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The Impact of Electronic Marketing on Tourism Service Quality (A Field Study: Ammar Travel Agency)

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Abstract:

This study aims to examine the impact of electronic marketing on the quality of tourism services, focusing on Ammar Travel Agency as a field case. Tourism today is one of the most important economic sectors, contributing to national income and employment, while electronic marketing plays a key role in enhancing service delivery and meeting client expectations. The study relied on a descriptive-analytical approach, collecting data through questionnaires directed at clients and analyzing information related to service quality and client satisfaction. Results showed that electronic marketing significantly contributes to providing clients with sufficient information, improving service delivery methods, and increasing client satisfaction. The study also confirmed a statistically significant relationship between using electronic marketing tools and improving the quality of services offered. Based on the findings, the study recommends that tourism agencies intensify the use of digital marketing to enhance competitiveness and service quality

.Key Words: Client satisfaction - electronic marketing, tourism service quality, client satisfaction, Ammar Travel Agency, tourism.

JEL Classification : M31, L83, L86.

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Introduction:

Tourism is considered today among the most important economic activities that contribute to the development and strengthening of national economies. It is an industry in its own right, contributing to the increase of the Gross National Product (GNP) and serving as a source of hard currency. In addition to its contribution to the employment sector, it creates jobs estimated at 80% globally, according to World Tourism Organization (UNWTO) statistics. Consequently, countries have begun to attach great importance to the tourism sector and encourage tourism establishments to continuously improve their services to meet the various and diverse expectations of tourists, wherever they may be in the world.

Problem Statement:

This study highlights the extent of electronic marketing's impact on improving the quality of tourism services, given that modern trends in marketing tourism services have become heavily dependent on modern communication means and the Internet for inter-institutional transactions and customer communication. The main problem of the study is defined as follows: **To what extent does electronic marketing affect the quality of tourism services at Ammar Travel Agency?**

To answer the main question, we must address the following sub-questions:

- What is the reality of service quality at Ammar Travel Agency?
- Does Ammar Travel Agency contribute to providing customers with sufficient information about its services?
- Does electronic marketing contribute to improving the tourism services offered ?
- What is the level of customer satisfaction with the tourism services provided by Ammar Travel Agency?

Study Hypotheses:

Main Hypothesis: There is a statistically significant impact of electronic marketing on the quality of tourism services provided by Ammar Travel Agency.

Sub-hypotheses:

- Ammar Travel Agency enjoys a good level of tourism service quality.
- Travel Agency effectively contributes to providing its customers with sufficient information regarding its tourism services.
- Electronic marketing contributes to improving and developing the method of delivering services at Travel Agency.
- We expect a high level of customer satisfaction with the tourism services provided electronically by the agency.

Importance of the Study:

This study derives its importance from the significance of the researched topic; it is a vital and important subject represented by the impact of electronic marketing on the quality of tourism service at Travel Agency. Electronic marketing is of great importance as it is one of the modern marketing methods that rely heavily on the Internet in marketing tourism services. On the other

hand, providing tourism services today in an unusual or unexpected way by the customer is considered a good initiative and an innovation capable of facing competition and achieving market leadership. This, in turn, requires that the tourism services provided be of high quality and characterized by modernity.

Objectives of the Study:

- Highlighting the impact of electronic marketing on the type and quality of tourism services at Travel Agency.
- Determining the extent of using modern communication means in marketing tourism services electronically.
- Adding knowledge for tourism agency managers regarding the role that electronic marketing can play in developing tourism services.

Research Methodology:

The researcher's choice of the appropriate methodology to study their research topic is a fundamental and necessary step taken to determine research methods, tools, and data collection. The optimal method chosen by the researcher to study the subject is description and analysis to reach precise results, as the selection and scrutiny of the methodology provide credibility to the findings.

Accordingly, our research falls within the framework of descriptive studies, due to the consensus in this context that description is one of the most suitable research methodologies for our study.

I. Theoretical Framework

I.1. The Nature of E-Marketing

I.1.1. The Concept of E-Marketing

E-marketing is one of the main factors that cannot be underestimated in achieving the required marketing goals. This method is considered one of the most effective and least expensive compared to traditional marketing. We cannot say that e-marketing differs significantly from traditional marketing, as the actual difference lies in the form and method in which the implementation process takes place. Therefore, we will try to cover this concept as much as possible.

I.1.1.1. Definition of Marketing Confusion often occurs in our minds between the concept of marketing and similar concepts (selling, promotion, advertising... etc.). Its concept is defined as: "Marketing involves product development, pricing, distribution, communications, and continuous attention to the changing needs of the customer, as well as developing new products with new production services to meet these needs." Marketing is: "A group of processes or activities that work to discover customer desires and develop a group of products" (Ali Fallah , 2010, p. 53). Accordingly, marketing is considered a group of activities carried out by individuals and organizations for the purpose of facilitating and accelerating transactions in the market.

I.1.1.2. Definition of E-Marketing Researchers have differed in finding a single unified definition for the concept of e-marketing. We find many definitions, among which we mention:

- "A commercial transaction based on the electronic interaction of the parties of exchange instead of direct physical contact."

