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The impact of electronic marketing on the tourism product: A sample of tourists in Babylon governorate

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Abstract

E-tourism marketing has gained significant importance, especially with the tremendous growth of modern technologies and the increasing use of the internet. It has become the most competitive field in the tourism marketing environment in the modern era, playing a key role in promoting tourism products. This study aims to demonstrate the impact of e-marketing on tourism products, the use of social media in promotion, the extent of information and communication technology (ICT) usage in delivering tourism services, and understanding the nature of the tourism product and how it is presented through digital marketing.

A descriptive-analytical approach was adopted in this study, targeting a random sample of tourists visiting Babylon Province. A questionnaire consisting of (26) questions was used—the first section included demographic data with (4) questions, while the second section covered objective data related to the study topic with (22) questions. Several statistical tools were employed to analyze the questionnaire data using the statistical analysis program SPSS, V.26.

The study concluded by accepting the first alternative main hypothesis, which states that there is a statistically significant correlation between e-marketing and tourism products among the respondents. The study ended with a set of conclusions and recommendations that could be beneficial if implemented.

Keywords: E-tourism marketing, digital marketing, tourism products, social media, ICT, tourist behavior, Babylon Governorate, SPSS analysis

Introduction

The tourism sector is considered one of the most important sectors in today's world. The tourism industry has become a civilizational and social phenomenon, representing the core of service activities and one of the fastest-growing sectors. It is now recognized as the industry of the era and an effective tool for achieving economic development, as it can generate significant foreign currency revenues, reduce unemployment, and develop regions. For this reason, many countries have made tourism a cornerstone of their national economies.

Marketing in the tourism product holds paramount importance as it targets the beneficiary (the tourist) and works to satisfy their desires. Additionally, one of the key characteristics of the tourism product is its intangible nature.

Today, the world is witnessing numerous changes, with communications and information technology taking center stage in the interests of various business and service sectors. The tourism industry is one of the first sectors to be closely linked with advancements in information technology, particularly the internet and wireless communication technologies. Given that the tourism product is intangible, electronic transactions have become a global norm and a crucial requirement for providing competitive tourism services of international quality in a new marketing environment that eliminates the barriers of distance and time between tourism product providers and customers (clients).

Study Methodology

First: Study Problem

The reality of tourism in Iraq faces many obstacles, including political and economic instability, which affects the ability to utilize electronic marketing management appropriately in line with the aspirations of these companies and organizations. This is to keep pace with global developments and ensure high-quality impact on tourists while achieving the goals of organizations and companies. Accordingly, the study problem can be framed by answering the following questions:

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To what extent does electronic marketing influence the tourism product? What is the capability of tourism companies in utilizing modern electronic marketing? Capability of tourism companies in utilizing modern electronic marketing? Is there a relationship between electronic marketing and the tourism product?

Second: Importance of the Study

The significance of the study stems from the important role electronic marketing plays in the tourism sector and other sectors in achieving marketing objectives. This is accomplished through the use of the internet in dealing with marketing stakeholders, as well as the various approaches adopted by tourism organizations and companies to enhance customer satisfaction, reduce marketing costs, reach the largest possible number of customers, and improve company performance to strengthen their competitive position and enable them to keep pace with developments in the surrounding environment.

Third: Study Objectives

The study aims to

Understand the importance of electronic marketing and its impact on the tourism product.

Examine the extent to which modern communication tools are used in marketing tourism services and promoting the tourism product.

Identify the contribution of information and communication technology in designing tourism services.

Assess the role of electronic marketing in promoting the tourism product.

Understand the nature of the tourism product and how it is presented through electronic marketing.

Fourth: Research Hypotheses

First Main Hypothesis: There is no statistically significant correlation between electronic marketing and the tourism product among the surveyed sample.

- **First Alternative Main Hypothesis:** There is a statistically significant correlation between electronic marketing and the tourism product among the surveyed sample.
- **Second Main Hypothesis:** There is no statistically significant correlation between electronic marketing and the tourism product among the surveyed sample.
- **Second Alternative Main Hypothesis:** There is a statistically significant correlation between electronic marketing and the tourism product among the surveyed sample.

Chapter One: The Nature of Electronic Marketing

First: The Concept of Electronic Marketing

Before delving into the concept of electronic marketing, it is essential to understand marketing in general. Marketing is a dynamic activity influenced by and influencing a set of internal and external factors and ever-changing variables, making it difficult to confine within a fixed framework. It encompasses diverse, interconnected, and multifaceted functions. Marketing has been defined as "the process of creating, distributing, and promoting goods, services, and ideas to facilitate exchange relationships that satisfy customers in a dynamic environment". The American Marketing Association (AMA) defines marketing as "the

process of planning, pricing, promoting, and distributing ideas, products, and services to create exchanges that satisfy individual needs and organizational objectives" (Al-Batouti, 2012, p. 5) ^[2].

