

Elements of Tourism Promotion and Their Impact on Purchasing Behavior

A Field Study for Clients of Travel and Tourism Agencies in Saida

عناصر الترويج السياحي وأثرها على سلوك الشرائي

دراسة ميدانية لعملاء وكالات السفر والسياحة بولاية سعيدة

Guerroudj Bouziane¹, Remmas Mohamed Amine²

¹ University of Saida Dr Moulay Tahar, bouziane.guerroudj@univ-saida.dz,

² University of Saida Dr Moulay Tahar, mohamedamine.remmas@univ-saida.dz

Received on: 11/14/2021

Accepted on: 04/25/2021

published on: 04/30/2021

Abstract: The study aims to highlight the effect of tourism promotion elements on the purchasing behavior to attract the customer to the tourist agency in Saida prefecture with the existence of independent variables represented in: Advertising, publicity, public relations, personal selling, and sales promotion, and the dependent variable, purchasing behavior, by processing 120 questionnaires using structural equations modeling with the help of the Smart PLS program in analyzing the results. The field results showed the existence of a positive effect for all variables of the study on the purchasing behavior.

Keys words: advertising, publicity, purchasing behavior, public relations, personal selling, sales promotion, tourism agency.

JEL classification codes: M31; M37

ملخص: تهدف الدراسة إلى إبراز أثر عناصر الترويج السياحي على السلوك الشرائي لجذب الزبون للوكالة السياحية بولاية سعيدة بوجود متغيرات المستقلة الممثلة: (الإعلان، الدعاية، العلاقات العامة، البيع الشخصي، ترويج المبيعات) والمتغير التابع السلوك الشرائي، من خلال معالجة 120 استبياناً باستخدام النمذجة بالمعادلات الهيكلية بالاستعانة ببرنامج Smart PLS في تحليل النتائج وقد أظهرت النتائج الميدانية بوجود أثر موجب لكل متغيرات الدراسة على السلوك الشرائي.

الكلمات المفتاحية: الإعلان، الدعاية، سلوك الشرائي، العلاقات العامة، البيع الشخصي، ترويج المبيعات، الوكالة السياحية.

تصنيف JEL: M31، M37

Corresponding author: Guerroudj Bouziane, e-mail: gbouziane20

Introduction:

Tourism promotion is the most modern and contemporary expression of the impact of the volume of travel and tourism agencies' interaction in their external communication with the public to inform and persuade them. Also, to influence the purchase decision and to interact with the agency's tourism products, services, and ideas. This led to the availability of modern technologies that contribute mainly to the speed of information access at the right time and the right quality. As a result, this helps to improve performance and continuity. Additionally, all previous studies have confirmed the importance of the means used in tourism in promoting agencies, developing their capabilities, seeking to

gain a competitive advantage in building their marketing strategies, focusing on the customer who is the basis of the marketing process under the increase of competition and threats. In the same line of thoughts, it is crucial to set specific and clear promotional goals to communicate with customers and to strive for innovation and development in the means of tourism promotion used to achieve customers' satisfaction and loyalty to maintain its market share.

1- Research Methodology:

1-1 The Research Problem: The main problem that faced travel and tourism agencies of Saida is how to determine the appropriate strategy by the agency, which distinguishes it efficiently and effectively in comparison with the other agencies that can be a factor in attracting many customers, keep them, and turn them into permanent clients who deal with the travel and tourism agency. This can be done only through an efficient administration characterized by tourism awareness in terms of means of promotion presented in their dealings with the customer.

The main problem of the study lies in answering the following questions:

- Does the purchasing behavior of customers change when identifying and evaluating the elements of the tourism promotion mix, which are advertising, publicity, public relations, personal selling, and sales promotion?
- Which component of the tourism promotion mix is considered the most influential on the purchasing behavior of clients of the tourism agencies?
- Does advertising have a negative or positive impact on buying behavior?
- Do public relations have an effect on purchasing behavior?
- Do personal selling and sales promotion have a positive effect on purchasing behavior?

1-2 Study Hypotheses:

- H1- There is a statistically significant relationship at 0.05 levels between advertising and influencing buying behavior in travel and tourism agencies
- H2- There is a statistically significant relationship at 0.05 levels between personal selling and influencing buying behavior in travel and tourism agencies.
- H3- There is a statistically significant relationship at 0.05 levels between sales promotion and influencing buying behavior in travel and tourism agencies.
- H4- There is a statistically significant relationship at a significant level of 0.05 between public relations and influencing buying behavior in travel and tourism agencies.
- H5- There is a statistically significant relationship at 0.05 levels between direct marketing and influencing buying behavior in travel and tourism agencies.

1.3 The Importance of the Research: The importance of the research stems from the importance of the chosen field for its application through the attention of promotion elements. Depending on the level of their purchase decision, and

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

the absence of a difference between the opinion of the clients' "agents" and "travel and tourism agencies" about the level of promotional means used.

1.4 Research Objectives: The study aims to identify:

A- Learn about promotional mix for travel and tourism agencies.

B- Identify the role of promotional means in enhancing information among customers in the travel and tourism agencies.

