

The impact of innovative digital tourism marketing on the image of tourism institutions

ZERROUKI Taha El Amine^{1*}, STAMBOULI Asmaa², IRAIN Imene³

¹ Economic and Human Development Laboratory in Algeria ,University of Blida2, Blida, (Algeria). **eta.zerrouki@univ-blida2.dz**

² Economic and Human Development Laboratory in Algeria, University of Blida2, Blida, (Algeria). **Asmaa.stambouli@yahoo.fr**

³ Economic and Human Development Laboratory in Algeria, University of Blida2, Blida, (Algeria). **irainimene@gmail.com**

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Abstract:

This study aims to highlight the impact of innovative digital tourism marketing on the image of the tourism institutions, to specify the dimensions of innovation that have the greatest impact on of the tourism institutions image dimensions, relying on the descriptive analytical approach, using a questionnaire distributed to a sample of 70 individuals from tourism agencies clients, analyzed by SPSS 26 program. The study concluded that innovation in digital tourism marketing affects positively on the image of the tourism institutions. The study also emphasized the importance of updating digital marketing strategies, to improving the image of the tourism institution to enhance its competitiveness.

Keywords: innovation, image, digital tourism marketing, tourism.

Jel Classification Codes : M370, O310, Z330, L83

* Corresponding author

1. INTRODUCTION

In the current era of rapid digital advancement, the tourism sector has experienced a profound shift fueled by the emergence of cutting-edge digital marketing techniques. The growing dependence on digital tools, including social media, artificial intelligence, virtual reality, big data analytics, and online influencers, has fundamentally changed how tourism businesses interact with travelers and construct their positive image.

The juncture of digital innovation and tourism marketing offers a valuable framework for understanding how contemporary marketing technologies impact the public perception of tourism entities. As the industry becomes more digitally driven and competitive, businesses strive to stand out within an increasingly saturated online environment. A tourism institution's image which reflecting its reputation, perceived worth, and brand identity, is now closely tied to its digital reputation and the effectiveness of its online marketing strategies.

The perception of a tourism business is a key factor in drawing in clients, shaping their expectations, and building lasting trust. As personalized marketing, interactive media, and real-time communication gain prominence, digital strategies have evolved into essential instruments for creating a distinctive and competitive brand image within the tourism sector.

In light of the aforementioned points, the core aspects of the research problem can be outlined as follows:

« What is the impact of innovation in digital tourism marketing on the image of the tourism institutions? »

1.1. The study hypotheses:

- a) There is a statistically significant impact of Process innovation dimensions on the image of the tourism institutions
- b) The organizational innovation dimension has a statistically significant impact on how the image of the tourism institutions is perceived
- d) The dimension of tourism product innovation has a statistically significant impact on the image of the tourism institutions.

e) The influence of innovative digital tourism marketing on the image of tourism institutions is statistically significant.

1.2. Importance of the study:

- Highlighting the importance of creativity in digital tourism marketing as a means of enhancing the tourism sector and attracting more tourists.
- Highlighting the role of digital programs and modern technologies in order to improve the image of tourism institutions;
- Highlighting the positives of applying creativity and innovation in digital marketing to the tourism sector;
- Providing useful insights for stakeholders in developing innovative digital tourism marketing strategies in Algeria.

1.3. Study objectives:

- Understanding the role of creativity in digital tourism marketing and analyzing how to apply it in Algeria;
- Evaluating the impact of creativity in digital tourism marketing on improving the image of tourism institutions in attracting tourists and enhancing the tourism sector in Algeria;
- Analyzing the factors that affect the success of innovative digital tourism marketing strategies in Algeria;
- Proposing appropriate recommendations to be implemented by the Algerian tourism sector based on the application of innovative digital tourism.
- Proposing recommendations to improve the image of tourism institutions, especially agencies.

2. Introduction to innovative digital tourism marketing:

Digital tourism marketing is one of the latest developments in tourism marketing field, it leverages digital technologies and social media platforms to market and highlight tourism destinations. This modern approach plays a crucial role in attracting travelers and enhancing their overall experience. In recent years, it has experienced consistent and notable growth (Kessasba & al, 2023,162).