- "The process of buying and selling goods and services over the Internet."
- It has also been defined as: "A group of marketing activities that rely on electronic media, computer networks, and the Internet" (Taha , 2006).
- Coviello et al. defined it as: "The use of the Internet and other interactive technological means to create and initiate a dialogue between the organization and specific consumers" (Ali & Abdullah , 2007).
- It can be defined as: "Marketing a specific commodity or service on the Internet" (Mustafa , 2009, p. 56).
- E-marketing is: "Managing the interaction between the organization and the consumer in a virtual space that relies primarily on Internet technology, and also focuses on managing relationships between the organization on one hand and the consumer, internal environment elements, and external environment on the other hand" (Sameh & Mohamed , 2009, p. 57).
- It is also "the optimal use of digital technologies, including information and communication technologies, to activate marketing productivity and its processes represented in organizational functions, operations, and providing goods and services to customers" (Mustafa , 2009, p. 64).
- Keller defined e-marketing as: "Using the power of direct communication networks, computer communications, and digital interactive media to achieve marketing goals" (Mohamed , 2009).
- Likewise, it is the marketing of products via the Internet, meaning that the company's products are displayed on the Internet and the buying and selling process takes place through it. As the Internet has become widespread, e-marketing means connecting the company's website to the largest percentage of customers with the aim of spreading and distributing its services (Shahet, 2010, p. 124).

I.1.2. Characteristics of E-Marketing

The characteristics of e-marketing vary as follows:

- Absence of restrictions on the amount of information that can be displayed on the Internet 24 hours a day at a low cost compared to other means of publicity and advertising.
- Using the element of excitement and marketing to attract the attention of the browser to electronic messages on the Internet.
- Users of the website can market and deal with it at any time.
- It is easy to update companies' marketing sites to add new information, which serves as a motive for others to return to visit the site again.
- E-marketing is considered one of the means of feedback that provides companies with information about customer reactions and changes in their tastes, as well as receiving their complaints.
- Building strong relationships with customers all over the world.
- The ability to reach a huge number of customers on a large scale in a short time (Sameh & Mohamed , 2009, p. 66).

Among the distinctive characteristics of e-marketing: E-marketing is characterized by several features, the most important of which are (al, 2010, p. 73):

1- Wide Service: E-marketing is distinguished by providing a "wide service." Customers interacting with the marketing site can engage with it at any time. The company owning the site cannot know who has read its electronic message unless the customer contacts them, nor can it monitor all visitors to its site.

2- Globality of E-Marketing: The media used in e-marketing knows no geographical boundaries; shopping can be done from anywhere the customer is located through their personal computer on the company's specialized site. However, there is a caveat regarding the lack of crystallization of laws governing e-commerce, especially those related to the security of commercial transactions.

3- Rapid Change of Concepts: E-marketing is characterized by the rapid change of concepts, the activities it covers, and the rules governing it. This is because e-commerce is linked to electronic communication means and information technologies that change and evolve rapidly; therefore, the legal arrangements to which they are subject are liable to change.

4- Narrowing the Distance Between Companies: E-marketing narrows the distances between giant and small companies in terms of production, distribution, and human competencies. Small companies can reach the international market via the Internet without having the infrastructure of massive multinational corporations, allowing them to stand on equal footing with these companies in competition.

5- Absence of Paper Documents: In e-marketing, transactions are executed electronically without the need for paper, especially for products that can be digitized—from the negotiation process to the delivery of goods and the collection of payment. This has raised the issue of proving contracts and clarifying digital signatures, which prompted international organizations to establish a specific legal framework for e-commerce, signatures, and electronic payment (al, 2010, p. 74).

I.1.3. Objectives and Effectiveness of E-Marketing

1- Objectives of E-Marketing: Among the objectives of e-marketing, we mention the following:

- Reducing the cost of products by dispensing with advertising in traditional audio and visual media.
- Ease of reaching the consumer anywhere in the world.
- Increasing the ability to negotiate purchases.
- Absence of unnecessary costs and expenses for establishing traditional stores.
- Ease of obtaining necessary information and comparing competing products.
- Improving the overall performance level of the establishment.
- Benefiting from the previous experiences of establishments operating within this system.
- Ease in distribution and promotion activities (Zuhair , n.d, p. 26).

Marketers also strive for the following core objectives:

- Improving the mental image of the company or organization.
- Providing services and improving customer care.

- Searching for new consumers and creating new marketing opportunities.
- Increasing the reach to the largest number of consumers at the local or international level and expanding the scope of local and global markets.
- Reducing costs and achieving speed in business performance.
- Providing added value and real benefit to consumers (Abu & Ahmed , E-Marketing, 2004, p. 142).

2- Effectiveness of E-Marketing: For the e-marketing process to succeed and be effective, a number of elements must be present, including:

A- Achieving Benefit for the Customer: The institution should strive to provide a sufficient and clear benefit by offering the product (good or service) via the Internet. The customer's decision to repeat or not repeat the purchase process depends on the level of this benefit. Therefore, the website content should include all reinforcing services that respond to the customer's desires, and the institution should seek to differentiate itself by providing unique and distinct benefits to its customers.

B- Achieving Integration with All E-Business Activities: The institution should strive to achieve integration within e-marketing so that these activities are reflected in every stage of the e-marketing process. For example, a sales process cannot be successfully conducted and completed if there is no interaction and integration with online payment systems and if effective security and protection systems are not available (Abu & Ahmed , E-Marketing, 2004).

C- The Ability to Display Website Content and Services Effectively: Various contents and services within the website should be displayed in a manner that suits the new nature of e-business, and in a way that differs from the methods used in the field of traditional business.

