

Determining the Relationship between Tourism Marketing Strategy and Tourist Satisfaction

Aree Mohammed Ali¹, Aveen Idrees Saadon²

¹Department of Business Administration, Technical College of Administration, Duhok Polytechnic University
Duhok, Kurdistan Region - Iraq

²Department of Tourism and Hotel Management, College of Administration & Economics, Duhok University
Duhok, Kurdistan Region - Iraq

Abstract— This paper aims to investigate the role of the tourism marketing strategy and its contribution to tourist satisfaction in Duhok Kurdistan Region-Iraq as the study sample.

The organizations that apply the concepts of modern marketing take the tourist as the basis of their activity and existence and continuity, and the satisfaction of tourists is one of the areas that have received a huge number of research in recent years due to the importance that it has occupied in marketing philosophy. Satisfaction of tourists is one of the most important factors that guarantee future profit growth. Nowadays, many organizations have considered tourist satisfaction as an important criterion for measuring the quality of their work.

The researchers try to shed light on tourist satisfaction by getting to know the concept of tourist satisfaction, and how to measure it. The research deals with a very important topic, which is the role of tourism marketing strategy in enhancing tourist satisfaction, and in light of this, the research sheds light on the nature of tourism marketing strategy objectives, marketing mix. Statistical tests of validity and reliability of the questionnaire, the validity of the main hypotheses, where it appeared that there is a relationship between tourism marketing strategy and tourist satisfaction at the overall level. From this point of view, the research recommends the necessity of activating the use of tourism marketing strategy as it was found that there is a strong influence relationship in achieving tourist satisfaction.

Keywords—marketing strategy, satisfaction, tourist, tourism, target market.

I. LITERATURE REVIEW

The importance of tourism marketing stems from its direct effects in the economies of many countries as well as being considered one of the main tributaries of national income, this is due to these countries enjoy in terms of tourist attractions in the form of historical monuments and natural attractions, hotels, restaurants, and transportation companies. The

growing interest in tourism, its encouragement, and the granting of various facilities is justified by the fact that it represents a permanent resource that can be increased and is not exposed to access like some natural resources.

As the tourism industry has a critical impact in the economy of different countries, tourism marketing is one of the most crucial things in researching the industry (Mwinuka, 2017, 1). Tourism marketing is a fundamental element to tourism in general as it lies in designing strategies and communications appropriate for target markets so profits can be generated (Donohoe, 2012, 58) (Albrecht, 2016: 2).

The literature review shows that tourism marketing is often positioned by tourism marketing organizations as a potential for profit only (Kozak & Kazok, 2016). The need for behavior change in tourism marketing by tourism marketers, tourism marketing organizations, tourism researchers, as well as by governments, the industry and tourists is highlighted (Sharpley & Pearce, 2014: 557-558).

These issues are critically evaluated and expanded upon to aid academic researchers in understanding and promoting the contribution of tourism marketing in tourist studies. Tourism marketing is the application of marketing principles and strategies in tourism industry (Mwinuka, 2017, 8). As it uses the 4Ps, product, price, place and promotion. However, tourism marketing to date, is perceived as the enemy of sustainability as it traditionally concentrates on increasing tourist numbers and treating tourism like a commodity (Pomeroy *et al.* 2012: 956). Tourism marketing is a cooperative activity as consumers rarely use just “one brand in consuming the overall tourism experiences” (Liu & Chou, 2016: 303). The purpose for tourism marketing is thus to sell the site to a potential tourist base (Donohoe, 2012: 130).

II. TOURISM MARKETING STRATEGY

Marketing managers must work with operators and other agencies in the tourism system to customize the services offered to match tourist demands. The proposal of (Riege and Perry, 2000, 1290) to be focused on three strategic approaches in the tourism industry can be considered, which consists of the consumer-oriented approach, the competitor-oriented approach and the trade-oriented approach.

Tourism marketing is defined as a process directed toward tourists and aims to meet their needs through tourism organizations that interact with these tourists. Under the pressure or constraints of the external environment in which the interaction process takes place, such as economic, technological, ethical, and social constraints, which aim to facilitate the flow of exchanges to the target market, which is reflected in the improvement of exchange and consumption processes (Al-Hadid, 2010, 84-85).

