

PRIORITIZING OF ELECTRONIC MARKETING TOOLS FOR ATTRACT TOURISTS IN TRAVEL AGENTS OF TEHRAN CITY

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ABSTRACT

Using IT capabilities is one of the effective factors in attracting tourists which led to a new concept formation called E-Tourism and caused a tremendous transformation in this industry. Therefore, the E-marketing tools and its capability in attracting tourists to Tehran were evaluated and prioritized in this study. Experts and elites related to E-marketing as well as Tehran residents are the statistical population of this research. To achieve the desired goals, one-sample t-test and binomial t-test were used. Data analysis has been performed by using SPSS software. Based on the results, online advertising, social network marketing, website optimization, search engines, blogging, and SMS advertising have a significant impact on attracting tourists, but online advertising, social network marketing and website optimization have the most substantial impact on attracting tourists. However, website optimization with mean rank of 5.36, online advertising with mean rank of 5.08, search engines with mean rank of 3.90 and Texts Ads (SMS) with mean rank of 3.87 are the most influential factors in attracting tourists, respectively.

Keywords: Electronic marketing tools, tourism attraction, Tehran

1. Introduction

Today, markets are changing at an incredible speed. Besides globalization, the modern world is witnessing shift of power, fast growth, and acceptance of brand names. Such changes may confuse the firms in selecting an appropriate policy. Unfortunately, public and even many senior managers do not have a thorough understanding of the marketing. The use of marketing process is not limited to the goods and services, but it can be used for many other issues including marketing ideas and events, and market opportunities (Kotler et al, 2006). The share of developing countries in global tourism industry had a tangible increase. This ratio has reached from 32 % in 1990 to 47% in 2009, where Asia with 204 Million tourists per year enjoyed a 13% growth in 2010 compared to its previous year. This percent has been 14 percent for the Middle East (Albadvi & Saddam, 2012). Tehran city is no exception in this regard; however, it is not well recognized among domestic and foreign tourists despite its many historical sites as well as natural attractions.

One of the factors which may help to address this issue is using IT capabilities in tourism, leading to the formation of a concept called Electronic Tourism, leading to a tremendous evolution in this industry (Buhalis & Law, 2008). Tourism industry is one of the IT-dependent industries; in which, electronic commerce plays an important role through flowing information via Internet and removing geographical borders (Maswera et al, 2008).

Today, about 50 percent of the population of developing countries plan for their holidays using Internet and use online tourism services (Bojnec & Kribel, 2004). Internet works as a distribution channel in tourism industry in the fields of information, reserving and ordering, purchasing and transit of value chain of E-tourism (Yates et al, 2002). Information and communication technologies tremendously changed the effectiveness of this industry both for customers and the tourism industries and organizations (Law et al, 2010). Therefore, tourism firms can introduce themselves to the customers without geographical and spatial constraints, and provide their services using different E-marketing methods such as online advertisement, videos, marketing through social networks, website optimization, search engines advertisements, advertising e-mails, blogging, advertising short messages, etc.; so that the customers can receive needed information with high accuracy and speed (Büyüközkan & Ergün, 2011).

Through providing the ground for displaying the tourism products and giving accurate information to tourists, internet and electronic tools lead to satisfaction of customers and increases the transit of tourists (Sinha, 2004). Therefore, considering the merits of E-tourism compared to the conventional tourism, the present study attempts to identify the tools of e-marketing and investigate their impact on attracting tourists in Tehran, and finally provide an answer to this question: “which of the e-marketing tools has more effective capability in attracting tourists in Tehran?”

2. Background of Study

Morosan (2008) in an article titled “DMO Website and the role of Complementary Media in tourism advertising” investigated the effect of advertisement in websites as a complementary tool beside the other advertisement tools. Results show that website users generated a stronger impact on the destination than the nonusers. Doolin et al. (2002) studied the capability of e-commerce in collecting and customizing the necessary tourism information and receiving services based on the needs, interests and budget of the customer, which gives more options and freedom to them. Ma et al. (2003) investigated the role of Internet and its effect on Tourism Industry. According to them, Internet has been successful in providing added value services, enabling the customer to do booking tickets, hotels, and paying the fees, which were formerly done by the tourism companies.

