

# Tourism Marketing And Perceived Risks Impact On Attracting Libyan Local Tourists

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**Abstract:** The function of tourism marketing carries a broader and more comprehensive concept than the concept of activities and activities carried out by the traditional marketing department because tourism marketing requires close cooperation between marketers and those managers responsible for operations and human resources. The objectives of this study are to study local tourists in the tourism areas of the central region of Libya; to examine the effect of the marketing of tourist service on attracting local tourists in the tourism areas of the central region of Libya. The descriptive analytical method to describe the problem of the study and then analyze it to reach the results. The study community includes local tourists in the central region of Libya who visit the various tourist areas in the central region of Libya (15000). The sample of the study was selected using the random sample method. The sample of the study included the visitors and tourists of the different tourist areas with their different scientific qualifications. The number of questionnaires to be distributed was (375). The descriptive statistics, and the package of statistical programs for social sciences (SPSS). This study is bounded by its objectives to conclude the conceptual 'Perceived Risk toward Tourist Attraction in product equipment assembly in Libyan central region industry. Knowledge is crucial for operation management in every industry in this century. In Libyan central region industry, Tourist Attraction to the company is very crucial to the 'Tourism marketing' concept knowledge especially regarding engineering, procurement, and construction. Employees from that equipment product assembly who able to share their 'Tourism marketing' knowledge to their customer will bring satisfaction from the customer as well. Thus, it is a high recommendation for the entire production equipment assembly organisation to implement and distribute the 'Tourism marketing' knowledge among the employees. Operation management will have much easier distribute all the organisation knows when they able to implement an effective knowledge distribution method. Usually, barrier happened in the knowledge distribution due to information from the creator is biased through words understanding by the applier. This knowledge barrier and biased issue typically happen for those activities which often apply Tourism Service.

**Index Terms:** Perceived Risks, Impact, Tourism Marketing, Attraction, Local Tourists, Libya.

## 1. INTRODUCTION

The tourist services sector is currently undergoing a distinct phase characterized by radical changes, excluding traditional ways and means of doing business, which have been carried out outside the sector. The new sector in the tourism sector is the initiative to provide what the tourist does not expect, and this work can only be performed by organizations which are efficient and efficient and capable of providing tourism services and modern quality features. The function of tourism marketing carries a broader and more comprehensive concept than the concept of activities and activities carried out by the traditional marketing department because tourism marketing requires close cooperation between marketers and those managers responsible for operations and human resources (Appurman, 2000). The role of tourism marketing has played an active role in achieving this growing trend in the number of tourists on the one hand and the value of international tourism revenues on the other. Due to the increasing competition to acquire and maintain customers, there has been an urgent need to use successful scientific methods in marketing tourism activities to existing customers. And the prospective (Qaziri, 2000). Libya can become a source of tourists in the Mediterranean region, but also globally. (Bouachash, 2013) In preparation for previous data and preparation for the post-oil era, the country has begun to develop a new resource, the hub of its tourism activity, Areas of economy and social development. However, the problem remains in the view of the local community and

some decision-makers, and the lack of awareness of the value of heritage and the superficial view of cultural and natural heritage opponents as part of the supplements and decorations that fall on the sidelines The development process is not an integral part of this process. The strategic plans do not take these issues sufficiently. These factors are causing the deterioration of tourism in Libya, and the lack of specialized studies in this aspect and the lack of a clear list of sites The archaeological and natural Turatah, cultural (Obuagelh, 2013). Tourism interviews and personal interviews conducted by the researcher with the director of the tourist office in the central region, as well as the officials of the General Authority for Tourism in the State of Libya and the branch of the Commission in the same central region and visit the tourist attractions. Which proved the weakness of the tourist marketing mix and the reluctance of local visitors to go to tourist areas The impact of perceived risks by local visitors has played a prominent role in the lack of attraction of local visitors due to the deterioration of the security situation, proliferation of weapons and lack of security. Despite the many attempts sought by the Tourism Authority in Li Pia, which made tourism in Libya still very modest, compared to the countries of neighboring countries (Sultana, 2017). The objectives of this study are; to study local tourists in the tourism areas of the central region of Libya; to examine the effect of the price of tourist service on attracting local tourists in the tourism areas of the central region of Libya; to assess the effect of the distribution of tourism service on attracting local tourists in the tourism areas of the central region of Libya; to comprehend the effect of promotion of tourist service on attracting local tourists in the tourism areas of the central region of Libya; and to access the perceived risks effect the relationship between (the tourist service, the price, the distribution of tourism service, and promoting tourism service) the attraction of local tourists in the central region of Libya