Tourism Marketing encompasses all the measures by which the manager can explore the product-market relationships by managing their basis all the economic activities that are considered necessary to evaluate the potential tourist and transform it into actual demand, as well as its supply to the tourist in order to achieve the expected profit (Sofronov, 2019, 118).

Tourism marketing strategy is a potentially useful consumer-oriented approach for the tourism industry (Mwinuka, 2017, 11). It also helps to promote businesses, brands and destinations. This type of marketing can be quite expensive, particularly if the aim is to attract national or international tourists, this is why it's now more important than ever to ensure that your marketing strategy is up to date. The reasons why a good marketing strategy is important to the tourism business (Sofronov, 2019, 122):

- A. Identify the ideal target market.
- B. Attract new tourists and enhance loyalty, a lot of time needs to be devoted to building brand awareness, and interconnected campaigns that both target previous guests, and attract new ones.
- C. Understand the tourist journey, the ultimate end goal is the sale of an experience, not a material object.
- D. Using research and analytical tools, a marketing strategy allows you to assess which resources are best helping to reach your tourists, and then focus on those resources to ensure the best ROI possible.

The new and modified marketing mix that provides the best strategy to the tourism industry (addition to the traditional 4ps) and according to (Kotler, 2016, 26-28) are:

1-People: Behavior, expectations, and mood, of the tourist, can affect the quality of the service. Therefore staff training, CRM, tourist contact is very important to focus on.

2-Packaging: It's necessary to understand that the tourism service is a complex set (travel agent, airline, car rental, hotel, restaurants). Packaging refers to combining two or more elements of the tourism experience, Tour operators provide packages with transportation, accommodation, and travel insurance.

3-Programme: Focuses on how to better package events, special activities, and other programs for the tourists. It tries to add the appeal of a destination and increase tourist spending.

4-Partnership: There is a high degree of interdependency among all tourism stakeholders and a need for cooperation. Stakeholders are coming together in partnerships such as strategic alliances.

III. TOURIST SATISFACTION

The new marketing thoughts provide a different conceptualization of the whole tourism consumption experience. In these paradigms, tourists and tourism providers are considered as co-creators of value and co-producers of experience products. According to (Alegre and Juaneda, 2006, 684). repeated tourist makes a more efficient choice and spends less. On the other hand, their willingness to pay charges can be higher. This may be particularly obvious to many travel agencies, who have altered their role from industry representatives to tourist consultants (Buhalis and Licata, 2002, 22-23). A tourist is typically characterized as a mobile, amorphous individual with disposable money motivated by a need to have a good time picnic. Tourists have perceptions about the value of the good or service, and therefore they compare those expectations with the value of flexible actuality. If the performance is higher than expectations, the tourist will be in the happy stage.

Satisfaction is the feeling of pleasure or disappointment experienced after comparing the actual performance of the product to the expected performance (outcome) (Kotler, 2007: 117). Also refers to the degree to which travel expectations and actual experiences are satisfied (Franco, 2021, 16). Professional management of a destination is necessary to optimize the satisfaction and experiential value of visitors (Damanik, 2021, 10). Tourists who have a positive travel experience, a good image, and/or are highly satisfied after visiting tourism destinations may wish to revisit or recommend the destination (Li, 2021, 19). When people are satisfied and happy, well-being means the needs of the individual are fulfilled, thus contributing to the community (Zeng & Li, 2021, 6). Therefore, it is necessary to analyze the satisfaction of tourists in KRI.

Tourists' satisfaction is defined as the overall attitude shown by tourists after they acquire and use tourism services or products. If a tourism service or product's performance can not fulfill their expectation, dissatisfaction will appear (Hayati & Novitasari, 2017, 20). In simple words, when the experiences of a tourist result in a feeling of gratification, satisfaction is created. It is referred to a justification of the tourists on the delivered services after the travel based on their real experiences (Hillary, 2020, 315). (Taylor et al., 2004, 227) pointed out that tourist satisfaction has a direct influence on customer loyalty.

Tourist satisfaction is related to ability, although there can be exceptions (Gurau and Ranchod, 2002, 203). The tourist's satisfaction is achieved by designing appropriate processes such that services provided meet the expectations of the tourists. Studying of tourism literature shows that the satisfaction of tourists from a destination/place is an

important factor in selecting a destination which means that if the tourists are satisfied with their journey to a destination, they are expected to return or to offer the destination to others. Tourist satisfaction has become a substantial subject for most service industries (Tapak, et al., 2019, 2).

