

# The Impact Of Tourism Marketing On The Attracting Local Tourists In The Libyan Central Region

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**Abstract:** 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 objectives of this study are to study 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 sample of the study included the visitors and tourists of the different tourist areas with their different scientific qualifications. The descriptive statistics, and the package of statistical programs for social sciences (SPSS). 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:** 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. 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, 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.

## 2 LITERATURE REVIEW

### 2.1 Overview

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

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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.

## 2.2 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.

## 2.3 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.

## 2.4 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).

## 3 METHODOLOGY

As demonstrated in this document, the numbering for sections The researcher used the descriptive analytical method to describe the problem of the study and then analyze it to reach the results. 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 used 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.

3.1 Study framework

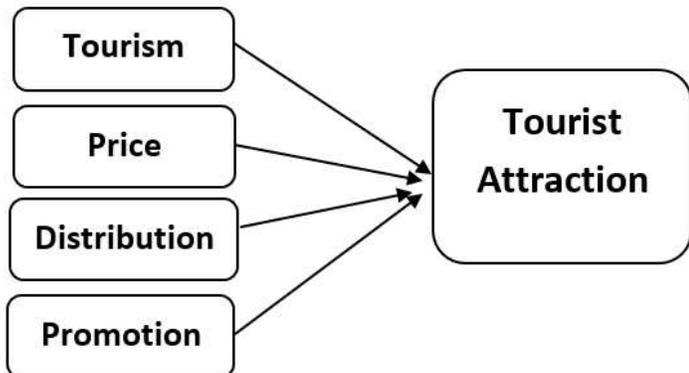


Figure1 Research Framework

The hypotheses of this study were formulated as:

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

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, Table1, 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%

Table2 Variables reliability analysis

	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
Tourist Attraction for Assembled Central region	0.285	501	0.000

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 PRELIMINARY ANALYSIS

All the collected surveys keyed into SPSS software for further multivariate statistical analysis. All the variables will be a test of reliability by measuring the Cronbach's alpha that generated by SPSS. Factor analysis conducted through the data set collected. The variables also are a test of Normality distribution by measuring the Kaiser-Meyer-Oikin Measures of Sampling Adequacy (KMO) and Inter-item correlation which also generated by SPSS software.

#### 4.3 RELIABILITY TEST

**Table3** Variables Normality Test

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
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.

#### 4.4 NORMALITY TEST

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.

#### 4.5 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
Tourist Attraction for assembled central region	2	5	4.14	0.851

#### 4.6 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
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, 'CSOAGE' 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.

#### 4.7 RESEARCH ESTIMATION METHODS

**Table 6** indicating the coefficient of variables for the research.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	0.35	0.14		2.56	0.01		
Tacit	0.24	0.03	0.25	7.01	0.00	0.42	2.40
Explicit	0.01	0.04	0.01	0.23	0.82	0.37	2.70

Technical Skills	0.51	0.04	0.56	14.53	0.00	0.36	2.74
Promotion	0.09	0.03	0.09	2.71	0.01	0.48	2.09
Industry Practice	0.09	0.02	0.09	3.54	0.00	0.91	1.10

The result of the analysis showed p-value less than 0.05. Hence all variable of TK, TS, ST, and IP are a significant predictor to KHOM except EK. Thus, the independent EK is not related to KHOM and needs to be dropped. The equation showed that for every increase of Tourism Service, Distribution, Promotion and Industry Practice, are expected of increase by 0.25 units, 0.51 units, 0.09 units and 0.09 units accordingly. All values of the VIF are below 0.5, and this is indicating that there is no problem of multicollinearity.

#### 4.8 SUMMARY OF THE FINDINGS

**Table 7 Data Analysis Result table**

No.	Objective	Research Question	Hypothesis	Analysis Result
1	OBJ1	RQ1	H1	Supported
2	OBJ2	RQ4	H4	Supported
3	OBJ3	RQ4	H4	Supported
5	OBJ5	RQ1 RQ2 RQ3	H1 H2 H3	Supported Not supported Supported

Table 7 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 and H1 which designed for OBJ1. The table also showed a result that RQ4 then H4 which purposed for OBJ2 is being supported. It also showed OBJ3 throughout designed RQ4, and H4 is being supported Finally, OBJ4 lead for design to RQ1 & RQ3 and H1 & H3 also being supported. Data analysis is only not supported RQ2 and H2 which lead by OBJ4.

## 5 DISCUSSION AND CONCLUSION

The table does show that the important is related to Tourism Service criteria. 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 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. Summary of the research survey can conclude that designed objectives hence by the developed conceptual framework; the respondents mostly support research question and hypotheses. 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. 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.

## 6 CONCLUSION

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.

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