C- Learn about the impact of these means on the purchasing decision of customers in the travel and tourism agencies

D- Identify the extent of the existence of statistically significant differences due to age, gender, academic qualification, and experience and job level in the travel and tourism agencies.

1.5 Limits of the Study:

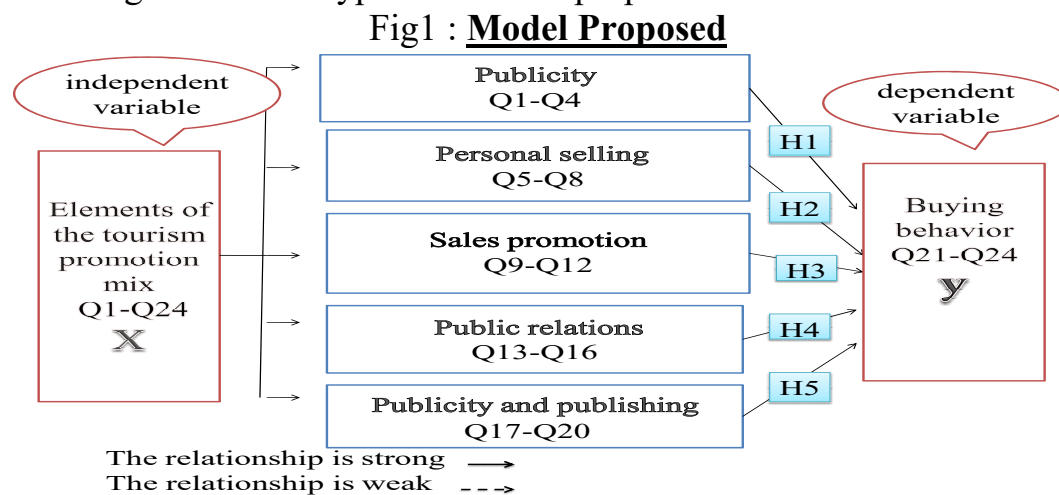
1- **Time limit:** During the academic-year 01/01/2020 to 30/02/2020.

2- **Spatial boundaries:** The research sample represents a group of travel and tourism agencies available in Saida, which are:

- Al-Aqban Travel and Tourism Agency, Saida - Shohra Travel and Tourism Agency, Saida. - El Himma Tourism and Travel Agency, Saida. - The Tour Agency for Tourism and Saida. - Awad Ahmed Travel Agency, Saida. - Ain Balol Travel and Tourism, Saida.

3- **Human Borders:** random participants made up of agents of tourism agencies of Saida.

1.6 The Study Model and its Hypotheses: After the exposure of the theoretical frameworks and the most important previous studies that dealt with the topic, the following model and hypotheses were proposed:



1-7 Statistical Methods Used: The data were analyzed using the following statistical methods:

- SPSSV24 Determination of the Cronbach Alpha to verify the reliability and validity of the form.

- "SMART PLS" which is one of the statistical programs that analyze data Measurement Model Assessment. Then, the researcher assets the Test of Structural Model to determine the relationship between variables.

Authors: Guerroudj Bouziane, Remmas Mohamed Amine.

Previous Studies: Some of the studies that are related to the topic include the following:

1. The study's title	The Effect of Promotional Mix on Jordanian Consumer' Decisions to Use Cell Phone Service
Researcher and the year	Dmour & Sheridah, 2008
The study aims to identify the extent of the importance of the promotional mix elements in influencing the Jordanian consumer's decisions in using cell phone service in Jordan, in terms of the subscription decision. Choosing the type of subscription and the rate of use, and providing recommendations on how to increase the effectiveness and efficiency of using the elements of the promotional mix (advertising, publicity, public relations, personal selling and sales promotion methods). The study found that the sales activation element is the most important factor affecting the consumer's decision in choosing the cellular phone company. While the importance of both advertising and personal selling weakens when each is taken separately.	
2. The study's title	In Search of Theory of Integrated Marketing Communication.
Researcher and the year	Schult & other, 2007
In recent times and after noticing the developments taking place in the concept of integrated marketing communications and moving largely to the tactical and practical levels instead of merely having the concept of integrated marketing communications as a theoretical concept only. The researchers tried in this research to lay the foundations for integrated marketing communications as a basis for dealing with them in most of the countries that studied it. Considering the Industrial Revolution until now, the insight and vision have increased for integrated marketing communications that are no longer unknown, although there is a clearer vision of what they are and how they work. In this research, the researchers followed the developments of integrated marketing communications and observed other societies where this concept was developed for them.	