As for electronic marketing, it is defined as "the application of the internet and related digital technologies to achieve marketing objectives" (Al-Allaq, 2002, p. 19) ^[3]. Another definition states that it is "the process of using the internet and digital technology to achieve companies' marketing goals and reinforce modern marketing concepts. Online marketers can easily and freely disseminate information about their products and companies compared to traditional marketing, making competition in the internet era stronger and more intense in an unpredictable manner" (Abu Al-Qahf *et al.*, 2006, p. 427) ^[4].

It has also been defined as "the optimal use of digital technologies, including information and communication technologies, to enhance marketing productivity and processes, such as organizational functions, operations, and activities aimed at identifying the needs of target markets and delivering goods and services to customers". From the researcher's perspective, electronic marketing means utilizing the best modern technologies—such as the internet, wired and wireless communication tools, and digital technologies—to market products, achieve organizational goals, reach the largest number of customers, and gain a competitive advantage among organizations in marketing their products.

Second: The Importance of Electronic Marketing

The significance of electronic marketing has become evident in today's fiercely competitive global market for goods and services. It enables organizations and companies to reach their target consumers and adopt well-planned promotional strategies, allowing them to compete in the unified global market. The importance of electronic marketing lies in the following (Al-Sabbagh, 2016, p. 17) ^[5].

- Electronic marketing has become a necessity in today's society.
- Hundreds of users connect to the internet daily from all over the world.
- Leveraging the internet as a promotional medium for services and products is essential.
- It provides access to global markets.
- It allows the delivery of goods and services tailored to customer needs.

Electronic marketing has become a necessity for the success of modern organizations, including tourism companies, making it imperative to integrate this marketing approach into their activities.

Third: Types of Electronic Marketing

Some marketing experts, such as Kotler, classify marketing into three main types.

a) External Marketing

This relates to traditional marketing functions, such as designing and implementing the marketing mix (product, price, place, and promotion).

b) Internal Marketing

This focuses on employees within the organization. Companies must adopt effective policies to train and

motivate employees to interact well with customers and work as a team dedicated to meeting customer needs. Every employee should be customer-oriented, not just the marketing department.

c) Interactive Marketing

This revolves around the idea that the quality of goods and services depends heavily on the relationship between the seller and the buyer. The concept of electronic marketing does not differ from traditional marketing concepts except in the means of communication with customers. Electronic marketing relies on the internet as a fast, easy, and low-cost communication tool to carry out these functions, which constitute the core types of traditional marketing (Youssef, 2012, p. 86) ^[6].

Fourth: Forms of Electronic Marketing

Organizations in general, including tourism companies and hotel establishments, rely on various forms of electronic marketing to promote their products. These include:

1. Email

Email is defined as "a means of exchanging digital messages over the internet and other computer networks." It offers several advantages (source):

- The ability to send a message to multiple recipients, including text, audio, video, images, and maps.
- Speed in sending messages, as delivery takes only seconds. If a message fails to send, the program notifies the sender.
- Users can retrieve messages from their inbox via an email program, allowing them to view messages and choose whether to reply or leave them in the inbox.
- When the email application starts, it notifies the user of pending messages by displaying a line for each email, showing the sender's name, arrival time, and message length.
- The user can select a message from the list, and the email system displays its contents. After reading, the user can choose to reply or leave the message in the inbox.

Media specialists, tourism companies, and suppliers can use email to disseminate messages containing tourism-related ideas and information about attractions, services, and exclusive prices. These messages can be received by other tourism companies or individuals, who can respond to discuss their needs, requests, complaints, or booking inquiries (Adly & Manal, 2011, p. 222) ^[7].

2. Mailing Lists

A mailing list is a communication tool targeting specific audiences, used to promote products, services, and distribute information. It is an essential method for online sales and acquiring new customers, thereby increasing profits. Its objectives include enhancing a company's brand, products, and services, maintaining regular communication, and encouraging purchases through commercial email branding. Messages are successfully sent to groups of individuals via email platforms (Cyril & Methodius, 2009, pp. 4-5). Mailing lists are a vital means for tourism establishments to reach their target audiences.

3. Websites

A website consists of interconnected web pages stored on the same server, accessible via the internet. Websites serve various purposes (advertising, sales, etc.), and some include chat forums or discussion boards. Blogs are also a type of website where authors publish their writings on various topics (Al-Sakarna, 2015, p. 374) ^[8]. Tourism companies and organizations can create their own websites featuring tourist attractions (in text or visual formats), travel programs, investments, research, historical and archaeological information, and tourist benefits, along with booking details and prices.

For example, a tourism ministry's website can inform clients and attract potential tourists by promoting its online address through newspapers, magazines, email, advertisements, and other printed materials (Hijab, 2003, p. 263) ^[9].

