

The Extent of Using E-Integrated Marketing Communication and its Effect on Algerian Tourism: Case Study on Algerian Tourism Agencies

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Abstract:

This study sought to investigate the usage profile of Electronic Integrated Marketing Communication (E-IMC) and its impact on the Performance of the Algerian tourism sector. To accomplish so, the study examines the extent to which E-IMC has been used, as well as the level of awareness, internal and external hurdles, problems, and benefits of employing it in the context of touristic marketing performance. In addition, the study had to include the characteristics of touristic agencies in terms of type, job sector, number of employees, and export experience. A mixed-method approach was utilized to study these research concerns. Following a detailed literature analysis, a speculative model of tourist market performance was developed. A questionnaire was created and given to 111 tourism agencies as part of the study. A total of 39 questioners were collected, resulting in a 35% response rate.

Keywords: Electronic Integrated Marketing Communication (E-IMC), Tourism, Marketing, Performance, Algerian Tourism Agencies.

(JEL) Classification: Z32 ,M31, P47

الملخص:

سعت هذه الدراسة إلى البحث في موضوع استخدام الاتصالات التسويقية المتكاملة الالكترونية و تأثيرها على أداء قطاع السياحة الجزائر و لتحقيق ذلك تدرس الدراسة مدى استخدام الاتصالات التسويقية المتكاملة الالكترونية كمستوى الوعي و العقبات الداخلية و الخارجية و المشاكل و فوائد توظيفها في سياق أداء التسويق السياحي، بالإضافة إلى ذلك تضمنت الدراسة خصائص الوكالات السياحية من حيث نوعها وقطاع النشاط و عدد العاملين وخبرة التصدير. تم استخدام منهج مختلط لدراسة هذه الإشكالية البحثية، بعد إجراء تحليل مفصل للأدبيات، ثم تطوير نموذج تصوري لأداء السوق السياحي وقد تم إنشاء استبيان و تقديمه إلى 111 وكالة سياحية كجزء من الدراسة، ثم جمع ما مجموعه 39 مستجوباً، مما أدى إلى معدل استجابة 35%. الكلمات المفتاحية: الاتصالات التسويقية المتكاملة الالكترونية، السياحة، التسويق، الأداء، وكالات السياحة الجزائرية.

1- Introduction

The integrated marketing communication method is one of the promotional techniques used by the world's largest companies to generate sales and profit, like Coca-Cola, which was the first to use an integrated marketing communication strategy to promote its products. well known. In all economic sectors, including tourism, other companies have followed suit to achieve their goals of communication, promotion, and profitability (Mahran, 2014). The major tourist countries of the world have sought to adopt the integrated marketing communication approach as a highly effective promotional tool, which has resulted in an increase in global tourism income due to large

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promotional campaigns for tourist destinations, resulting in making the world a better place. By the start of 2020, it hopes to have generated \$ 2 trillion in financial returns.

Algeria is still strained by the rise and fall in the price of a barrel of oil, even though the world is experiencing a major tourism boom. Despite the efforts made to advance this sector through the establishment of a tourism development directive (SDAT) in 2008, which is considered a tool for the progress and promotion of Algerian tourism, the returns are still very modest. compared to the capacities that Algeria possesses (SDAT,2020). Due to the uniqueness of the Algerian tourism market and the shortcomings associated with it, it is necessary to do a thorough investigation of the marketing communication aspect of tourism in general, and the technological aspect in particular.

The recent set of evolving marketing trends has drastically led to the creation, development, and importance of Integrated Electronic Marketing Communication, which is fueled by technological improvements (E-IMC). E-IMC is a branch of the marketing industry that deals with online customer communication. E-IMC has grown significantly over the years and will continue to do so. E-IMC has become an essential element of a company's promotional strategy, with many options with great potential (Jensen, 2007; Boutin, 2011). Therefore, and according to Kottler, the integration and coordination of all communication channels to give a clear and coherent message about the organization and its product, makes Integrated Marketing Communication (IMC) one of the main factors of business success. In other words,

IMC improves communication between businesses and their consumers by making the communication process simple to grasp, allowing businesses to maximize customer satisfaction. Electronic Integrated Marketing Communication (E-IMC) is a new phase of IMC that leverages all electronic marketing communication instruments to better the integrated marketing communication process (Judy Strauss et al., 2003). Which makes each sector in need of using and relying on IMC and E-IMC to perform well. In a nutshell, this study looks at the extent to which tourism agencies in Algeria use integrated electronic marketing communications (E-IMC) and how that affects their success and performance.