2.1. Definition of innovative digital tourism marketing:

Innovative digital tourism marketing refers to the modern implementation of creative and technology-driven marketing methods tailored specifically to the tourism sector, Modern digital tourism marketing influences creative and engaging content, along with immersive technologies like virtual and augmented reality, to captivate and attract potential travelers, It also seeks to foster intelligent and creative engagement with customers by offering personalized, forward-thinking services designed to boost tourism activity and drive higher demand for tourism-related offerings.

Thus, innovative digital marketing in the tourism sector is recognized as a powerful tool for strengthening a tourism institution's brand image and fostering lasting customer relationships (Deb & al, 2022, p776).

What sets creative and innovative approaches in tourism marketing apart—particularly those grounded in novel marketing concepts rather than technological breakthroughs—is that they generally require modest financial investment. Unlike innovations dependent on advanced technology, these marketing-driven strategies carry lower risk levels. As a result, marketing innovation is often considered both safer and more impactful. However, a notable drawback is its vulnerability to imitation by competing firms (kamel, 2021,p291).

Effective communication and the cultivation of strong connections with clients and stakeholders are key contributors to the success of innovative e-tourism marketing efforts. Moreover, staying up to date with the latest technological advancements and emerging trends in digital tourism marketing is essential to remain competitive and to seize new opportunities within the sector. In the context of modern tourism, innovative digital marketing has become a crucial instrument for promoting destinations and supporting sustainable tourism development (Daiva & al, 2020, p2).

2.2. Dimensions of innovative digital tourism marketing:

The various dimensions of innovation within digital tourism marketing offer a broad perspective on the key domains that tourism

organizations can target to craft impactful and forward-thinking marketing strategies. In this study, we explore the following dimensions:

2.2.1. Process innovation: Process innovation represents a key facet of innovation within the realm of digital tourism marketing. It involves the creation and application of novel or substantially enhanced methods for generating and providing tourism-related services (Hjalager, 2010, p. 2)

Within the realm of digital tourism marketing, process innovation may involve enhancing booking systems for greater efficiency, integrating advanced technologies to elevate customer service experiences, or leveraging digital tools to gather and interpret customer data. For instance, a tourism enterprise might implement machine learning algorithms to evaluate online reviews and refine its services accordingly (Mariani et al., 2018, p. 3565).

Innovating processes can result in greater operational efficiency and higher service quality, which in turn boosts customer satisfaction. This improvement ultimately plays a key role in enhancing both the marketing and financial performance of tourism companies

2.2.2. Organizational innovation in digital tourism marketing:

Organizational innovation stands as a critical element in the evolution of digital marketing strategies within the tourism sector. It involves the transformation of organizational frameworks and operational procedures that facilitate the integration of digital marketing tools. By embracing these changes, tourism businesses can enhance their capacity to capitalize on the benefits offered by digital technologies. Nonetheless, these organizations must also overcome the obstacles linked to the implementation of such changes to ensure the effective execution of their innovative digital marketing initiatives (Divisekera & Nguyen, 2018, p. 157)

2.2.3. Innovation in tourism product: innovation in tourism involves the creation of novel and creative concepts, which are then transformed into tailored products and services that captivate tourists, offering them memorable experiences. It goes beyond simply introducing new offerings; it includes exploring fresh approaches to delivering services, customizing travel experiences, and integrating technology to enrich the tourist journey in response to evolving demands and heightened expectations. The success

of innovation in tourism products hinges on a thorough understanding of tourists' desires and needs, ongoing research and development, strategic investments in technological advancements and infrastructure, as well as continuous professional development and training for those working in the tourism industry (Zoghebi, Mouamni, 2020, p72).

3. Introduction to tourism institution image:

The image of tourism institution is crucial for its success and long-term viability, especially given the intense competition within this fast-evolving and highly competitive industry. This image encompasses all the perceptions, emotions, responses, and opinions that the public associates with the tourism entity.

