



Article

The Role of Marketing Strategies in Achieving Tourism Marketing – "An Applied Study of the Opinions of a Sample of Workers in Some Tourism and Travel Companies in Najaf Governorate"

Dijla Jasim Mohammed^{1*}

1. Al-Furat Al-Awsat Technical University, Management Technical College, Kufa, Iraq

* Correspondence: dejla.mohammed@atu.edu.iq

Abstract: This study explores the impact of marketing strategies on tourism marketing, focusing on a sample of workers from tourism and travel companies in Najaf Governorate, Iraq. The research aims to reveal how pricing, marketing communications, and distribution channel management affect tourism marketing dimensions such as service, price, promotion, and distribution. The research adopted a descriptive approach, utilizing a questionnaire as the primary data collection tool. A total of 130 questionnaires were distributed, with 122 valid responses analyzed. Statistical tools like SPSS Ver. 26 and AMOS V. 24 were employed to test hypotheses and analyze relationships between variables. The results indicate a significant positive correlation between marketing strategies and tourism marketing. Specifically, enhancing marketing strategies significantly improves tourism marketing performance. Based on the findings, several recommendations were made, including urging companies to prioritize marketing activities by improving advertising management, developing innovative marketing strategies, and understanding market planning processes.

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Keywords: Marketing Strategies, Tourism Marketing, Tourism Companies in Najaf Governorate.

1. Introduction

The concept of marketing strategies:

Marketing strategies are plans, tactics, and methods companies and institutions use to achieve their marketing goals. These strategies include identifying target markets, setting pricing plans, developing products, improving distribution channels, and developing promotional programs to improve the tourist experience. The ultimate goal is to meet customer needs and achieve sustainable profits.

- Language:** Marketing strategies are plans that help achieve marketing goals and enhance the success of products or services at the local or global level.
- Technically,** marketing strategies refer to the plans and tactics companies and organizations use to achieve their marketing goals.
- Procedurally:** Marketing strategies are the guidelines that help achieve the desired goals by reaching consumers and converting them into customers. It is a variable process subject to modification and continuous development to adapt to changes in the market. (Abdeen, 1994:

- d. (Saker, 2002: 1) explained, "They are regular processes determining marketing objectives and strategies and the broad vision for implementing strategies."
- e. Marketing strategies show a set of main or general decisions in the field of several marketing topics, which are:
 - i. They work on the main objectives of marketing activity.
 - ii. They show the target markets and strategies for approaching them.
 - iii. In terms of the organization's position and products in the market and the appropriate strategy for them.
 - iv. They show the competitive position and its strategies.
 - v. The product's position in the life cycle and its appropriate strategy.
 - vi. They show the life cycle of the market and the appropriate strategy for it.
 - vii. They form the general framework of the marketing mix and its components.

The marketing strategy is implemented through the marketing plan, which is a written document showing all the activities necessary for implementation. It describes the organization's current situation, establishes the marketing objectives for the service or group of services, and determines how the organization works to achieve these goals (Al-Khamas, 2004, 40). And in achieving success marketing strategies contribute to achieving success (Al-Afeshat, 2001: 60)

- a. When confronting sudden environmental changes, the marketing strategy may achieve a guaranteed atmosphere for managing the change process by pushing the marketing decision-maker to think about what will happen if a specific change occurs in the markets or industrial sector.
- b. Shows coordination and integration with other organizational and functional strategies, which can work to exploit resources in the optimal solution.
- c. How can efforts be unified through coordination between the components of the marketing mix that work in one direction to achieve marketing goals?
- d. Working to close strategic outlets in the face of competitors by re-segmenting and redefining markets, new distribution channels, and new technology.

Tourism concept:

Tourism marketing is the process of promoting tourist destinations to attract visitors. Marketing promotes tourist destinations and their associated services to attract tourists. This includes introducing the tourist destination, providing distinctive offers and services, and ensuring a distinctive tourist experience. This is done by identifying the target market, developing appropriate tourism programs, and managing good customer relationships (tourists). The goal is to promote and market tourist destinations and display the services available in them to encourage tourists to visit, and this is done through multiple strategies such as digital marketing, advertising, media promotion, and commercial marketing through offers.

- a. **Linguistic definition:** Tourism marketing refers to the process of promoting and marketing tourist destinations or tourism products to attract and engage potential visitors or tourists.
- b. **Technical definition:** Tourism marketing refers to promoting and marketing tourist destinations or tourism products to the target audience, aiming to increase the number of tourists. (Aqoun, 2022: 36-37).
- c. **Operational definition:** Tourism marketing includes a series of interconnected steps, such as planning and implementation, which aim to enhance tourist destinations and attract tourists. (Abdeen, 1994: 67).

1) Sustainable Tourism:

Sustainable tourism means developing tourism that preserves the natural environment, enhances local culture, and offers social and economic benefits to host communities. This type of tourism aims to promote sustainable practices to

encourage tourists to adopt sustainable tourism methods, which satisfies current tourists without adversely affecting the ability of future generations to meet their needs. Sustainable tourism includes preserving natural resources, supporting local cultures, and providing job opportunities.