1.1. Theoretical Framework:

1.1.1. Integrated Marketing Communication:

Due to the effectiveness of integrating marketing communication tools, integrated marketing communication (IMC) has gained popularity as a strategic marketing management approach since the 1990s (Zavrsnik & Jerman, 2011). These tools are: (advertising, public relations, direct marketing, sales promotion, and personal selling). This integration improves the impact of communication on specific customers (Vantamay, 2011).

IMC offers a global approach to marketing communication to obtain a synergy of effect (Seric and Rijeci, 2012). To maximize the contribution of each channel, the IMC framework relies on the deployment of numerous communication channels, which include both traditional marketing communication and E-integrated communication. It is more of a relational process which also turns out to be a business ability. Its goal is to build and maintain strong and mutually beneficial relationships with all stakeholders through ongoing dynamic, two-way dialogue and

communications. It can also be defined as the use of a wide range of information technologies and communication channels to deliver a clear and coherent message (Raymond Frost et al, 2003).

Since its inception, the concept of IMC has caught the interest of many scholars. IMC refers to a customer relationship management technique that increases brand value. It's also utilized across all functions, in particular, to build and maintain lucrative relationships with consumers and stakeholders by proactively controlling or influencing all communications conveyed to them and fostering meaningful data-driven interaction (Queensberry et al., 2012).

IMC is also a concept and a method for strategically managing brand communication initiatives that are centered on the audience, channel, and results across time. A marketing communications strategy that recognizes the strategic functions of a variety of communication technologies and strategically organizes them to achieve clear, consistent, and maximum communication impact (Spiller et al., 2011).

1.1.2. *Electronic Integrated Marketing (E-IMC)*

E-IMC is considered a critical platform component that was distinct from total IMC. With the growth of the Internet, the Integrated Electronic Marketing Communication (E-IMC) system can be said to be on the rise. In 2014, the predicted percentage of total media spending for internet advertising as the principal channel for E-IMC was expected to be 17.2%, or \$ 96.8 billion, out of a total of \$ 467.2 billion, up from 11.9 percent in 2009, or \$ 55.2 billion (Roberts and Zahai, 2013). E-IMC is a functional procedure for all phases of brand marketing communications that predominantly employ internet technology. By experimenting with value-added items, the ultimate goal is to produce revenues and growth, retain long-term client connections, and establish a large database (Al-Shobaki, 2008; Strauss and Frost, 2012).

E-IMC encompasses a variety of communication modalities (one-to-one, one-to-many, many-to-many), the integration of information types (text, voice, image), the consistency of messages delivered via Internet communication (consistent meaning), and the integration of marketing and public relations tasks. In messages sent via the internet It's also about coordinating the process: receiving and analyzing feedback from the message concept, closed-loop transmission and analysis, direct connection of the company's information system to the Internet, coordination of internal, external, and internal information flows, integration of Internet marketing communications with channel marketing communications, and global/international coherence of the company's message (Gurau, 2008). According to B2C (business to consumer), B2B (business to business), C2C (consumer to consumer), and C2B (consumer to business), there are four main categories of E-IMC (Kotler and Armstrong, 2012). Table 1 shows a comparison of traditional and online media (1).

Table 01: Differences Between Traditional and Online Media

Traditional Media	Online Media
One-to-many communication model	One-to-one or many-to-many communication model
Mass-marketing push model	Individualized marketing or mass

	customization. Pull model for web marketing
Monologue	Dialogue
Branding	Communication
Supply-side thinking	Demand-side thinking
Customer as a target	Customer as a partner
Segmentation	Communities

1.1.3. E-Integrated Marketing Communication: Benefits and Objectives

E-IMC varies from traditional marketing communications in that it provides a wide range of opportunities for involvement and information exchange. Researchers have discussed the primary benefits of online media platforms, and they all agree on the following points, as indicated in Table 02 below :

Table 02: Benefits of E-IMC

Benifit	overview
Interactivity	The customer is now able to initiate and start the contact. It can be said that he has more power in information-rich channels. Interactivity leads to high customer involvement, satisfaction and thus immediate feedback.
Integration	The internet provides futher scope for IMC. It plays a vital linkage role in the integrative process.
Individualization	Unlike traditional media, communication messages can be precisely tailored to the individuals on one-to-one basis at relative low-cost. This can be attributed to the advantage of web targeting and micro-targeting with a minimum waste coverage.
Intelligence	The internet is difinite low-cost way for collecting a wealth of marketing information pzrticularly customers perceptions.
Independece of location	Online and electronic media enables firms to gain a global reach and exposure. Size and distance no longer matter in these type of communication.
Cost-control	The operating capital, online selling and tracking customer relationship behavior with real-time data is less costly than traditional media.
Speed and flexibility	The internet has become a medium of unsurpassed