3.1. Definition of tourism institution mental image:

There are many definitions of the mental image, below are some of these definitions:

Definition of Grönroos: “Image is the value that current and potential customers perceive in an institutions offering, and is formed through cumulative experiences and expectations. An institution’s image is the result of how consumers see it. The most important part of a company, which an organization’s customers see and perceive, an organization’s image is expected to be built primarily by the technical and functional quality of its services.”(Grönroos, 1984, p39).

Kotler's definition: « A mental image is a set of beliefs, ideas, and impressions that an individual holds about something » (Kotler,2000, p553).

Balmer's definition: "The mental image of an institute is the immediate perception of the organization by an individual or a group."(Balmer, 1995, p30)

Based on the aforementioned definitions, “the mental image of a tourism institution can be understood as the collection of impressions, perceptions, and convictions developed by tourists and the wider public. These perceptions emerge from both direct and indirect interactions with the institutions services, shaping their expectations and influencing their choices related to tourism”

3.2. Dimensions of the mental image.

Many scholars argue that the mental image is typically composed of three primary components: emotional, cognitive, and behavioral. Others added the social dimension, while other researchers added the cultural dimension, the temporal dimension, and the spatial dimension. These dimensions remain relative.

3.3.1. The cognitive dimension of the mental image:

Tourism-related services play a fundamental role in shaping the public perception of tourism institutions aiming, which intend to offer their services and products to customers, to ensure a positive and satisfying experience, it is essential that the information communicated to customers about the institution be precise, consistent, and reliable from the outset. In addition, the institution strives to equip its clientele with relevant knowledge and insights in key areas that significantly reinforce a dependable and credible image—not only for the organization itself but also for its stakeholders in future interactions (Stylos, et al., 2016, 47).

This facet refers to the objective and tangible characteristics that form the mental representation of a tourism entity, such as physical infrastructure, service quality, cultural attractions, and operational efficiency, it reflects the logical and analytical side of image perception, setting it apart from emotional or behavioral elements (Zhanga et al., 2018, p 329).

3.3.2. The conative dimension of the mental image:

The conative dimension of a tourism institutions mental image reflects the action-driven element of destination perception & the services provided, which plays a key role in shaping travelers' behavioral intentions and influencing their decision-making patterns (Pike & Ryan, 2004, p. 334). This dimension reflects the probability of choosing a destination, the intention to travel, the tendency to recommend it, and the readiness to interact with tourism-related offerings. It represents the behavioral outcome that links cognitive perception with emotional assessment, ultimately translating into real travel behaviors and patterns of tourism consumption (Tasci & Gartner, 2007, p. 419).

This aspect holds considerable importance as it embodies the final stage of image-building efforts, leading to tangible results that have a direct influence on the long-term viability and performance of tourism institutions (Agapito et al., 2013, p. 472).

3.3.3. The affective dimension of the mental image

The emotional dimension is a fundamental factor in forming the perceived image of a tourism institution, as it significantly impacts tourists' attitudes and decision-making processes. It encompasses the sentiments and emotional responses individuals develop toward the institution, shaped either through direct personal experiences or indirect perceptions & impressions (San Martín & Del Bosque, 2008, p. 265), given that the tourism sector is inherently service-oriented, the emotional aspect plays a crucial role in fostering strong, positive connections with customers.

Tourist experiences often forge enduring impressions and stir emotions that play a decisive role in how visitors judge an institution and decide whether to remain loyal. To capitalize on this, tourism operators deploy a range of strategies aimed at strengthening the emotional resonance of their brand image by offering tailored, memorable activities; and showcasing a genuine commitment to social and environmental causes, in an increasingly crowded market, building these positive emotional connections is crucial: it not only fosters customer loyalty, but also increases the chances of repeat visits and recommend it to others. this dimension interacts with both cognitive and behavioral elements to form a comprehensive picture of the tourism institution and destination, which plays a key role in influencing tourists' choices and overall preferences. (Al-Sukari, 2022, pp. 62-63).

4. Field study:

Following the theoretical exploration of innovation in digital tourism marketing and the conceptual clarification of a tourism institution's image addressed in the previous sections, this part will focus on presenting the empirical study, which serves as the basis for addressing the research problem

4.1. Study community: The research in progress focuses on innovation in digital tourism marketing impact image of tourism institution.

