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Impact Of Electronic Tourism Promotion On Marketing Performance In Tourism Agencies - A Sample Study Of Tourism Agencies In Algeria

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Abstract: This study sought to evaluate the influence of electronic tourism promotion on the marketing performance of travel agencies by analyzing various components of electronic promotion, including "electronic tourism advertising, electronic public relations, electronic sales promotion, and electronic direct marketing," and their impact on key marketing performance measures: "profitability, market share, and customer satisfaction." A descriptive research approach was used, involving a sample of 43 travel agencies in Algeria. The results revealed several important insights, such as the fact that most of the agencies have a website, actively use social media and mobile phones for promotion, and employ dedicated staff for online promotional activities. The majority of agencies have been utilizing electronic promotion for more than three years. Additionally, The study revealed a statistically significant impact of electronic advertising, public relations, sales promotion, and direct marketing on the marketing performance of these tourism agencies.

Keywords: Electronic Tourism Promotion; Marketing Performance; Travel Agencies.

1. INTRODUCTION

In recent years, the world has seen major advancements in communication, particularly with the rise of social media, which allows for reaching large audiences. This shift has pushed marketers to adjust their strategies, as a majority of people now use the internet for various communication purposes, including purchasing services. The internet has made it simpler and faster for tourism marketers to carry out electronic tourism promotion. Moreover, with access to extensive databases, targeting audiences more accurately has become easier, leading to more effective promotion. As a result, organizations, especially in tourism, increasingly rely on the internet for promoting their services, utilizing traditional methods like advertising, sales promotion, public relations, and direct marketing, but tailored for the digital era.

Travel agencies, much like other organizations, have adopted the internet as their main tool for promoting tourism services and shaping a favorable image for both the agency and the

destinations they offer. Traditional promotional methods have largely been set aside, in line with the preferences of today's tourists, who favor modern digital communication when interacting with travel agencies.

This transformation within travel agencies and other institutions highlights their capability to efficiently utilize both material and human resources to meet marketing objectives, enabling them to benchmark their performance against competitors. The internet, with its wide-ranging capabilities, allows these organizations to accurately assess their marketing performance, track its progress over time, and make comparisons with industry rivals. This fosters a drive for continuous improvement, pushing agencies to enhance their marketing strategies and offer competitive promotional deals to achieve the best possible marketing outcomes.

1.1. Research Problem:

From this perspective, the study addresses the following research question: What is the effect of electronic tourism promotion on the marketing performance of travel agencies?

1.2. Research Hypotheses:

Main Hypothesis:

- H0: The use of electronic promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.
- H1: The use of electronic promotion has a statistically significant influence on the marketing performance of travel agencies in Algeria.

Sub-Hypotheses:

1. H0: the use of electronic advertising has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: the use of electronic advertising has a statistically significant influence on the marketing performance of travel agencies in Algeria.

2. H0: the use of electronic public relations has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: the use of electronic public relations has a statistically significant influence on the marketing performance of travel agencies in Algeria.

3. H0: electronic sales promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: electronic sales promotion has a statistically significant influence on the marketing performance of travel agencies in Algeria.

4. H0: electronic direct marketing has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: electronic direct marketing has a statistically significant influence on the marketing performance of travel agencies in Algeria.

1.3. Importance Of The Study:

The significance of this study arises from its contribution to both the academic and practical fields, as it sheds light on the actual implementation of electronic tourism promotion by travel agencies in Algeria and its influence on their marketing performance. This importance can be demonstrated through the following points:

Scientific Importance:

- Heightening awareness of the growing use of electronic communication methods by travel agencies.
- Gaining insights into recent advancements in electronic tourism promotion and how it enhances the provision of tourism services.
- Investigating the effect of electronic tourism promotion on the marketing performance of travel agencies.

Practical Importance:

- Exploring the current role of electronic promotion in Algerian travel agencies and its influence on their marketing performance.