	speed and widespread coverage.
Accountability	Measurment systems known as web analytics make digital media more accountable.
Sales potential	It is noticeable that incredible sales numbers are generated in business-to-business and business-to-consumer makets. Growth is expected to continue in the future.
Comparative Information availability and accessibility	Information availability of brands, companies, trends, future developments, as well as product reviews result in the creation of added value.
Predictability of Demand	Demand can also be predicted with far greater accuarcy. Behavioral data can be available to marketers regarding what customers are really doing.
Innovation and creativity	Innovation and creativity lead to enhancement of a firm's image, repeat visits, and positive positioning in the customers minds, People are the key assets in internet enterprises.

Source : This table was prepared by the researcher based on (Chaffey et. Al .,2009 ; Moriaty et al.,2012 ;Robets and Zahay,2013).

1.1.4. Tourism Marketing :

At a certain point, the field of tourism and its promotion must be prioritized. Tourism promotion, according to Panasiuk, relies on a set of coordinated strategic and tactical efforts as well as forms of communication that attract and encourage visitors to shop. The growth of urban tourism is inextricably linked to the growth of the city's promotion plan. Carrying out an analysis of the state of the city, based on verifying the city's position in the market, its attractiveness, or its distinction from competing cities is essential. Examining strengths, weaknesses, opportunities, and threats is a common analytical tool in the Algerian market.

Tourism promotion is linked to tourism policy, which is an activity that involves determining economic, political, cultural, and social goals related to tourism development, as well as obtaining positive multi-faceted effects in the direction of meeting social needs within the scope of tourism, as well as identifying the necessary means to achieve the stated goals, based on supply and demand (Wodejko, 1997). The efforts of the local community, tour operators, and local governments in tourist development should be integrated into tourism policy (Michalak & Marciniak, 2008).

The city development plan, which is commonly associated with the tourism development strategy and provides a lot of benefits, is a critical component that we as researchers cannot overlook. For starters, it enables the city to raise finances and improve its management; it also enables the city to apply for Polish and international aid monies, promotes job development and contributes to the preservation of cultural assets, wildlife, and specialist tourism. It has a significant impact on the city and region's pro-tourism efforts (Panasiuk, 2005).

We cannot overlook an important component such as city image when studying tourism. The beginning point might be the business's image, which, in its assumptions, converges with the city's image (Szymoniuk, 2006).

1.2. Independent variable :

1.2.1. Tools of Electronic Integrate Marketing Communication (E-IMC)

A. Internet Advertising Refers to non-personal information communication via website, email, and electronic media that is usually persuasive regarding products (goods/services) or ideas that are usually paid for by an identified sponsor (e-mail advertising, wireless advertising, website advertising format) (Judy Strauss et al., 2003). It is one of the key independent variables that will be measured in the questionnaire's third section (Q 14: 1, 2, and 3).

B. Online Public Relations (PR): One of the variables is to maximize favorable mention of your company, brand products, or websites on third-party websites that your target audience is likely to visit, such as websites, search engine optimization, community development, and online events (Dave et al, 2006). The primary independent to be tested in the questionnaire's third section (Q 14: 4, 5, 6, 7)

C. Sales Promotion: Offers Short-term incentives in the form of gifts or money that help move things from the producer to the end-user (coupons, sampling, contest, sweepstakes) [Judy Strauss, 2003] It is one of the key independent variables that will be measured in the questionnaire's third section (Q 14: 8, 9, 10, 11)

D. Direct Marketing: Any direct interaction with a consumer or commercial recipient that is intended to elicit a response in the form of a direct order, generate leads, and/or drive traffic (email, viral marketing, SMS, location-based marketing). (Judy Strauss and colleagues, 2003) It is one of the key independent variables that will be measured in the questionnaire's third section (Q 14: 12, 13, 14, 15)

1.3. Dependent variable :

Export Performance: Refers to a firm's or country's relative success or failure in selling locally produced goods and services in foreign nations (Export sales/sales totals) (Sousa, 2004). This is a dependent variable that will be examined in the questionnaires (S 13, 15, 17).

1.4. Moderating variables

a. Company / agency characteristics: We will look at three main factors: the type/industry of the business, the number of employees, and the number of years the business has been in the target industry. It will be assessed in the first section of the questionnaire (Q6-Q11).

b. Adoption of E-IMC tools: barriers and difficulties It will be examined how key individuals and external trainees influence the use of E-IMC. Consider the vicissitudes; Practice test will be in the Fourth Questionnaire (Q16).