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## 2 LITERATURE REVIEW

Tourism is one of the economic activities that are of great importance in countries that are characterized by tourist sites or places of tourism and archaeological frequented and visited by tourists and locals and those related to tourism. Therefore, the existence of scientific strategies based on the correct marketing bases is the starting point for the start and the success of any tourist effort aimed to attract more tourists and more revenue, and based on the above cannot be any efforts or activities in the field of tourism succeed only with the appropriate strategies and the level of marketing especially , So the proper planning of tourism marketing with its various elements is the sure guarantee of the existence of tourism as a humanitarian activity on the one hand and economic boom on the other. The second topic discusses the importance of tourism marketing and its objectives. The third topic deals with the factors that affect the success of tourism marketing. The fourth topic deals with the elements of tourism marketing mix, and finally the fifth topic It will address the perceived risks.

### 2.1 Tourism Marketing

Marketing "is the process of planning, implementing, creating, pricing, promoting and distributing products that satisfy the needs and desires of individuals and achieve the objectives of the institutions" (Abboud, 1999 Mujanovic, 2018). "Marketing is defined as a method that relies on the scientific study of consumers and allows the institution to offer its market a product compatible with this market, while achieving its goal of profitability" (De Mooij, M. 2018). Several definitions of tourism marketing were developed, "It is all organized efforts and activities carried out in concert by the tourism service providers with their various elements or parts that aim to satisfy the tastes of the recipients who wish to tourism in all its forms" (Obeidat, 2000). "The administrative and technical activities carried out by the local, regional and international tourism organizations to identify and attract current and future opportunities in the different markets, which will lead to the development of the tourism movement coming from these markets" (Vellas, 2016). The recent definition of tourism marketing shows that the marketing activity in tourism does not stop at the limit of the impact on the tourist consumer, but its effects extend to other stages such as the stage of selling the tourist product, as well as not only to study the tourist markets in other countries and to understand the nature and needs of tourists , But extends to strengthen it, that is, doubling the marketing efforts and updating the marketing information on the external tourism market and analysis of the phenomena that entailed it, and in terms of studying the internal tourism market in Libya, the researcher believes that the marketing efforts of Libyan tourism companies The official agencies have limited their role in carrying out limited advertising and advertising activities at home and abroad. The tourist countries are following a scientific approach in their marketing activities such as England and Switzerland, where the tourist continues in all stages of his tourist visits trying to identify the problems and the negative aspects facing him, These data to produce reliable information and indicators in the modification and development of marketing efforts to perform their role successfully and effectively.

### 2.2 The concept of tourism marketing

States and Governments have become more interested in tourism because of their global economic, social, cultural, and

environmental impact. Since we are dealing with a service product, we must pay attention to creative decisions, excellence, and professionalism in the marketing of this product to the targeted tourist markets (interview and others, 2001; Mowforth, 2015). Thus, the developed countries began to practice and apply the concepts of creative and creative tourism marketing to attract a growing number of tourists and multiply the potential tourist benefits. Such tourism practices do not stop at the end but are renewed and change with the changing internal and external environmental conditions, because the tourism institutions operate within an open system that affects and is affected Environmental factors and variables. Developing countries need to benefit from the expertise of developed countries in this field and try to avoid problems and obstacles with the lowest costs and within a record period so that their products can be displayed and marketed in the world markets. The traditional concept of marketing has become useless with dynamic changes and rapid development. Therefore, it is necessary to study and analyze the various factors that influence the tourism decision and include it in the decision making process and directing the tourism resources available to satisfy the needs and desires of the customers and the approval of their expectations simply, And the demand for tourism products, what should be understood here is that tourism marketing does not always mean trying to double demand. There is the concept of tourism marketing, which includes reducing the number of tourists coming to a particular tourist attraction and the distribution of tourists to other areas to preserve the heritage of civilization and national monuments, a good example of this tourism and the environment and important meanings in this regard, and tourism marketing is the implementation of organized and coordinated For tourism policies through private government tourism institutions at the local, national, regional or international levels, to achieve satisfaction in the targeted tourist markets and to obtain an appropriate return whether providing service, tourism growth, tourism income. The tourism marketing process undoubtedly helps to expand tourism markets and offer tourism services to a growing number of tourists, create new markets, and diversify the supply of tourism products. (Font, 2017).