Palmer and McCole (2000) in a study titled as “The role of electronic commerce in creating virtual tourism destination marketing organizations”, found that destination is important in the success of tourism marketing and e-commerce provides new opportunities for cooperation among tourism practitioners. Their article investigates the mutual relationship between tourism destination organizations, through which the consumers become able to access information and purchase multiple products of a holiday online. A simple starting point to establish a virtual tourist destination organization is creating links between website suppliers, so that a visitor arriving at one site can click through to complementary sites which contribute to the total destination offer. This paper examines the theoretical and practical benefits of virtual co-operation and reports the results on a survey, which examines the extent to which electronic commerce is replacing or complementing traditional hierarchical marketing organizations. Very limited co-operation was observed on a sample of tourism suppliers’ websites in Northern Ireland; the reasons for which are discussed and some recommendations are provided for future co-operation.

Morrison and King (2002) in a study titled “Small Tourism Businesses and E-Commerce: Victorian Tourism Online” argued that the success of many destination marketing initiatives depends on the effective involvement of a significant number of small tourism businesses. This represents a significant challenge for public sector agencies supported by the development and implementation of such initiatives, many of which have been integrated with e-commerce in response to the re-engineering of tourism market and supply chains. The related literature and empirical research were presented in the form of a case study. This paper has contributed to understanding and knowledge of small tourism businesses, and their role in e-commerce practices and significant interaction with destination marketing organizations.

Kim (2004) in a study titled as “E-tourism: an innovative approach for the small and medium-sized tourism enterprises (SMTES) in Korea mentions a number of barriers for electronic tourism in Korea, including limited knowledge of available technology, lack of awareness, cost of initial investment, lack of confidence in the benefits of e-commerce, and cost of system maintenance, shortage of skilled human resources, resistance to adoption of e-commerce by managers and employees in tourism industry subsections, insufficient e-commerce infrastructure (such as attention to communication facilities and electronic banking), lack of sufficient support by the government, lack of necessary supportive and administrative rules and regulations, limited acceptance of consumers and users, insufficient support of companies senior management, lack of necessary motivations in the employees, customers and managers, and ‘small e-commerce market size.

El-Gohary (2012) investigated the different factors affecting the adoption of E-Marketing in tourism industries by empirically studying the Egyptian small tourism organizations. The study was conducted through a survey using questionnaires, and advanced statistical tools and SEM were used to analyze the collected data. The findings indicated that internal and external factors in active Egyptian tourism organizations have a great impact on the adoption of E-Marketing by such organizations. In addition, it was found that IT theories (namely TAM and IDT) are valid in illustrating E-Marketing adoption by Egyptian tourism organizations. The results emphasized the importance of environmental factors on E-Marketing adoption.

Kavoura and Katsoni (2013) studied the role of cooperation and interaction on creating an e-marketing strategy on attracting tourists. According to this study, national tourism organizations can have a significant role in establishing and developing the networks of e-marketing for tourism. To this end, social media and information technology have a unique ability for tourism destination marketing. Using information and communication technologies and the adoption of e-commerce in a tourism destination marketing strategy can reinforce such networks and promote collaboration between public and private sectors for successful development of tourism.

Pantano and Di Pietro (2013) examined different issues of using social networks for both achieving information on tourism destinations and for expressing viewpoints. In this study, a qualitative content analysis on negative ideas of online tourists has been conducted. Findings show that usage of social networks like Facebook as an informative channel for tourism is very limited, but it has been largely used as a direct channel for expressing negative judgments and complaints in the field of tourism. At the present time, more than 4.2 billion people are accessing to the social media sites by using mobile devices (Chung, Koo 2015). In addition, researchers also focus on e-commerce applications such as mobile learning (Tan et al. 2014), mobile entertainment (Leong et al. 2013) and mobile shopping (Wong et al. 2014). Hew et al. (2016) carried out studies on the Mobile tourism. The results from partial least square structural equation modeling shows that all system success qualities are mainly affecting client consent, which in turn affects tendency and purpose to use m-tourism. Service quality affects purpose as well, but not the tendency. This study helps the practitioner in designing a better mobile tourism website system.

Hamed (2016) investigated the tourist perception and impact towards the decision to travel to Malaysia as an Islamic destination. The sample of this study was international tourists, generally from the African, Asian, Australian, European and American continents. Reliability test, descriptive analysis, and multiple regressions were used to explain the dependency between the variables. They found that communication and virtual tour presentation have considerable effect on tourist decision to visit a country. Despite the fact that using social networks in this background is still at the first stage of development also, Balula et al. (2018) analyzed the document to use the Information and Communication Technology (ICT) within tourism marketing education and how it is being integrated into the core curriculum. They concluded by Focusing on the use of social media that education becomes increasingly interlock to the economy and should also take the industries and market’s needs into attention. They suggests it is decisive to persuading general research into the influence of social media as part of tourism marketing strategies and as a critical part of educational development.

