The impact of tourism marketing in enhancing competitive capabilities

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Abstract

This study aimed to examine the impact of tourism marketing in enhancing the competitive capabilities of the tourism sector in the Iraqi Kurdistan Region through the perspectives of (370) tourists' fourth class hotels in the city of Erbil. The study was based on the descriptive analytical method, which included the use of a questionnaire to collect primary data in order to calculate the mean and standard deviations of the data. The theoretical section provides background information through the use of books, academic journals and related studies. The most important results of this study are that the level of perceptions of the study sample on tourism marketing and competitive capabilities was medium and high, and that tourism marketing has an impact on enhancing the level of competitive capabilities.
Introduction

Tourism is a social phenomenon involving people's motion to and from locations away from their usual environments and daily routines. Across the globe, tourism plays a significant role in the development of economies (Amoah & Amoah, 2019). In this view, many nations have created policies, structures and support for the tourism industry as a means of improving the gross national product and its payment balance (Chigora & Hoque, 2018). In addition, tourism is considered a significant economic force that provides jobs, foreign exchange, income and tax income for any nation (Mwinuka, 2017). As the tourism industry continues to develop, the marketing of tourism institutions is becoming increasingly crucial globally (Nqosa et al, 2019).
Literature review
Tourism Marketing

Marketing according to the American Marketing Association (AMA) is a method of generating, distributing, supporting and pricing products, services and thoughts to promote customer-friendly exchange and establish and sustain positive interactions with stakeholders in a vibrant setting (Mudzanani, 2017). Marketing is a core management function for any business. It defines unmet requirements, defines which target markets the organization can best serve, and involves choices on suitable products and services to serve the markets selected (Nicolaides, 2018; Thwala, & Slabbert, 2018).
Competitive Capabilities

The markets in which organizations currently operate are highly complex and competitive, resulting in many challenges that to adapt to, recognize and analyze the competitive dimension in the markets in which they operate (Mirkhan et al, 2017). The concept of competitive capabilities reflects the organization's ability to carry out a specific activity or group of activities. The source of this potential is the skills, knowledge and functional experience of the staff of those organizations (Johnson & Schooles, 1996). Competitive capabilities are the ability of the Company to deploy and invest its resources in a manner that achieves its objectives and leads to the achievement of the organization's objectives, which constitute the core and non-core capabilities (Hit et al, 2001).
Methodology
This study adopted a descriptive analytical approach. It is the approach that is consistent with the directions of this study. The topic of this study required the description of its concepts, the presentation of theoretical propositions, analysis, and devises the psychological foundations of the variable subject to study. A survey questionnaire was used to collect primary data.
Discussion and conclusion

The results of the descriptive analysis show that the individuals of the study sample (tourists) believe that tourism organizations (hotels) provide services with high characteristics that lead to customer satisfaction and are keen to satisfy the wishes of customers through the provision of distinctive services. Hotels in Iraqi Erbil city seek to pay attention to the channels of service delivery to their customers through the channels of service delivery, which is necessary to achieve a competitive advantage. The results indicate that the procedures and processes are important factors that lead to customer satisfaction. Moreover, tourism marketing is a scientific and coordinated implementation of business policy by tourism projects for the purpose of fulfilling the needs of a group of specific consumers and to achieve an appropriate return.