1.4. Objectives Of The Study:

- Understand how travel agencies measure their marketing performance.
- Examine the current practices of electronic promotion within travel agencies.
- Evaluate the impact of electronic tourism promotion on the marketing performance of travel agencies.

1.5. Study limitations:

- Geographical limitations: The study included all travel agencies in Algeria.
- Time limiotations: The study duration was three months.

1.6. Study Methodology:

To meet the study's objectives and test the proposed hypotheses, a descriptive research method was employed, as it suits the nature of this research. This approach involves describing and analyzing the phenomenon being studied—the effect of electronic tourism promotion on the marketing performance of a group of travel agencies. Data related to the topic were gathered, a study tool (a questionnaire) was designed, and relevant statistical tests were conducted to evaluate the hypotheses. The results were then analyzed to draw conclusions.

1.7. Study Terms:

– **Electronic Tourism Promotion**: Electronic promotion refers to a collection of marketing activities carried out online, aimed at communicating with, persuading, and influencing potential tourists. The goal is to attract them to explore and purchase tourism services by offering all the necessary information about the services being promoted.

– **Electronic Advertising**: This refers to the use of mass communication over the internet by a tourism organization to reach the widest possible audience. The goal is to attract both existing and potential tourists to engage with and purchase tourism services.

– **Electronic Public Relations:** This promotional activity focuses on establishing and enhancing relationships with customers using the internet and modern communication technologies.

– **Electronic Sales Promotion:** This online promotional activity is designed to boost sales and attract a large number of customers within a defined time frame.

– **Electronic Direct Marketing**: This involves a set of activities carried out by an organization through direct communication channels using the internet, such as email and fax, with the aim of obtaining direct responses from customers.

– **Marketing Performance**: Marketing performance refers to an organization's effectiveness in achieving its marketing objectives, which are measured by factors such as

customer satisfaction, customer loyalty, market share, growth rate, and increased sales volume.

- **Market Share**: Market share represents the portion of total sales within the market that belongs to an organization, reflecting its competitive position. It is calculated using the formula: (Organization's sales during a specific period / Total market sales during the same period) × 100.
- **Customer Satisfaction**: Customer satisfaction is the evaluation made by a customer regarding a product or service, influenced by their experience as a consumer, the information they receive about the product or service, and their overall perception of what is being offered.

2. Previous Studies:

2.1. Previous Studies Related To E-Marketing Promotion:

A Study of : Impact of E-Marketing Promotions on the Performance of Religious Tourism: In Case of Srikakulam District, A.P, India (koppala & vishnu, september 2019):

This research investigates how e-marketing promotion affects the performance of religious tourism. The objective was to assess the influence of the e-marketing promotion mix on tourism outcomes in Srikakulam, India, an area known for its numerous sacred sites. The study utilized an exploratory-descriptive methodology, gathering responses from social media users via a questionnaire that included essential phrases such as "requesting permission to visit," "delays in message delivery and inconsistency," "guest communication," "managing reputation," "attracting new customers," "creating buzz," "improving e-commerce integration with tourism," and "building relationships with tourists and guests." Additionally, focused group discussions were conducted. The main findings include:

- E-marketing factors account for 16.2% of the performance of religious tourism in Srikakulam, while the remaining 85.8% is linked to other unidentified factors.
- The performance of religious tourism in this region is particularly impacted by elements such as "requesting permission to visit," "improving e-commerce integration with tourism," and "building relationships with tourists and guests."
- There is a significant need for a website that offers detailed information about the temple and outlines all related activities.

A Study of: The Impact of E-promotion on Consumer Buying Behavior: A Case Study from Turkey (Hussein, 2021):

This research sought to explore the influence of e-promotion on consumer buying behavior, concentrating on e-marketing tools such as email marketing, website design, online advertising, and social media. A descriptive method was employed to define e-promotion and its associated tools, while an analytical approach was used to assess how e-promotion affects consumer behavior through advanced technology. The study focused on internet users in Istanbul aged 16 to 74. Data was gathered using a manually distributed questionnaire, resulting in a sample of 196 consumers, evenly divided between males and females.