1.5. Research Model and Hypotheses :

- **The research model**

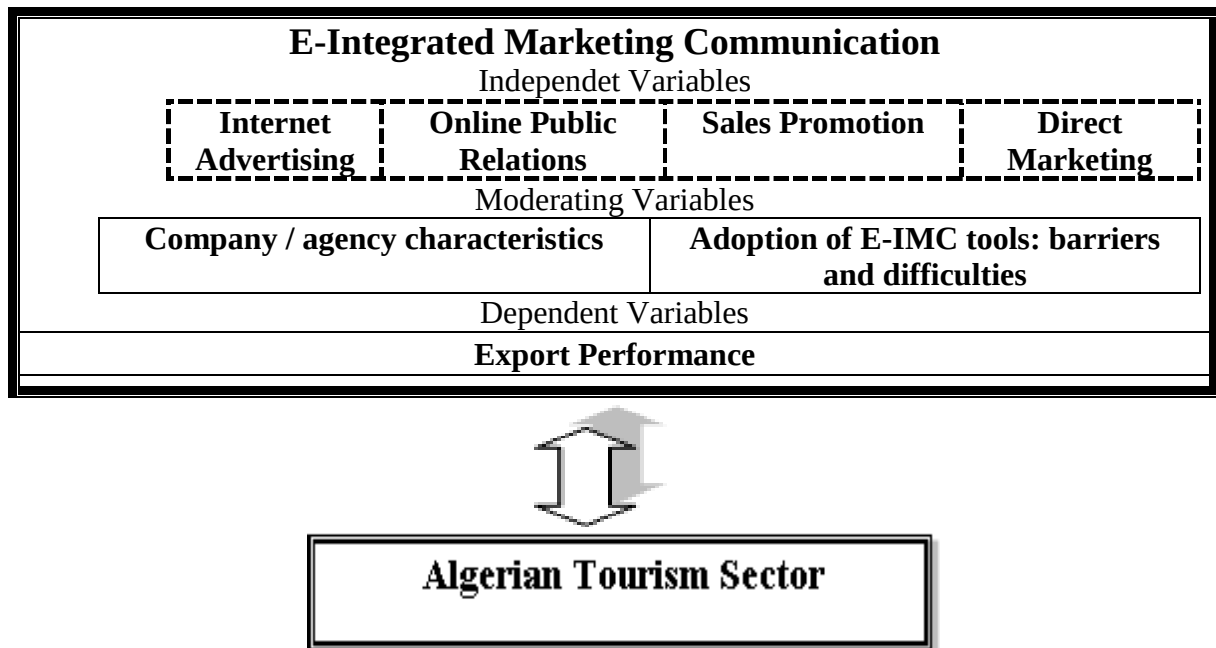


Figure 01: Research Model

• Hypothesis of the Research

Table 03 : The research Hypotheses

Hypotheses	Description
H.1	Algeria travel agencies using level of E- IMC is not low
H.2	Algeria Tourism agencies using level of E- IMC tools is not low
H.3	There is no impact of number of employees on level of using E-IMC by tourism Algerian agencies
H.4	There is no impact of years of experience in the markets on level of using E-IMC by tourism Algerian agencies
H.5	There is no impact of industry type or sector on level of using of E-IMC by tourism Algerian agencies
H.6	There is no impact of internal and external challenges /barriers on level of using E-IMC by tourism Algerian agencies
H.7	There is no impact of using level of E-IMC by tourism Algerian agencies on their performance.

2. Research Methodology :

Research methodology in terms of research design process and data collection

2.1. Data Collection Method :

A. Primary Data: In this study, the questionnaire was utilized to collect primary data, which was used to gather a huge amount of information from the target population and to test the study's research hypothesis.

B. Secondary Data: Secondary data can be used for both descriptive and explanatory purposes and comprises both quantitative and qualitative data. Secondary data will be gathered for this project from a variety of sources, including books, journals, newspapers, and the internet.

2.2. Population and Sampling :

The study population consisted of a listing of all travel agencies that have a website or a social media account (Obtained from Ouedkniss Website and it equals 250 agencies).