- i. Linguistically, Sustainable tourism aims to reduce the environmental and social impact of tourism on host destinations while enhancing the economic and cultural benefits of local communities.
- ii. Technically, Sustainable tourism aims to preserve the natural and cultural resources of tourist destinations and enhance economic and social sustainability in local communities.
- iii. Procedurally: Sustainable tourism aims to meet the needs of current tourists without compromising the ability of future generations to meet their needs. A balance between environmental, economic, and social dimensions characterizes it. (Al-Mazrou, 2019, p.45)

2) The Tourist Experience:

The tourist experience refers to the tourist's experience during his visit to the destination, his interaction with local cultural elements, adventures, positive interaction with residents, and the personal, emotional, and social aspects of his experience. Several factors affect the quality of this experience, such as hospitality, recreational activities, and Food and beverages.

- i. **In language:** An expression that describes the personal or unique experience of the tourist during his tourist trip and includes the activities and interactions in which he participates.
- ii. **In terminology:** It refers to the activities and experiences that tourists undergo during their trips, enhancing their personal experience and interaction with their destinations.
- iii. **Procedurally:** It includes the activities and interactions in which the tourist participates during his tourist trip, which enhances his experience and adds value to his trip in general. (Al-Khateeb, 2018, p.30).

Together, these concepts form a comprehensive understanding of how marketing strategies can be used to promote tourism effectively and are essential for studying and analyzing the impact of marketing strategies on tourism. (Kiral'ova, et.al., 2015, p.358)

The most prominent examples of the interaction between these concepts include:

- i. Using social media platforms to promote tourism events and attract tourists through targeted advertising campaigns.
- ii. Using stories and innovative photography to highlight unique aspects of the tourist destination and encourage tourists to visit it.
- iii. Promoting sustainable environmental practices in tourist destinations to attract tourists interested in environmental issues.

These details contribute to understanding how concepts integrate and interact in studying the impact of marketing strategies on tourism marketing, which contributes to achieving specific goals to promote tourist destinations and attract tourists. (Herle, 2018, p.16)

Dimensions of marketing strategies

a. Pricing:

Pricing is one of the basic factors in tourism marketing strategies. It is represented by determining the price of tourism services in a way that reflects their value and is consistent with the purchasing power of targeted tourists. This includes focusing on competitive prices, discounts, and marketing special and seasonal offers.

b. Distribution Channel Management:

These dimensions ensure that tourism services reach potential customers effectively and efficiently. Distribution Channel Management includes close cooperation with travel agencies, online booking sites, and partnerships with other companies to improve customer experience and increase access to the tourism market.

c. Marketing Communications:

Marketing communications are the cornerstone of tourism promotion strategies, effectively conveying marketing messages to the target audience. These strategies include television advertisements, digital campaigns, and social media advertising, which enhance tourism attraction and contribute to strengthening international cooperation and strategic partnerships.

d. Marketing Planning:

Marketing planning is the basis that contributes to setting the goals and plans necessary to achieve success and sustainability in the competitive and ever-changing tourism market. This includes market analysis, identifying target markets, developing appropriate marketing strategies, and evaluating the performance of these strategies to improve future performance. (Almeyda, et al., 2017, p. 78)

These four dimensions reflect their importance in the success of tourism marketing strategies and achieving their goals effectively.

Tourism Marketing Dimensions

1. Service: High-quality service is essential in tourism marketing, providing accurate information, polite and efficient customer service, and effectively meeting customer needs. Improving service quality contributes to customer satisfaction and increases the chances of their return again.
2. Price: A competitive price that reflects the true value of the services provided is essential in attracting tourists. Effective pricing strategies can increase the number of visitors and generate revenue.
3. Product: Tourism products include all offers and services provided to tourists. Products must be diverse and attractive to meet tourists' different needs and expectations. Continuously developing tourism products contributes to attracting more visitors.
4. Production: Tourism production includes all processes and activities that contribute to providing tourism services. These processes must be effective and organized to ensure high-quality services at the lowest possible cost.
5. Distribution: Effective distribution ensures that tourism services and products reach a wide audience. Distribution strategies include partnerships with travel agencies, online booking services, and providing convenient transportation options for tourists.

These dimensions play a vital role in developing effective tourism marketing strategies and attracting tourists to various destinations worldwide.

2. Materials and Methods

Research Problem

The research problem is represented by the weak interest of some tourism and travel companies in Najaf Governorate in marketing strategies, such as choosing, participating, and managing distribution channels and promotional policies, as well as managing communications and marketing planning, reflected in tourism marketing. The research problem can be formulated as follows: What is the role of sustainable human resources in achieving tourism marketing in the companies studied?

As for the sub-research questions, they were represented in:

1. How does the service institution build marketing strategies?
2. What is the relative importance of marketing strategies from the point of view of employees in (the studied tourism companies)?
3. What is the level of marketing strategies in (the studied tourism companies)?
4. Is there a relationship between marketing strategies and the level of tourism marketing (for the studied tourism companies)?
5. What is the impact of marketing strategies on the level of tourism marketing for employees (the studied tourism companies)?

Research objectives:

1. Revealing the reality of the marketing strategies of the studied companies.
2. Identifying tourism marketing practices in the studied companies.
3. Revealing the nature of the relationship between marketing strategies and tourism marketing.