D- Simple and Innovative Website Construction: It should be built in a simple and innovative way that makes it easier for the customer to obtain data and information and conduct interaction and exchange processes. For example, the number of links leading to the final information should not exceed three links, steps, pages, or layers. This is necessary to facilitate the process and complete it quickly. Achieving this requires balancing three interrelated elements:

- Displaying and providing a sufficient and necessary amount of information while being as concise as possible to save the customer's time and achieve speed.
- Providing the accurate information that the customer is specifically looking for.
- Achieving good organization of the website's pages.

I.2. Introduction to Tourism Marketing

Marketing in tourism holds a dual significance; tourism marketing is a modern concept built on the pillars of being consumer-oriented (the tourist) and relying on the fulfillment and satisfaction of a diverse and varying range of needs, desires, and tastes. Tourism marketing, as a modern and evolving concept, relies on the principle of concerted efforts by employees in tourism establishments to plan and direct tourism programs to meet the desires and needs of tourists.

I.2.1. The Concept of Tourism Marketing

Tourism marketing is considered the application of marketing concepts, theories, and strategies within the tourism field, while taking into account the characteristics of the environment,

stakeholders, and products of this sector. Therefore, before addressing the definition of tourism marketing, we will briefly attempt to define it.

I.2.1.1. Definition of Tourism Marketing Kopendrove defined tourism marketing as: "The scientific and coordinated implementation of business policy by tourism projects, whether public or private, at the local, regional, or global level, to seize opportunities to satisfy the needs of specific consumer groups while achieving an appropriate return" (Hamza Abdul, 2014, p. 28).

It was also defined as: "All organized efforts and activities performed in studied harmony by all tourism service providers, with their various elements and parts, aimed at satisfying the tastes of recipients desiring tourism in all its forms" (Muhammad O. , 2005, p. 18).

It has further been defined as: "A comprehensive and integrated activity that includes all efforts exerted to attract the attention of international and local tourists to visit the tourism areas in the country" (Sabri , 2007, p. 32).

It was also defined as: "The administrative and technical activity carried out by tourism organizations and establishments inside and outside the country to identify and recognize targeted tourism markets and influence them, with the aim of developing the incoming tourism movement and achieving the maximum amount of tourism revenue" (Ibrahim Ismail , 2010, p. 84).

The specialist in the field of tourism marketing, Bartles, defined it as: "A tourist-oriented process aimed at securing and meeting their consumer needs through various distribution channels composed of different tourism organizations and institutions that interact with these tourists under the pressure or constraints of the external environment in which the interaction process takes place."

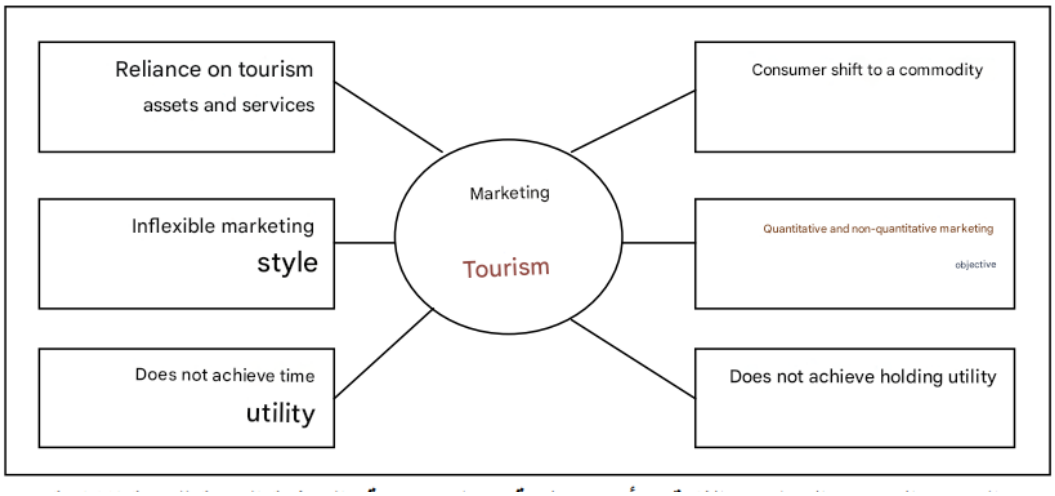
...It focuses on the concerted efforts starting from the embassy's efforts, passing through the airport employee, the bellhop, and the taxi driver, to the restaurant and hotel owner and their employees, and the tour guide, reaching every citizen in the country. Based on these definitions, tourism marketing can be defined as: "A social administrative process to understand the needs and desires of tourists by all tourism service providers with its various elements and parts, and then providing the appropriate tourism programs and offers to satisfy these needs and desires and achieve social welfare for these customers in the long term."

I.2.1.2. Characteristics of Tourism Marketing The characteristics of tourism marketing are summarized as follows (Sabri , 2007, pp. 37-38):

- Tourism marketing is based on stimulating the desires, motives, and trends of potential tourists from all over the world to visit a specific country or region.
- Tourism marketing in the host countries (the country of visit) depends on the tourism supply, whose components are characterized by a lack of flexibility and inability to change in the short term.
- Marketing tourism services differs from marketing physical goods in terms of the volume of marketing efforts exerted and the nature of the markets to which they are directed.
- Tourism marketing depends on the existence of a direct relationship between the tourism establishment and the customer who purchases or uses it. This always requires the presence of the buyer and their interaction with the service producer or the person providing it, such as hotel employees and staff, and airline employees.