Factors that affect tourist satisfaction include the quality of the product or service dimensions have relationship effects to be positively significant with customer satisfaction (Ali et al., 2022, 17), sales activities, after-sales services and corporate values. If a tourist is satisfied with the value provided by the product or service, then they are more likely to become a loyal customer (Robustin et al., 2018, 35). accommodation and visitor results of goal, nature of administrations, wellbeing, past experience and desires, tourists exercises, destination picture (Alam et al., 2020, 9).

Tourists' satisfaction in the tourism industry is also affected by a level of attitude and the hospitality services presented by local tourism workers (Yusendra & Paramitasari, 2018, 174). Local community support for tourism and hospitable tourism employee affect tourists' impressions. It is closely linked to word-of-mouth recommendations, one of the most valuable travel information sources (Hillary, 2020, 316).

In the tourism literatures two major approaches are employed to measure tourists satisfaction (Ozedemir et al., 2012). These are disconfirmation theory (Fallon & Schofield, 2004) that are based on the postpurchase concept, which is a comparison between pre-travel expectations with actual travel experience. the second is a performance-only approach that considered the visitor satisfaction construct as the visitors' evaluation of destination attributes (Sardar et al., 2020, 62).

It is important to identify and measure Tourists' satisfaction with each attribute of the destination because satisfaction or dissatisfaction with one of the attributes leads to satisfaction or dissatisfaction with the overall destination. To conclude, satisfied tourists not only will revisit the place but also will recommend it to others. Besides, increasing the level of satisfaction will reduce the number of tourists' complaints. On the other hand, tourist satisfaction will not be achieved unless the tourists feel that the quality received is greater than the money paid. So, the measurement of overall satisfaction with service quality is an important point of our study (Suanmali, 2014, 2).

Scholars emphasize the need to make a distinction between the overall satisfaction with the tourist destination and the satisfaction related to the specific components/attributes of the destination itself (Denisco et al., 2014, 65).

The most significant factor affecting the overall satisfaction is the cost of Staying, The cost of attracting a new customer to the organization is five times the cost of retaining and keeping the customer satisfied, as the cost of attracting a new customer requires a great deal of effort in research and time, so the importance of the tourist lies through many axes and directions that deal with the various parties providing and benefiting from the service (Al-Muhtadi, 2003, 68, 67):

1-Tourist satisfaction is a function of the achieved performance of the expectations, as adequate satisfaction

leads to the great loyalty shown by the tourist towards the hotel.

2-Providing new services to tourists always increase satisfaction and the tourist talks to others about the new services provided by the hotel to him.

3-The quality of the service provided and its ability to meet the tourist's needs and wants is one of the most important requirements for the sustainability of the relationship between the hotel and its tourist, and thus their loyalty and satisfaction.

The most important steps taken to measure tourist satisfaction are (Boulenamah and Youssef, 2018, 30-31):

First: Determine the purpose of the measurement: many questions must be studied, including whether the measurement aims to maximize tourist satisfaction, or is the goal to reduce the problem of dissatisfaction. Therefore, many hotels fall by reducing the feeling of dissatisfaction to the least possible extent. The source of this concern is the conviction of the continuous change in desires, and then changing their expectations from time to time.

Second: Timing

Mean whether the initial satisfaction is measured, the final satisfaction will be measured, after the hotel handles tourist complaints, if any satisfaction is measured immediately after the consumption process. This trend is justified by the fact that satisfaction with the product may change over time, and measuring satisfaction immediately after the use process allows the possibility of identifying the level of service performance.

The measure of tourist satisfaction has become important in reference comparisons in many hotels, and the tourist satisfaction base has become an important marketing asset, as this will lead to increased loyalty, and the accompanying return and reduction in marketing costs in addition to higher marketing effectiveness. Through the above, it becomes clear that the importance of measuring tourist satisfaction for the hotels lies mainly in helping them improve future offers in line with the aspirations of tourists. The measurement process, enables (Ayachi and Bashagha, 143, 2017):

A - Obtaining feedback on the extent of tourist satisfaction with the institution and its services and methods of dealing with them.