4. Newsgroups

Newsgroups are defined as "large electronic bulletin boards, with up to 30,000 groups containing messages on various topics. They serve as a new way to communicate with others who share similar interests. A newsgroup acts as a repository of news or articles in a public space, where interested individuals can visit to read or comment on published content" (News Groups).

5. Discussion Forums

These are groups within the World Wide Web (internet) services. Tourism companies can initiate discussions on tourism-related issues or engage with service users and local tourists to gather feedback on their services (Adly & Manal, p. 223) ^[7].

6. Telemarketing

Telemarketing is a marketing activity conducted via telephone as a direct sales tool. Its advantages include direct interaction, flexibility, speed, and immediate feedback. Due to its importance, mobile and landline phones are used in tourism organizations to contact travel agencies and promote services in a way that captures customer interest. From the above, it becomes clear that the aforementioned interactive communication tools via the internet have become essential requirements for tourism companies and establishments. They are used to promote and advertise tourism services, prices, booking methods, and direct sales. Their use helps reach a larger audience, increasing sales and market share. However, they require skilled and trained personnel to utilize these tools effectively.

Fifth: Steps of Electronic Marketing

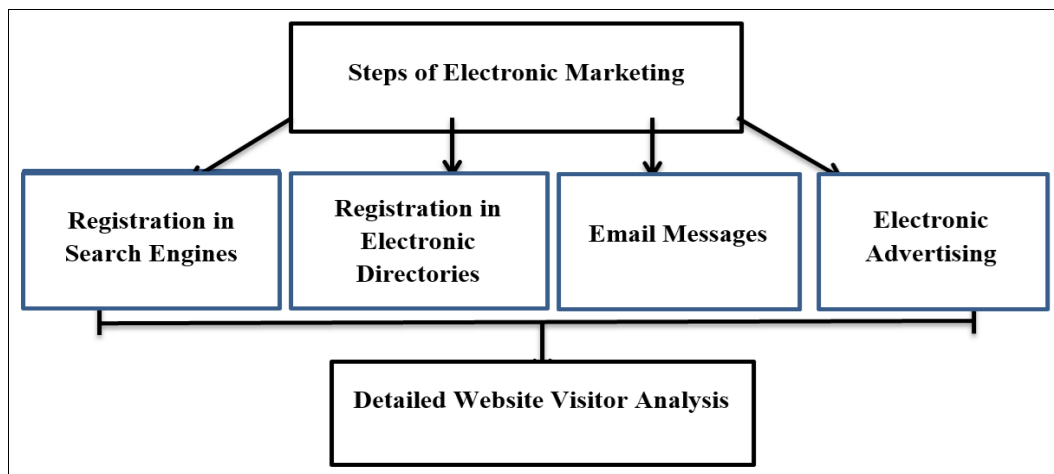
Electronic marketing aims to showcase products to the largest possible audience, which requires more than just creating a website. The process involves several steps to reach customers online (Al-Sabbagh, p. 19) ^[5]:

1. Electronic Research: Conducted through.

- a) **Search Engines:** Functioning as indexes or portals for internet users to search the web.
- b) **Directories:** Specifically designed sites listing categorized website names.

2. Bulk Emails

3. Digital Advertising (Banners)



Source: Prepared by the researcher based on: Nevin, 2010, pp. 128-172.

Fig 1: These steps can be represented in the following figure

Sixth: Advantages and Disadvantages of E-Marketing

There are many advantages and disadvantages to e-marketing, including (Shamat, 2010, pp. 172-182) ^[10].

1. Advantages of E-Marketing

- Ease of obtaining information about any product or service and its features due to the widespread use of the internet.
- The ability to obtain goods and services from any individual or organization.
- The possibility of completing sales transactions without the buyer needing to visit the product's location, as payment can also be made online.
- Lower marketing costs compared to traditional marketing.

2. Disadvantages of E-Marketing

Despite its many advantages, e-marketing is not without some drawbacks, including.

- Some consumers may not accept online purchasing.
- The existence of fake companies, whether those offering products or fraudulent buyers.
- Lack of transaction confidentiality, as information may be hacked by cybercriminals.
- Some customers may not keep up with digital advancements.

Chapter Two: Tourism Demand and Supply

1. Tourism Demand

a. Definition of Tourism Demand

Tourism demand refers to tourists' inclination to visit a specific destination, shaped by a complex mix of personal motivations, desires, preferences, and social influences. It represents the potential market.

b. Characteristics of Tourism Demand (Deeb, 2017, p. 4) ^[11].

- Sensitivity:** Tourism demand is highly sensitive to economic, social, and political conditions in destination countries (e.g., natural disasters, political instability). These factors can cause sudden and significant drops in demand, regardless of the destination's attractions.

