No. (1) shows the characteristics of the studied sample

| Sex                      | Recurrence | Percentage |
|--------------------------|------------|------------|
| Male                     | 64         | 85%        |
| Female                   | 36         | 15%        |
| Total                    | 100        | 100%       |
| Age                      | Recurrence | Percentage |
| Less than 20 years old   | 0          | 0%         |
| From 21 to 30            | 8          | 11%        |
| From 31 to 40            | 16         | 21%        |
| From 41 to 50            | 31         | 41%        |
| From 51 to 60            | 12         | 16%        |
| 61 years or more         | 8          | 11%        |
| Total                    | 100        | 100%       |
| Scientific qualification | Recurrence | Percentage |
| High School              | 3          | 4%         |
| Diploma                  | 14         | 18%        |
| Bachelor's               | 29         | 39%        |
| High diploma             | 9          | 12%        |
| Master                   | 9          | 12%        |
| Phd                      | 11         | 15%        |
| Total                    | 100        | 100%       |

| Years of Experience | Recurrence | Percentage |
|---------------------|------------|------------|
| less than 5 years   | 3          | 4%         |
| From 6 - 10         | 14         | 19%        |
| From 11 - 15        | 17         | 23%        |
| From 16 - 20        | 34         | 45%        |
| 21 or more          | 7          | 9%         |
| Tota                | 100        | 100%       |

Source: Prepared by the researcher

We note from the above table that the sample vocabulary according to gender is distributed in varying proportions. The percentage of male respondents to the questionnaire items was (85%), which is greater than the percentage of females who answered the questionnaire items, which amounted to (15%).

As it can be noted from the previous table, the sample items according to age were distributed in varying proportions, so the percentage of people who answered the questionnaire and their age was less than (20) years was (0%), and the percentage of people who answered the questionnaire and their age was from (21-30) years was (11%), and the percentage of people who answered the questionnaire was The questionnaire and their age ranged from (31-40) years (21%), as for people whose ages ranged from (41-50) years their percentage of the total number of respondents was (41%), and the percentage of people whose ages ranged from (51-60) years reached (16%), and finally the percentage of people who answered the questionnaire and their ages (61) years and over (11%).

It is noted from the above table, that the distributions of the sample items according to the educational qualification and those who answered the questionnaire were as follows, the

percentage of people with a high school certificate was (4%), while the percentage of people with a diploma was (18%) and people with a bachelor’s degree (39%), and the percentage of people who obtained a higher diploma and a master’s degree was (12%), while the percentage of people who answered the questionnaire's paragraphs were those with a doctorate degree (15%).

It is noted from the previous table that the distribution of the sample items according to years of experience and those who answered the questionnaire items were distributed as follows, where the percentage of those whose years of experience amounted to less than (5) years (4%), while the percentage of those whose years of experience ranged from (6-10) years (19%), and those with experience of (11-15) years accounted for (23%), while those with experience of (16-20) years accounted for (45%), while those with experience of (21) years or more were (9%).

**4.2 The results of the statistical analysis of the response of the research sample vocabulary towards the research variables (Resolution paragraphs)**

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

Table No (2) shows the results of the descriptive statistical analysis of the independent variable Quality of tourism service (x).

| NO. | Questionnaire paragraphs | average values | standard deviation | Relative importance |
|-----|--------------------------|----------------|--------------------|---------------------|
| 1   | Question no 1            | 4.23           | 0.80               | 10                  |
| 2   | Question no 2            | 4.14           | 0.88               | 11                  |
| 3   | Question no 3            | 4.8            | 0.75               | 12                  |
| 4   | Question no 4            | 4.25           | 0.76               | 10                  |
| 5   | Question no 5            | 4.14           | 1.06               | 10                  |
| 6   | Question no 6            | 4.25           | 0.71               | 10                  |
| 7   | Question no 7            | 4.8            | 0.84               | 11                  |

|                                |                |      |       |      |
|--------------------------------|----------------|------|-------|------|
| 8                              | Question no 8  | 4.9  | 0.88  | 8    |
| 9                              | Question no 9  | 4.25 | 0.83  | 9    |
| 10                             | Question no 10 | 4.36 | 0.82  | 9    |
| Average response for all items |                | 4.45 | 0.837 | 100% |

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the first variable (Quality of tourism service) in Table No. (2) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study sample members are greater than the mean of the measurement tool (the hypothetical arithmetic mean equal to

3 for Likert scale The quintile), the standard deviation is less than half of the arithmetic mean, and the relative importance was in close and high degrees, and the level of answer that represents the agreement of the sample and its consistency with the paragraphs of the questionnaire is high, as the average response to the variable of social networks was (4.45) and the standard deviation was (0.837).