3. The study's title	From the narrative structure of the literary genre to the communicational structure of advertising.
Researcher and the year	Harir Dalila ,2011.
The study aims to identify: Advertising discourse is the most significant discourse that appeals to other areas such as film, music, arts and literature. This study focuses on the recourse of advertising to the literary genre and on the various semiotic and linguistic processes used to go from one field to the other. Various modifications, changes and reformulations are made to the literary discourse to convince the consumer. This study combines two speeches, two systems of languages : literature and advertising. It is a research that aims to be both pragmatic and comparative. These semiotic systems mobilize a specialized expertise in each area, a same scope of	

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

intervention: semiosis. Advertising, unlike literature, incorporates the verbal (text) and the nonverbal (image), the visible and the invisible, data collection and figurativity. The advertising discourse may well refer to tales, fables, poetry, fiction, etc. In this work we propose to analyze the ads that take up the tale and fable genres through a selection of posters. Such borrowing generates several questions, both enunciative and enuncive. One is related to the different motivations behind such literary sourcing for advertising ; the other provides information on the different linguistic and semiotic processes used to switch from one to the other. How then does one go from the written text to a still image? What are the different changes in meaning generated by such transfers ? How does one go from state A (literature) to state B (advertising)

4. The study's title	Mobile Advertising And Attitudes Of Consumers: What Impact In Algeria? Case of Ooredoo
Researcher and the year	Merabet Amina . Merabet Abderrezzak . Benhabib Abderrezzak, 2015
Mobile advertising is a perfect tool to build relationship between the brand and the consumer based on proximity. It is tactile, interactive, and personalized. However, few studies have focused on this concept, particularly in the Algerian context. So the aim of this research is to show the role of mobile advertising on consumer attitudes. After literature review, an empirical study was conducted among 150 students in Tlemcen city. The results using regression analysis showed that the attitude toward mobile advertising has no influence on the attitude toward the brand and purchase intention.	

Theoretical Framework:

2- The Meaning of Promotion and its Importance:

Promotion is an important element within the marketing mix, where the necessary information is provided to consumers, the tender of the institution's products, and the improvement of its image among consumers. The concept of promotion has evolved, and its importance has increased dramatically, especially in light of the intense competition that has become one of the characteristics of the markets, and the widespread and remarkable development witnessed by the various means of communication. Moreover, promotion is an essential element among all elements of the marketing mix in service products known as strong competition. Due to the importance of promotion in the institution, it has met with great interest on the part of writers and researchers, and among the definitions that dealt with the concept of promotion, we find the following definitions:

The promotion was defined as: "The communication process that aims to build and maintain the relationship with customers through informing them and

Authors:

Guerroudj Bouziane, Remmas Mohamed Amine.

convincing them with what the company is selling or marketing”. (Thamer & Ahmad, 2007, p. 174). It was also defined as a catalyst used by the producer to induce wholesalers, retailers and other distribution channels to exchange, or consumers to buy the mark and to encourage sales forces to dispose of it. (Thamer & Ahmad, 2007, p. 49). Kotler defined promotion as: “the activity that includes the framework of any marketing effort. It involves a persuasive communication process. (Mahmoud & Rudainah, 2006, p. 174)

The most important goals are:

- The promotion aims to inform, persuade, and remind consumers of the characteristics and advantages of products that are provided by the institution.

(Doaa, 2006, p. 47)

- It seeks to enhance consumer satisfaction after purchasing the good or service, increase their loyalty to it, and then convey their impression to the people around them. (Muhammad, 2000, p. 120)

- Introducing the institution’s products in terms of quality, price, and distribution channels.

- Promotion aims to create a good awareness and awareness of consumers about the enterprise's products, which contributes to their adoption of those products.

- Retaining existing customers by strengthening the relationship with them and trying to attract new customers.

- Promotion contributes to an increase in the demand for the products of the enterprise.

- Encouraging consumers to try the institution’s products through discounts and gifts offered to promote sales.

- Striving to create positive trends about the institution’s products and strengthen them, and trying to change negative trends.

- Promotion contributes in helping consumers make their purchasing decisions.

- The Foundation also seeks, through promotion, to keep pace with the promotional policies and strategies used by competitors, especially the main ones, and contribute in distinguishing the institution’s products from those of competitors.

The importance of promotion lies in the following points:

- Increasing competition between producers of the same commodity or service category that requires the organization to carry out promotional campaigns to maintain its market share as well as growth and expansion in the market or other markets.

- The importance of promotion is highlighted through the information provided to individuals and institutions about the characteristics of the good or service, which generates a kind of awareness and rational thinking in distinguishing between different brands of goods and services.

- Its importance also lies in increasing sales, which in turn contributes to reducing the cost of the productive unit, which benefits the enterprise's profits.

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

And the reduction of the unit cost produced contributes to reducing the unit price, and thus adding a competitive advantage.

-The importance of promotion also appears in strengthening the relationship between the institution and its internal and external surroundings.

It also affects consumers' purchasing decisions, for example, an individual may be affected by an advertisement on television about a commodity or service, and he/she accepts to buy it even though it was not among his/her priorities.

- Promotional campaigns increase consumer loyalty.

3- Elements of the Tourism Promotion Mix:

Tourism agencies seek to use promotional programs and methods to convey the promotional message and deliver it to the consumer (the tourist) through several elements that interact and integrate in an effective way to achieve promotional goals. It is represented in the following elements: advertising, personal selling, sales promotion, public relations and direct marketing.