Key findings of the study include:

- There is a connection between e-promotion and consumer buying behavior.
- Social media, as an e-promotion tool, is linked to consumer purchasing decisions.
- Email marketing also plays a role in influencing consumer buying behavior.

- Online advertising significantly affects consumer buying behavior, being identified as the most impactful electronic medium.

A Study of: The Impact of E-promotion on Market Share Increase for Enterprises - A Field Study Across Various Economic Sectors in Algeria (Al -Abhar, 2016/2017):

This research seeks to examine the relationship and influence of four components of the electronic promotional mix—personal selling, advertising, sales promotions, and public relations—on increasing market share. This includes the growth of the customer base and transaction volumes, focusing on a sample of Algerian companies from various economic sectors. These sectors encompass business-to-business, business-to-consumer, and online businesses or virtual stores. Two questionnaires were used in the study: one distributed to 50 Algerian business leaders and marketing managers and the other sent to 650 internet users in Algeria.

Key findings of the study include:

- The study found a strong and positive relationship between the elements of the electronic promotional mix and the growth of customer base, transaction volume, and market share within the enterprises studied.

- The electronic promotional mix also impacts purchasing behavior among internet users in Algeria.

- Although the findings showed positive outcomes related to the research variables, results could improve further if businesses and individuals in Algeria adopt a more structured and comprehensive approach to implementing e-promotion.

- The key goals for the companies in the study when using e-promotion are to attract new customers, boost sales, and convince customers of product benefits, all with the overarching aim of increasing market share.

2.2. Previous Studies On Marketing Performance:

A Study of: The Effect of Product Promotion and Innovation Activities on Marketing Performance in Micro, Small, and Medium Enterprises in Cianjur (Nurjaya, Affandi, Erlangga, Sunarsi, & Jasmani, 2021) :

The purpose of this study was to assess how promotional activities and product innovation affect the marketing performance of micro, small, and medium enterprises (MSMEs) in Cianjur. A descriptive research approach was used, along with statistical methods such as regression analysis and correlation testing, to develop and evaluate the hypotheses.

The study revealed that promotional activities have a significant effect on marketing performance, accounting for 40% of the impact in MSMEs in Cianjur. Additionally, product innovation contributes 38.5% to marketing performance. When combined, both promotional activities and product innovation jointly influence marketing performance by 49.3%, with the remaining 50.7% being influenced by other factors.

A Study of: Analysis of the Use of Promotion in Social Media on the Performance of E-Commerce Marketing (Ariep, 2021):

This study aimed to examine the causal relationship and effects between multiple phenomena. The sample included 154 small and medium-sized enterprises (SMEs) involved

in e-commerce through social media platforms. The findings revealed that the marketing process benefits variable does not significantly affect marketing performance. However, the cost-effectiveness variable plays a significant role in improving marketing performance. The communication channel variable significantly impacts cost-effectiveness, and communication with customers has a notable influence on customer satisfaction. Additionally, customer relationship performance significantly affects marketing performance, and customer satisfaction has a strong impact on marketing performance.

2.3. Previous Studies Related To Both Variables:

A Study of: The Role of E-Promotion in Improving Marketing Performance - Field Study (Frozen Arabic, 2017)**:**

This study sought to assess the level of awareness among telecommunications companies in Egypt regarding the concept of e-promotion and their utilization of internet and mobile technologies, as well as how these factors relate to marketing performance. The researcher employed a questionnaire as the primary research tool, with a sample of 152 respondents from senior management and department heads.