### 2.3 Significance of Tourism Marketing

Tourism marketing is one of the most important activities in the present time, as it has a clear impact on the tourism industry through the interrelationship with other economic and social activities. Tourism marketing works to develop and develop the tourism loyalty of the tourist and his keenness to be frequent for that content or tourism content. Is a collection of attractions that attract tourists to a particular country or region to visit and enjoy the tourism, and then the development of tourism programs and amendments to meet the needs of tourists is always changing and evolving is an important factor The tourism activity is characterized by a continuous movement of constant change, development and growth, seeking satisfaction and nurturing the motivation of the desire for knowledge to gain experience, sense of importance and excitement, and supported by the factors of satisfaction and tourist attraction that must be met and the keenness to find it for the success of tourism programs. Therefore, tourism marketing is a guiding or catalyst for the growth of tourism in order to find the desires and motives of purchase to stimulate domestic tourism for the tourist countries to expand their

existing markets and open new markets, and also find that marketing in general is very important in terms of cost, sometimes amounting to 50% of revenue (Bazaarah, 2019). The consumer pays for the products he consumes. If we look at marketing from the point of view of the consumer, we realize its importance in satisfying the current and expected desires by providing the information to it wherever it is. If we look at it from the point of view of the organizations, we have realized its importance in the success of the projects and their expansion, From the point of view of society, we find its importance in increasing national income and the high standard of living of individuals, and the extent of the increase in the provision of employment (Abdul Hamid, 2002).

## 2.4 Tourism Marketing Objectives

The days of marketing objectives focused on making profits. Recently, the principles of modern marketing to satisfy customers and consumers are a key point in successful marketing. Some marketing experts call it "Customer Satisfaction" while others consider it a tool to manage, study, analyze and try to satisfy the needs And the wishes of customers of different races and needs, colors and stripes, taking into account the nature of exclusivity and excellence in the tourists or consumers, according to their nature and their origins and their confusion and hesitation what they want and what they do not want (Interview and others, 2001). Parker and Anchen said that the goal of the marketing process is to meet human needs, and this shows that the primary objective of tourism marketing is to satisfy tourists. If we succeed in satisfying the tourists, the expansion and expansion of the market becomes normal. The following is a review of the main objectives of tourism marketing.

## 2.5 Tourism Pricing

Pricing is one of the most important activities in the tourism business. It is an important element of the tourism marketing mix because it has a great impact on the tourism movement. The tourist decisions are greatly affected by the material cost of the trip or the tourist program and the available tourist services. (Kozak, 2016) The behavior and decision of the tourist is always linked to the pricing of these services, the appropriate prices in themselves an effective marketing and effective means to stimulate the movement of tourism demand, and the more the level of a large number of segments of the tourism market whenever it is more effective and positive in the markets exporting tourists interested in prices In particular, it is not forgotten that some of the countries of the tourism market, in addition to their interest in price, they are also concerned with the quality of the tourist product, where they match the price and the quality, in order to reach a decision to buy the tourist program which is characterized by the price at the same time with the appropriate quality. Tourism, etc.). In this case, the price is called the best price, which is the right price for selling as many tourism programs as possible. Prices vary from one tourist market to another according to several factors. (Saleh, 2005). First, marketing policy directions to stimulate the tourism movement from a region or countries concerned, where the prices of tourism programs in these countries tend to decline according to this purpose or goal, while in other countries characterized by regular movement, the prices of the units of tourism product presented in them do not go in the previous direction. Second: the social and economic level

prevailing in some countries of the tourist market, the other offers a certain pattern of tourist pricing patterns.

## 2.6 Distribution

The distribution channels of tourism services are often easier and more direct than the distribution channels of goods, due to the lack of ammonia and limousines in services. The service market also pays less attention to storage, transport and loading considerations. It uses and exploits a shorter distribution channel typically. (MAITAI, 2016) The concept of service distribution as a dynamic result of what the tourism sector saw and the hotel reservation process, for example, may be distributed by agencies, the Internet or intermediaries spread in many geographical locations. Other tourist facilities are distributed through channels Such as hotels, where group trips to the ancient cities and tourist villages, as well as the development of communications enabled the reduction of booking procedures and therefore the feature of distribution in the service has another meaning in tourism (Aburman others, 2000).

## 2.7 Cognitive Social Concerns

Social risks appear to be a fear that locals are looking at the buying process or even about buying an inappropriate product or service that causes embarrassment or the buyer is showing disrespect, and also the fear of buying the service contrary to what is perceived because of risks to close people, For Purchase With Sayeh (Rogers, 2010). According to Milley (2001), some buyers have a perception that leads to social embarrassments when purchasing a product that does not meet their needs and therefore transfers the intent of purchase to the buyer. When buying a product that does not meet the needs that some may see as an idiot that results in differences of opinion resulting in potential social loss, it may affect buyer's willingness to buy. (Crespo, 2009). It is well known that Arab societies are interested in the opinions of others in making their decisions. It is possible to retreat from deciding if there is a rejection of those around the buyer, which negatively affects the variables of this study and its results.