Importance of the study

1. **Applied importance:** The study contributes to enriching academic literature on the impact of marketing strategies on the tourism sector, which helps researchers and academics understand the factors affecting the success of tourism marketing.
 - a. **On the scientific level:** The study provides new and in-depth insights into applying different marketing strategies and their impact on the quality of tourism services, which encourages further future studies in this field.
 - b. **Analyzing theoretical models:** The study helps test and evaluate existing theoretical models on marketing strategies, which may lead to developing or improving new models.
 - c. **Understanding causal relationships:** This study helps understand the causal relationships between marketing strategies and their results on tourism and ensures their success in increasing the number of tourists and improving tourism revenues.
 - d. **Developing theories and theoretical frameworks:** By studying the impact of marketing strategies on tourism marketing, theories, and theoretical frameworks can be developed in marketing and tourism by improving the general understanding of how marketing strategies work and develop over time.
2. **Practical importance**
 - a. **Improving marketing performance in the tourism sector:** The study provides practical recommendations that stakeholders in the tourism sector can apply to improve their marketing strategies, which contributes to increasing the number of tourists and enhancing their satisfaction.
 - b. **Supporting decision-making:** The study provides valuable information to decision-makers in the tourism sector, helping them make informed decisions about effective marketing strategies and their future investments.
 - c. **Enhancing competitiveness:** By providing innovative and effective strategies, tourism stakeholders can improve their competitiveness at the local and international levels, enhancing tourist destinations' status.
 - d. **Improving the quality of tourism services:** The study helps identify the factors that affect the quality of tourism services and provides recommendations for improving them, which enhances the tourists' experience and increases the chances of returning and recommending the tourist destination.
 - e. **Supporting the local economy:** By increasing the number of tourists and improving the quality of services provided, the study enhances local economic growth and creates new job opportunities in the tourism sector.

- f. **Guiding digital marketing strategies:** The study provides a detailed analysis of digital marketing strategies and how to improve them, which helps tourism companies use technology more effectively to reach a wider audience.
- g. **Improving decisions in the tourism and marketing sector:** This study contributes to improving decisions in the tourism and marketing sector based on collected scientific evidence and statistical analysis. Officials can use the results to improve current strategies and plan future strategies.
- h. **Promoting sustainability in tourism:** Analyzing the impact of marketing strategies helps determine how to promote sustainability in tourism and support local economic development. The study will play an important role in determining how to make tourism sustainable and appropriate.

In short, the study has great professional importance that benefits both the individual and the institution by improving performance, developing skills, and supporting informed decision-making in the field of tourism for its role in enhancing our understanding of the relationships between the various factors that affect tourism and how to manage it effectively to achieve scientific and practical developments that enhance the tourism industry in the long term.

Hypothetical research model:

To achieve the research objectives, it is necessary to build a hypothetical scheme to diagnose the independent variable, which includes (pricing, marketing communications, and distribution channel management) (Manzoor et al., 2019: 4-6).

The dependent variable, which includes, according to (Ismail and Taha, 2020 Ones & Dilchert, 2012; (Norton et al. (product (service), promotion, price, distribution), as shown in Figure No. (1), which includes two types of basic variables:

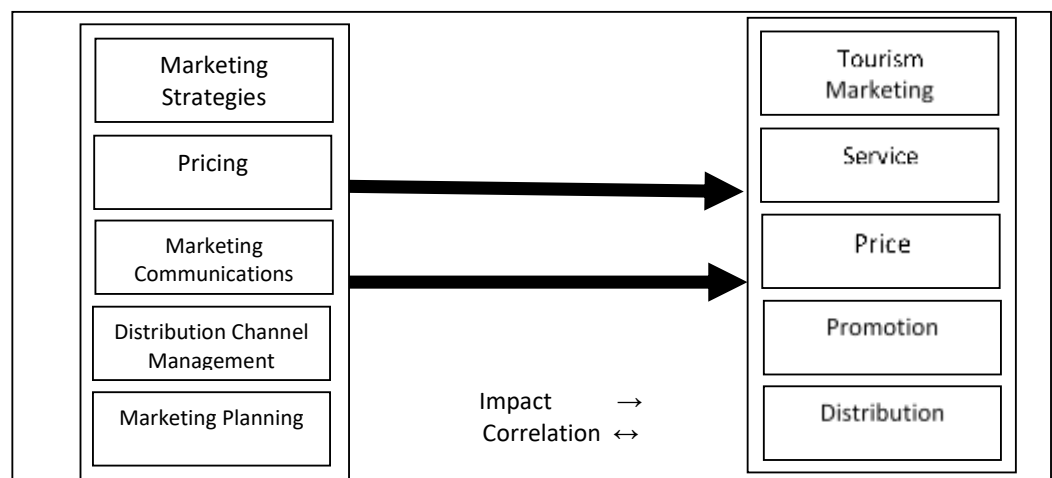


Figure 1. The Default Research Model Prepared by the Researcher

Research hypotheses

The first main hypothesis: There is a correlation between marketing strategies and the dimensions of tourism marketing.