The target population of this study consists of various clients of tourism agencies based in the state of Chlef. Given the broad and undefined size of this population, a preliminary sample of 85 clients was initially selected. Following the distribution and collection phases, only 70 questionnaires were deemed valid and for analysis through data processing. The remaining questionnaires were excluded due to incomplete responses that rendered them unsuitable for inclusion in the final dataset.

Table 1. Number of questionnaires distributed, analyzable, and rejected

Items	Number of questionnaires	Percentage
Distributed questionnaires	85	100%
Accepted questionnaires	70	82.35%
Rejected questionnaires	15	17.65%

Source: Prepared by researchers based on SPSS outputs

4.2. Measuring the validity and reliability of the study tool:

The first step in beginning to analyze the results obtained is to know the correlation between the measurement indicators and the dimensions to which they belong, i.e. the internal consistency validity must be measured. After relying on the outputs of the SPSS system, we found that the internal consistency validity coefficient for the six dimensions representing the dependent variable and the independent variable was good, as it ranged between (0.745) and (0.909).

The alpha-cronbach's coefficient, which expresses the stability ratio of the selected sample, i.e. the extent of the consistency and coherence of these questions in measuring the same dimensions under the same conditions, and those who, if questioned again under the same conditions, will repeat the same answer, the results obtained ranged between (0.812) and (0.905) for all the dimensions studied, whether they were specific to the independent variable or the dependent variable.

The internal consistency validity coefficient for the total questionnaire items and the Cronbach's alpha coefficient, according to the outputs of the Statistical Package for the Social Sciences system, were respectively (0.902) and (0.897), and thus the proposed questionnaire is appropriate for study, the following table shows the results of the internal consistency validity coefficient and the Cronbach's alpha coefficient.

Table 2. Results of the internal consistency coefficient test and alpha-Cronbach's coefficient

Dimensions	Process innovation	Organizational innovation	Tourism product innovation	Cognitive dimension	Conative dimension	Affective dimension	Global results
Number of variable expressions	5	5	5	5	5	5	30
internal consistency coefficient	0.831	0.745	0.936	0.845	0.923	0.909	0.902
alpha-Cronbach's coefficient	0.878	0.801	0.905	0.934	0.812	0.963	0.897

Source: Prepared by researchers based on SPSS outputs

4.3. Arithmetic mean and standard deviation of sample members' responses:

The following table shows the Arithmetic mean and standard deviation of sample members' responses

Table 3. Arithmetic mean and standard deviation of sample members' responses

N°	Variable's dimensions	Arithmetic mean	Standard deviation	Evaluation
1	Process innovation dimensions	2.4343	0.7389	Neutral
2	Organizational innovation dimension	2.7229	0.8746	Neutral
3	Tourism products innovation dimension	4.1629	1.3780	Strongly agree
4	Cognitive dimension	3.3714	1.0864	Agree
5	Conative dimension	4.1858	0.9592	Strongly agree
6	Affective dimension	3.9200	1.2243	agree

Source: Prepared by researchers based on SPSS outputs

From the last table, we note that the analysis process innovation dimension items reached the value 2.4343 representing an arithmetic mean which is generally middling value, and we found the value 0.7389 which was the value of standard deviation, so the overall evaluation of the items of this dimensions was “neutral”, these values are acceptable at a level of significance less than 0.05.

The second dimension of the first variable named “organizational innovation” the values are acceptable at significance level of less than 0.05,

the value arithmetic mean is 2.7229 which is also generally middling value, the standard deviation is 0.8746, so the overall evaluation of the items of this dimensions was “neutral”.

The third dimension of our study named “Tourism product innovation” after calculate the arithmetic mean value which is 4.1629 and the standard deviation is 1.3780 so the overall evaluation of the items of this dimensions was “Strongly agree”, the obtained results of this last dimension was high indicators compared to their predecessors.