## 2.8 Perceived financial risk

Financial risk in the fear of the buyer of the loss of money or fraud and fraud and therefore financial risks a major obstacle to purchase through the websites, in addition to the advance payment does not feel the value of the buyer in the case of purchase of the service where the loss of a lot of money is expected Tourism is not useful or needless, affecting the decision to buy the customer for the service.

## 2.9 Perceived privacy risk

Rogers (2010) finds that personal risk lies in the personal information of the buyer when a third party other than the seller obtains it through electronic operations resulting in the impersonation and use of the buyer without his knowledge, ie, the lack of control over the personal data through the purchases, The buyer intends to purchase and purchased the service.

## 2.10 Perceived security risks

The researchers (Zhang et al., 2012) note that the feeling of insecurity during local tourism due to the security breaches now in Libya, which gets some sites from the tourist reduces the intention to buy the buyer, and sites that lack security

programs and encryption programs increased the fear of the buyer, Which makes the buyer feel that all operations are dangerous and have no security. Fernandes (2013) believes that awareness of security risks by traders and consumers plays an important role in reducing fraud in electronic payments. The researcher sees through the previous studies and the results of the study the risk of privacy is not less important than the rest of the Khater, which plays an important role in the decision to buy the buyer.

### 2.11 Perceived temporal risk

Pavlou & Fetherman (2002) defines the time or time risk that a customer can lose when making an unsuccessful buying decision by wasting time searching and purchasing a capacity or service that does not suit him. Some buyers see that the idea is inappropriate and therefore the intention to buy They have less. Chenget al (2011) also knows that the time the buyer needs to pay online is more than the time, so the intention to purchase may be changed through the websites. Previous studies show that time is a constraint for some buyers, especially if the search for a particular product takes a lot of time in addition to the procedures and tweaks that cause inconvenience to the buyer at some e-procurement sites, all of which may change the buyer's intention to buy.

### 2.12 Perceived delivery risk

These risks are divided into several parts, including the lack of access to the product purchased, the loss of the product or the arrival of the product elsewhere, and finally the arrival of a damaged product all negatively affect the consumer's behavior and future decisions in the intention to purchase. Previous studies show that time is difficult for some buyers, especially if the search for a specific product takes a lot of time, as well as the procedures and taboos that cause the buyer to be inconvenienced at some e-procurement sites, all of which may change the buyer's intention to buy.

### 2.13 Perceived delivery risk

These risks fall into several categories, including the lack of access to the product purchased, the loss of the product or the arrival of the product elsewhere, and finally the arrival of a product all of which negatively affects the consumer's behavior and future decisions in the intention to purchase. The tourist is afraid that the delivery will be delayed for various reasons and circumstances or the delivery of the goods at a time other than agreed upon, and is afraid that the service is poor and inappropriate for what he paid, which causes the tourist not to

return again, which generates the feeling of the tourist not to be ready to buy in the future.

### 2.14 Perceived Quality Risk

Quality is one of the biggest concerns for tourists because it is difficult to determine the quality of the purchase. Most goods and services do not know their quality until they are received. This is a reason to hesitate in the local tourism process. The researcher believes through the results of the study and previous studies mentioned above that the quality risks contribute effectively to the decision to prepare to buy tourism service

## 3 METHODOLOGY

The researcher used the descriptive analytical method to describe the problem of the study and then analyze it to reach the results. Then, the study recommendations are made. The study consists of two parts: a theoretical part in which the researcher adopts the general practical ideas and theories related to the factors affecting tourism marketing and its effect on attracting local tourists and with perceived risks as a moderator. The researcher sought to explore the nature of the relationship between the tourist marketing mix and the local tourist attractions in the central region of Libya. The researcher will use the methods of descriptive statistics, and the package of statistical programs for social sciences (SPSS). The study community includes local tourists in the central region of Libya who visit the various tourist areas in the central region of Libya (15000). The sample of the study was selected using the random sample method. The sample of the study included the visitors and tourists of the different tourist areas with their different scientific qualifications. The number of questionnaires to be distributed was (375). The research questionnaire by looking at previous studies in order to rephrase these questions and modify them and remove some of them to be appropriate and suitable for the purposes and objectives of the research and the environment in which this research is conducted. Section I: The first section of the questionnaire, which is based on the personal data of the research sample, which has five variables: gender, age, academic qualification, profession, experience. The second section will consist of three axes: the study variables represented in the dependent variable, namely attracting local tourists or the independent variable. This is the tourist marketing mix and then the moderator variable, the perceived risk.