The following sub-hypotheses emerge from it:

1. "There is a significant correlation between" pricing and the dimensions of tourism marketing.
2. "There is a significant correlation between" marketing communications and the dimensions of tourism marketing.
3. "There is a significant correlation between" distribution channel management and the dimensions of tourism marketing.

4. "There is a significant correlation between" marketing planning and the dimensions of tourism marketing.

The second main hypothesis is that "there is a significant influence relationship between" marketing strategies and the dimensions of tourism marketing.

The following sub-hypotheses emerge from it:

1. "There is a significant influence relationship between" pricing and tourism marketing.
2. "There is a significant influence relationship between" marketing communications and tourism marketing.
3. "There is a significant influence relationship between" distribution channel management and tourism marketing dimensions.
4. "There is a significant influence relationship between" marketing planning and the dimensions of tourism marketing.

Research community and sample:

The research community included all employees in some tourism and travel companies in Najaf Governorate (Al-Dhikra, Janat Al-Najaf International Company, Anwar Al-Najaf Company, Diyar Al-Najaf Company), numbering (162) employees. These four companies were chosen because they are considered among the most active companies at the governorate level and easy to access, in addition to cooperation in answering the questionnaire. The following equation determined the appropriate sample size (Steven K. Thompson, 2012:59).

$$n = \frac{N \times p(1-p)}{[N - 1 \times (d^2 \div z^2)] + p(1-p)}$$

N=Population size

z= "The standard score corresponding to significance level 0.95 equals 1.96"

D= "The error ratio equals 0.05"

P= "Property availability and neutrality ratio equals 0.50"

"Based on this, it appeared that the optimal sample size is at least (114) employees, so (130) questionnaires were distributed to a random sample. After (124) questionnaires were retrieved, with a response rate of (99%), it became clear that the number of questionnaires valid for statistical analysis amounted to (122) questionnaires, which meets the required number. The following table shows the demographic factors of the respondents".

Table 1. Description of the sample of respondents

Gender									
Males					Females				
108		67%			14		33%		
the total					162				
the age									
30 فأقل		31-35		36-40		41-45		46or more	
31	19%	42	26%	27	17%	11	7%	11	7%
the total					162				
Years of service									
1-4 years		From 5-8 years		From 9-12 years		From 13-16 years		From 17-20 years	

21	13%	44	27%	26	16%	20	12%	11	7%
the total					162				

**Source: Prepared by the researcher.*

Tests of Scale Stability and Normal Distribution:

- The researcher employed the (Cronbach's alpha) test, whose value is considered reliable whenever it is equal to or greater than 0.70 ,to ascertain whether the questionnaire remains stable, consistent, and yields the desired results, and how much it deviates from error and yields the same results when redistributed numerous times, at various times, and with the same level of reliability ((Sekaran & Bougie ,2016).
- To ensure that real results are reached that best represent the research community, the appropriate statistical method must be determined for the nature of the data drawn and that it is compatible with its distribution, as the test was applied to the study variables. By extracting the coefficient of flatness and skewness, most studies indicate that the acceptable values for them should be between (+1.96-1.96), based on (Hair et al., 2010), which indicates that the data is distributed normally.

Table 2. Reliability coefficient and normal distribution of dimensions and items

Variables	Dimensions	Number of paragraphs	Cronbach's coefficient	Skewness	Kurtosis
Marketing Strategies	Pricing	3	92.30%	1.784	-1.685
	Marketing Communications	3	88.40%	0.987	-0.872
	Distribution Channel	3	91.10%	1.620	-1.632
	Management				
	Marketing Planning	3	93.10%	1.065	-1.211
All paragraphs on the dimensions of marketing strategies		12	%91.23	1.364	-1.350
Tourism Marketing	Product (Service)	3	85.10%	1.001	-1.297
	Price	3	91.40%	1.886	-1.811
	Promotion	3	91.10%	0.782	-0.611
	Distribution	3	90.20%	0.999	-0.712
All paragraphs of tourism marketing dimensions		12	%89.45	1.167	-1.108

**The researcher utilized the (SPSS) program to generate the source.*

- The scale stability test demonstrated that all axes produced satisfactory results, both individually and collectively.
- All values of the skewness and flatness coefficients fell within the range of (1.96: -1.96), so all paragraphs of the study variables and their dimensions are normally distributed.

3. Results

Descriptive analysis of sample responses

To see the level of emergence of this variable in the organization under study, descriptive analysis tests will be reviewed, represented by ("arithmetic mean", standard deviation, coefficient of variation, and relative importance). According to the study variables represented by (marketing strategies tourism marketing), the hypothetical mean of (3) was adopted, as each dimension obtains a hypothetical "arithmetic mean" higher than (3) is acceptable. Otherwise, it is rejected and compared with others to identify the level of availability, practice, homogeneity, and interest by some tourism and travel companies in Najaf Governorate in these dimensions and main variables.