- Elasticity:** Tourism demand fluctuates based on market conditions, particularly price levels. Lower service prices generally increase demand (inverse relationship), while higher tourist incomes boost demand (direct relationship).
- Expansion:** Tourism demand grows annually at a variable rate, driven by technological advancements, rising living standards, improved transportation, and increased investment in tourism infrastructure.
- Seasonality:** Demand peaks during specific periods (holidays, festivals), making tourism highly cyclical.

2. Tourism Supply

a. Definition of Tourism Supply:

Tourism supply encompasses all components of tourism activity—facilities, services, and industries—that enhance the travel experience and satisfy tourists' needs. It includes natural and man-made attractions, amenities, and services designed to meet tourist expectations and generate profitability (Al-Houri & Al-Dabbagh, 2000, p. 50) ^[12].

b. Features of Tourism Supply (Saud, 2019, p. 5) ^[13]

- Labor-Intensive:** Tourism supply heavily relies on human labor, making automation difficult.
- Service-Based:** The tourism product is a blend of tangible and intangible services forming a complete travel package.
- Immediate Delivery:** Tourism services are produced and consumed simultaneously (e.g., hotel stays, guided tours).
- Perishability:** Tourism products cannot be stored (e.g., unsold hotel rooms or flight seats represent lost revenue).
- Immobility:** Unlike goods, tourism offerings are location-bound; tourists must travel to consume them.
- High Competition:** Tourism is a luxury demand, facing competition from alternative goods and rival destinations.
- Complex & Interconnected:** Tourism products combine multiple elements (accommodation, transport, attractions) that are hard to separate.
- Multi-Producer Involvement:** Various stakeholders

contribute to tourism supply, including hotels, restaurants, travel agencies, and infrastructure providers.

9. **Inelastic Supply:** Short-term responsiveness to price changes is low due to high capital intensity and time constraints.

Chapter Three: Practical Framework

First: Field Study Methodology

1. Questionnaire Design

The questionnaire was designed in the form of personal questions related to the demographic variables of the study population, as well as objective questions that the respondent answers by selecting one of the predefined

choices in the questionnaire. The questionnaire included (26) questions.

- The first section covered demographic data and included (4) questions addressing demographic information.
- The second section included objective data related to the study topic, consisting of (22) questions.

1. Response Scale

The responses were based on a five-point Likert scale, which included the following five options: (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree). The scale's scoring was then classified as shown in Table (1).

Table 1: Response Scale for Questionnaire Items

Classification	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Score	1	2	3	4	5

Source: Table prepared by the researcher.

1. Determining the Study Sample

The study population sample was selected using a random sampling method, consisting of (35) individuals from tourists visiting Babylon Province in Iraq.

2. Statistical Tools Used

Several statistical tools were used to analyze the questionnaire data using the statistical analysis program SPSS, V.26, as follows:

- **Percentage:** To measure the frequency of responses for each item in the questionnaire.
- **Arithmetic Mean:** To calculate the average responses for each item in the questionnaire.
- **Standard Deviation:** To measure the dispersion or

homogeneity of the study participants' responses for each item in the questionnaire.

- **Coefficient of Variation:** To evaluate the stability of the responses from the study sample for each item in the questionnaire.

- **Response Rate:** To measure the representativeness of the study sample and the reliability of the results for each item in the questionnaire.

Second: Results of the Statistical Analysis of the Questionnaire Items

1. Descriptive Analysis: Describing the sample according to demographic factors.

Table 2: Descriptive Analysis of the Sample by Demographic Factors.

Variable	Response	Frequency	Percentage (%)
Gender	Male	13	37.1%
	Female	22	62.9%
Age Group	Under 30 years	14	40.0%
	30-40 years	10	28.6%
	41-50 years	7	20.0%
	Over 50 years	4	11.4%
Marital Status	Single	8	22.9%
	Married	10	28.6%
	Divorced	8	22.9%
	Widowed	9	25.7%
Education Level	Secondary school	4	11.4%
	Diploma	9	25.7%
	Bachelor's degree	19	54.3%
	Postgraduate	3	8.6%
Number of Visits	First time	9	25.7%
	Second time	17	48.6%
	More than twice	9	25.7%

Source: Researcher's own work, based on statistical analysis of questionnaire data.

Table (2) reveals that in terms of gender distribution, females constituted the majority at 62.9% of total respondents. Regarding age groups, participants under 30 years old represented the highest proportion at 40%. In

terms of visit frequency, second-time visits accounted for the largest share at 48.6%, indicating respondents' tendency to revisit tourist attractions - a positive indicator of tourism demand.