### 3.1 Study framework



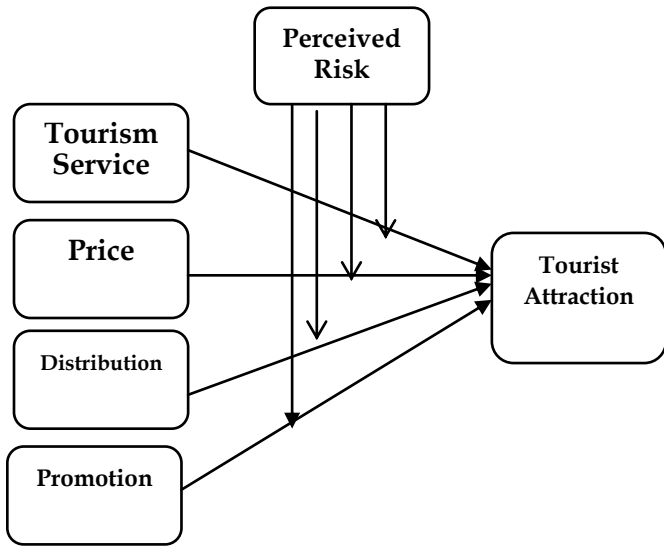


Figure1 Research Framework

**3.2 Hypotheses**

1. There is a positive relationship of statistical significance between the tourist service and attract local tourists in rural areas in the central region of Libya.
2. There is a positive relationship of statistical significance between the price of tourism service and attracting local tourists in the rural areas of the central region of Libya
3. There is a positive relationship of statistical significance between the distribution of tourism service and attracting local tourists in rural areas in the central region of Libya
4. There is a positive relationship of statistical significance between the promotion of tourism service and attracting local tourists in the rural areas of the central region of Libya
5. Perceived Risk as a moderator significantly affect the relationship between the tourist service and the attraction of local tourists.
6. Perceived Risk as a moderator significantly affect the relationship between the price of the tourist service and the attraction of local tourists.
7. Perceived Risk as a moderator significantly affect the relationship between the distribution of tourism service and the attraction of local tourists.
8. Perceived Risk as a moderator significantly affect the relationship between the promotion of tourism service and the attraction of local tourists.

**4 DATA ANALYSIS**

**4.1 Demographic Profiles**

The survey was conducted around Central region, Libya. A total of 600 questionnaires were distributed to this area to fulfil the sample population target. The respondents were being reached by email, the message with the link to e-survey (Google Form) and forwarding the message by the respondents.

**Table1 Respondent Demographic Profile**

Demographic Variables		Count	Percentage %
A1) Respondent's gender	Female	239	47.7%
	Male	262	52.3%
	Subtotal	501	100.0%
		Count	Percentage %
A2) Age of respondent	23-27	13	2.6%
	28-32	110	22.0%
	33-37	138	27.5%
	38-42	166	33.1%
	43-47	68	13.6%
	47-51	6	1.2%
	51-56	0	0.0%
	Subtotal	501	100.0%
		Count	Percentage %
A3) Respondent occupation category	Non-executive	60	12.0%
	Executive	171	34.1%
	Manager	247	49.3%
	Director	23	4.6%
	Subtotal	501	100.0%
		Count	Percentage %
A4) Respondent years of service	<2 years	27	5.4%
	<5 years	39	7.8%
	<10 years	172	34.3%
	<20 years	255	50.9%
	>20 years	8	1.6%
	Subtotal	501	100.0%
		Count	Percentage %
A5) Respondent understand the term of Tourism marketing	Yes	406	81.0%
	No	95	19.0%
	Subtotal	501	100.0%
		Count	Percentage %
A6) Respondent access to the company intranet, extranet or knowledge database	Yes	455	90.8%
	No	46	9.2%
	Subtotal	501	100.0%

600 respondents participated in the survey, and only 99 respondents are rejected due to not able to relate to the research. The survey response rate was 83.5 %. According to collected surveys of respondent data, Table 4.1, there is 47.7% of female respondents while 52.3% are male respondents. The age group categories of respondents are summarized with a total of 33.1% is from age group 38-42 and also is the major age group category's respondent, while