Cognitive dimension the first one of the second variable we found after calculate the arithmetic mean value which is 3.3714 and the standard deviation is 3.3714 so the overall evaluation of the items of this dimensions was “agree”, these values are acceptable at a level of significance less than 0.05

Correspondingly, the result found of the items of conative dimension are the higher compared by the two other dimensions of our study, the arithmetic mean which is generally good reached the value 4.1858, and we found the value 0.9592 which was the value of standard deviation, so the overall evaluation of the items of this dimensions was “Strongly agree”, these values are acceptable at a level of significance less than 0.05.

The results of The affective dimension are acceptable at a level of significance less than 0.05, the arithmetic mean reached the value 3.9200, and we found the value 1.2243 which was the value of standard deviation, so the overall evaluation of the items of this dimensions was “agree”,

5. Testing the study hypotheses:

5.1. Testing the first hypotheses’: There is a statistically significant effect of process innovation dimensions on the image dimensions’ at a significance level less than 0.05

Table 4. Simple linear regression model of impact of process innovation dimensions on the image dimensions’

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	0,804	0,647	0,642	0,41407	120,465	0,000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
Constant	0,743	0,394		2,510	0,014
Process innovation	0.562	0,105	0,804	11,152	0,000

Source: Prepared by researchers based on SPSS outputs

According to the spss outputs, we found that the determination coefficient value is $R^2 = 0,647$ this indicates that the independent variable process innovations in tourism services explained an estimated percentage of 64.70% of the dependent variable tourism institution image dimension, and the rest which is 35% is due to the other variable, the value of Standardized Coefficients is positive, meaning that the relationship between the two last variables directly proportional. The F test (Fisher test) value is positive and equal to 120.465 which is significant at the 0.05 level, which means that the variable process innovation valid for predicting the dependent variable tourism institution image dimension.

Regarding the correlation coefficient reached the value 0.804 between the two variables being studied

Based on the results of the statistical analysis obtained, the first partial hypothesis is accepted, and thus we confirm the existence of an impact of Process innovation dimensions on the image dimensions at a significance level less than 0.05. by enhancing perception, improving memory retention

5.2 Testing the second hypotheses': There is a statistically significant effect of Organizational innovation dimensions on the image dimensions' at a significance level less than 0.05

Table 5. Simple linear regression model of impact of organizational innovation dimensions on the tourism institution image dimensions'

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	0,408	0,167	0,154	0,2096	13,570	0,000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
Constant	1,801	0 ,279		10,042	0,000
organizational innovation dimensions	0,246	0,067	0,408	3,687	0,001

Source: Prepared by researchers based on SPSS outputs

Based on spss outputs, the determination coefficient value is $R^2=0.408$, this indicates that the independent variable organizational innovation dimensions in tourism services explained an estimated percentage of 16,7% of the dependent variable tourism institution image dimension, and the rest which is approximately 84% is due to the impact of other variables

The value of the regression coefficient is positive, meaning that the relationship between organizational innovation dimensions in tourism services and tourism institutions image dimension is directly proportional, The value of the F test (Fisher test) is 13,570 and is significant at the 0.05 level, which means that the organizational innovation variable is valid for predicting the dependent variable, which is tourism institution image dimension.

Regarding the correlation coefficient reached the value 0.408 between the two variables being studied significant at 0.05 level, which means that there is a relationship between the variables

Based on the results of the statistical analysis obtained, the second partial hypothesis is accepted, and thus we confirm the impact of organizational innovation dimension on tourism institutions image variable

5.3. Testing the third hypotheses': There is a statistically significant effect of Tourism product innovation dimensions on the image of tourism institutions dimension at a significance level less than 0.05

Table 5. Simple linear regression model of impact of Tourism product innovation dimensions on the image of tourism institutions dimension

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
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1	0,639	0,408	0,400	0,5345	47,030	0,00
Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients	t	Sig.
	B					
Constant	1,194		0,632		13,142	,000
Tourism product innovation	0,180		0,080	0,639	5,858	,000

Source: Prepared by researchers based on SPSS outputs

According to the spss outputs, we found that the determination coefficient value is $R^2 = 0,408$ this indicates that the independent variable product innovations in tourism services explained an estimated percentage of 40,8% of the dependent variable tourism institution image dimension, and the rest which is 59% is due to the other variable, the value of nstandardized Coefficients is positive, meaning that the relationship between the two last variables directly proportional. The F test (Fisher test) value is positive and equal to 47,030 which is significant at the 0.05 level, which means that the variable tourism product innovation valid for predicting the dependent variable tourism institution image dimension.