However, E-marketing have only received little amount of attention from researchers, so the objective of this research is prioritization of E-marketing tools and studying their feasibility in attracting tourists (in Tehran)

3. Research Hypotheses

- 1) It seems that online advertisement is effective on attracting tourists.
- 2) It seems that marketing via social networks is effective on attracting tourists.
- 3) It seems that website optimization is effective on attracting tourists.
- 4) It seems that search engines are effective on attracting tourists.
- 5) It seems that advertisement via e-mails is effective on attracting tourists.
- 6) It seems that blogging is effective on attracting tourists.
- 7) It seems that text ads (SMS) are effective on attracting tourists.

4. Methodology

4.1. Research method in terms of objective, data type, and design

In the present study, an analytical-descriptive method is used as the ground for conducting and understanding the research. To develop the theoretical framework, observational method and comprehensive library studies were used, and other published sources such as articles and theses related to this subject were studied. A survey method was used for data collection. To do a scientific research, first the specialized texts and global experiences were referred to, their methods and main approaches were adopted, and the research concepts were converted to indicators and measurable criteria using two different approaches. The questionnaire used for evaluating the effectiveness of e-marketing tools is represented in the conceptual model below

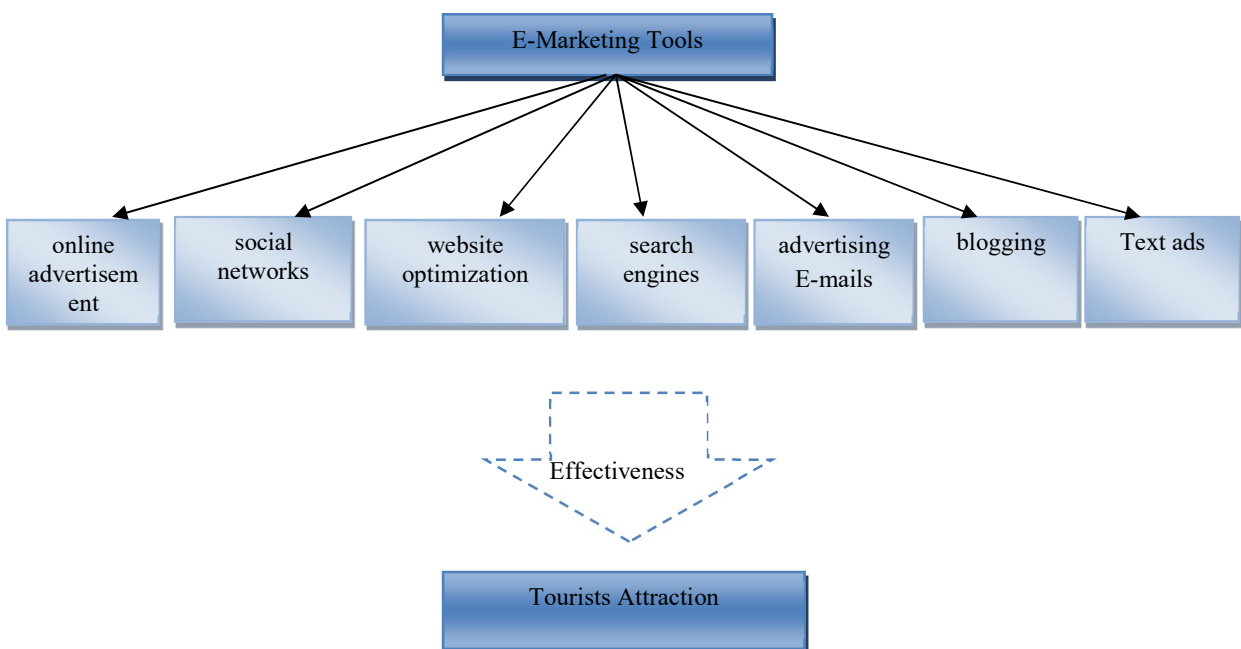


Fig. 1. The Conceptual Model of Research Variables

4.2. Method and Data Collection Tools

The method of data collecting in this study included referring to libraries (The National Library and universities' libraries), information centers, theses and domestic and foreign articles. After review of the researches carried out in this field, the pertinent indicators and their components were examined and recognized in the present study (qualitative data). Then, using these indicators, the questionnaire was designed and a survey was conducted in the statistical population under study. Survey method consists of tools or methods that provide some questions that may or may not be answered (Beam, 2012).