First: The Impact of Digital Marketing on Tourism Products**Table 3:** Digital Marketing Impact Analysis

Response Measurement Scale											Mean	Std. Dev.	Coef. of Variation	Response Ratio
Questions	Strongly agree		Agree		Neutral		Disagree		Strongly disagree					
	T	%	T	%	T	%	T	%	T	%				
X1	11	31.4	9	20,0	3	8,6	7	25,7	5	14,3	3.40	1.479	0.37	0.78
X2	8	22.9	11	31.4	6	17.1	4	11.4	6	17.1	3.31	1.409	0.42	0.66
X3	15	42.9	12	34.3	4	11.4	3	8.6	1	2.9	4.06	1.083	0.26	0.81
X4	11	31.4	14	40.0	2	5.7	4	11.4	4	11.4	3.69	1.345	0.36	0.73
X5	15	42.9	10	28.6	5	14.3	3	8.6	2	5.7	3.94	1.211	0.30	0.79
X6	13	37.1	12	34.3	5	14.3	4	11.4	1	2.9	3.91	1.121	0.28	0.78
X7	11	31.4	11	31.4	4	11.4	3	8.6	6	17.1	3.51	1.463	0.41	0.72
X8	13	37.1	13	37.1	4	11.4	4	11.4	1	2.9	3.94	1.111	0.28	0.79
X9	12	34.3	13	37.1	4	11.4	3	8.6	3	8.6	3.80	1.256	0.33	0.76
X10	14	40.0	10	28.6	5	14.3	3	8.6	3	8.6	3.83	1.294	0.33	0.77
Overall average	35.14		33.64		12.36		9.84		8.57		3.73	1.27	0.33	0.76
Total dimension average	68.8				12.36		18.41							

Source: Table prepared by the researcher.

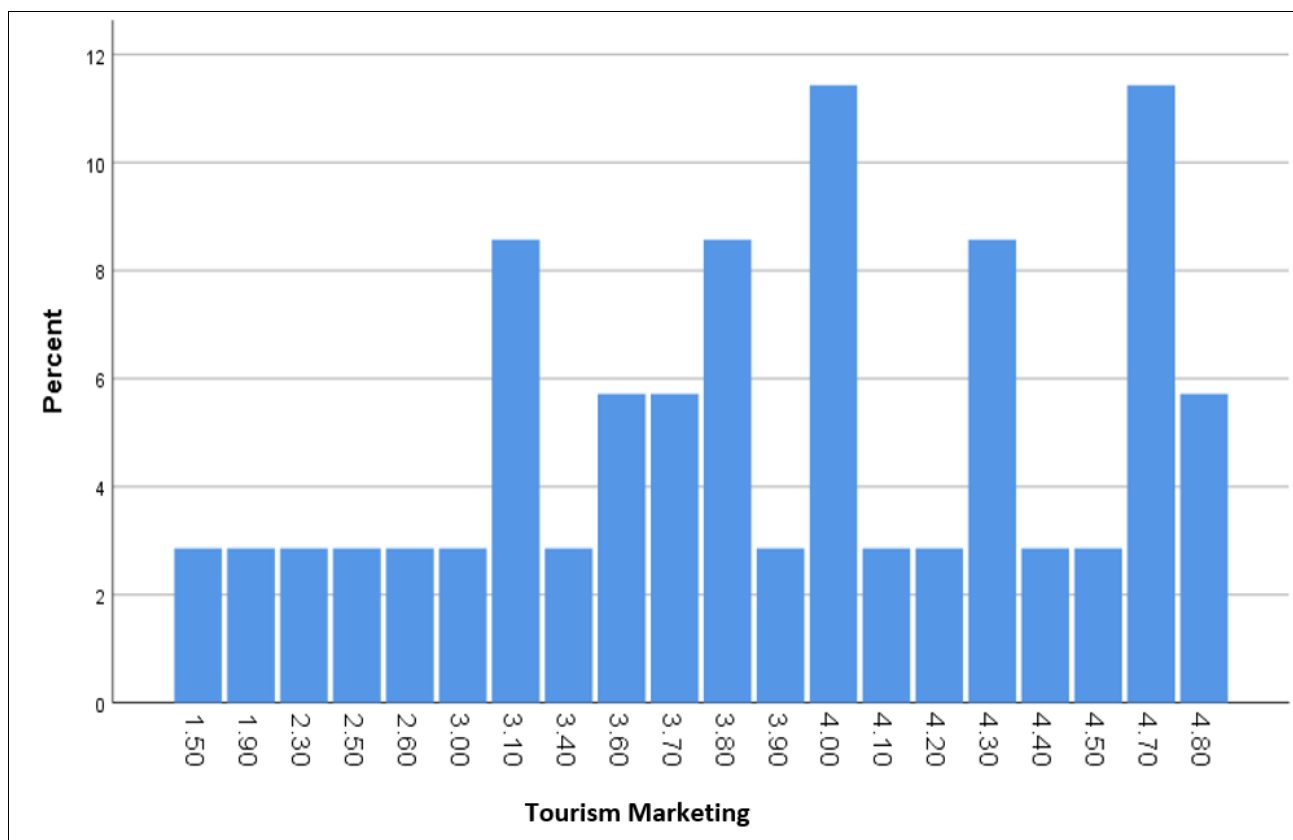


Fig 2: Percentages of the first axis, electronic marketing, in relation to the respondents' responses.