Decision about determining the sample size, it was decided to follow the following formula (Berenson and Levine, 1992):

$$n = \frac{noN}{no + (N-1)}$$

n: Sample size

no: Sample size with out correction factor $\{(Z^2P(1-P)/e^2)\}$

Z: Confidence level (1.96)

P: Probability (0.5)

e: Sampling error (0.07)

$$= \frac{(1.96)^2 * (0.5) * (1-0.5)}{(0.07)^2} = 196$$

N: Population

One of the rules of thumb proposed by Berenson and Levine (1992, p. 351), according to which, the sample size should be $(=196 * 250 / 196 + 249)$ which equal= 111.

2.3. Analysis techniques

All the primary data collected were coded and then analyzed using the Statistical Package for Social Sciences (SPSS) 11 software. Descriptive statistics were used in order to obtain the frequencies and percentages of the general information variables, the means and standard deviations of the sample responses to the questionnaire data. In addition, the one-sample t-test, ANOVA test, simple regression test, Scheffe test, and Cronbach test were used in this research.

2.4. Validity & Reliability :

The questionnaires used in this study had content validity and were reliable according to Chronbach's Alpha. Table 04 shows the results.

Table 04: Validity & Reliability

Variable	Reliability
Using E- IMC in the marketing mix for tourism	88.28%
The level of Using E- EMC tools for tourism.	88.18%
Internet Advertising	79.8%
PR	81.1%
Sales Promotion	92.6%
Direct Marketing	67.2%
Barriers of adopting E- IMC for tourism.	70.16%
Importance of adoption of E-IMC for tourism	85.12%
The usefulness of adopting E- IMC for tourism.	92.86%
Total	91.41%

3. Results :

The purpose of this chapter is to examine the information gathered by the self-administered questionnaire. Only Algerian tourism agencies with websites or social media presence were asked to complete the survey. A random sample of the above-mentioned agencies received 111 questionnaires. The total number of respondents was 39, resulting in a 35.4 percent response rate.

3.1. Analysis of General Information:

Table 05: Breakdown of respondents by Gender

Sex	Frequency	Percentage
Male	34	87.2
Female	5	12.8
Total	39	100

Regarding the gender sample of 39 respondents, 87.2% were male and the remaining 12.8% were female. This result indicates the low number of female leadership positions in the Algerian arena agencies.

Table 06: Breakdown of respondents by experience

Experience	Frequency	Percentage
Less than 5 years	2	5.13
5 to less than 10 years	10	25.64
10 to less than 15 years	16	41.03
15 to less than 20 years	7	17.95
20+	4	10.26
Total	39	100

The above table indicates that 5.1% of the sample have less than 5 years of experience, 25.6% have 5 to less than 10 years of experience, 41% have 10 to less than 15 years of experience, and

17.9% have 15 to less than 20 years experience 10.3% 20 years or more. The result indicates that the majority of the sample has been over 10 years old; This makes sense since the majority of the sample are managers.

Table 07: Breakdown of respondents by education level

Educational Level	Frequency	Percentage
General Secondary or less	1	2.6
Community college	3	7.7
Bachelor's degree	26	66.7
Masters	7	17.9
Doctoral	2	5.1
Total	39	100

When asked about their educational level, 66.7 percent had a bachelor's degree, 17.9% had a master's degree, 5.1 percent had a PhD degree, 7.7% had community college, and 2.6 percent had only a high school diploma. According to the findings, almost 90% of the sample is a university graduate.

Table 08: Means and standard deviation of response for adoption of electronic integrated marketing communications for touristic purposes

No	Question	Mean	S. Deviation
01	Awareness of electronic integrated marketing communication and their role on the tourism performance.	3.0769	0.73930
02	Having clear plan for electronic integrated marketing communication for tourism purposes	2.1026	0.82062
03	Implementation electronic integrated marketing communication plan for tourism purposes	2.0256	0.74294
04	Having monitoring system to track. electronic integrated marketing communication plan for tourism purposes	2.0000	0.76089

Table 08 above indicates that respondents mean between (2.000-3.0769) concerning all credentials of integrated electronic marketing communications for tourism purposes in electronic communications in international markets. The results showed that the sample is aware of integrated electronic marketing communication and its role in the performance of tourism, as the average is (3.079), while at the same time they do not have a clear plan for electronic integrated marketing communication for tourism purposes or electronic implementation. Integrated marketing communications plan for tourism purposes or monitoring system to track the integrated electronic marketing communications plan for tourism development purposes.