3-1 Advertisement: Advertisement is an important means of communication that enables the organization to reach the largest number of consumers through the available means of communication, as advertising represents an impersonal means of presenting and promoting goods, services, and ideas by a known effort and for a paid fee. Advertising is a means that permits to reach a large number of geographically distinct buyers at a good cost compared to the importance of the offer. (Armstrong & Kolter, p. 350) Advertisement according to «le petit Larousse» is a group of methods devoted to introducing an industrial or commercial establishment in order to sell a product. (Lendrevie & de Baynast, 2004, p. 67) Advertising is any paid form, which is the impersonal presentation and promotion of ideas, goods and services through a well-known distinguished entity. (Kotler, 2004, p. 568)

Kotler & Armstrong defined advertising as: "Every paid activity for impersonal contact and the promotion of ideas about products or services by a certain organization". (Susan & John, 2005, p. 130)

Among these factors that helped advertising to develop, we mention: (Saeed Hana Abdel Halim, 1998, p. 63). Technological development, growth in worker productivity, increase in income available for spending, expansion of markets, growth in the use of research, increased cultural awareness and improvement in the educational level of peoples have made the latter always looking to improve their economic and social conditions, and they are looking for publicity and other communication methods to obtain information. The number of agencies specialized in advertising contributed to professionalizing advertising, and this was a sufficient reason for companies to be convinced of the benefits of advertising as a means of maximizing sales and profits.

3-2 Personal Selling: Personal selling is considered as an effective communication element as salesmen carry out advertising activities directly on consumers. It means direct and personal contact between salesmen and buyers,

Authors: Guerroudj Bouziane, Remmas Mohamed Amine.

either between the producer and the wholesaler or retailer, or it is between the wholesaler, the retailer and the final consumer. (Al-Hadrib, 2012, p. 22) It is personal and specific contact between the organization and the current or potential customer to achieve the response of the latter and the purchase of the commodity or service by accepting the salesman's visit to him or sending his acceptance letter to the institution or issuing a purchase order. (Conssy, 1994, p. 33)

3-3 Sales Promotion: Interest in the activity of sales promotion has increased in recent years due to the intensification of competition, the flexibility to change the tastes of the public, the expansion of modern forms of distribution, and the tendency of institutions to retain their customers and gain new customers.

According to Phili Kotler and colleagues, sale promotion is a group of technologies directed at increasing demand in the short term, by raising the level of purchase of a product or service by consumers or commercial intermediaries. (Kotler & al, marketing managements, 2004, p. 655) According to Baker, it is those marketing activities that are used specifically during a period of time and space to encourage consumer groups and marketing intermediaries to achieve a specific response and achieve additional benefits. (Baker, 2003, p. 458)

Sales promotion is a commercial and communication method that seeks to change the immediate and temporary behavior of the target audiences by an additional advantage that it provides to them, as this activity combines the aspects of personal selling and advertising with the aim of supporting the retail stores by motivating buyers through:

- a. Free samples that stimulate consumer choice and push him/her to make a purchase decision.
- b. A change in the purchasing habits of consumers.
- c. Price allowances that attract new consumers who are willing to change brands and who are looking for low price and good quality.
- d. Urging the current consumers to increase the demand for the commodity.

3-4 Public Relations: It was also defined as “the organized and concerted effort to establish and maintain satisfaction and mutual understanding between the organization and the public. (Victor & with Jakie, 2001)

Public relations are defined as building good relationships between the institution and its various audiences by obtaining good publicity, a good image and avoiding bad things and rumors. (mazet, Butler, & canonne, 1999)

The main objectives of public relations can be mentioned as follows: (Hanna, 1999, p. 15)

- Building a good reputation for the institution within its internal and external surroundings.
- Maintaining trust and satisfaction between the institution and its people.

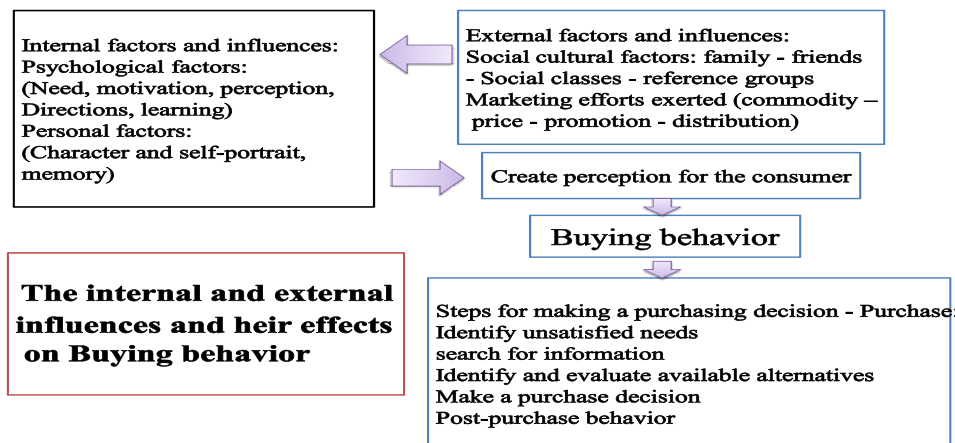
3-5 Propaganda and Publishing: Propaganda knew many definitions, and it was said that propaganda is nothing but "the art of influencing, practicing, controlling, urging, expressing, enticing or guaranteeing the acceptance of

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

views, opinions, actions or behavior." Others have argued that propaganda: "is the publication of opinions and points of view that affect ideas or behavior, or both .(https://www.tellskuf.com/index.php/authors/436-al/7004-2010-11-16-16-50-58.html)