- a. **Marketing strategies variable:** - The table and figure below show the results related to the variable (marketing strategies), as it is clear that the mentioned variable has achieved availability and response at a high level, as the "arithmetic mean" has reached ((3.755, with a standard deviation of (0.824), and a coefficient of variation of (22.0%) which shows the dispersion of values from their "arithmetic mean", and with a relative importance of) 75.1%), where the dimension (distribution channel management) "receives the first position since it received the highest values", while the dimension (marketing planning) obtains the last place because it obtained the lowest values. "This document presents the key findings pertaining to the responses of" the sample's opinions regarding each dimension of the variable (marketing strategies): -

Table 3. Statistical Description of the Independent Variable: Marketing Strategies

	Independent Dimensions	mean	S.D	relative importance	C.V	Dimensions arrangement
1	Pricing	3.542	0.835	%70.8	%23.6	3
2	Marketing Communications	3.689	0.798	%73.8	%21.6	2
3	Distribution Channel Management	3.843	0.742	%76.9	%19.3	1
4	Marketing Planning	3.946	0.922	%78.9	%23.4	4
	Total Marketing Strategies	3.755	0.824	%75.1	%22.0	

*The researcher utilized the (SPSS .26) program to generate the source.

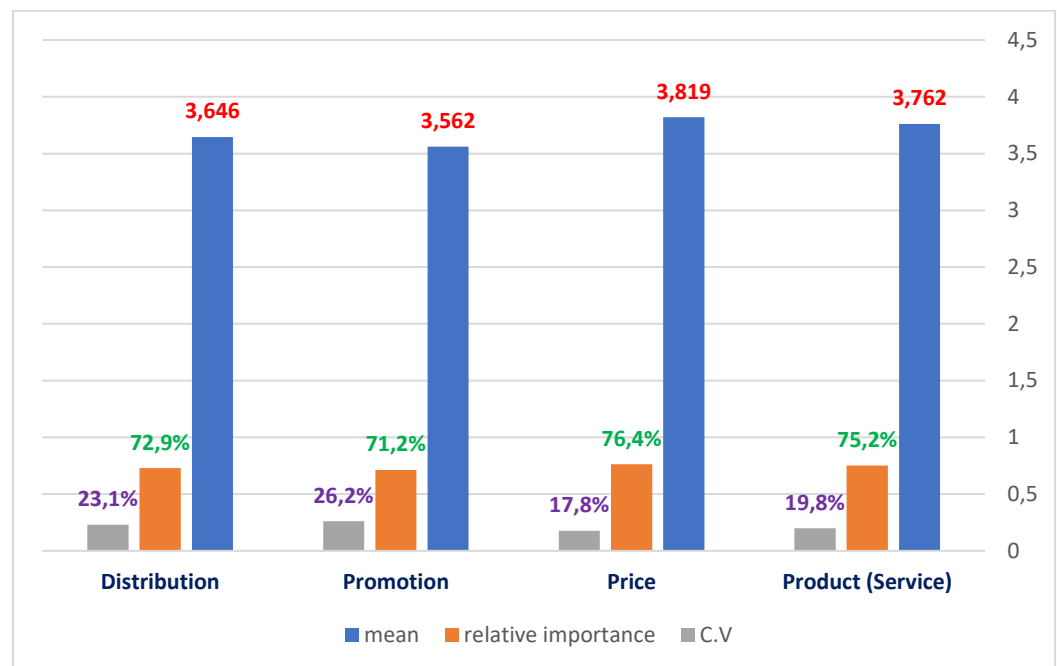
Tourism Marketing Variable

The table and figure below show the results related to the variable (tourism marketing), which reached (3.697), which is higher than the default mean, with a standard deviation of (0.799), and a coefficient of variation of (21.6%), which shows the dispersion of values from their "arithmetic mean", and with a relative importance of (73.9%), where the dimension (price) "obtained the first place because it obtained the highest values". In contrast, dimension (promotion) was last because it obtained the lowest values. "This document presents the key findings pertaining to the responses of" the sample's opinions regarding each "dimension of the variable" (tourism marketing):

Table 4. Statistical description of the dependent variable tourism marketing

	Independent Dimensions	mean	S.D	relative importance	C.V	Dimensions arrangement
1	Product (Service)	3.762	0.745	%75.2	%19.8	2
2	Price	3.819	0.678	%76.4	%17.8	1
3	Promotion	3.562	0.932	%71.2	%26.2	4
4	Distribution	3.646	0.842	%72.9	%23.1	3
	Total Tourism Marketing	3.697	0.799	%73.9	%21.6	

*The researcher utilized the (SPSS .26) program to generate the source.



*The researcher utilized the (SPSS .26) program to generate the source

Figure 3. Statistical Description of the Dependent Variable Tourism Marketing

Testing the study hypotheses

They will be tested successively as follows:

1. **The first main hypothesis (H1):** ("The hypothesis states that there is a statistically significant relationship between" marketing strategies and tourism marketing); the results of the table below show the existence of a relationship between marketing strategies and tourism marketing, if the correlation value reaches (0.765), which is positive and statistically significant depending on the achieved significance level (0.000), which is smaller than the significance coefficient for social sciences (5%), "The hypothesis is accepted based on these results", and this indicates that the more the companies studied are interested in marketing strategy practices, the more tourism marketing will be enhanced. The following sub-hypotheses branch out from it: -
 - a. **The first sub-hypothesis (H1-1):** ("The hypothesis states that there is a statistically significant relationship between" pricing and tourism marketing). The results of the table below show the existence of a relationship between pricing and tourism marketing if the correlation value reaches (0.819), which is direct and statistically significant depending on the achieved level of significance (0.000), which is smaller than the significance coefficient for social sciences (5%). "The hypothesis is accepted based on these results", and this indicates that the more the companies studied are interested in pricing, the more tourism marketing will be enhanced.
 - b. **The second sub-hypothesis (H1-2):** ("The hypothesis states that there is a statistically significant relationship between" marketing communications and tourism marketing). The results of the table below "show that there is a relationship between" marketing communications and tourism marketing. Suppose the correlation value reaches (0.753). In that case, it is positive and statistically significant depending on "the level of (significance) achieved" (0.000), which is smaller than the significance coefficient for social sciences (5%). "The hypothesis is accepted based on these results", and this indicates that the more the companies studied are