4.3. Statistical population, sampling method and sample size

The statistical population is a common characteristic of statistical analysis that is used to generate information about a/some characteristics of a selected population (Yates et al, 2002). The statistical population of this research includes the experts and professionals in the field of tourism and travel agencies in Tehran. In this study, a researcher-built questionnaire was used for data collection. A questionnaire is a research tool that contains a number of items for eliciting information from the respondents (Gault, 1907). In the present study, the questionnaire consisted of closed questions with five options based on Likert scale. The Likert scale is a psychological scale that is commonly used in researches by questionnaire (Wuensch, 2005). For this purpose, the developed questionnaire was distributed among the experts and they were asked to estimate the importance and priority of each criterion based on the five degrees scale. For estimating the sample size based on random selection, Cochran formula was obtained. Considering the following formula and unlimited number of members, 100 was selected as the sample size.

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{t^2 pq}{d^2} - 1 \right)}$$

(1)

4.4. Data analysis methods and tools

In this study, structural analysis or SEM and field information were used to test the research hypotheses. The presented statistics are both descriptive and inferential. Descriptive statistics were used to describe respondents' answers to the questionnaire and inferential analysis were used as structural equation modeling in SPSS, one-sample t-test in case of normalization, and nonparametric methods including binomial test in case of abnormal distribution of observations.

The scope of research included the following scope:

- a) Location: Tehran
- b) Date: the data used for designing the model belonged to 2017.
- c) Subject: The main objective of this study is to prioritize e-marketing tools and to assess their feasibility for attracting tourists (in Tehran). However, in order to implement the model, it was tried to conduct the analyses using the collected data.

5. Descriptive Statistics

Descriptive statistics provides a statistical summary as a description quantity or a summary of the characteristics of a set of data (Mann, 1995). Descriptive statistics can provide a general understanding of the research population and sample. The following, 4 questions that examine the

demographic characteristics of employees in terms of gender, age, education, and work experience are provided.

Accordingly, out of 100 participants, 42% were male and 58% female. 11% of respondents were aged 20-30, 57% 31-40 years old, 25% 41-50 years old and 7% were older than 50 years. In terms of education, 0% was educated under diplomas, 14% diplomas, 55% bachelors, 29% masters and 2% doctorates. Moreover, 5% of respondents were experienced less than 5 years, 31% 6-10 years, 33% 10-11 years, and 31%, 16 years and more.

6. Validating the Questionnaire

6.1. Validity

In order to calculate the validity of the questionnaire, face validity and construct validity have been used. The face validity is of great significance; the concept of face validity reflects the extent to which the test questions are related to and measure the subject matter of study. "In fact, face validity is studying the validity of the measurement tool through common sense and experience and depends on the judgment of the researcher. This type of judgment is semantic to a certain extent. Therefore, since the viewpoint of the relevant experts is considered as the basis of the accuracy of the measurement tool, face validity is also called as validity according to experts' idea." The questionnaire of the present study was developed based on internal and external high credit scientific sources. After finding a collection of appropriate questions or items, this questionnaire was sent to the knowledgeable experts and their viewpoints were considered in the reform and completion of the questionnaire.

6.2. Reliability

In order to determine the consistency or integrity or internal consistency of the questionnaire's items to create a concept or structure, a relative high correlation is required. Reliability in statistics indicates the general consistency of a criterion (Trochim, 2006). In this regard, a variety of methods can be used. One of the most widely used methods at this stage is the Cronbach's alpha coefficient test. The general rule for using this coefficient is that Cronbach's alpha value of a questionnaire should be at least close to a numerical value of 70%. Also, if the value of this statistic is greater than 0.9%, then it is worth considering. Because the questions may have multi-linearity, i.e. the questions may be overlapping (Nunnally & Bernstein, 1978). Regarding the above points, items 1, 4 and 16 were eliminated from calculations. For each of the dimensions of the model in SPSS, a summary of the results is presented in the following table.