27.5% is from age group of 33-37, 22.0% is from age group 28-32, 13.6% is from age group of 43-47, 13% is from age group of 23-27 and 1.2% is from age group of 47-51% which also the minor group. In the result of the demographic profile also showed that majority of the respondent's occupation is a manager with 49.3%, followed by an executive with 34.1%, 12% of non-executive and 4.6% are director positions. Of the 501 people surveyed, 255 (50.9%) respondents are with years of service in central region industry is less than 20 years, 172 (34.3%) respondents are with years of service less than 10 years, 39 (7.8%) respondents are with the years of service less than 5 years, 27 (5.4%) respondents are with years of service less than 2 years, and 8 (1.6%) respondents are with years of service more than 10 years. Of the 501 respondents, 406 (81.0%) people do understand the term of Tourism marketing and only 95 (9.2%) people do not understand the term. Of the 501 respondents, 406 (81.0%) people do understand the term of Tourism marketing and only 95 (19.0%) people do not understand the term. Throughout 501 respondents, 455 (90.8%) people can access the company intranet, extranet or knowledge database and only 46 (9.2%) people who are not able to access.

#### 4.2 Reliability Test

**Table2** Variables reliability analysis

Variable	N of Items	Cronbach's Alpha	Consistency reliability
Tourism Service	8	0.861	Acceptable
Price	6	0.806	Acceptable
Distribution	5	0.910	Acceptable
Promotion	5	0.789	Acceptable
Perceived Risk	6	0.920	Acceptable
Tourist Attraction	6	0.932	Acceptable

The consistency of the instruments is measured by Split-half reliability method or inter-item consistency reliability method (Sekaran & Bougie, 2013). In this research study used inter-item consistency reliability method to analyse the reliability of the instruments. According to Table 2, all the variable or instrument being used in the survey has Cronbach's alpha value of more than 0.70. This means all these variables have excellent reliability in the designed research model.

#### 4.3 Normality Test

**Table3** Variables Normality Test

	Kolmogorov-Smirnova		
	Statistic	df	Sig.
Tourism Service	0.331	501	0.000
Price	0.279	501	0.000
Distribution	0.299	501	0.000
Promotion	0.254	501	0.000
Industry Practice	0.311	501	0.000
'Perceived Risk	0.320	501	0.000

Tourist Attraction for Assembled Central region	0.285	501	0.000
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The Kolmogorov-Smirnov test of normality on all the independent variable, mediating variable, and dependent variables give a p-value of 0.000 which is less than 0.05. Thus, the assumption of normality of all the variable terms is not met.

#### 4.4 Descriptive analysis

**Table4** Descriptive Statistics of Variables

Variable	Average minimum level of agreement	Average maximum level of agreement	Mean	Standard Deviation
Tourism Service	2	5	4.39	0.719
Price	2	5	4.27	0.728
Technical Skill	2	5	4.31	0.741
Promotion	2	5	4.25	0.685
Perceived Risk	2	5	4.40	0.676
Tourist Attraction for assembled central region	2	5	4.14	0.851

#### 4.5 Data Distribution analysis

**Table 5** Skewness and Kurtosis analysis

Variable	Skewness	Kurtosis
Tourism Service	-0.726	-0.756
Price	-0.468	-1.004
Distribution	-0.556	-0.996
Promotion	-0.368	0.860
'Perceived Risk	-0.685	-0.637
Tourist Attraction	-0.271	-1.568

According to Table 5, all variable of the model framework has data skewness value of within  $\pm 1$ . Thus, all the variable data can be assumed to be symmetrical. Hence, the data distribution can be assumed to be mesokurtic. There is a difference of independent variable, 'EK' and the dependent variable, 'ÇSOAGE' have kurtosis value which has -1.004 and -1.568 accordingly which is less than -1. Hence only these two mentioned variable's data distributions could be assumed to be platykurtic.

#### 4.6 Tourist Attraction Assembled Central region and 'Perceived Risk

**Table 6** Correlation CSAOGE & KHOM

		CSforAssOnGEq uip	KnowHowOM
Pearson Correlation	CSA OGE	1.000	0.668
	KHOM	0.668	1.000
Sig. (1-tailed)	CSA OGE	.	0.000
	KHOM	0.000	.
N	CSA OGE	501	501
	KHOM	501	501

Table 6 indicating a correlation between the dependent variable, CSAOGE and dependent variables KHOM. The correlation values of more than 0.3 are said to indicate a level of association. According to the table, all the value between the variables is in between 0.3 to 0.9. Hence, the dependent variable CSAOGE and mediating variables KHOM correlate adequately in the construct.