Table 09: Means and standard deviation for using / adopting tools of electronic Marketing communication

	Question	Mean	Standard Deviation
	Internet Advertisement.		
01	Email advertising	2.0256	1.03840
02	Wireless advertising	1.4872	0.72081
03	Website advertising format	1.8462	0.98778
	Average	1.7863	0.78169
	Public Relations (PR)		
04	Website	2.4359	1.020270
05	Search Engine Optimization	1.5641	0.94018
06	Community Building	1.4359	0.88243
07	Online events	1.3590	0.81069
	Average	1.7282	0.73339
	Sales Promotion		
08	E-Coupons	1.1795	0.60139
09	E-Sampling	1.2308	0,80986
10	Contest	1.1026	0.38353
11	Sweepstakes	1. 1026	0.3853
	Average	1.1538	0.51814
	Direct Marketing		
12	Email	2.5641	1.11909
13	Viral marketing	1.6667	0.80568
14	Short text messaging (SMS)	1.3077	0.52082
15	Location based marketing	1.4103	0.84970
	Average	1.4471	0.40812

Table(09) above indicates that respondents' means for using the Internet advertisement range between (1.4872 – 2.0256), this means that the sample use of Internet advertisement is ranging between very low to low. It is clear that e-mail using ranked the first while Web site and wireless advertising ranked second and third respectively.

With regard to public relations table above indicates that respondents' mean range is between (1.3590 – 2.4359), which means that the sample use of public relations is ranging between very low to moderate. It is clear that website using ranked first while Search Engine Optimization, Community Building, and Online events ranked second, third, and fourth respectively. While using sales promotion tools means range between (1.1026 – 1.795), this means that the sample use of sale promotion is ranging between very low to low. It is clear that E-coupons using ranked the first while ESampling ranked the second and Contest, Sweepstakes, ranked the third.

The use of direct marketing tools also means the range between (1.3077 - 2.564), and this means that the use of the sample for direct marketing ranges from very low to medium. It is clear that the use of email ranked first, while viral marketing ranked second, location-based marketing came third, and SMS came fourth. Regarding all the instruments together, the above table indicates that the respondents' means range from (1.1026 - 2.5641) with respect to all the data for all the electronic instruments. In general, these means indicate that the use or adoption of electronic instruments by the sample ranges from very low to low since all means are below average (3). Moreover, the table shows that email as an electronic tool is the most used tool by the sample while: contest and sweepstakes are the least used as electronic tools. Moreover, the above table indicates that online advertising is the most used electronic tool by the sample while sales promotion is the least used.

Respondents were asked to indicate their answers within a five-choice scale (not at all helpful, unhelpful, fair, informative, and very helpful)

Table10: Means and Standard deviations of responses regarding useful of adopting electronic integrated marketing communication for Tourism purposes

No	Question	Mean	S. Deviation
01	Using E-IMC reduces cost of international marketing	3.6667	0.73747
02	Using E-IMC reduces time of international marketing.	3.7692	0.62667
03	Promoting the agency image everywhere in the world.	3.9487	0.45588
04	Promoting the company product all the time	3.7436	0.63734
05	Lower communication cost/expenses with clients/customers in international markets	3.7436	0.59462
06	Improving the area image	4.0000	0.51299
07	Creating more sales leads	3.3846	0.63310
08	New promotional tools to deal with international markets	3.7692	0.66734
09	Easy communication activities through electronic tools.	3.7949	0.52212
10	Penetrating new markets with new tools.	3.5641	0.68036

The above table indicates that the average response ranges between (3.384 -4,000) regarding all the advantages of adopting integrated electronic marketing communications in the tourism field. In general, these means indicate that adopting integrated electronic marketing communications for tourism purposes is beneficial from the point of view of the sample since all means are more than the average (3). The tables also show that the phrase “improving business image” came in the first

place, while “enhancing the image of the tourist area everywhere in the world” came in second place, “easy communication activities through electronic tools” ranked third, and “create more of potential sales” was the last. These results are consistent with the theoretical parts regarding the benefits of adopting IMC.

Respondents were given a scale of five options to choose from: very high, high, moderate, low, and very low.

Table 11: Means and standard deviation of respondents answers regarding the barriers of adopting electronic marketing communications for Tourism purposes

NO	Question	Mean	S.Deviation
Internal Factors :			
1	Lack of Financial resources	3.3077	0.89307
2	The return of use it is low	3.2308	0.53614
3	Not appropriate Type of service /product	2.8718	0.95089
4	Lack of capable human resourcess	2.5385	0.96916
5	Lack of human resources for regular updating.	2.4872	0.88472
6	Lack of human resources for tracking and maintenance	2.4615	0.91324
7	Lack of awarencess	1.8974	1.04617
8	Lack of technology.	3.4872	0.85446
9	Negative Attitude of top Managment	3.3077	1.00404
External Factors			
11	Cutural issues	2.7692	0.70567
12	Un sufficient Legislation and regulations	3.1026	0.55226
13	Perception of consumers	3.0513	0.64680
14	Lack of technonlogy for end users	3.1026	0.68036

The table of internal factors above indicates that the responses to the internal factors range from (1.894 -3.48). In general, these means indicate that the internal factor barriers range from high to medium. The table also shows that the phrase: "lack of awareness" was classified as the first barrier to internal factors. While "lack of human resources for tracking and maintenance" came in second place, "lack of human resources for regular updating" came in second place, and third and lack of technology.