Additionally, a sample of 384 customers was included. The study arrived at several key conclusions, including:

- Components of the e-promotion mix, such as electronic advertising, sales activation, and electronic personal selling, have a significant impact on the marketing performance of telecommunications companies in Egypt.
- Organizations should prioritize the credibility of electronic advertising, as it serves as a commitment from the company and shapes the organization's image in the minds of customers.
- Ensuring high levels of security and privacy on the company's website is crucial. This can be achieved by offering tips and guidelines that help customers efficiently meet their needs, as well as by improving website navigation with quick access tools.
- Implementing robust website protection programs is essential for building and enhancing customer trust.

A Study of: The Effect of Digital Marketing and Media Promotion Utilization on Bakpia Patok Yogyakarta SMES' Sales Performance (Grace haque, 2020):

The study aimed to assess the impact of digital marketing and electronic promotion on sales performance at a small and medium-sized enterprise (SME) in Bakpia Patok, Yogyakarta. Explanatory and statistical analysis methods were applied, with a sample of 96 individuals from Yogyakarta who were customers of Bakpia Patok products under PT XYZ Company. The sampling method used was saturated sampling, and the research was correlational. The study yielded the following results:

- Digital marketing has a significant influence on sales performance, contributing 48.8%.
- The use of media promotion significantly impacts sales performance by 43.2%.
- Combined, digital marketing and media promotion have a notable effect on sales performance, contributing 52.4%, while the remaining 47.6% is influenced by other factors.

3. Field Study:

3.1. Population And Sample Of The Study:

The study population comprises employees from tourism agencies in Algeria that use electronic marketing to promote their services. A total of 100 electronic questionnaires were distributed, but only 10 were returned, indicating a very low response rate. Additionally, 40

questionnaires were collected manually, resulting in 43 usable responses.

Table 1. Does the travel agency have a website?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valide	yes	31	72,1	72,1	72,1
	no	12	27,9	27,9	100,0
	Total	43	100,0	100,0	

Source: Chaieb and May, 2024.

As indicated in Table 1, 72.1% of travel agencies responded "yes," confirming that they have a website that aids in promoting their services. In contrast, 27.9% of travel agencies answered "no," indicating that they do not have a website and instead rely solely on social media channels for their promotional efforts.

Table 2. Does the agency have an employee whose main task is online promotion?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valide	yes	38	88,4	88,4	88,4
	no	5	11,6	11,6	100,0
	Total	43	100,0	100,0	

Source: Chaieb and May, 2024.

According to Table 2, 88.4% of travel agencies reported having an employee dedicated to online promotion, highlighting the importance of this function within the agencies. Conversely, 11.6% of travel agencies indicated "no," suggesting that online promotion is a collaborative effort involving all employees within the agency.

Table 3. What is the duration of using electronic promotion to advertise agency services?

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valide	Less than a year	9	20,9	20,9	20,9
	From 1 to 3 years	12	27,9	27,9	48,8
	More than 3 years	22	51,2	51,2	100,0
	Total	43	100,0	100,0	

Source: Chaieb and May, 2024.

As shown in Table 3, 51.2% of tourism agencies have been utilizing electronic promotion for their services for over three years, while 27.9% have been using it for one to three years. Additionally, 20.9% of the agencies have engaged in electronic promotion for less than a year.

Table 4. What are the most commonly used tools that the agency relies on for electronic promotion of its products?

Phrases	no	yes	
Agency website	21	22	F
	48.8	51.2	%
e-mail	21	22	F
	48.8	51.2	%
Social networking pages	0	43	F
	0	100	%
Mobile phone	15	28	F
	34.9	65.1	%
television	0	0	F
	0	0	%
Listing the site in search engines	38	5	F
	88.4	11.6	%
Affiliation and partnership	32	11	F
	74.4	25.6	%

Source: Chaieb and May, 2024.

According to Table 4, the most widely used tools for electronic promotion among tourism agencies are social media pages, utilized by 100% of the agencies. This is followed by mobile phones at 65.1%. The agency's website and email are next, each used by 51.2% of agencies. Additionally, affiliation/partnership programs and search engine optimization (SEO) are employed by 25.6% and 11.6% of the agencies, respectively.