By observing Table (3) and Figure (1) regarding the description of the variable 'the extent of electronic marketing's impact on the tourism product,' the third paragraph—which confirms the existence of electronic advertising—received the highest approval rate at 81%, with a response rate of 0.81, a coefficient of variation of 0.26, a standard deviation of 1.083, and a mean of 4.0.

The overall dimension average was 68.8% of responses between 'agree' and 'strongly agree,' with a response rate of 0.76, a coefficient of variation of 0.33, a standard deviation of 1.27, and a mean of 3.73. This indicates the presence and use of electronic marketing, serving as a positive indicator in the field of tourism product marketing.

Second: Tourism Product Development**Table 4:** Description of the Tourism Product Achievement Variable

Response Measurement Scale											Mean	Std. Dev.	Coef. of Variation	Response Ratio
Questions		Strongly agree	Agree	Neutral	Disagree	Strongly disagree								
	T	%	T	%	T	%	T	%	T	%				
y1	13	37.1	11	31.4	4	11.4	4	11.4	3	8.6	3.77	1.308	0.34	0.77
y2	12	34.3	12	34.3	5	14.3	4	11.4	2	5.7	3.80	1.208	0.31	0.79
y3	14	40.0	11	31.4	4	11.4	6	17.1	0	0	3.94	1.110	0.28	0.74
y4	14	40.0	10	28.6	5	14.3	4	11.4	2	5.7	3.86	1.240	0.32	0.70
y5	15	42.9	11	31.4	4	11.4	3	8.6	2	5.7	3.97	1.200	0.30	0.75
y6	11	31.4	13	37.1	3	8.6	6	17.1	2	5.7	3.71	1.250	0.33	0.74
y7	10	28.6	12	34.3	4	11.4	4	8.6	5	14.3	3.51	1.401	0.40	0.76
y8	10	28.6	14	40.0	5	17.1	5	12.5	1	2.5	3.77	1.114	0.34	0.74
y9	11	31.4	14	40.0	3	8.6	4	11.4	3	8.6	3.74	1.268	0.29	0.77
y10	13	37.1	11	31.4	5	14.3	3	8.6	3	8.6	3.80	1.279	0.33	0.77
y11	10	28.6	13	37.1	6	17.1	4	11.4	2	5.7	3.71	1.178	0.31	0.76
y12	10	28.6	13	37.1	5	14.3	5	14.3	2	5.7	3.69	1.207	0.32	0.74
Overall average		34.05		34.5		12.8		11.9		6.4	3.77	1.23	0.32	0.75
Total dimension average		68.55			12.8		18.3							