The above table shows that the mean answers for external factors range between (2.7692 - 3.1026). In general, these means indicate that the barriers of external factors range from high to low. The table also shows that the phrase: "cultural issues" ranked first among the external factors. , while "consumer perception" came second, and "lack of adequate legislation and regulations, and lack of technology for end-users".

Respondents were asked to indicate their answers within a scale of five choices (Very low, low, medium, high, and very high)

Table 12: Means and Standard deviations of sample's responses regarding importance of adopting electronic communication for Tourism performance

No	Question	Mean	S. Deviation
01	E-IMC improves tourism performance	3.7179	0.64680
02	E-IMC open new markets for Tourism	3.8974	0.64051
03	Competitive advantage better by using E-IMC	3.6410	0.77755
04	Barriers to enter foreign market will be less	3.8205	0.75644
05	Time and cost for tourism will be less	3.9487	0.68628

According to the table above, the solutions include a wide range of possibilities (3.6410 - 3.9487). In general, these findings suggest that the use of electronic communications to improve the performance of tourism organizations in Algeria is crucial from the standpoint of the sample, as all individuals exceed the sample size (3). The level of significance is high. Furthermore, the table reveals that the following assertion is the most important: "The time and expense of tourism in Algeria will be reduced." The second is that "E-IMC creates new markets," the third is that "barriers to international market access will be smaller," and the fourth is that "greater competitive advantage with E-IMC."

3.2. Hypothesis testing :

The test of normalcy was performed to select the tests that will be used to evaluate the hypotheses: The normality of the data was tested using the (KS) test, and the findings show that (Sig) for each variable is greater than (0.05), indicating that the data are distributed normally. As a result, the researcher will utilize parametric statistics to evaluate the study's hypotheses.

Variables	Sig
Using the E-IMC for export.	0.13
Using the E-IMC tools for export	0.543
Export Performance	0.692
Usefulness of using E-IMC	0.677
Challenges and barriers for using E-IMC in export.	0.466
Importance of E-IMC for export	0.065

H01 Results:

Ho: Algerian tourism agencies that use the IMC electronic level in the tourism sector are not low.

Ha - Tourism agencies that use the E-IMC level in the tourism sector are low.

Table test result for hypothesis 1

T calculated	T tabulated	SIG. T	Mean
6.617	2.0244	000	2.301

A single sample t-test was used to test this hypothesis, and the table above indicates that the schedule is lower than the calculated and t-Sig. The value is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis.

This means that Algerian tourism agencies use a low E-IMC level.

H02 Results:

The level of certification of E-IMC instruments is not high.

Ho: Tourism agencies use in Algeria the level of electronic controls in the sector is not low

Ha: The use of E-IMC tools by Algerian tourism agencies is not low.

Table test result for hypothesis 2

T calculated	T tabulated	SIG. T	Mean
17.556	2.0244	000	1.518

A single sample t-test was used to test this hypothesis, and the table above indicates that the schedule is lower than the calculated and t-Sig. The value is less than 0.05, so we reject the null hypothesis and accept the alternative hypothesis. This means that the use of E-IMC tools is low.

H03 Results:

Ho: There is no impact of number of employees on level of using E-IMC by Tourism Algerian agencies.

Ha: There is an impact of number of employees on level of using E-IMC by tourism Algerian companies.

To test this hypothesis one way ANOVA test was used; table below shows the obtained results.

Table test result for hypothesis 3

F calculated	F tabulated	SIG. F
3.677	2.670	0.014

Table above indicates that F- tabulated is less than F- calculated and F – Sig. value is less 0.05, therefore we reject the null hypothesis and accept the alternative one. This means that there is an impact of number of employees on level of using E-IMC by exporting Jordanian companies.

H04 Results: The years of experience in the tourism markets have no effect on the level of use of E-IMC by Algerian tourism agencies.