interested in the content of strategic marketing communications, the more tourism marketing will be enhanced.

- c. **The third sub-hypothesis (H1-3):** ("The hypothesis states that there is a statistically significant relationship between" the management of distribution channels and tourism marketing). The results of the table below "show that there is a relationship between" the management of distribution channels and tourism marketing if the correlation value reaches (0.778), which is direct and statistically significant depending on "the level of (significance) achieved" (0.000), which is smaller than the significance coefficient for social sciences (5%). "The hypothesis is accepted based on these results", and this indicates that the more the companies studied are interested in strategically managing distribution channels, the more tourism marketing will be enhanced.
- d. **The fourth sub-hypothesis (H1-4):** ("The hypothesis states that there is a statistically significant relationship between" marketing planning and tourism marketing). The results of the table below "show that there is a relationship between" marketing planning and tourism marketing. Suppose the correlation value reaches (0.826). In that case, it is direct and statistically significant depending on "the level of (significance) achieved" (0.000), which is smaller than the significance coefficient for social sciences (5%). "The hypothesis is accepted based on these results", and this indicates that the more the companies studied are interested in strategic planning marketing, the more tourism marketing will be enhanced.

Table 5. Correlation between marketing strategies and tourism marketing

Tourism Marketing	
Marketing Strategies	0.765 ** 0.000
Pricing	0.819** 0.000
Marketing Communications	Pearson Correlation 0.753** Sig. (2-tailed) 0.000
Distribution Channel Management	0.778** 0.000
Marketing Planning	0.826** 0.000

*The researcher utilized the (SPSS .26) program to generate the source.

Confirmatory factor analysis of research variables And testing the hypotheses of influence to verify the structural validity of the research scale with its variables, dimensions, and paragraphs.

In order to guarantee this, the researcher will implement the structural equation modelling (confirmatory factor analysis method) and the Amos.V. 24 program. This will verify two aspects: first, that the dimensions accurately represent the variable and that its paragraphs are fair and statistically acceptable; second, that the data from the sample align with the scale's presumed structure model. The process of checking is done by looking for criteria that are higher than or equal to the paragraph saturation ratio of 0.40,

Table 6: "Indicators and goodness-of-fit rule for structural modeling equation"

	Indicator	Rule
1	P-value	Greater than or equal to .05
2	Ratio	Less than 3
3	RMSEA	Less than .05 or .08
4	GFI	Greater than or equal to .90

*Source: Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017) "A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)," 2nd Ed. Thousand Oaks, CA: Sage, p.289.

The table and figure below demonstrate that all paragraphs about the research variables (marketing strategies, tourism marketing) have surpassed the saturation threshold of 0.40, indicating statistical validity (Costello & Osborne, 2005). "The structural model's goodness of fit criteria were also higher than the established standards. This shows that the research variables are multidimensional and that the sample data are consistent with the proposed structural framework of the research variables when looked at separately. These results show that the data from the study sample match the measurement model, as shown by the fact that each variable was evaluated separately".

Table 7. "Confirmatory factor analysis of study variables"

Cod	path	Dimension	Estimate	S.E.	C.R.	P
PR1	<---	Pricing	.745	.150	7.886	***
PR2	<---		.854	.177	8.103	***
PR3	<---		.686			
DC1	<---	Distribution Channel Management	.724	.130	7.658	***
DC2	<---		.828	.139	7.910	***
DC3	<---		.703			
MP1	<---	Marketing Planning	.765	.115	9.298	***
MP2	<---		.796	.107	9.650	***
MP3	<---		.763			
MC1	<---	Marketing Communications	.809	.222	6.225	***
MC2	<---		.708	.178	6.330	***
MC3	<---		.612			
SE1	<---	Product (Service)	.599			
SE2	<---		.598	.174	6.003	***
SE3	<---		.633	.176	6.257	***
PO1	<---	Promotion	.588			
PO2	<---		.596	.157	6.106	***
PO3	<---		.660	.164	6.571	***
DR1	<---	Distribution	.718			
DR2	<---		.713	.127	7.728	***
DR3	<---		.599	.132	6.647	***
PC1	<---	Price	.552			
PC2	<---		.571	.199	5.271	***
PC3	<---		.649	.197	5.699	***