B - Assisting in designing strategies in light of the competitive advantages that tourists are talking about.

Tourist satisfaction is not fixed, but rather variable and affected very quickly by many internal and external variables, so the fluctuation of the tourist from a state of satisfaction to a state of dissatisfaction with the service provided to him, obliges the hotel to develop a system to measure and monitor it in an accurate and continuous manner, because the hotel is entrusted with its tourist to provide them with everything that satisfies them, otherwise it will not achieve its intended goals. Among the methods of measuring tourist satisfaction are, Tourist satisfaction surveys, Tourist loss analysis (Al-Muhtadi, 73, 2003). The development of the indicator is limited to certain determinants, and its comprehensiveness and breadth of all indications, significance and importance, and to be applicable by the management of the hotel, and easy to use by other departments.

Dissatisfaction sometimes leads to negative feelings in different ways, varying according to the degree of material, moral and social loss incurred by the tourist as a result of his use of the hotel service. (Boulenamah and Youssef, 27, 2018)

1-Complaints: considered official communications directed to the institution, or its representative by the tourist, where the complaints are described as a means of expressing the feelings of unfairness felt by the tourist. The tourist submits a request for compensation or reducing the size of the loss he has suffered or even demands replacement or refund.

2- Switching: Tourists prefer to switch quietly to deal with other hotels without expressing any things or complaining, about their exposure to a problem or loss, and escape from the hotel.

When the tourist responds with satisfaction, there are many behaviors that express his reaction, which are represented in (Al-Zahra, 2011, 98).

Loyalty to a particular product means that the tourist behavior becomes programmed to buy a product. Certain by itself when a need is felt, and studies have proven that the tourist pays more for products with loyalty (Al-Naqshbandi, 2010, 67).

Based on the foregoing, the researchers believe that hotels pay great attention to achieving tourist satisfaction, because it is one of the important factors for its success in this era. After the information has become available to the tourist he can obtain it easily and at a low cost, and this obliges hotels to put the tourist's satisfaction at the forefront of their goals and to search for the tourist and pursue him and work to satisfy his desires and present it. It is worthwhile to establish long-term and mutual relations with him, with the dissemination and activation of the culture of tourist service among all departments and workers.

IV. RESEARCH METHODOLOGY

The selected research philosophy for the research process is positivism. It is a social science approach where the phenomena is measured through questionnaire. The positivism approach is directed toward the fact that the best way to collect data about research topic is through scientific data collection (Al-Ababneh, 2020, 78). Due to the scientific approach of positivism, is mainly applied to quantitative research, which involves collecting numerical datasets.

Positivism also allowed the use of statistical analysis methods such as hypothesis testing, correlation analysis, and the assigning of p-values (Gall, et al., 1996). Using this method, the link between the effect of (independent variable) tourism marketing strategy on the (dependent variable) tourist satisfaction was estimated; for this research, a description of the link between the reliant and self-reliant items was achieved.

A. Research Problem

The heightened intensity of competition between organizations, the liberalization of the economy, the increase

in offers to tourists, the successive developments in marketing technology is a work surrounded by many difficulties, as the survival, growth, and continuity of the organization have become conditional to management adopting new marketing strategies to overcome challenges and achieve tourist satisfaction and gain more, retention and development of their loyalty in order to build a base of permanent tourists to establish a successful CRM. Asking the following question the problem can be illustrated through:

What is To what extent does the tourism marketing strategy affect on tourist satisfaction by hotel management?

B. Research Importance

Contribution to deepening scientific knowledge by addressing two main topics that have a major role in the success of hotels namely, the tourism marketing strategy and tourist satisfaction. Also the paper gains its importance from the importance of the hotel sector, which has a major role in supporting the economy of Kurdistan region and facilitating the provision of services.

C. Research objectives

Describe and diagnose the role of the tourism marketing strategy in enhancing tourist satisfaction for a number of hotels in Dohuk. Submitting proposals for the researched hotels regarding the developmental areas that the hotel management can benefit from in the future.

D. Research hypotheses

H0: There is a significant positive relationship between tourism marketing strategy and tourist satisfaction.

H1: There is no positive significant relationship between tourism marketing strategy and tourist satisfaction.