Table 1: Cronbach's alpha for research variables

Row	research variables	Initial questionnaire		Final questionnaire	
		Number of items	Cronbach's alpha	Number of items	Cronbach's alpha
1	online advertisement	5	0.694	3	0.729
2	social networks marketing	5	0.793	5	0.793
3	website optimization	3	0.862	3	0.862
4	search engines	3	0.735	2	0.804
5	advertisement e-mails	3	0.765	3	0.765
6	blogging	3	0.8	3	0.8
7	advertisement short messages	3	0.837	3	0.837

7. Descriptive statistics of the respondents to research questions

This section included 25 items, which is the main part of the questionnaire, and evaluates the ideas of audiences about the relationship between research variables. In the following table, descriptive statistics of participants' response is given to for each item. It is clear that the results related to the items which were modified in the final questionnaire have not been used. For other items of the questionnaire, the minimum, maximum, mean and standard deviation of respondents' responses are provided.

Table 2: Descriptive statistics of respondents' responses to the research questions

Variable	Component	N	Min.	Max.	Mean	SD
online advertisement	In your opinion, to what extent advertising on non-touristic sites affects the attraction of tourists?	-	--	-	-	-
	In your opinion, to what extent advertising on touristic websites affects the attraction of tourists?	100	1	5	4.11	0.9309
	In your opinion, to what extent text ads in websites affects the attraction of tourists?	100	1	5	3.43	0.84393
	Component	N	Min.	Max.	Mean	SD
	In your opinion, to what extent the advertisement via film and pictures in websites affects the attraction of tourists?	-	-	-	-	-
	In your opinion, to what extent the advertisement via tourism websites affects the attraction of tourists?	100	2	5	4.14	0.88785
social networks marketing	In your opinion, to what extent the advertisement via telegram affects the attraction of tourists?	100	1	5	3.95	0.93609
	In your opinion, to what extent the advertisement via Instagram affects the attraction of tourists?	100	2	5	3.82	0.98862
	In your opinion, to what extent the advertisement via Twitter affects the attraction of tourists?	100	1	5	3.29	1.07586
	In your opinion, to what extent the advertisement via WhatsApp affects the attraction of tourists?	100	1	5	3.08	1.03162
	In your opinion, to what extent the advertisement via LinkedIn affects the attraction of tourists?	100	1	5	3.03	1.05844

website optimization	In your opinion, to what extent website optimization affects the visiting rate from tourism websites?	100	2	5	3.93	0.83188
	In your opinion, to what extent website optimization affects the speed of tourism websites?	100	2	5	3.93	0.85582
	In your opinion, to what extent website optimization affects the accessibility of required information from tourism websites?	100	1	5	3.91	0.9
search engines	Based on your experience, to what extent tourists use the search engines to choose their destination?	100	1	5	3.4	0.95346
	Component	N	Min.	Max.	Mean	SD
	Based on your experience, to what extent tourists use the search engines to gain information about their destination?	100	1	5	3.48	0.92638
	Based on your experience, to what extent tourists use the search engines to look for traveling agencies selling tickets?	-	-	-	-	-
advertisement e-mails	In your opinion, how much advertisement via email affects attracting tourists?	100	1	5	2.93	0.89052
	In your opinion, to what extent we can provide appropriate tourism information via email?	100	1	5	3.02	0.85257
	In your opinion, to what extent sending the links of tourism websites affects tourist attraction?	100	1	5	3.03	0.86987
blogging	In your opinion, to what extent blogging affects tourist attraction?	100	1	5	3.3	0.79772
	In your opinion, to what extent comments in tourism blogs affect tourist attraction?	100	1	5	3.36	0.92682
	In your opinion, to what extent advertisement in blogs affects tourist attraction?	100	1	5	3.24	0.80554
Texts Ads	In your opinion, to what extent advertising SMS is effective on recognizing touristic places?	100	1	5	3.5	0.96922

In your opinion, how much it should be spent on text ads about tourism?	100	1	5	3.43	0.94554
In your opinion, how much is the speed of transferring tourism information via SMS?	100	1	5	3.5	0.91563