#### 4.7 Coefficients

**Table 7** Coefficients mediating variable and dependent variable table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	0.437	0.187		2.338	0.020	1.000	1.000
	KHOM	0.842	0.042	0.668	20.056		

a. Dependent Variable: CSforAssOnGEquip

Table 7 indicating the coefficient of variables for the research. The result of the analysis showed p-value less than 0.05. Hence variable of KHOM is a significant predictor to CSAOGE.

The regression equation is expressed as below: -  
 **$CSA O G E = 0.437 + 0.842 K H O M$**

where CSAOGE = Tourist Attraction for assembled central region and KHOM = "Tourism marketing" operation management. The equation showed that for 'Perceived Risk, Tourist Attraction Assembled Central region is expected to increase by 0.842 units. Value of the VIF is below 0.5, and this is indicating that there is no problem of multicollinearity.

#### 4.8 Summary of the findings

**Table 8** Data Analysis Result table

No.	Objective	Question	Hypothesis	Table Ref.	Analysis Result
1	OBJ1	RQ1 RQ6	H1 H6	Table 4.14 Table 4.16	Supported Supported
2	OBJ2	RQ4 RQ5	H4 H5	Table 4.14	Supported Supported
3	OBJ3	RQ4 RQ5	H4 H5	Table 4.14	Supported Supported
4	OBJ4	RQ6	H6	Table 4.16	Supported
5	OBJ5	RQ1 RQ2 RQ3	H1 H2 H3	Table 4.14	Supported Not supported Supported

Table 8 is showing the data analysis collected from the surveys comparing to designed research objectives, questions, and hypotheses. Firstly, it is shown that analysis result of RQ1 & RQ6 and H1 & H6 which designed for OBJ1. The table also showed a result that RQ4 & RQ5 then H4 & H5 which purposed for OBJ2 is being supported. It also showed OBJ3 throughout designed RQ4 & RQ5, and H4 & H5 is being

supported and showed OBJ4 lead to construct of RQ6 and H6 being supported refer to Table 4.16. Finally, OBJ5 lead for design to RQ1 & RQ3 and H1 & H3 also being supported. Data analysis is only not supported RQ2 and H2 which lead by OBJ5.

## 5 DISCUSSION AND CONCLUSION

The level understanding of 'Perceived Risk is important for assembling Central region which targeted in Libya. The table also does show that the important is related to Tourism Service criteria. Secondly, the organisation standardisation is meeting its 'Perceived Risk especially in assembling equipment in Libyan Central region industry. This standardisation is correlated to the level of how the organisation implements their operating system with an alliance with the industry Promotion and practice. The survey results also supported that the method of the organisation is distributing or implement on 'Perceived Risk of assembling equipment in this specific industry. The distribution method is also related to the influence of industry Promotion and practice as well. The analysis of the surveys also interpreted that it is important to 'Tourism marketing' practical knowledge in operation management to gain the level of Tourist Attraction for the targeted industry. Finally, the result also showed that components of design 'Perceived Risk for this specific industry equipment assembly is closely related to the criteria of Tourism Service and Promotion. Summary of the research survey can conclude that designed objectives hence by the developed conceptual framework; the respondents mostly support research question and hypotheses. Thus, the research is supporting that 'Perceived Risk in Equipment Assembly for Libyan Central region industry.

### 5.1 Benefits to Business

In this 21st century, many of the industrial revolutions have been brought up to suit the economy based on the information technology. Knowledge can be an understanding of a subject through theoretical or practical. Usually, knowledge can be divided into two types which are explicit or tacit. As these two types of knowledge has been explained in the earlier chapter where many organisations are finding ways to manage knowledge as this is a part of a vulnerable asset for the organisation. Knowledge management is applied in most organisation nowadays for creating, capturing, and sharing knowledge for achieving organisation desired business outcome. The conceptual term of 'Tourism marketing' is highly accepted in every organisation especially those organisations which required special skills or old skills for their business operation. This thesis is to understand how far does the 'Perceived Risk affected Tourist Attraction in Libyan central region industry product equipment assembly. Tourist Attraction for those purchasing production equipment for central region industry is very crucial to gain loyalty and trustworthiness from the customer toward the production equipment company. To increase this mentioned Tourist Attraction in this niche market, operation management of the production equipment organisation is playing an important role to achieve the mentioned objective. Likewise, with operating 'Tourism marketing' management in the organisation, it would lead the customer purchasing the assembled product equipment with profoundly believing of the organisation capable as wellbeing confidence. 'Perceived Risk is also important for the organisation to operate in this niche market especially in