The following figure illustrates the characteristics of tourism marketing:

Figure No. (01): Characteristics of Tourism Marketing.



Source: Sabri Abdul Samie, Tourism and Hotel Marketing: Scientific Foundations and Arab Experiences, Arab Organization for Administrative Development, Egypt, 2007, p. 36.

I.2.1.3. The Importance of Tourism Marketing

The increasing interest in tourism, its encouragement, and the provision of various facilities is justified by the fact that it represents a permanent resource capable of growth and is not subject to depletion like some natural resources. Statistics issued by the World Tourism Organization (UNWTO) indicate that tourism has become an economic and social phenomenon worthy of attention, study, and analysis, and it will occupy a distinguished position in the economic activities of some tourism-oriented countries in the coming century (Rashida , 2019, p. 63).

- Tourism marketing helps in studying consumer behavior.
- Tourism marketing helps the institution increase organizational effectiveness.
- Tourism marketing helps in information management.
- Tourism marketing helps in increasing competitive intensity.
- Tourism marketing helps facilitate the pricing process.
- Tourism marketing helps in defining and developing the promotion process (Rashida , 2019).
- It contributes to introducing the tourism products and services available in Algeria, which ensures an increase in the rate of tourist arrivals.
- Improving the quality of tourism services, which provides a better image of the sector.
- Increasing the revenues of the tourism sector and thus raising its contribution to the national income.
- Working according to the elements of the tourism marketing mix to develop and qualify the sector, especially by focusing on the tourism product and service provided with a quality that keeps pace with international standards.
- Contributing to the advancement of other industries that tourism influences, whether directly or indirectly, such as traditional crafts and handicraft industries.

- A direct and necessary relationship (Ali Fallah , 2013, p. 21).

I.2.2. Tourism Services

Although services are provided to tourists, they are sometimes not viewed as a type of product despite their specificity in presentation and supply; therefore, it is necessary to know their fundamentals through this requirement.

I.2.2.1. Definition of Tourism Services: Tourism services are defined as: "A set of activities that ensure comfort and various facilities for tourists when consuming tourism services and goods during their travel time or during their stay in tourism facilities away from their original place of residence."

Tourism service can also be defined as: "A mixture of tangible and intangible elements concerned with providing the basic components of the tourism supply for the purpose of satisfying the needs and desires of the consumer in the tourism field, with the contribution of a group of elements or entities such as transportation, catering, accommodation, cultural activities, and security" (Zuhair B. , 2011, p. 79).

Tourism services encompass any of the following elements:

- **Natural Components:** Represented by landscapes, geography, and climate.
- **Human Components:** Demographic characteristics, lifestyles, customs, and traditions.
- **Organizational Aspects:** The political, legal, and administrative aspects of the country.
- **Service Means:** Such as transportation, accommodation, restaurants, and others.

I.2.2.2. Characteristics of Tourism Services

Services, in general, are characterized by being intangible, non-storable, and non-ownable. They also cannot be separated from their provider due to the strong interdependence between them. This makes it difficult to establish a specific pattern for services, as the same service cannot be provided with the exact same quality every time. Furthermore, services are characterized by fluctuating demand and great difficulty in standardization due to their inherent variability and diversity.

The most important characteristics of tourism services include:

1. Tourism requires high-quality services as they satisfy the needs and desires of tourists during their leisure time to achieve luxury and comfort.

2. Speed in service delivery to satisfy tourists' desires during their stay at the tourist site, allowing them to enjoy their time and utilize all other tourism facilities.

3. The process of providing tourism services begins and ends at the place and time of their production, which means they are perishable.

4. Most tourism services rely on the human element in the production and delivery process.

5. Great diversity in the forms and mediums of tourism services because customers are heterogeneous in terms of nationality, age, social class, financial capacity, interests, and tourism experience.

6. Services provided to tourists unify the efforts and activities of many specialized tourism companies and the efforts of other companies such as transportation, communications, and others.

7. Direct and continuous contact between the labor force and tourists, which leads to exposure to the etiquette and culture of the indigenous population of the host region.

8. Tourism services meet the basic needs of tourists and are consumed at the destination.

9. Multiplicity of parties influencing tourism due to the overlap of its industry with other economic, social, cultural, legal, and technological activities.

I.3. The Tourism Market

The study of the tourism market involves identifying the roles or tasks performed by official tourism companies and offices locally and abroad, and the expected expansion in the size of this market to develop an appropriate marketing plan. This is in addition to analyzing the state's share of this tourism market to identify the various factors affecting it.

A market is defined as "the place where demand meets supply, taking into account all the factors that influence the achievement of this meeting." The tourism market does not deviate from this concept; the tourism services market is: "The place where tourism demand—with its various forms and categories of tourists—meets tourism supply, whether in its raw form (the natural services available to a country such as seas, mountains, forests, deserts, sunlight, archaeological and religious sites, and strategic locations... etc.) or its man-made form (what the state and the private sector provide through various institutions and companies operating in the field of tourism services)" (Moussa , 2016, pp. 106-107).

II- Practical Aspect:

1. Methodology Used

The study relied on the descriptive-analytical approach, which is suitable for analyzing social and economic phenomena by describing them as they are in reality, then interpreting them and revealing the relationships existing between them. This approach enabled us to collect and analyze field data to understand the extent of electronic marketing's impact on the quality of tourism services.