8. Inferential Statistics

Inferential statistics refers to the process of inferring the features that include a probability distribution by data analysis (Upton, G. & Cook, 2008). For analyzing data and testing the hypotheses, inferential statistics methods are used. The present study had two main objectives; the first was to prioritize e-marketing tools, and the other was to examine the feasibility of implementing these tools in attracting tourists. For this reason, Friedman test was used for prioritizing these tools. Friedman test is used for one-way repeated measures *analysis of variance* (in-group) to compare the mean of ranks among k variables (groups) (Friedman, 1940). Moreover, to test the effectiveness of each e-marketing tools on tourist attraction, single t-test and binominal t-test, once with the assumption of 3 as the mean of the baseline score and once with the assumption of 3.5 as the mean of the baseline score. Mean scores of 3 and 3.5 were selected because the questions were evaluated in the Likert scale, and the score below 3 indicates the weakness of the tool in attracting tourists and above 3 indicates the goodness of the tool in attracting tourists. The mean score of 3 indicates an average score in attracting tourists. Therefore, if the difference between the mean scores obtained by each tool with a score of 3—which is an average score—is significant, it confirms the assumption that the tool is capable of attracting tourists, otherwise the hypothesis is rejected. Furthermore, if the difference in mean scores obtained by each tool with a score of 3.5—which is an average to good score—indicates that the tool has a good level of utility in e-marketing for attracting tourists. The results of the statistical tests of the research hypotheses are provided in the following.

9. Analyzing the research hypotheses

9.1. Ranking the E-marketing tools

First, the hypothesis for the prioritization of electronic instruments has been formulated and then, by testing this hypothesis, the ranking of electronic devices has been conducted.

H0 There is no difference between the electronic tools in terms of impact.

H1: There is a difference between the electronic tools in terms of impact.

The results of testing this hypothesis are presented in Tables 3, 4 and 5. In Table 3, descriptive statistics on the prioritization of e-marketing tools, in Table 4 the mean of each tool's rank, and in Table 5, the result of the Chi square test for testing the hypotheses are presented. Chi square test is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true (Nikulin, 1973).

Table 3: The descriptive statistics of prioritizing e-marketing tools

	Sample N	Mean	SD	Min	Max
online advertisement	100	3.8933	.73226	1.33	5.00
Marketing via social networks	100	3.4340	.75428	1.80	5.00
website optimization	100	3.9233	.76373	2.00	5.00
search engines	100	3.4400	.85953	1.00	5.00
Advertisement e-mails	100	2.9933	.71849	1.00	5.00
blogging	100	3.3000	.71461	1.33	4.67
Texts Ads	100	3.4767	.81959	1.00	5.00

Table 4: The mean of tools' ranks of attracting tourists

	Mean of rank	Rank
online advertisement	5.08	2
marketing via social networks	3.86	5
website optimization	5.36	1
search engines	3.90	3
advertisement e-mails	2.54	7
blogging	3.41	6
Texts Ads	3.87	4

Table 5: The results of testing the hypothesis of marketing tools impact

Number	100
Chi-square statistic	125.774
Degree of freedom	6
Sig.	.000

In table 3, the mean of each tool's rank is given and table 4 includes the main results of the study. In table 5, it is seen that the value of Chi-square with 6 degrees of freedom and level of significance 0.000 indicates rejection of H0 assuming the lack of significant difference between the ranks of electronic tools in tourist attraction. Considering the above points, the final result is that e-marketing tools are different from each other in terms of tourist attraction in the view of experts, and they are prioritized as 1) website optimization 2) online advertisement, 3) search engines, 4) text ads, 5) marketing through social networks, 6) blogging and 7) advertisement via emails. In the rest of article, the other research hypotheses on the significant and insignificant impact of each e-marketing tool on tourist attraction are tested.

9.2. It seems that online advertisement is effective on tourist attraction.

Table 6: The binomial analysis for comparing the impact score of online advertisement on tourism attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
Online advertisement	G1	≤ 3	15	0.15	0.5
	G2	> 3	85	0.85	
	Total		100	100	
Variable		Standard score	N	Observation probability	Test probability
Online advertisement	G1	≤ 3.5	24	0.24	0.5
	G2	> 3.5	76	0.76	
	Total		100	100	

To test this hypothesis, a binomial test was used; once with assuming the mean of 3 (average impact) and once assuming the mean of 3.5 (high impact). As seen in (Table 6), the ratio of the probability of observing online advertisement on tourist attraction in group 2 is significantly higher than the cut-off score of 3 ($0.5 < p$) at an average level and 3.5 at a good level. Therefore, it can be judged that online advertising is an appropriate tool for marketing and attracting tourists.