H.a: There is an impact of years of experience in the tourism markets on the level of use of E-IMC by tourism retail agencies. To test this hypothesis in one way the ANOVA test was used; The table below shows the results obtained

Table test result for hypothesis 4

F calculated	F tabulated	SIG. F
0.336	2.670	0.852

The table above indicates that table F is more than F calculated and F - Sig. The value is greater than 0.05, so we accept the null hypothesis and reject the alternative hypothesis. This means that the years of experience in the tourism markets have no effect on the level of use of E-IMC by Algerian tourism agencies.

H5 Results:

Ho: There is no effect of the type of industry or sector on the level of use of E-IMC by Algerian tourism agencies

Ha: There is an impact of the type of industry or sector on the level of use of E-IMC by Algerian tourism agencies

To test this hypothesis in one way the ANOVA test was used; The table below shows the results obtained

Table test result for hypothesis 5

F calculated	F tabulated	SIG. F
0.521	2.670	0.671

The above table indicates that F-scheduled more than F-computed and F-sig. The value is greater than 0.05, so we accept the null hypothesis and reject the alternative hypothesis. This means that there is no effect of the type of industry or sector on the level of use of E-IMC by Algerian tourism agencies.

H6 Results:

Ho: There is no impact of internal and external challenges/obstacles on the level of use of E-IMC by Algerian tourism companies

Ha: There is an impact of internal and external challenges/obstacles on the level of use of E-IMC by Algerian tourism companies.

To test this hypothesis, a simple regression test was used. The table below shows the results obtained

Table test result for hypothesis 6

F calculated	F tabulated	SIG. F
4.683	2.204	0.000

The table is less than t-computed and t-Sig, as shown in table (3.23). We reject the null hypothesis and accept the alternative hypothesis since the value is less than 0.05. This suggests that internal and external challenges/obstacles have an impact on the extent of E-IMC use by Algerian tourism agencies.

H7 Results:

Ho: The use of the E-IMC level by Algerian tourism agencies has no effect on their performance

Ha: There is an impact of the use of the E-IMC level by Algerian tourism companies on their performance

To test this hypothesis, a simple regression test was used. The table below shows the results obtained

Table test result for hypothesis 7

T calculated	T tabulated	SIG. T
1.0283	2.204	0.207

The above table indicates that the schedule is more than t-computed and t-Sig. The value is greater than 0.05, so we accept the null hypothesis and reject the alternative hypothesis. This means that the Algerian tourism agencies' use of the EIMC level has no effect on the performance of their exports

4. Conclusion :

Several results were acquired from the prior systematic scientific processes, which began with a review of previous studies, questionnaire preparation, questionnaire distribution and collecting, data analysis, and hypothesis testing.

1. In international tourism markets, Algerian agencies do not use integrated electronic marketing communications. This is evidenced by the fact that they lack a clear plan for the integration of electronic marketing communications for tourism, and none of them has implemented an integrated electronic marketing communication plan or a monitoring system to track the plan of electronic integrated marketing communications for tourism.

2. The study found that Algerian businesses use few E-IMC techniques (online advertising, sales promotion, public relations, and direct marketing). However, of the techniques used, online advertising was the most important, followed by public relations, direct marketing, and finally sales promotion.

3. The analysis reveals that using integrated electronic marketing communications is beneficial from the respondent's perspective, with benefits such as saving time and money, lowering barriers to other markets, opening new markets, improving tourism performance, improving business image, and enhancing company image globally. Using electronic tools to facilitate communication efforts, resulting in more minor sales.

4. According to the findings, there are numerous internal and external barriers to the use of electronic marketing communications in the tourism industry, including a lack of awareness, a lack of human resources for tracking and maintenance, a lack of human resources for regular updating, and a lack of technology. The most significant external hurdles, on the other side, are cultural challenges, consumer perceptions, and insufficient legislation and regulations.

5. The analysis also reveals that the responding agencies' attitudes toward the use of electronic communication for export performance are critical for a variety of reasons, including the reduction of time and cost for tourism, lower barriers to entry into foreign markets, the opening of new export markets, and one of the competitive advantages gained through its use. According to the findings, export companies in Algeria have low utilization of E-IMC in their marketing mix.

6. The investigation also demonstrates that the number of staff affects the usage of E-IMC in the tourism industry by Algerian agencies, but not years of experience in the markets, type, or tourism sector.

7. Internal and external challenges/obstacles influence the extent of use of E-IMC for export by Algerian authorities.

8. The level of utilization of the electronic marketing management system and its tools has no impact on the performance of Algerian tourism agencies. the one recommends that a further research sample is needed.

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