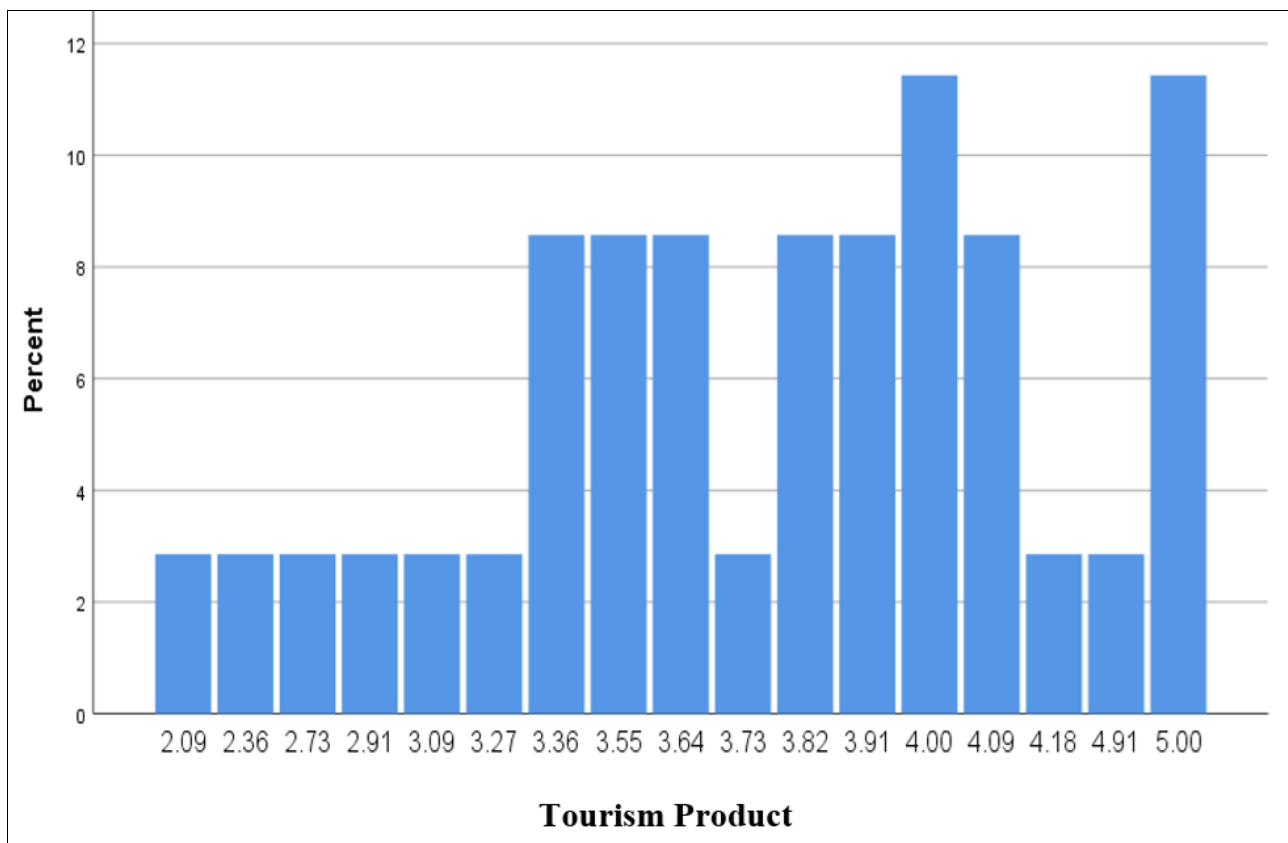
**Fig 3:** Response distribution for tourism product development

Table (4) and Figure (2) show that the response rate regarding the achievement of the tourism product ranges between (0.70-0.79), with an overall agreement rate of 68.55%, neutral responses at 12.8%, and disagreement at 18.3%. The total mean of responses was 3.77, with a standard deviation of 1.23, and an overall response rate of

0.75. This indicates the impact of electronic marketing on achieving the tourism product, attracting tourists, and enhancing trust.

Third: Testing the Nature of the Correlation Relationship between Research Variables

Table 4: Correlation results between e-marketing impact and tourism product achievement

Independent Variable / Dependent Variable	The Impact of Planning	Sig
Achievement of the tourism product	0.82**	0.000

Source: Prepared by the researcher based on SPSS26 results, $p \leq 0.05$, $n = 35$.

This analysis aims to examine the correlation relationships between the two study variables—electronic marketing and its impact on the tourism product—using Pearson's correlation coefficient. The analysis tests the first main alternative hypothesis, which posits a statistically significant correlation between electronic marketing and the tourism product among respondents.

Referring to Table (4), the results reveal a statistically significant correlation between the two variables, with a

correlation coefficient of 0.82 at a significance level of ($p \leq 0.05$). These findings indicate both the significance and strength of the correlation, supporting the acceptance of the first alternative hypothesis. This confirms that electronic marketing has a measurable influence on the tourism product.

Fourth: Testing the Nature of the Effect between the Research Variables

Table 5: The Effect of Electronic Marketing on Tourism Product Achievement

Independent Variable Analysis Data / Dependent Variable	The impact of electronic marketing						
	R ²	F		B0	B	T	
		Calculated	Sig			Calculated	Sig
Tourism product	0.65	**64.049	0.000	0.66	0.81	**8.003	0.000

Source: Prepared by the researcher based on the results of the statistical analysis program (SPSS 26) df = 1,33 n=35 ** $p \leq 0.05$