3.2. Test-Retest Reliability:

Table 5. Test-retest reliability

Cronbach's Alpha	Number of elements
,894	32

Source: Chaieb and May, 2024.

The table shows that the Cronbach's alpha value for the dimensions of the questionnaire exceeded 0.89, indicating a statistically good level of reliability. This suggests that the tool used in this study is reliable and suitable for application in the field study.

3.3 Testing Sub-Hypothesis:

– **Examining The First Sub-Hypothesis:**

H0: the use of electronic advertising has no statistically significant influence on the marketing performance of travel agencies in Algeria

H1: the use of electronic advertising has a statistically significant influence on the marketing performance of travel agencies in Algeria

Table 6. Summary of models

Model	R	R2	R2 adjust	Standard error of the estimate
1	,686a	,471	,458	,37785

Source: Chaieb and May , 2024.

From the table above (Table6),, we can observe a strong positive correlation of R = 0.686 between digital advertising and marketing performance of tourism agencies in Algeria. The adjusted R-squared value is R^2 = 0.458, indicating that the independent variable, digital advertising, explains 45.8% of the variation observed in marketing performance by tourism agencies in Algeria.

Table 7. ANOVAa

Model	Sum of squares	ddl	Mean square	F	Sig.	
1	Regression	5,211	1	5,211	36,500	,000b
	Student	5,854	41	,143		
	Total	11,065	42			

Source: Chaieb and May , 2024.

From the table above (Table7), we observe a highly significant F-value where sig = 0.000, which is less than 0.05. This confirms the strong explanatory power of the simple linear regression model statistically. Therefore, we reject the null hypothesis that states that the use of electronic advertising has no statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 8. Coefficients

Model	Unstandardized coefficients	Standardized coefficients	t	Sig.	
	B	Erreur standard	Bêta		
1	(Constante)	1,285	,454		2,832
	A	,640	,106	,686	6,041

Source: Chaieb and May, 2024.

From the table above (Table8), we can observe that the computed T-value (t = 6.041) is statistically significant (sig = 0.000), which is less than 0.05. This indicates that digital advertising in electronic promotion was statistically significant and thus contributes to the regression model. Therefore, the regression equation can be formulated as follows:

$$Service\ Quality = 0.64 \times Product\ Innovation + 1.285$$

– **Testing Sub-Hypothesis 2:**

H0: the use of electronic public relations has no statistically significant influence on the marketing performance of travel agencies in Algeria

H1: the use of electronic public relations has a statistically significant influence on the marketing performance of travel agencies in Algeria

Table 9. Summary of models

Model	R	R2	R2 adjust	Standard error of the estimate
1	,543a	,295	,278	,43616

Source: Chaieb and May , 2024.

From the table above (Table9), we can observe a moderate positive correlation of R = 0.543 between electronic public relations and marketing performance of tourism agencies in Algeria. The adjusted R-squared (R^2 ajuste) is 0.278, indicating that the independent variable of electronic public relations in digital marketing explains 29.5% of the variance in marketing performance by tourism agencies in Algeria.

Table 10. ANOVAa

Model	Sum of squares	ddl	Mean square	F	Sig.
1	Regression	3,265	1	3,265	17,162
	Student	7,800	41	,190	
	Total	11,065	42		

Source: Chaieb and May , 2024.

From the table above (Table10), we observe a high statistical significance with an F value where sig=0.000, which is less than 0.05. This confirms the strong explanatory power of the simple linear regression model statistically. Therefore, we reject the null hypothesis that the use of electronic public relations has no statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 11. Coefficients

Model	Unstandardized coefficients	Standardized coefficients	t	Sig.	
	B	Erreur standard	Beta		
1	(Constant)	1,979	,493		4,010
	B	,501	,121	,543	4,143

Source: Chaieb and May, 2024.