4- Purchasing Behavior: It is defined as the set of actions that a person performs when she is exposed to an internal or external stimulus to obtain good or service that corresponds to an unsatisfied need or desire, including the purchase decision-making process. (Muhammad & others, 2000, p. 36) As for the purchasing decision, it is the result that the consumer reaches after trying to satisfy a specific need. It means a series of steps that include identifying the problem, searching for information, selecting available alternatives, evaluating alternatives, making a purchase decision, and evaluating the post-sale phase. (Tarek, 2008, p. 138) Internal and external factors affecting the purchasing behavior, as shown in Figure (2):

Fig2 : Internal and External Factors Affecting the Purchasing Behavior



Source: own construction

The buying process is not an automatic process that takes place as soon as the consumer sees the good or service offered for sale. However, it goes through several steps. Thus, a decision to buy is only one of the multiple steps in the buying behavior.

5- Application Framework:

5.1 Study Methodology: We are using the following approaches:

5.1.1 The Descriptive Approach: The research is based on scientific references and sources that enrich the research in theory.

5.1.2 Field Approach: The research relied on the questionnaire form as a main tool in the field research, as it was divided into two parts. The first section focused on identifying information (gender, age, educational level, nature of work) and the second section contained 24 phrases expressing Elements of Tourism Promotion, represented in: (Publicity - Personal selling - Sales promotion - Public relations - Publicity and publishing). The remainder is about Buying behavior, using the Likert scale.

Authors: Guerroudj Bouziane, Remmas Mohamed Amine.

5.1.3 Statistical Methods Used: The systematic treatment of the research requires analyzing the data collected from the field verified by the questionnaire. It requires the use of a set of statistical methods consistent with the available data, namely:

"SPSS V20" program: It is a program that allows us to detect the percentage of variable classes and the number of times they are repeated. "SMART PLS 3" program, which is one of the statistical programs that analyze data, which depends on the evaluation of the measurement model and then tests the structural model test to determine the relationship between the variables

5.1.4 Cronbach's Alpha Test to Measure the Validity and Reliability of the Questionnaire:

Table No. (1): **Cronbach's Alpha**

Alpha Cronbach	Number of Var	Nombres répondants
0.855	24	120

Source: own construction by S P S S v 24

Through table (1), the Persistence coefficient reached 85.5%, which is a highly statistically significant value, and since the value of the Alpha Cronbach coefficient is the closest 1, thus we have made sure of the validity and reliability of the study questionnaire, which makes us fully confident in the validity of the questionnaire and its validity to analyze the results and answer the study questions and test their hypotheses.

5.1.5 Description of the Surveyed Customers:

Table No. (2) : **Description of the Surveyed Customers**

Sex (males, females)												
Total		Males				Females						
120	100%	78		60%		42		%40				
Age												
or less 25		25-34		35 -44		45-54		or more 55		Total		
14	11.67%	18	15%	28	23.3%	36	30%	24	20%	120	100%	
Educational Level												
primary		Medium		Secondary		University		Postgraduate studies		Total		
13	10.3%	24	20%	38	31.67%	28	23.33%	17	14.17%	120	100%	
Nature of Work												
Public sector employee		private sector employee		Not working		Trade		Retired		Total		
20	16.67%	21	17.5%	24	20%	37	30.33%	18	15%	120	100%	
Income												
Less than 30,000 AD		30,000 to less than 50,000				50,000 to less than 50,000				More than 80,000		
21	17.5%	26		21.67%		40		33.33%		33		27.50%

Source: own construction by S P S S v 24

It can be seen from Table (2) that 60% of the answers are males and 40% are females. This means that most of clients are males.

From the above table, it is clear to us that:

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

- most of the customers according to their ages, (23.3%) answered that their ages are between 35 - 44 years.
- most of the clients have their educational level between secondary and university.
- most of the clients of tourist agencies are among the self-employed and merchants.
- the rate of 27.50% has an income of more than 80,000.00 Algerian dinars, meaning that most of the clients of tourism agencies are high-income earners.

5.7 Measurement Model Assessment: The basis of any research that requires testing the measurement model used, represented by tests of validity and reliability of the research questions, and ensuring that the data is able to measure the thing for which it was built (validity), as well as the ability to measure under several conditions of Reliability through Reliance on Convergent Validity and Discriminant Validity.

5.8 Convergent Validity: Analyzing the validity of convergence requires the following methods that are FACTOR LOADING for indicators must be greater than 0.7, Reliability Composite greater than 0.70, extracted variance Average greater than 0.50, and after performing the analysis within the SMART PLS program, the results appeared as shown in Table No. 3