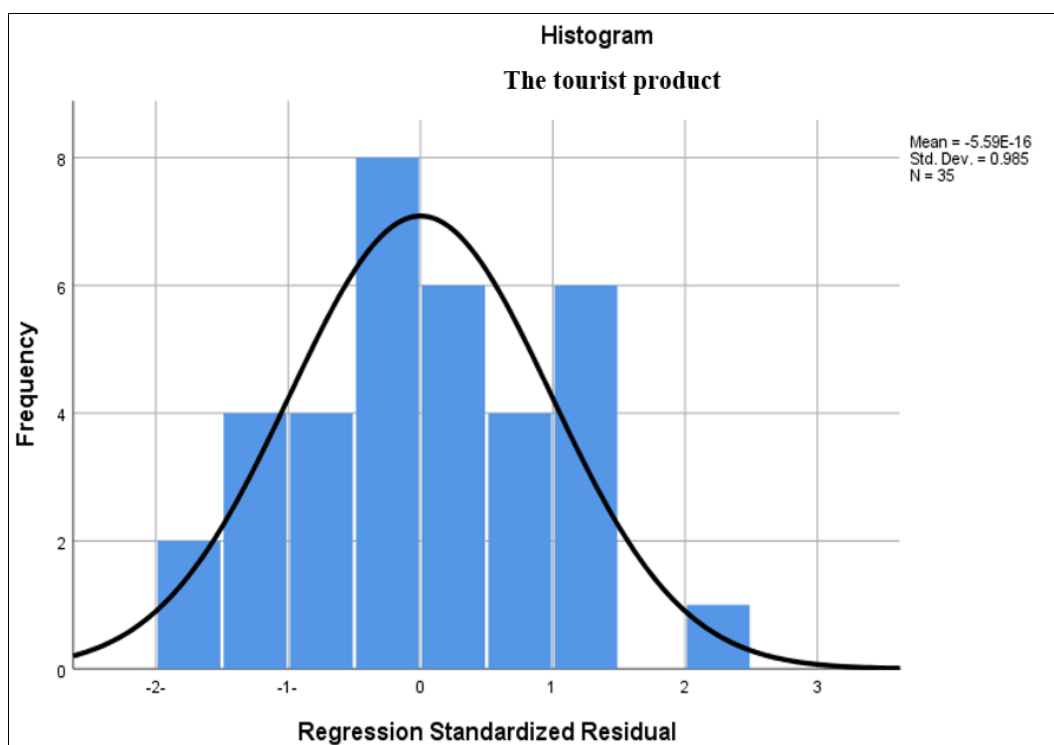


Fig 4: The Impact of the Electronic Marketing Variable on Achieving the Tourist Product

The content of this relationship indicates the testing of the first main alternative research hypothesis, which posited the existence of a statistically significant correlation between e-marketing and the tourist product among the respondents. Table (5) reveals a significant impact of the e-marketing variable on the tourist product, with a significance level (p-value) of (0.000), which is lower than the study's default significance level of (0.05). E-marketing, as explained by the coefficient of determination (R^2), accounted for (65%) of the total variations in the quality of tourism services in the surveyed companies. Its significance is further supported by the calculated (F) value of (64.049), which exceeds its tabulated value (0.00) at degrees of freedom (1, 33) and a significance level of (0.05).

The remaining percentage (66%) is attributed to other uncontrolled variables or those not included in the research design. The regression coefficient (Beta) value was (0.81), which is statistically significant, as indicated by the calculated (t) value (8.003) as-greater than its tabulated value (0.00) at a significance level of (0.05). This suggests

that a one-unit change in e-marketing will lead to a (0.81) change in the tourist product among the respondents. These results support the acceptance of the second main alternative research hypothesis, which asserted a statistically significant correlation between e-marketing and the tourist product among the respondents.

Based on the above, it can be noted that e-marketing derives its foundations from adopting digital marketing strategies to support the tourist product in destinations, promote it, enhance tourists' trust in the product, and stimulate demand.

First: Conclusions

The researcher presents a set of conclusions drawn from the facts discussed in both the theoretical and field study aspects, which can be summarized as follows:

1. E-marketing enables tourism product providers to communicate with tourists, present available services and programs, and fulfill their needs and desires.
2. E-marketing actively and effectively contributes to the tourism product by enhancing its visibility and

increasing demand.

3. The correlation analysis between the research variables confirmed the strong influence of e-marketing indicators in explaining and predicting tourism supply and demand, based on their significant association.
4. The impact analysis revealed that, overall, the tourism product is significantly influenced by e-marketing indicators, meaning its effectiveness depends on the availability of strong digital marketing strategies.
5. Maintaining high service quality by tourism institutions and companies helps retain existing customers, attract new ones, and ensure their satisfaction and loyalty.

Second: Recommendations

1. Based on the conclusions, the researcher proposes the following recommendations for tourism product providers:
2. Develop a future vision-All stakeholders should adopt a comprehensive strategy based on research to fully understand tourism product supply and demand.
3. Enhance e-marketing methods—Train and improve digital marketing techniques to build customer trust by presenting the tourism product online while ensuring alignment with real-world offerings.
4. Improve tourism product quality-Elevate service standards by adopting e-marketing indicators to enhance customer satisfaction.
5. Optimize resource investment-Maximize the use of tourism resources to achieve goals, reduce costs, and increase profitability.
6. Attract and retain tourists-Leverage e-marketing strategies to engage more tourists and secure their loyalty.
7. Deliver the tourism product effectively-Ensure it reaches the right customer at the right time through well-trained, knowledgeable, and skilled personnel.
8. Identify and address obstacles-Analyze factors that reduce e-marketing effectiveness and hinder the achievement of tourism product objectives.

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