9.3. It seems that marketing via social networks is effective on tourist attraction.

Table 7: The analysis of one-sample t-test for comparing the score of impact of marketing via social networks on tourists' attraction in the sample group with a standard score

Variable	Mean	Standard score	t-statistic	df	Sig.	The difference of mean with standard mean
Marketing via social networks	3.4340	3.5	-.875	99	.384	-.06600
	3.4340	3	5.754	99	.000	.43400

As observed in table 7, the mean score of the impact of advertisement via email on tourist attraction in sample group is 3.4340, and significantly higher than the cut-off score of 3 ($0.001 > p$) at an average level; and lower than the score of 3.5 at a good level. Therefore, it can be judged that advertisement via email is an appropriate tool only to some extent and not at a desirable level for marketing and attracting tourists.

9.4. It seems that website optimization is effective on tourist attraction.

As seen in (Table 8), the ratio of the probability of observing website optimization on tourist attraction in group 2 is 0.83 and significantly higher than both the cut-off score of 3 ($0.5 < p$) at an average level and probability of 7, as well as the standard score of 3.5 ($0.5 < p$) at a good level. Therefore, it can be judged that website optimization is an appropriate tool for marketing and attracting tourists.

Table 8: The binomial analysis for comparing the impact score of website optimization on tourism attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
Website optimization	G1	≤ 3	17	0.17	0.5
	G2	> 3	83	0.83	
	Total		100	100	
Variable		Standard score	N	Observation probability	Test probability
Website optimization	G1	≤ 3.5	30	0.30	0.5
	G2	> 3.5	70	0.70	
	Total		100	100	

9.5. It seems that search engines are effective on tourist attraction.

As observed in table 9, the probability of observing the impact of website optimization on tourist attraction in group 2 is higher than the cut-off score of 3 at an average level and lower than the score of 3.5 ($0.5 < p$) at a good level. Therefore, it can be judged that search engines are to some extent appropriate and not very desirable tools for marketing and attracting tourists.

Table 9: The binomial analysis for comparing the impact score of search engines on tourist attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
Search engines	G1	<= 3	38	0.38	0.5
	G2	>3	62	0.62	
	Total		100	100	
Variable		Standard score	N	Observation probability	Test probability
Search engines	G1	<= 3.5	61	0.61	0.5
	G2	>3.5	39	0.39	
	Total		100	100	

9.6. It seems that advertisement via email is effective on tourist attraction.

As observed in table 10, the probability of observing the impact of advertisement via email on tourist attraction in group 2 is lower than the cut-off score of 3 at an average level and lower than the score of 3.5 ($0.5 < p$) at a good level. Therefore, it can be judged that advertisement via email is not an appropriate and desirable tool for marketing and attracting tourists.

Table 10: The binomial analysis for comparing the impact score of advertisement via email on tourist attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
advertisement via email	G1	<= 3	62	0.62	0.5
	G2	>3	38	0.38	
	Total		100	100	
Variable		Standard score	N	Observation probability	Test probability
advertisement via email	G1	<= 3.5	75	0.75	0.5
	G2	>3.5	25	0.25	
	Total		100	100	

9.7. It seems that blogging is effective on tourist attraction.

As observed in table 11, the probability of observing the impact of blogging on tourist attraction in group 2 is higher than the cut-off score of 3 at an average level and lower than the score of 3.5 at a good level. Therefore, it can be judged that blogging is to some extent appropriate and not very desirable tool for marketing and attracting tourists.

Table 11: The binomial analysis for comparing the impact score of blogging on tourist attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
blogging	G1	<= 3	41	0.41	0.5
	G2	>3	59	0.59	
	Total		100	100	

Variable		Standard score	N	Observation probability	Test probability
Blogging	G1	<= 3.5	60	0.60	0.5
	G2	>3.5	40	0.40	
	Total		100	100	

9.8. It seems that text ads are effective on tourist attraction.

As observed in table 12, the probability of observing the impact of text ads on tourist attraction in group 2 is higher than the cut-off score of 3 at an average level and also higher than the score of 3.5 at a good level. Therefore, it can be judged that online advertisement is suitable and effective on marketing and tourist attraction.