2. Data Collection Tools

The questionnaire was used as the primary tool for data collection, due to the ease of distribution it provides and the ability to reach a large number of individuals in a short period.

- **A questionnaire directed to the employees of "Travel" Agency:** to measure their opinions on the reality of electronic marketing within the agency and its role in improving service quality.

3. Study Population and Sample

The study population in this research includes two groups directly related to the subject: the employees of "Ben Ammar Travel" agency in the state of Tiaret, and the agency's clients who have benefited from its tourism services. The population of employees consisted of 20 employees, representing the total number of workers within the agency. The questionnaire was distributed to all of them, making the sample in this case comprehensive of the original population.

4. Data Analysis Method

To answer the study questions and analyze the data, the Statistical Package for the Social Sciences (SPSS) version 26 was used. It is one of the advanced tools that provide a wide range of statistical methods for analyzing quantitative data accurately and reliably. Within the framework of the current study, several statistical methods were used to process the data:

II.1.Reliability Coefficient (Cronbach's Alpha)

To calculate the reliability coefficients of the study tool. This method relies on using the (Cronbach's Alpha) reliability coefficient to extract validity, where a high value indicates high stability and credibility of the tool. The value is considered statistically acceptable if it exceeds 0.60, and the closer it gets to 1, the greater the stability. The results of the study showed that the fields enjoy a high degree of stability, as shown in the following table:

Table (1): Reliability Coefficients (Cronbach's Alpha) for the Study Tool.

Axis	Number of Items	Cronbach's Alpha Coefficient
Electronic Marketing	06	0.818
The Relationship Between Electronic Marketing and the Quality of Tourism Services	07	0.846
The Questionnaire as a Whole	13	0.882

Source: Prepared by the authors based on SPSS software outputs.

The table shows that all reliability coefficients (Cronbach's Alpha) for the axes of the study tool exceeded the statistically acceptable minimum (0.60). This indicates that the tool possesses a high degree of internal consistency and reliability. The reliability coefficient for the "Electronic Marketing" axis reached (**0.818**), and for the "Relationship between Electronic Marketing and Tourism Service Quality," it reached (**0.846**). Meanwhile, the questionnaire as a whole recorded a value of (**0.882**), which is a high value reflecting the great reliability of the measurement tool and reinforcing its validity for use in the current study.

II.2.Presentation and Analysis of Questionnaire Data

II.2.1. Presentation and Analysis of Data for the Questionnaire (Directed to Employees)

1- Presentation and Analysis of Personal Data Identifying the demographic characteristics of the respondents is a fundamental step in understanding the nature of the study sample and the extent to which these characteristics influence their opinions regarding the research topic. Accordingly, this section will present and analyze the personal data of the employees participating in the questionnaire, which includes: Gender, Age, Educational Level, Professional Experience, and the Means Adopted by the Agency to Provide its Services and Communicate with its Customers, through illustrative tables and appropriate statistical analysis as follows:

A. Gender:

Table (2): Distribution of the Study Sample Members According to the Gender Variable.

Gender	Frequency	Percentage
Male	12	60%
Female	8	40%
Total	20	100%

Source: Prepared by the authors based on the questionnaire results.

It is clear from the table that males constitute the largest proportion of the study sample members at **60%**, compared to **40%** for females. This distribution indicates a good representation of both genders within the "Ben Ammar Travel" agency, with a slight tilt towards males, which may influence the nature of task distribution or perspectives regarding electronic marketing and tourism service within the agency.

B. Age:

Table (3): Distribution of the study sample members according to the age variable.

Age	Frequency	Percentage
Less than 20 years	0	0%
From 20 to 30 years	6	30%
From 31 to 40 years	8	40%
From 41 to 50 years	4	20%
More than 50 years	2	10%
Total	20	100%

Source: Prepared by the authors based on the questionnaire results.

It is evident from the table above that the majority of "Ben Ammar Travel" agency employees fall within the age group of **31 to 40 years**, at a rate of **40%**, followed by the **20 to 30 years** category at **30%**. This distribution gives the impression that the agency's workforce primarily consists of young to middle-aged groups, which may have a positive impact on the adoption of digital means and the efficient handling of electronic marketing tools. Furthermore, the presence of employees in the **41 to 50 years** category (**20%**) enhances the balance of experience.

Meanwhile, the category of **over 50 years** represented only **10%**, which is a small percentage but may constitute a wealth of administrative and practical experience within the agency. As for the category of **less than 20 years**, no representation was recorded, which is expected given the nature of job positions that require a certain age and level of experience.

C. Educational Level:

Table (4): Distribution of the study sample members according to the educational level variable.

Educational Level	Frequency	Percentage
Below Baccalaureate Level	2	10%
Baccalaureate Degree	5	25%
University Level	11	55%
Other Qualifications	2	10%
Total	20	100%

It is clear from the table that the majority of "Ben Ammar Travel" agency employees possess a university-level education, reaching a percentage of **55%**. This reflects the agency's reliance on scientifically qualified competencies, which can contribute to improving the quality of tourism services, especially when integrating technology and electronic marketing means.

In second place, we find that **25%** of the employees hold a Baccalaureate degree, which is a fair percentage indicating the presence of young elements who may be at the beginning of their professional career or in the process of gaining experience.

As for employees below the Baccalaureate level and those with other certificates (such as vocational training or short specialized certificates), each represented **10%**. This indicates that the agency also employs some individuals with diverse practical or training experiences, which enhances the diversity of capabilities within the team.