transferring this special knowledge and skills. 'Perceived Risk is also assuring the transferring knowledge and skills within the organisation's employee around the world understanding rightly and accordingly. This will ensure the assembled product equipment no matter from a western country or South East Asia especially Libya is the same qualities and Promotion. This will make the central region production equipment assembly organisation to have a high advantage especially to that customer who currently practices global supply chain. This customer will make any procurement around the world so they can meet their budgeted price value for the specific project and select those organisations who able being well supported in commercially and technically for their procured product equipment. This conceptual 'Perceived Risk not only ensuring standard and quality of the assembled product but also reduce the cost of product assembly. The reduction of cost usually being caused by near to raw material supplies, cheap person-hour cost or standard utilities and infrastructure in the assembly plant. Thus, with the conceptual operation management will be able to create a competitive price market for this niche industry to meet Tourist Attraction. The organisation for product equipment assembly for central region should ensure the 'Tourism marketing' knowledge being transferred correctly and accordingly to able the employee to contribute more. The knowledge and skill will be more enhanced with the contributing of understanding of the operating method being distributed from the employees. 'Perceived Risk is a conceptual operating and organisation. In this research is more related to the production equipment assembled for Libyan central region industry. As being explained above regarding quality, standard, cost of production or assembly and image of the organisation, thus the operating method is beneficial to the organisation. The conceptual management also will increase the level of the organisation's Tourist Attraction in Libyan central region industry too.

## 6 CONCLUSION

This study is bounded by its objectives to conclude the conceptual 'Perceived Risk toward Tourist Attraction in product equipment assembly in Libyan central region industry. As mentioned in chapter 3, the survey sampling was done in Central region from those employees being employed in Libyan central region industry organisations. This primary data used two weeks for collection. There are 500 electronic survey forms being distributed through application powered by Google Inc. Ltd. This study also referred to the articles, books, and journals mainly from Emerald Insight resources. Knowledge is crucial for operation management in every industry in this century. This study is more related to Tourism Service where the employees applied the conceptual method of 'Tourism marketing' in operation management. In Libyan central region industry, Tourist Attraction to the company is very crucial to the 'Tourism marketing' concept knowledge especially regarding engineering, procurement, and construction. Employees from that equipment product assembly who able to share their 'Tourism marketing' knowledge to their customer will bring satisfaction from the customer as well. Thus, it is a high recommendation for the entire production equipment assembly organisation to implement and distribute the 'Tourism marketing' knowledge among the employees. Operation management will have much easier distribute all the organisation knows when they able to implement an effective knowledge distribution method.

Usually, barrier happened in the knowledge distribution due to information from the creator is biased through words understanding by the applier. This knowledge barrier and biased issue typically happen for those activities which often apply Tourism Service. As central region industry is referring to the hazard industry, product equipment being assembly and supplied should have no or that most minimum error and a mistake occurs. Hence management of the production equipment assembly for central region industry plays an essential role to distribute all the knowledge effectively to the employees to meet a high Tourist Attraction acceptance. 'Tourism marketing' concept circulation among the operating management will have advantage nor to the organisation growth but as well the opportunities for that junior management personnel to enhance in future. Positive environment in the organisation when the collaboration of growth of the organisation and employees together. The customer from Central region Company is often reliable to the organisation of production equipment supplier in safety, technical and feasible issues. Cessation of the study, the crucial of 'Perceived Risk for product assembly for central region especially in Libya is high.

## 7 RECOMMENDATION FOR FUTURE RESEARCH

This study is defined its objectives focused on the importance of 'Perceived Risk to achieve Tourist Attraction for product equipment assembly in Libyan central region industry. Thus, it is dependent on the objectives which are designed to focus on the elements affecting the Tourist Attraction for the targeted industry. This study's conceptual framework has its inadequacy as with any other model. The results and findings of the study also limited to the sampling population. Likewise, the results and findings of this study also will not apply to other countries of central region organisation besides Libya. Furthermore, longer time duration also is variance to the result and findings of this study. Consequently, further study can be done by continuing the time of data collection or considering the organisation in South East Asia's countries. This inevitable study is recommended to take account of the factor of management type such as financial, marketing, procurement, human resources, quality, etc. Furthermore, this study on conceptual knowledge 'Tourism marketing' can be extended to other industry such as automation, education, hospitality, and others as well. The findings and results of recommended for future study will enhance the growth of the company or organisation and be competitive with others in their industry individually

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