Table No. (3) The results of the descriptive statistical analysis of the adopted variable marketing environment (Y)

| NO.                            | Questionnaire paragraphs | average values | standard deviation | Relative importance |
|--------------------------------|--------------------------|----------------|--------------------|---------------------|
| 1                              | Question no 1            | 4.24           | 0.72               | 10                  |
| 2                              | Question no 2            | 4.18           | 0.92               | 11                  |
| 3                              | Question no 3            | 4.33           | 0.8                | 9                   |
| 4                              | Question no 4            | 4.37           | 0.78               | 9                   |
| 5                              | Question no 5            | 4.32           | 0.89               | 12                  |
| 6                              | Question no 6            | 4.1            | 0.74               | 10                  |
| 7                              | Question no 7            | 4.12           | 0.88               | 9                   |
| 8                              | Question no 8            | 4.34           | 0.79               | 12                  |
| 9                              | Question no 9            | 4.19           | 1.05               | 9                   |
| 10                             | Question no 10           | 4.27           | 0.95               | 9                   |
| Average response for all items |                          | 4.318          | 0.855              | 100%                |

Average measuring instrument = sum of measurement weights ÷ 5 = (5 + 4 + 3 + 2 + 1) ÷ 5 = (3)

The results of the descriptive statistical analysis of the paragraphs of the questionnaire related to the second variable (marketing environment) in Table No. (3) show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages for the performance of the study sample members are greater than the average of the measurement tool (the hypothetical arithmetic mean equal to 3 Likert quintuple scale), and the standard deviation is less than half of the arithmetic mean, and the relative importance was in close and high degrees, and the level of

the answer that represents the agreement of the sample and its consistency with the paragraphs of the questionnaire is high, where the average response to the variable of social networks (4.318) and the standard deviation (0.855).

### 4.3 Research Hypothesis Testing

#### 4.3.1 Correlation Hypothesis Test

In order to measure or test the strength of the correlation between the research variables, the simple correlation coefficient (Pearson correlation) was used. Table (3) shows the simple correlation matrix between the research variables that took the following symbols in the matrix, Quality of tourism service (X), marketing environment (Y) taking Correlation in general



between variables other than the paragraphs associated with each variable.

Table No (3) simple correlation matrix between search variables

| Correlations |                            |               |               |
|--------------|----------------------------|---------------|---------------|
| <b>X</b>     |                            | <b>X</b>      | <b>Y</b>      |
|              | <b>Pearson Correlation</b> | <b>1</b>      | <b>-,174-</b> |
|              | <b>Sig. (2-tailed)</b>     |               | <b>,000</b>   |
|              | <b>N</b>                   | <b>100</b>    | <b>100</b>    |
| <b>Y</b>     | <b>Pearson Correlation</b> | <b>-,174-</b> | <b>1</b>      |
|              | <b>Sig. (2-tailed)</b>     | <b>,000</b>   |               |
|              | <b>N</b>                   | <b>100</b>    | <b>100</b>    |

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

It is clear from the results contained in Table No. (3) that there is a negative correlation between Quality of tourism service and marketing environment, and the type of this relationship is inverse, and this leads us to accept the first hypothesis (there is a significant correlation between Quality of tourism service and marketing environment).

**Section five**

**Conclusions and Recommendations**

**5.1. Conclusions**

1. Tourism organizations operate today in a dynamic and rapidly changing environment, so it has become necessary to strive to keep pace with this change through an improvement in their marketing performance, by providing services that meet the changing needs and tastes of customers depending on the changing environmental conditions surrounding them.
2. Tourism organizations, in general, work on adopting tourism service quality dimensions, or some of these dimensions, even if they are not announced, in order to benefit from them in creating an excellent marketing environment.
3. The marketing environment in tourism organizations contributes to achieving the largest possible amount of profits,

through the development of its services and markets, which is one of the reasons for achieving profitability. The statistical results showed that there is a significant correlation between marketing performance and the dimensions of Marketing Ambidexterity.

4. Tourism organizations are interested in creating marketing opportunities by adopting modern marketing techniques and also relying on the dimensions of tourism service quality.
5. The marketing environment plays a major role in tourism organizations, as it relies on exploring opportunities to reach new markets and target new customers.

**5.2. Recommendations**

1. Emphasis on exploiting promising marketing opportunities by providing tourism services characterized by a level of quality commensurate with the desires and needs that the customer hopes to satisfy.
2. Increasing the interest of tourism establishments in their own environment in order to exploit them in the development of their tourism services.
3. Increasing the interest of tourism institutions in providing tourism services that meet the needs and desires

of customers and commensurate with their income levels.

4. The study recommended that managers pay attention to adopting the dimensions of tourism service quality as a real capital for tourism organizations and to provide services that meet the needs and desires of customers.

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