E. Research purpose

1. To synthesize the ongoing paradigm discussion among marketing scholars and highlight its relevance to the field of tourism marketing strategy.
2. To overview the extant tourism marketing strategy literature and identify similar points of view related to new tourism marketing perspectives.

V. DESCRIPTION AND DIAGNOSIS OF THE SAMPLE AND HYPOTHESIS TESTING

The individuals surveyed in the hotels under study who have information about the organization's tasks and decisions were selected, and according to that perception, the sample of respondents to whom the questionnaire was distributed was represented, which amounted to (150) forms, and (123) forms were retrieved.

A. Describe the tourism marketing strategy

It is evident from Table no. (1):

.Table No1 Frequency, percentages, mean and standard deviation of tourism marketing strategy

stand ard devia tion	Arithm etic mean	do not agree		neutral		agree		Variables
		%	Fi	%	Fi	%	fi	
1.578	3.1	34.1	42	9.8	12	56.1	69	X1
1.267	3.54	26.8	33	9.8	12	63.4	78	X2
1.521	3.29	36.6	45	4.9	6	58.5	72	X3
1.55	3.27	31.8	39	9.8	12	58.5	72	X4
1.551	3.49	29.3	36	9.8	12	61.5	75	X5
1.433	3.44	34.2	42	12.5	15	53.6	66	X6
1.563	3.61	26.8	33	7.3	9	65.9	81	X7
1.303	3.59	24.4	30	9.8	12	65.8	81	X8
1.518	3.46	31.7	39	7.3	9	60.9	75	X9
1.371	3.66	22.7	28	12.9	16	65.8	81	X10
1.484	3.56	29.2	36	7.3	9	63.4	78	X11
1.433	3.44	26.8	33	12.5 ^t	15	61.5	75	X12
1.416	3.49	26.8	33	12.5 ^t	15	61.5	75	X13
1.46	3.45	29.83		9.02		61.14		over all

There are several indicators that contributed in a high manner the most important one is the indicator (X7)which refers to the hotel’s website that offers its various services easily accessible and known to all its tourists and it was (65.9%) Which obtained the highest agreement percentage supported by the mean value 3.61 and with a standard deviation 1.563.

B. Describe the tourist satisfaction

From table No(2)that the answers of the respondents about this variable through its indicatorsY12 - Y1 tend towards total agreement with a percentage of(59.95) of those answers, while the percentage of disagreement reached of those answers, and with an arithmetic mean)30.71((3.35) with a standard deviation of(1.45)and there are several indicators that contributed positivelythe most important of , which is the indicatorY3 which indicates that workers are interested in the opinions and suggestions of tourists. Which obtained the highest agreement percentage(%65.9) .

Table no. (2)Frequency, percentage, mean ,standard deviation of tourist satisfaction

standard deviatio n	Arithmeti c mean	do not agree		neutral		agree		Variables
		%	Fi	%	Fi	%	Fi	
1.422	3.32	26.9	33	9.8	12	63.4	78	Y1
1.428	3.24	31.8	39	4.9	6	63.4	78	Y2
1.379	3.44	29.2	36	4.9	6	65.9	81	Y3
1.412	3.39	29.3	36	7.3	9	63.5	78	Y4
1.26	3.37	21.9	27	19.5	24	58.5	72	Y5
1.392	3.37	34.2	42	7.3	9	58.5	72	Y6
1.543	3.34	31.8	39	9.8	12	58.6	72	Y7
1.468	3.51	29.2	36	9.8	12	60.9	75	Y8
1.5	3.27	34.1	42	12.5	15	53.6	66	Y9
1.585	3.29	36.6	45	7.3	9	56.1	69	Y10
1.496	3.24	34.2	42	7.3	9	58.6	72	Y11
1.534	3.44	29.3	36	12.5	15	58.5	72	Y12
1.45	3.35	30.71		9.35		59.95		overall

C. Correlation Analysis

In order to fulfill the requirements of the research and test the hypotheses, we present the nature of the relationship between the Tourism marketing strategy and touristsatisfaction, as Table No(3)shows, through the overall indicator, that there is a positive significant correlation between themas the value of the correlation coefficient is(0.912) which indicates that there is a proportionality between them in the organization under study.means a significant correlation with statistical significance at the level(0.01).