The second main hypothesis (H2): The figures in the table below showed that "there is a significant effect" of the marketing strategies dimension on tourism marketing, considering it a dependent variable, and this is supported by the calculated (F) value of (291.461) greater than its tabular value of (3.85) at a significance level of (0.05) and two degrees of freedom (1) (121). As for the value of the coefficient of determination (R), it reached (0.568). This means that the marketing strategies dimension contributed to

explaining (56.8%) of the variance in promoting tourism marketing, and the rest is due to unseen variables that cannot be controlled or were not included in the regression model. The result is supported by the value of the coefficients in the company under study, as they reached (0.532) and (0.767) respectively. As for the calculated (t) value, it reached (2.993), which is a significant value because it is greater than its tabular value of (1.96) at a significance level of (0.05), and according to these results. The alternative hypothesis is accepted, which means: which means that increasing interest in marketing strategies through the studied companies in developing pricing methods to respond quickly to market changes, developing their advertising management skills, developing their marketing skills, and comprehensive knowledge of market planning processes, in addition to developing systems for monitoring and changing competitors' prices leads to an increase in tourism marketing, and the regression equation is as follows:

$$y = a + bx$$

$$y = 0.532 + 0.767x$$

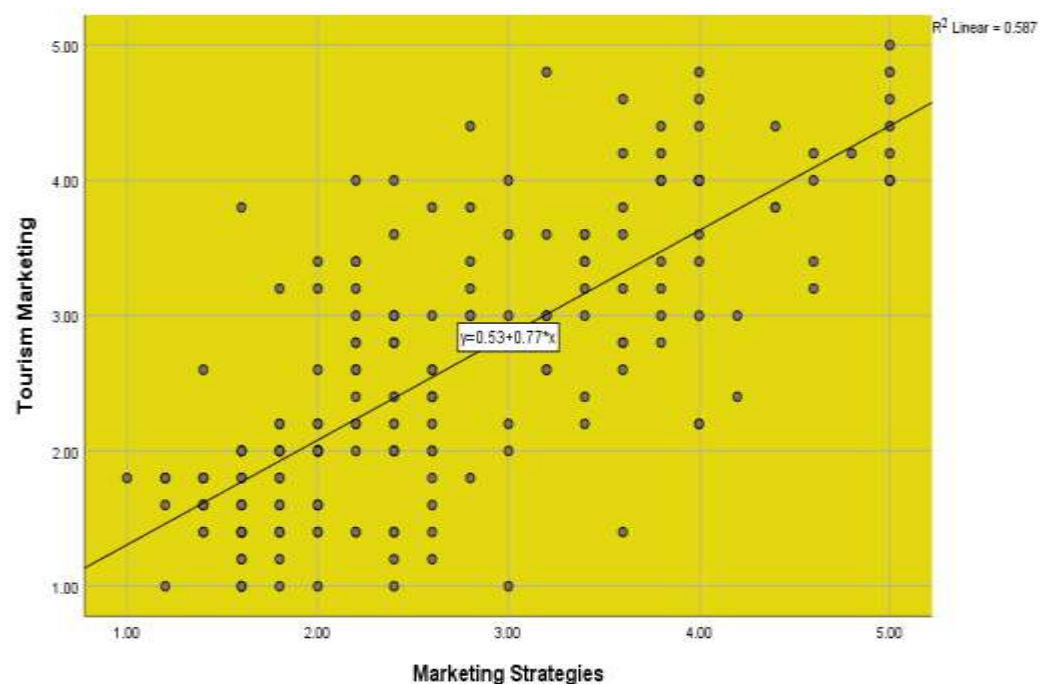


Figure 4. Shows the impact between marketing strategies and tourism marketing.

Table 8. Shows the impact relationships between marketing strategies and tourism marketing.

Variable	Indicator	Recorded value
Marketing Strategies	F – Cal	291.46
	R^2	0.586
	P	0.000
	A	0.686
	B	0.762
	T	2.993

*The researcher utilized the (SPSS .26) program to generate the source".