Table No. 3: **Convergent Validity**

Variables Latent	Pointers	download Outer	AVE	Reliability Composite	Cronbach Alpha	Rho-A
Criteria Comparison			0.50>	0.70>	0.60>	0.70>
Publicity	PubQ1	0.851	0.692	0.788	0.851	0.854
	PubQ2	0.865				
	PubQ3	0.826				
	PubQ4	0.783				
Personal selling	PSQ5	0.865	0.694	0.801	0.853	0.860
	PSQ6	0.845				
	PSQ7	0.814				
	PSQ8	0.806				
Sales promotion	SProQ9	0.872	0.754	0.824	0.893	0.798
	SProQ10	0.925				
	SProQ11	0.871				
	SProQ12	0.801				
Public relations	RPQ13	0.835	0.648	0.880	0.818	0.822
	RPQ14	0.838				
	RPQ15	0.790				
	RPQ16	0.754				
Publicity and publishing	ppQ17	0.810	0.679	0.894	0.842	0.844
	ppQ18	0.851				
	ppQ19	0.847				
	ppQ20	0.788				
Buying behavior	BpQ21	0.689	0.668	0.889	0.830	0.836
	BpQ22	0.877				
	BpQ23	0.878				
	BpQ24	0.812				

Source: own construction by outputs SmartPLS

- Through the above table, it is evident that all AVE coefficients are statistically significant and acceptable, as all values are greater than 0.50,

indicating that each latent variable explains more than half variations of its indicators, and consequently the validity of the convergence has been achieved in this model.

- Through the above table, it is evident that all the CR coefficients are significant and statistically acceptable because they are greater than 0.70. This indicates the existence of a correlation between the study items in measuring the variables and thus the existence of reliability in measurement of the model used.
- Through the above table it is evident that all Cronbach Alpha coefficients are significant and statistically acceptable because they are greater than 0.70 which corresponds to the Reliability Composite indicators.
- Through the above table it is evident that all Rho-A coefficients are significant and statistically acceptable because they are greater than 0.70. This is more accurate than the Cronbach Alpha factor. It incorporates term errors into its calculation.
- From the follow-up of the above table, it becomes evident that the model obtained a high validity of convergence of the six variables aspects, as the questions accurately expressed what it was built for, and the composite stability and the contrast rate extracted for model were within the excellent results. This means that the research model is characterized by high validity within this test.

5.9 Discriminant Validity: It indicates that the questions for a variable are spaced logically and not repeated and overlapped with other variables, The correlation of the latent variable with itself is greater than its link with the underlying variables, that is, there is a differentiation among the latent variables.

Table No. (4): **Latent Variable Correlations**

Variable	Buying behavior	Publicity	Personal selling	Sales promotion	Public relations	Publicity and pub
Buying behavior	0.818					
Publicity	0.652	0.832				
Personal selling	0.537	0.476	0.833			
Sales promotion	0.594	0.372	0.333	0.868		
Public relations	0.781	0.480	0.439	0.469	0.805	
Pub and publishing	0.526	0.426	0.626	0.143	0.382	0.824

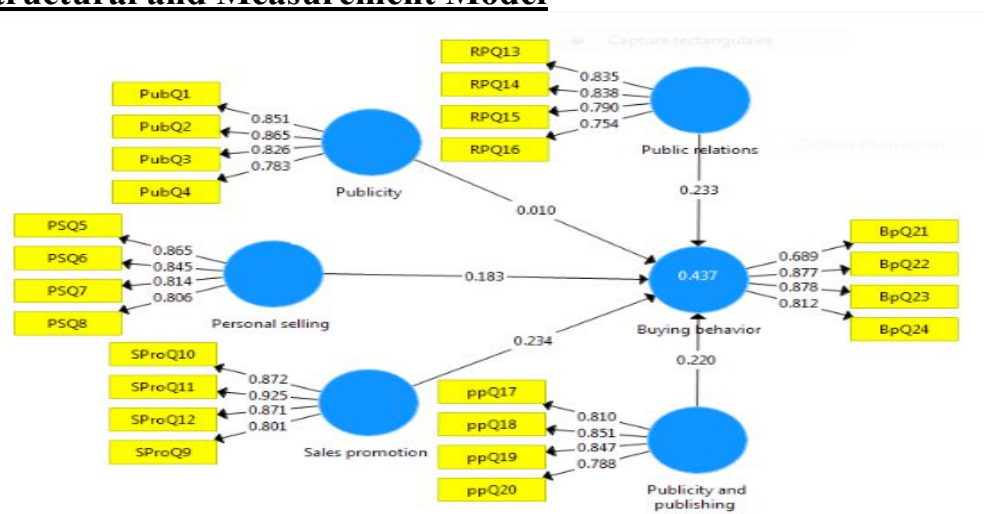
Source: own construction by outputs SmartPLS

Through the above table it becomes clear that all DV coefficients are significant and statistically acceptable. So, after looking at the diameter, we notice that each variable is distinct from the other (the value of the intersection of the variable with itself is greater than the intersection of one variable with another variable) and this indicates the existence of a difference between the latent variables, and thus their lack of similarity. And that each latent variable represents itself.