Regarding the correlation coefficient reached the value 0.639 between the two variables being studied

Based on the results of the statistical analysis obtained, the third partial hypothesis is accepted, and thus we confirm the existence of an impact of tourism product innovation dimensions on the institutions image dimensions at a significance level less than 0.05.

5.4. Testing the principal hypotheses: There is a statistically significant impact of innovation digital tourism marketing on the image of the tourism institutions

Table 6. Simple linear regression model of impact of innovative digital tourism marketing on the image of the tourism institutions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	0,536	0,288	0,277	0,1937	27,481	0,00

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
Constant	0,336	0.247		10,253	,000
innovation	0,342	0,065	0,536	5,242	,000

Source: Prepared by researchers based on SPSS outputs

From the table we found that the determination coefficient value is $R^2 = 0,288$ this indicates that the independent variable innovations in tourism services explained an estimated percentage of 28.8% of the dependent variable tourism institution image dimension, and the rest which is 71% is due to the other variable, the value of standardized Coefficients is positive, meaning that the relationship between the two last variables directly proportional. The F test (Fisher test) value is positive and equal to 27,481 which is significant at the 0.05 level, which means that the variable e-tourism Marketing innovation valid for predicting the dependent variable affective dimension.

Regarding the correlation coefficient reached the value 0.536 between the two variable's being studied

Based on the results of the statistical analysis obtained, the principal hypothesis is accepted, and thus we confirm the existence of positive impact of Tourism innovation dimensions on the image of tourism institutions dimensions at a significance level less than 0.05.

6. Conclusion :

Innovative digital tourism marketing has become instrumental in shaping tourism institutions image. Success requires carefully balanced implementation of digital innovations while maintaining authenticity and personal connection. Institutions must continuously evolve their digital strategies to meet changing consumer expectations while ensuring their digital presence authentically reflects their physical reality and values.

Through the study that was conducted, and after processing and analyzing the survey and testing the hypotheses, a set of results were reached, which are:

- Tourism institutions must enhance their digital marketing strategies to attract new consumers and improve their image.

- The tourism sector must reevaluate its marketing approaches by determining tourists' behavioral responses, adopting loyalty program, and encouraging repeat visits
- The upswing in the educational and cultural level of consumers has forced tourism institutions to focus on innovation in digital tourism marketing.
- The innovation in the tourism product has a direct and significant impact on the image of the tourism institutions.
- Focusing on innovation in digital tourism marketing promotes the image of the tourism institutions in the mindset of the consumers by shaping tourists' perceptions, enhancing memory retention, influencing decision-making, and fostering ethical awareness
- The presence of many competitors in the tourism sector has led tourism institutions to innovate in e-tourism marketing
- Innovations in augmented reality (AR) in tourism field create memorable, emotionally engaging experiences

We endeavored in this study, to address the impact of innovative digital tourism marketing on the image of the tourism institutions., this study came out with some recommendations based on the results obtained:

- ☞ Investing in modern technology such as artificial intelligence and augmented reality to enhance the tourism experience.
- ☞ Utilize User-Generated Content (UGC) for Authenticity & Social Proof by Encouraging tourists to share experiences via social media and integrate UGC into marketing strategies.
- ☞ Developing digital loyalty programs based on analyzing customer behavior and providing personalized offers.
- ☞ Leverage Big Data Analytics for Personalized Marketing predicting analytics to target tourists based on their browsing behavior, demographics, and past travel history.
- ☞ Paying attention to data security to ensure customer privacy is protected and their trust in the institution is enhanced.

- ☞ Keeping pace with market changes and continuously updating digital marketing strategies to keep pace with technological innovations.
- ☞ Improve image of the tourism institutions leads to attract more customers, & build company identity and good reputation.
- ☞ Leverage Big Data Analytics for Personalized Marketing predicting analytics to target tourists based on their browsing behavior, demographics, and past travel history.

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