From the table above (Table11), It is evident that the calculated T value (t = 4.143) is statistically significant, with a p-value of 0.000, which is below the 0.05 threshold. This indicates that electronic public relations in electronic marketing was statistically significant and thus contributes to the regression model. The regression equation can be formulated as follows:

Servicequality=0.501productinnovation+1.979

– **Testing Sub-Hypothesis 3:**

H0: electronic sales promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: electronic sales promotion has a statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 12. Summary of models

Model	R	R2	R2 adjusted	Standard error of the estimate
1	,300a	,090	,068	,49554

Source: Chaieb and May, 2024.

From the table above (Table12), we can observe a weak positive correlation of R=0.3 between electronic sales activation and marketing performance of tourism agencies in Algeria. The adjusted R-squared value, R^2 ajuste=0.068, indicates that the independent variable, electronic sales activation in electronic promotion, explains 6.8% of the variance in marketing performance by tourism agencies in Algeria.

Table 13. ANOVA

Model	Sum of squares	ddl	Mean square	F	Sig.
1	Regression	,997	1	,997	4,058
	Student	10,068	41	,246	
	Total	11,065	42		

Source: Chaieb and May, 2024.

From the table above (Table13), we can observe a weak non-significant F value where sig=0.051, which is greater than 0.05. This indicates a weak explanatory power of the simple linear regression model statistically. Therefore, we accept the null hypothesis stating that electronic sales promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 14. Coefficients

Model	Unstandardized coefficients	Standardized coefficients	t	Sig.		
	B	Erreur standard	Beta			
1	(Constant)	2,756	,625		4,412	,000
	C	,314	,156	,300	2,014	,051

Source: Chaieb and May, 2024.

From the table above (Table14), it can be observed that the computed T-value (t=2.014) is statistically significant (sig=0.000), which is less than 0.05. This indicates that electronic sales activation in digital marketing was statistically significant and therefore contributes to the regression model. The regression equation can be formulated as follows:

Servicequality=0.314productinnovation+2.756

– **Testing Sub-Hypothesis 4:**

H0: electronic direct marketing has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: electronic direct marketing has a statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 15. Summary of models

Model	R	R2	R2 adjusted	Standard error of the estimate
1	,516a	,266	,248	,44499

Source: Chaieb and May , 2024.

From the table above (Table14), we can observe a moderate positive correlation of R = 0.516 between electronic direct marketing and the marketing performance of tourism agencies in Algeria. The adjusted R-squared value is R-squared adjusted = 0.248, indicating that the independent variable, electronic direct marketing in online promotion, explains 26.6% of the variances in the marketing performance of tourism agencies in Algeria.

Table 16. ANOVAa

Model	Sum of squares	ddl	Mean square	F	Sig.	
1	Regression	2,946	1	2,946	14,878	,000b
	Student	8,119	41	,198		
	Total	11,065	42			

Source: Chaieb and May, 2024.

From the table above (Table16), we can observe a high significance level indicated by sig = 0.000, which is less than 0.05. This confirms the strong explanatory power of the simple linear regression model statistically. Therefore, we reject the null hypothesis that electronic direct marketing has no statistically significant influence on the marketing performance of travel agencies in Algeria

Table 17. Coefficients

Model	Unstandardized coefficients	Standardized coefficients	t	Sig.		
	B	Erreur standard	Beta			
1	(Constant)	1,405	,677		2,075	,044
	D	,612	,159	,516	3,857	,000

Source: Chaieb and May, 2024.

From the table above (Table17), it can be observed that the calculated T value (t = 3.857) is statistically significant with a significance level (sig = 0.000) less than 0.05. This indicates that electronic direct marketing in online promotion was statistically significant and therefore contributes to the regression model. The regression equation can be formulated as follows:

Servicequality=0.612productinnovation+1.405

3.4. Main Hypothesis Test:

H0: The use of electronic promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.