D. Professional Experience:

Table (5): Distribution of the study sample members according to the professional experience variable.

Professional Experience	Frequency	Percentage
Less than 5 years	15	75%
From 5 to 10 years	5	25%
More than 10 years	0	0%
Total	20	100%

Source: Prepared by the authors based on the questionnaire results.

The table shows that the overwhelming majority of "Ben Ammar Travel" agency employees (**75%**) possess professional experience of less than 5 years. This is logical given the recent establishment of the agency in 2023. The remaining percentage (**25%**) belongs to employees with previous experience ranging from 5 to 10 years, indicating that the agency has attracted some experienced competencies to contribute to building and developing its activities. It is noted that the category of employees with more than 10 years of experience is absent, which is consistent with the short lifespan of the agency.

- **the impact of professional experience on electronic marketing**

The Demographic Context of the Impact

The data reveals a specific profile of the agency's workforce that directly shapes how electronic marketing is executed:

High Digital Potential: 70% of employees are under 40 years old, and 55% have university degrees. This explains the High Adoption Rate (Mean 3.77) of digital tools.

Experience Gap: Despite being highly educated, 75% of employees have less than 5 years of experience, and 0% have more than 10 years.

Calculated Impacts Found in the Data

A. Efficiency in Data Collection vs. Strategy Execution

The "Experience Gap" manifests in a high proficiency with tools but a lower proficiency in strategic outcomes:

The Success: Employees excel at using technology to collect information (Rank 1, Mean 4.05). This shows that young, educated staff are technically savvy.

The Failure: There is a struggle with "matching customer expectations" (Rank 7, Mean 3.35).

The Impact: Professional experience impacts the ability to turn "collected data" into "customer satisfaction." The lack of senior experience (10+ years) likely contributes to the agency's inability to bridge the gap between digital promotion and actual service delivery.

B. The "Moderate" Correlation (R = 0.583)

The impact of professional experience is hidden in the Unexplained Variance (66%):

Your regression shows that E-marketing only explains 34% of service quality.

The Impact: Because the staff is largely junior (75% < 5 years exp), they likely focus heavily on the technical side of e-marketing (posting, collecting data) but lack the deep professional experience required to manage the complex variables of tourism (logistics, pricing strategy, and high-level CRM) that make up the other 66% of quality.

C. Integrated Service Delivery

65% of staff use both physical and virtual environments.

The Impact: Professional experience is the "bridge" here. Junior staff are comfortable in the virtual environment, but the data suggests a struggle to maintain "appropriate pricing" (Rank 6, Mean 3.40). Experienced professionals are typically better at balancing digital transparency with profitable and attractive pricing structures.

E. Primary Means of Service Delivery and Communication with Customers:

Table (6): Distribution of the study sample members according to the primary means of service delivery and communication with customers.

Means	Frequency	Percentage
Physical Environment (Agency Headquarters)	4	20%
Virtual Environment (Electronic Means)	3	15%
Both Together	13	65%
Total	20	100%

Source: Prepared by the researchers based on the questionnaire data analysis.

The results in the table indicate that the majority of employees at "Ben Ammar Travel" Agency (65%) rely on a combination of both the physical and virtual environments in communicating with customers. This reflects a tendency toward integrating in-person and digital services to meet different customer preferences. Meanwhile, only 20% reported that their primary means of communication is directly through the agency's headquarters, while 15% rely mainly on electronic means. These results show that the agency seeks to expand its communication channels and adopt digital transformation without eliminating the traditional role of the physical office.

F. Presentation and Analysis of the Questionnaire Axes

Table (7): Responses of the study sample members to the statements related to the axis of the reality of electronic marketing within the agency.

Statement No.	Statement	Mean	Standard Deviation	Degree of Adoption	Rank
01	"Ben Ammar Travel" agency promotes its electronic services in an attractive and intensive manner.	3.75	1.33	High	4
02	The agency sets appropriate prices for the services it provides electronically.	3.40	1.35	Moderate	6
03	The agency relies on electronic payment in providing its services.	3.65	0.87	High	5
04	The agency uses electronic means to collect information about its customers (such as interests, bookings, and suggestions).	4.05	0.99	High	1
05	The agency maintains an electronic database that includes customer information and their transaction history.	3.75	1.06	High	3

06	"Ben Ammar Travel" agency uses the information collected electronically to improve service quality or design customized offers.	4.00	0.85	High	2
The Reality of Electronic Marketing within the Agency		3.77	1.09	High	

Source: Prepared by the researchers based on SPSS program outputs.

The results of the axis **"The Reality of Electronic Marketing within the Agency"** show that the overall mean was 3.77, with a total standard deviation of 1.09. This reflects a **high level of adoption of electronic marketing** within "Ben Ammar Travel" agency, with some relative variation in respondents' opinions.

The statement **"The agency uses electronic means to collect information about its customers"** ranked first, with a mean of 4.05 and a standard deviation of 0.99, followed by **"The information collected electronically is used to improve service quality or design customized offers"** with a mean of 4.00 and a standard deviation of 0.85. This indicates a clear interest from the agency in leveraging digital tools to analyze customer behavior and tailor services.

In contrast, the statement **"The agency sets appropriate prices for the services it provides electronically"** ranked last, with a mean of 3.40 and a standard deviation of 1.35, which may suggest noticeable variation among respondents in evaluating this aspect compared to other electronic marketing practices.