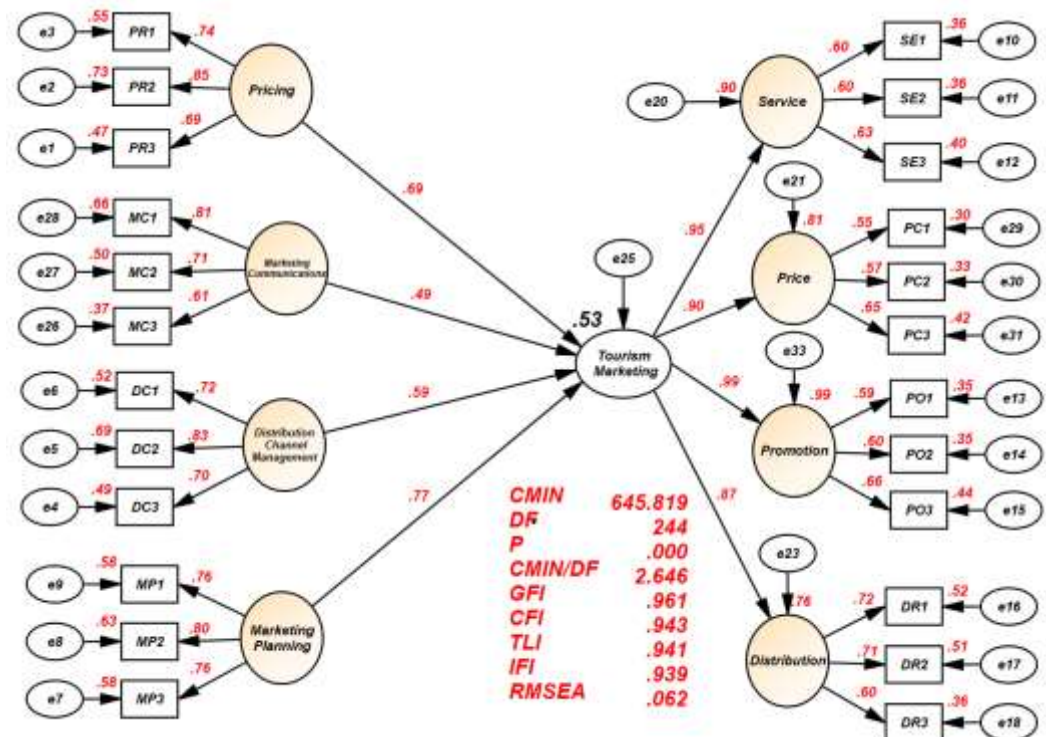


Figure 5. "The impact between the dimensions" of marketing strategies and tourism marketing

Table 9. "The impact between the dimensions" of marketing strategies and tourism marketing

PATH		Standard estimate	Standard error	Critical value	R2	F tabular	Sig.
Pricing	---	0.693	0.121	11.051			0.000
Marketing Communications	---	0.492	0.084	9.654			0.000
Distribution Channel Management	---	0.588	0.079	9.011	0.526	103.54	0.000
Marketing Planning	---	0.769	0.091	8.891			

*Source prepared by the researcher based on the outputs of the (AMOS.V.24) program.

4. Discussion

The following sub-hypotheses branch out from it:

- The first sub-hypothesis (H1-1):** "This hypothesis states that there is a statistically significant effect "between pricing and tourism marketing, as the influence constant for the model reached (1.077), and the slope of the regression reached (0.693) directly, i.e., when enhancing the elimination of the concept of waste or reducing it by one unit, tourism marketing will increase by an amount of (0.693).
- Second sub-hypothesis (H1-2):** "This hypothesis states that there is a statistically significant effect "between marketing communications and tourism marketing, as the slope of the regression reached (0.492) directly, i.e., when the restructuring of the product concept is enhanced by one unit, tourism marketing will increase by (0.492).

- c. **Third sub-hypothesis (H1-3):** "This hypothesis states that there is a statistically significant effect "between distribution channel management and tourism marketing, as the slope of the regression reached (0.588) directly, i.e., when the clarity of the relationship between price and cost is enhanced by one unit, tourism marketing will increase by (0.588).
- d. **Fourth sub-hypothesis (H1-4):** "This hypothesis states that there is a statistically significant effect "between marketing planning and tourism marketing, as the slope of the regression reached (0.769) directly, i.e., when the clarity of the relationship between price and cost is enhanced by one unit, tourism marketing will increase by (0.769)

In addition, the dimensions of marketing strategies explain (53%) of the variance in tourism marketing, while the remaining percentage (47%) is due to other variables not included in the study. It is significant based on the calculated (F) value (103.54), which is greater when compared to the tabular (F) of (3.86), and that the significance level value supports this result, which reached (0.000), is less than the significance level assumed by the researcher (0.05). According to these results, the alternative sub-hypotheses (first, second, third, and fourth) are accepted. The null hypothesis is rejected at the level of this study, which means that the more interest is available in the activities, plans, and tactics of the dimensions of marketing strategies, the more it contributes to enhancing tourism marketing in the tourism companies studied, and the regression equation is as follows:

$$y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4$$

$$y = 1.077 + 0.693x_1 + 0.492x_2 + 0.588x_3 + 0.769x_4$$

5. Conclusion

- a. Interest in the components of marketing strategies was medium to high, as most of the respondents' answers to most of the paragraphs were neutral and agreed, which indicates the need to increase interest in marketing strategies by the companies studied.
- b. There is medium to high interest in tourism marketing, as most of the study sample's answers were neutral to high, which indicates the need to enhance tourism marketing for the companies studied.
- c. It is clear from the analysis of the correlation relationships between marketing strategies and tourism marketing that it was high, positive, and significant, which indicates that the interest in the components of marketing strategies increases among some tourism and travel companies in Najaf Governorate, the more this leads to enhancing tourism marketing.
- d. There is a statistically significant effect between marketing strategies and tourism marketing, which explains that increasing interest in marketing strategies leads to an increase in tourism marketing.

Recommendations

- a. Companies are urging their studies to pay attention to pricing because it enhances tourism marketing by developing pricing methods to respond quickly to market changes and develop systems for monitoring and changing competitors' prices.
- b. Companies should strive to pay attention to managing distribution channels by striving diligently to add value to good distributors and developing working relationships with them.
- c. Companies are urging their studies to pay attention to marketing communications because they enhance tourism marketing by developing their advertising programs and management skills.

- d. Urging the companies studied to pay attention to managing distribution channels, as this enhances tourism marketing by developing their marketing skills, creative marketing strategies, and comprehensive knowledge of market planning processes

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