.Table No.3 The results of the correlation between IV and DV

Tourism Strategy	Marketing	IV	DV
0.912**		Tourist satisfaction	

It is clear from Table no.3 correlation between tourism marketing and tourist satisfaction at the level(1%)where the correlation was(0.912) and this means the extent of the interest of the surveyed hotels in the strategy Tourism marketing and tourist satisfaction contribute to raising the efficiency of the hotel through the results of the questionnaire analysis and the nature of the variables. In light of the above analysis, the main hypothesis of the research can be accepted,

which states there is a statistically significant correlation between the tourism marketing strategy and tourist satisfaction.

D. impact of tourism marketing strategy and tourist satisfaction

In order to know the relationship between Tourism Marketing strategy and Tourist Satisfaction Multiple linear regression model was used, Table No.4 shows the results of this analysis if the variable is considered Tourism marketing strategy as an independent variable and tourist satisfaction as a dependent variable.

Table No. .4 impact of tourism marketing strategy on tourist satisfaction

Tourist satisfaction								dependent variable
VI P	F		T		B	R2	R	
	Sig	F value	sig	T value				
1.000	0.000b	276.356	0.000	16,624	0.834	0.876	0.912a	Tourism Marketing

N= 123 DF=(121 ,1)

the results of the regression model showed that it is a significant regression model, through the value(F) of(276.356)and in significance less than the level of significance given the coefficient of determination (R²) and the value of beta (B) which shows the relationship between the Tourism marketing strategy and tourist satisfaction with a value of (0.834) is statistically significant, as it can be deduced from the value of T , which amounted to(16,624) And the associated significance(0.000)which means that the , more the strategy improves Tourism marketing in the surveyed hotels by one improved the level of tourist satisfaction by(0.912) units, the results of the multilinearity test, where the result revealed that the inflation factor VIP of the model was(1.000) less than (3)which indicates that there is no problem of linear pluralism between model variables, and through the results mentioned above, it is possible to accept the hypothesis that states there is a statistically significant effect between the tourism marketing strategy and tourist satisfaction, and the results of the analysis showed that the tourism marketing strategy has an effective role in raising the level of tourist satisfaction.

VI. CONCLUSION AND DISCUSSION

Tourism industry can organize its own tourism marketing programs,but collaboration with tourist destinations appears to be a common trend that reflects the broader tourism marketing field. However, important gaps remain in how they engage in tourism marketing strategy and achieve tourist satisfaction.Tourism marketing sets marketing policies as the mainmanagerial functionsof the project activities, in addition to defining the method used, and the various practices that

take place in its framework. Tourism marketing is an activity that is not isolated in itself, but rather an integrated and interconnected activity with the aim of achieving specific and clearobjectives.

Studies have also elicited that the existing of satisfaction with services leads to word-of-mouth recommendations, which are suggested to be more effective at enhancing the amount of profit in many companies and destinations than marketing, promotion activities.

Tourist satisfaction is one of the important pieces of evidence in evaluating the performance of hotels and their upcoming trends , especially in light of the advanced technology and communication devices that have entered the doors of every service organization nowadays to provide services through the latest means of communication and advertising in social media.

Also study recommends hotel managers in general and the management of the hotels particularly to improve the quality of performed services to its tourists in order to attract more tourists and retain the current one (Ali et.al,2020,121).

This article has sought to contribute to the existing literature on the role of tourism marketing strategy that underpins the development of successful tourist satisfaction. The review has identified some of the underlying challenges facing tourism marketing and highlighted some aspects where future research could indeed focus its attention, in order to support the ongoing development of tourism. Importantly, there is a strong requirement for appropriate training and advice for tourism marketing staff, including effective both policy formulation and optimal implementation (Donohoe, 2016).Marketing strategies depend largely on budget and focused on a particular market segment, even if it means a higher cost per person, can bring more tourists(Hall,2016:351-352).

All strategies begin with an understanding of the tourist then customizing the service,the design of accommodations and even the travel. It is only after this comprehension has been internalized that the marketer can initiate the promotions strategies, the distribution methods and the price as based on what the market will bear.Tourists are customers. They have overly been treated in the literature and the Industry under the caption of “tourists.” But in fact it is critical to marketing success that these individuals be recognized as unique, individual.

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