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

Then, after completing the evaluation of the measurement model for the research, it can be said that the research model is characterized by validity and stability as shown in Figure (03) the Smart PLS program:

Fig3 : **Structural and Measurement Model**



Source: own construction by outputs SmartPLS

5.10 Test of Structural Model: After evaluating the research model in its standard method, the research hypotheses will be tested by Test of Structural Model of research, and depending on the same program SMART PLS, 3 and Structural Model will be tested as per the method :

Table (5) : **Path-Coefficient Coefficient:**

Variable	Original Sample	Sample Mean	Standard deviation	T Statistics	P -Value	the decision
H1 Pub-> Buying behavior	0.245	0.237	0.070	3.451	0.001	Accepted
H2 P S-> Buying behavior	0.255	0.244	0.073	3.522	0.003	Accepted
H3 S p-> Buying behavior	0.256	0.262	0.074	3.476	0.001	Accepted
H4 RP-> Buying behavior	0.464	0.436	0.061	7.597	0.007	Accepted
H5 pp-> Buying behavior	0.206	0.214	0.081	2.527	0.012	Accepted

Signification : 0.05

Source: own construction by outputs SmartPLS

It is clear from the above table that:

- H1: There is a positive, statistically significant relationship between Publicity-> Buying behavior and from this point of view the hypothesis is accepted.
- H2: There is a positive, statistically significant relationship between Personal selling-> Buying behavior the hypothesis is accepted.
- H3: There is a positive, statistically significant relationship between Sales promotion-> Buying behavior and the hypothesis is accepted.
- H4: There is a positive, statistically significant relationship between Public relations-> Buying behavior the hypothesis is accepted.
- H5: There is a positive, statistically significant relationship between Publicity and publishing-> Buying behavior the hypothesis is accepted.

Since the significance is significant, there is an acceptance of the five independent variables in their impact on the dependent variable purchasing behavior. Table No. (5) shows the path parameters that all were significant by following the value of (P-Value) so that the scope for acceptance of the main hypothesis is that the elements of promotion Tourist influenced by purchasing behavior.

- Table No. (6): **Coefficient of Determination R2:**

Variables Latent	R Square	R Square Adjusted	Observation
purchasing behavior	0.788	0.768	good

Source: own construction by outputs SmartPLS

Through the above table, it is clear that the R Square coefficient is statistically acceptable, so that the tourism promotion elements explain about 0.788 of the dependent underlying variable, which is the purchasing behavior, and this indicates the quality and significance of a model.

- Table No. (7) **Effect Size F2 :**

Independent variables -> dependent	Impact strength	Observation
purchasing behavior		
Publicity	0.215	Medium
Personal selling	0.355	High
Sales promotion	0.388	High
Public relations	0.411	High
Publicity and publishing	0.365	High

Source: own construction by outputs SmartPLS

1. The independent variable Publicity alone explains the dependent variable the purchasing behavior with a value of 0.215, which is an average value because it is limited between (0.15-0.35) according to Cohen (1988) insert citations. This indicates a significant impact of advertisement on the buying behavior.
2. The independent variable Personal selling alone explains the dependent variable purchasing behavior with a value of 0.355 which is high because it is greater than 0.35 according to Cohen (1988) insert citations, which indicates a significant influence of personal selling on purchasing behavior.
3. The independent variable Sales promotion alone interprets the dependent variable purchasing behavior with a value of 0.388 which is high because it is greater than 0.35 according to Cohen (1988) insert citations, which indicates a significant influence of Sales promotion on purchasing behavior.
4. The independent variable Public relations alone interprets the dependent variable purchasing behavior with a value of 0.411 which is high because it is greater than 0.35 according to Cohen (1988) insert citations, which indicates a significant influence of Public relations on purchasing behavior.
5. The independent variable Publicity and publishing alone interprets the dependent variable purchasing behavior with a value of 0.365 which is high because it is greater than 0.35 according to Cohen (1988) insert citations,

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

which indicates a significant influence of Publicity and publishing on purchasing behavior.

- **Predictive Relevance Q2** : It turns out that the elements of tourism promotion have the ability to predict and explain the purchasing behavior as long as the value is greater than zero.

Table No. (8) **Predictive Relevance Q2**

Variable	SSO	SSE	Q2 (1-SSE /SSO)
Publicity	316.000	316.000	
Personal selling	316.000	316.000	
Sales promotion	316.000	316.000	
Public relations	316.000	316.000	
Publicity and publishing	316.000	316.000	
Buying behavior	316.000	238.059	0.247

Source: own construction by outputs SmartPLS

- **Goodness Of Fit GOF** : was employed to judge the general suitability of a model and its reliability in the study and it is calculated as follows:

$$GoF = \sqrt{(R^2 \times AVE)}$$

$$\text{Mean_AVE} = (0.692 + 0.694 + 0.754 + 0.648 + 0.679) / 5 = 3.467 / 5 = 0.6934$$

$$\text{Mean_R}^2 = 0.784$$

$$\text{GoF} = \sqrt{0.6934 \times 0.788} = \sqrt{0.5464} = 0.774$$

Table No. (9) **Goodness Of Fit**

Identifies an index GoF		
Less than 0.1	Inappropriate	/
Between 0.1 to 0.25	Small	/
Between 0.25 to 0.36	Medium	/
Greater than 0.36	big	0.774

Source inser citations (Akteret al 2011)

For this model, the index was 0.774 GoF, and this indicates that the model has strong enough annotation to consider the validity of the PLS model sufficient.

6. **Results of the Study:** The study reached a set of theoretical and field conclusions, including: In this study, the following elements are used advertising, publicity, public relations, personal selling, sales promotion which represent the tourism elements promotion used by travel and tourism agencies to change the purchasing behavior.