Table 12: The binomial analysis for comparing the impact score of text ads on tourist attraction in the sample group with a standard score

Variable		Standard score	N	Observation probability	Test probability
Text ads	G1	<= 3	33	0.33	0.5
	G2	>3	67	0.67	
	Total		100	100	

Variable		Standard score	N	Observation probability	Test probability
Text ads	G1	<= 3.5	45	0.45	0.5
	G2	>3.5	55	0.55	
	Total		100	100	

10. Discussion and Conclusion

Table 13: Summary of the results of the research hypotheses test

		At an average level	At a good/desirable level
1	It seems that online advertisement is effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is confirmed
2	It seems that social networks' marketing is effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is rejected
3	It seems that website optimization is effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is confirmed
4	It seems that search engines are effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is rejected

5	It seems that advertisement e-mails are effective on attracting tourists.	Hypothesis is rejected	Hypothesis is rejected
6	It seems that blogging is effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is rejected
7	It seems that text ads are effective on attracting tourists.	Hypothesis is confirmed	Hypothesis is confirmed

Based on the results, website optimization, online advertisements and text ads can be regarded as the best tools for tourist attraction in the experts' viewpoint. The results show that online advertising has a positive and significant impact on attracting tourists. In this way, advertisement on touristic websites and through specialized tourism websites plays a more important role in the effectiveness of online advertisement on tourist attraction. With the development of information and communication technology, the Internet has become one of the most important tools used by marketers. Similar studies show that marketing and its role in promoting firms and its impact on the development and economic growth of countries is clear. The Internet is one of the factors which affects marketing and the methods of promoting these activities in the current arena. New Internet-based and ITC-based marketing technologies have emerged, and e-marketing and e-markets are expanding rapidly in developing countries (Simon Collin, 2001).

The results also indicate that marketing via social network is effective on tourist attraction.

There are few studies which assessed the impact of social networks in tourism. In contrast, most studies done in this area are focused on qualitative recognition; for example it is claimed that social networks play an important role in planning for holidays among tourists (Crofton & Parker, 2012).

This result also confirms the study by Milwood et al. (2013) in which the preliminary measurable evidence show that social media can contribute to tourism as an e-marketing tool.

Moreover, website optimization is effective on tourist attraction. website optimization impacts on the direct visit of a website or a webpage in the search engines' results. In general, most of the time, being appeared at the top of search results leads to the visit of the website by the users of search engine; thus these websites receive more visitors from search engines, leading to generating customers (Ortiz-Cordova & Jansen, 2012). Website owners admitted the relationship between high rank and the level of appearance in the results of search engines. As a result, tourism websites can use optimization to be visited more and attract more customers. The results of ranking different methods of advertisement in the present study indicates that website optimization works as the most effective method of advertisement on tourist attraction and is ranked first in this list.

In the same vein, search engines can have an important role in tourist attraction. Advertising emails, blogging in weblogs, and text ads are the other items that impact tourism attraction. Text ads are also in the ranking of the most important advertisement tools for tourist attraction. Text ads are used directly in e-marketing (Black, 2016). According to a market research report, up to 2014, the total value of global trade of business text ads was estimated more than 100 billion dollars, comprising 50 % of the revenues of mobile phones' texts (Portio Research, 2015).

11. Practical Suggestions

- 1- Teaching the experts of travel agencies to prepare Internet-based advertisement content on cultural and historical attractions
- 2- Requiring all travel agencies and offices to design active websites with sufficient information
- 3- Allocating a part of annual and seasonal income of the travel agencies to website optimization
- 4- Continuous and accurate monitoring of Google rankings given to tourism websites
- 5- Sending the recent prizes and discounts through Newsletter and encouraging the customers to book tickets, tours, etc. via short message services.
- 6- Equipping the travel agencies and tourism offices to skilled personnel in Internet and marketing

- 7- Administrating specialized training for managers of travel agencies and hotels about electronic tourism and internet advertisement.
- 8- Creating facilities and the required infrastructure to use electronic tools in tourism

12. Suggestions for future research

- 1- Considering the research results on prioritization of e-marketing tools in tourism industry, it is suggested that future studies examine the usability of these tools in other businesses and compare it with the present study.
- 2- It is recommended that regarding the diversity of e-marketing tools, the optimization of each e-marketing tool is studied on different dimensions such as brand name, destination image, customers' loyalty, traveling agencies, etc.
- 3- Since advertisement via email was not confirmed as an effective tool in tourist attraction, it is suggested that the underlying reasons for this issue are examined.
- 4- It is recommended that the impact of different types of advertisement is examined on different tourism destinations.

13. Research limitations

There were some limitations in completing the questionnaires by the respondents and obtaining honest answers were associated.

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