Table (8): Responses of the study sample members to the statements regarding the relationship between electronic marketing and the quality of tourism services.

Statement No.	Statement	Mean	Standard Deviation	Degree of Adoption	Rank
01	The agency primarily relies on electronic intermediaries in providing its tourism services.	3.45	1.27	High	6
02	"Ben Ammar Travel" agency provides detailed information about its tourism services through its electronic means.	3.55	1.27	High	5
03	In your opinion, the tourism services provided electronically by the agency meet customer expectations.	3.35	1.26	Moderate	7
04	Electronic marketing contributes to creating a competitive advantage for the agency compared to competitors.	3.90	1.11	High	3
05	"Ben Ammar Travel" agency promotes its electronic services in an attractive and intensive manner.	3.70	1.17	High	4
06	"Ben Ammar Travel" agency provides detailed information about its services and tourism offers via its website.	3.95	1.09	High	1

07	Electronic marketing contributes to offering better tourism service packages.	3.90	0.78	High	2
Relationship Between Electronic Marketing and the Quality of Tourism Services		3.69	1.15	High	

Source: Prepared by the professors.

Based on the outputs of the SPSS program.

The results of the axis "The Relationship between E-Marketing and Tourism Service Quality" showed that the overall arithmetic mean reached 3.69, and the total standard deviation was estimated at 1.15, which indicates a high degree of adoption from the perspective of the respondents, with a relative variation in their opinions. The statement "Ammar bin Ammar Travel Agency provides detailed information about its services and tourism offers via its website" ranked first with a mean of 3.95 and a standard deviation of 1.09, followed by the statement "E-marketing contributes to providing better offers for tourism services" with a mean of 3.90 and a standard deviation of 0.78, reflecting a positive perception of the impact of e-marketing on improving offers and services. In contrast, the statement "In your opinion, the tourism services provided by the agency electronically match customer expectations" ranked last with a mean of 3.35 and a standard deviation of 1.26, indicating some reservations or disparity in satisfaction regarding the extent to which electronic services meet customer expectations.

1.1.1 II.3. Testing and Discussing the Study Hypotheses

This requirement addresses the testing of the main and sub-hypotheses as follows:

II.3.1. Testing the Main Hypothesis of the Study:

The main hypothesis states the following: "There is a statistically significant effect of e-marketing on the quality of tourism services provided by Ammar bin Ammar Travel Agency at the significance level ($\alpha \leq 0.05$)."

Using simple linear regression analysis, we will attempt to test the relationship between e-marketing and the quality of the tourism services provided and test the effect between them.

Table (9): Results of Simple Linear Regression Estimation to Test the Effect of E-Marketing on the Quality of Tourism Services Provided

Variable	Coefficient (B)	T-Value	Significance Level	Degrees of Freedom	R^2	Correlation Coefficient (R)	Calculated F	Tabular F	Significance Level
Constant	1.125	1.318	0.204	1	0.340	0.583	9.277	4.414	0.007
Electronic Marketing	0.680	3.046	0.007	18	—	—	—	—	—

Source: Prepared by the professors. Based on the outputs of the SPSS program.

The results in the table indicate that the correlation coefficient (R) between e-marketing and the quality of tourism services provided reached **0.583**, which indicates a moderate positive correlation between the two variables. The coefficient of determination (R^2) reached approximately **0.340**, meaning that **34%** of the variance in tourism service quality can be explained by e-marketing, while the remaining percentage is attributed to other factors not included in the model, reflecting a moderate effect of this independent variable.

The results show that the calculated **F-value** reached **9.277**, which is greater than the tabulated value estimated at **4.414** at a degree of freedom (1−18); this indicates that the model is statistically significant as a whole, and that e-marketing plays an influential role in explaining the variance in tourism service quality.

Regarding the **T-value**, it reached **3.046** for the e-marketing variable, with a significance level of **0.007** (less than 0.05), indicating that e-marketing significantly and positively affects tourism service quality. As for the **constant**, its value reached **1.318** with a non-significant level (**0.204**), meaning that the presence of tourism service quality without e-marketing is not statistically significant.

Furthermore, the regression coefficient (**B**) value of **0.680** indicates that when the level of e-marketing increases by one unit, the quality of tourism services increases by **0.680**, confirming a direct positive impact of e-marketing on service quality.

Based on these results, the simple linear regression equation can be formulated as follows:

$$\text{Tourism Service Qualit} = 1.125 + 0.680 \times \text{E} - \text{Marketingy}$$

In general, the results confirm that e-marketing is one of the factors that positively and significantly influence the quality of tourism services provided by "Ben Ammar Travel" agency, which supports the main hypothesis stating: **"There is a statistically significant effect of e-marketing on the quality of tourism services provided by Ben Ammar Travel agency at the significance level** $\alpha \leq 0.05$**."**

II.3.2. Discussion of Sub-Hypotheses

In this section, the sub-hypotheses established within the study framework will be discussed, based on the analysis of the questionnaire data directed to the clients of "Ben Ammar Travel" agency, aiming to identify their opinions and evaluations regarding the quality of tourism services and the level of e-marketing adoption within the agency.