H1: The use of electronic promotion has a statistically significant influence on the marketing performance of travel agencies in Algeria

Table 18. Récapitulatif des modèles

Modèle	R	R2	R2 adjusted	Standard error of the estimate
1	,707a	,499	,487	,36753

Source: Chaieb and May, 2024.

From the table above (Table18), we can observe a strong positive correlation of R=0.707 between electronic promotion and marketing performance of tourism agencies in Algeria. The adjusted R-squared value, R^2 ajuste=0.499, indicates that the independent variable, electronic promotion, explains 49.9% of the variance in marketing performance by tourism agencies in Algeria.

Table 19. ANOVAa

Model	Sum of squares	ddl	Mean square	F	Sig.	
1	Regression	5,527	1	5,527	40,914	,000b
	Student	5,538	41	,135		
	Total	11,065	42			

Source: Chaieb and May, 2024.

From the table above (Table19), we observe a high statistical significance with sig=0.000, which is less than 0.05. This confirms the strong explanatory power of the simple linear regression model. Therefore, we reject the null hypothesis that The use of electronic promotion has no statistically significant influence on the marketing performance of travel agencies in Algeria.

Table 20. Coefficients

Model	Unstandardized coefficients	Standardized coefficients	t	Sig.		
	B	Erreur standard	Beta			
1	(Constant)	-,027	,633		-,043	,966
	T	,976	,153	,707	6,396	,000

Source: Chaieb and May, 2024.

From the table above (Table20), we can observe that the calculated T value (t=6.396) is statistically significant with sig=0.000, which is less than 0.05. This indicates that electronic promotion was statistically significant and thus contributes to the regression model. The regression equation can be formulated as follows:

Servicequality=0.976productinnovation-0.027

4. Conclusion

The article contained research on the impact of electronic tourism promotion on marketing performance in tourism agencies, and aimed to study the dimensions of electronic promotion that affect marketing performance in tourism agencies. The

dimensions of electronic promotion were represented in: electronic tourism advertising, electronic tourism public relations, electronic sales promotion, "Electronic direct marketing." As for the dimensions of marketing performance, "profitability index, market share index, customer satisfaction index." Finally, the study reached a set of results that we summarize as follows:

- Most of the studied tourism agencies own a website that they use to provide services to their clients online, which demonstrates their awareness of the importance of electronic marketing.
- Most tourism agencies have an employee whose primary role is online promotion, reflecting their focus on electronic promotion and online customer service to ensure speed and convenience.
- The duration of electronic promotion usage by tourism agencies was mostly over three years, allowing the researcher to effectively study the impact of electronic promotion on marketing performance.
- Tourism agencies use various tools for online promotion, with social media pages being the most commonly used tool, followed by mobile phones. The use of the agency's website for promotion was relatively low compared to the number of agencies that have a website. This suggests that agencies view their website primarily as an online interface and not extensively for promotional purposes, often using it for general information about the agency and occasionally for booking services for clients.
- There is a statistically significant impact of electronic advertising in electronic promotion on the marketing performance of tourism agencies.
- There is a statistically significant impact of electronic public relations in electronic promotion on the marketing performance of tourism agencies.
- There is a statistically significant impact of electronic sales activation in electronic promotion on the marketing performance of tourism agencies.
- There is a statistically significant impact of direct electronic marketing in electronic promotion on the marketing performance of tourism agencies.

Through the field study, the researchers present a set of suggestions as follows:

- The necessity of activating a law regulating the electronic work of the travel agency to guarantee its rights as well as the rights of its clients
- Travel agencies should pay more attention to the electronic aspect during their marketing than the traditional aspect, in line with the changing pattern of tourists
- Agencies should pay more attention to the activity of their website, especially from the visual aspect
- Travel agencies should not focus on one element of the electronic promotional mix for electronic promotion to ensure its effectiveness and the success of their promotional campaigns
- Travel agencies should provide all the necessary information with complete transparency on their websites, especially their headquarters, to facilitate tourists

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