A. The First Hypothesis:

"Ben Ammar Travel agency enjoys a good level of quality in the tourism services provided to its clients." Through data analysis, it became clear to us that most customers communicate with the agency through the most widespread electronic means, such as social networks and telephone, despite the absence of an official website. The results also showed that the agency's response to inquiries was often fast, and that staff interaction was in many cases acceptable and in need of improvement, but not weak. The results indicate that the quality of tourism services is acceptable to good, especially regarding the speed of response and staff politeness, which partially supports the first hypothesis, with margins for improving communicative and professional performance.

B. The Second Hypothesis:

"Ben Ammar Travel agency contributes effectively to providing customers with sufficient and clear information about its tourism services." The results showed that the agency publishes tourism offers "sometimes" and provides pricing irregularly. A percentage of customers confirmed the absence of a clear mechanism for presenting services via electronic means. Additionally, electronic means are not always used to provide full information, despite the presence of acceptable interaction. Therefore, it cannot be said that the agency contributes with high effectiveness in providing tourism information to customers; thus, this hypothesis is not sufficiently supported, and the agency needs to improve the way it presents its information on digital platforms.

C. The Third Hypothesis:

"E-marketing contributes to improving and developing the method of providing tourism services by Ben Ammar Travel agency." The results showed that the majority of customers believe that e-marketing helps in designing the service according to needs and that electronic procedures are medium to good in terms of flexibility, in addition to the presence of some continuous communicative interaction. Consequently, this hypothesis is largely acceptable, as e-marketing has contributed to improving the method of service delivery, even if not at the highest possible efficiency, yet there is a clear positive impact.

D. The Fourth Hypothesis:

"The level of customer satisfaction with the tourism services provided electronically by Ben Ammar Travel agency is high." Despite the presence of good percentages of customers who noticed punctuality, politeness in dealing, and the provision of services in most cases, a significant number of participants indicated that these matters occur "sometimes" only. This reflects fluctuating and not entirely stable satisfaction. This does not mean a rejection of the hypothesis, as there is a medium satisfaction tending towards positivity, but it is not high enough to strongly confirm the hypothesis. This requires improving some aspects such as commitment to appointments and the continuous provision of services.

Conclusion

The study concludes that **E-Marketing is a pivotal driver** of tourism service quality at the "Ben Ammar Travel" agency. The statistical evidence supports the main hypothesis, confirming a significant positive impact (B = 0.680).

Study Results:

- **Moderate Correlation:** There is a solid correlation (R = 0.583) between digital marketing efforts and the quality perceived by customers.
- **Predictive Power:** E-marketing explains **34%** of the variance in service quality ($R^2 = 0.340$), suggesting that while digital presence is vital, other factors (physical service, price, etc.) still play a major role.
- **Strengths:** The agency excels in **responsiveness** and **staff politeness** via social media and phone communication.

- **Weaknesses:** The lack of an **official website** and inconsistent information (pricing and offer updates) leads to "fluctuating satisfaction" and a gap between customer expectations and actual service delivery.

Hypotheses Testing

Based on the empirical results obtained through statistical analysis, the validity of the study's hypotheses can be summarized as follows:

1. Main Hypothesis:

The study found the **main hypothesis to be partially supported**. The results indicate a solid statistically significant correlation ($R = 0.583$) between electronic marketing efforts and the quality of tourism services at Ammar Travel Agency. However, e-marketing explains only 34% of the variance in service quality ($R^2 = 0.340$), suggesting that other factors (such as physical service and pricing) still play a major role beyond the current digital scope.

2. Sub-Hypotheses:

- **First Hypothesis (Accepted):** The agency enjoys a good level of service quality, particularly regarding "responsiveness" and "staff politeness" through social media and telephone communication.
- **Second Hypothesis (Rejected):** The agency **does not effectively contribute** to providing customers with sufficient information; this is due to the lack of an official website and inconsistent updates regarding prices and offers.
- **Third Hypothesis (Accepted):** Electronic marketing has tangibly contributed to improving and developing the methods of service delivery and facilitating direct communication with customers.
- **Fourth Hypothesis (Rejected):** The expected "high level" of customer satisfaction was not achieved. Results revealed **"fluctuating satisfaction"** caused by a gap between customer expectations and the actual service delivered electronically.

Suggestions and Recommendations

To bridge the gap between current performance and high-quality standards, the following actions are recommended:

1. Strengthening Digital Infrastructure

- **Launch an Official Website:** Move beyond social media by establishing a professional website. This serves as a centralized hub for "detailed information," which was identified as a top priority for customers.
- **Automated Booking Systems:** Implement online booking and e-payment tools to increase the "flexibility" and "speed" of service delivery.

2. Information Consistency & Transparency

- **Regular Content Updates:** Establish a strict schedule for updating tourism offers and prices. Reliability in information is key to moving satisfaction from "medium" to "high."
- **Expectation Management:** Use digital platforms to provide virtual tours or detailed visual itineraries to ensure the "electronic service" aligns perfectly with the "actual service."

3. Enhancing Customer Interaction

- **Digital CRM (Customer Relationship Management):** Use data from electronic interactions to design "tailored services" based on specific customer needs, as the results showed customers value personalized designs.
- **Active Feedback Loops:** Implement digital surveys after every trip to monitor satisfaction in real-time and address any "reservations" customers might have.

4. Human Resource Development

- **Digital Communication Training:** While staff are currently polite, they require advanced training in digital professional ethics and technical troubleshooting to improve their "acceptable" interaction levels.
- **Commitment to Punctuality:** Focus on synchronizing digital promises with physical execution, specifically regarding appointment times and service availability.

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