- The results showed that there is a positive and significant correlation between the elements of tourism promotion and the purchasing behavior. This indicates that increasing interest in this five dimensions could lead to customer attraction.
- The results of this study showed that all the hypotheses of the study are considered correct with levels of significance ranging from acceptable, the

elements of tourism promotion provided by travel and tourism agencies affect the purchasing behavior.

- According to the required sample, the Public Relations component was the first factor in the correlation factor for the purchasing behavior of the study sample, followed by Sales promotion, Publicity and publishing, Personal selling, and finally, the lowest percentage of its contribution to the purchasing behavior was the Publicity criterion.
- Statistical analysis revealed the presence of significant effects of acceptable moral significance for the elements of tourism promotion in attracting the customer and the influence on him/her, and the strength of the relationship and the varying influence between the variables that were adopted in the construction of the study plan was proven, and thus the results resulted in the acceptance of the scheme in varying proportions, which gives an indication of the the possibility of adopting it.

The adoption of modern methods in dealing with the issue of the elements of tourism promotion can lead to the preservation of its continuity and its survival in the midst of competition and profitability, if it is applied in a sound scientific way.

7. **Conclusion:** Presenting the elements of tourism promotion depends primarily on studying the customer and his various trends and the continuous change in his tendencies and desires, as well as studying the communication environment that is characterized by rapid technological changes in it. Therefore, travel and tourism agencies must pay attention to building their promotion mix in a way that achieves their goals.

Recommendations: In light of the results obtained on the theoretical and practical side, a number of recommendations can be proposed for travel and tourism agencies, as follows:

- The adoption of modern methods in dealing with the issue of the elements of tourism promotion may lead to the preservation of its continuity and its survival in the midst of competition and profitability, if it is applied in a sound scientific way.
- Maintaining the level of services provided by travel and tourism agencies, and continuing to keep pace with the technological development, especially related to communication technologies through its website.
- Using other tools provided by the Internet, which the agency can distinguish in its use from its competitors, such as, online contests, registration in search engines, participation in forums and chat rooms on the network, opening blogs for agency services and opening pages in social networks.
- Try to benefit more from travel and tourism agencies in public relations because they always strive to achieve direct communication with their customers, and also work to strengthen the relationship with them, and

Title: Elements of Tourism Promotion and Their Impact on Purchasing..

this is what the agency must use strongly and focus on as a means to achieve the goals.

- Travel and tourism agencies must provide a budget dedicated to marketing communication and distribute it in a good way to the elements of the marketing mix, under the supervision of specialists in this field. Given the importance of marketers, travel and tourism agencies should pay more attention to them, by relying on highly qualified and skilled people and placing them in a training period to take advantage of their interaction.

8. Bibliography

1. Aicha, M. A. (1998). Consumer Behavior (Second Edition Edition). A, pp. 35-36.1998. Egypt: in Al Shams Library.
2. Al-Ajji, M. (2000). Consumer Behavior, Dar Al-Reda for Publishing 2000, p.106. Dar Al-Reda for Publishing.
3. Al-Hadrib, Z. (2012). Contemporary Marketing (éd. First Edition). Dar Al-Bidaya.
4. Al-Qaryouti, M. Q. (2000) Organizational Behavior, (éd. Third Edition,). Amman: Dar Al-Shorouk.
5. Armstrong, G & Kotler, p. principes de marketing, p350 (éd. 8e édition, Pearson éducation).
6. Baker, M. (2003). the marketing book (éd. fifth edition). Butter worth, Heinemann.
7. Conssy, Y. (1994). force de vente. paris, France: édition Bertrand.
8. Doaa, M. D. (2006). Marketing Department. Amman, Jordan: Arab Society Library for Publishing and Distribution.
9. Hanna, B. (1999). Advertising, Marketing and the Art of Dealing with Customers. Syria: Dar Al-Reda for Publishing.
10. Kotler, P. (2004). Marketing management (éd. 12th édition). new Jersey: Hall international, inc.
11. Kotler, P & al, e. (2004). marketing managements (éd. 13e édition).
12. Lendrevie, J & de Baynast, A. (2004). publicator, (éd. 6e édition). Dalloz.
13. Mahmoud, J. A. & Rudainah, O. Y. (2006). Quantitative Methods in Marketing (éd. Second Edition). Amman, Jordan: Dar Al-Manahij for Publishing and Distribution.
14. Mahmoud, J, Othman, Y, & Al-Sumaida'i. (2001). Rudeineh Consumer Behavior. Jordan: Publishing and Distribution House.
15. mazet, B, Butler, D & canonne, R. (1999). Business and globalization, ellipses.
16. Muhammad, A. A. (2000). Marketing Foundations. Amman, Jordan: Al-Warraaq Corporation for Publishing and Distribution.
17. Muhammad, A, & others, a. (2000). Principles of Modern Marketing (éd. First Edition). Amman: Safaa Publishing and Distribution House.

Authors: Guerroudj Bouziane, Remmas Mohamed Amine.

18. Sabri, A. S. *Tourism and Hotel Marketing*, Scientific Foundations and Arab.
19. Saeed Hana Abdel Halim, H. A. (1998). *Advertisement*. Egypt: The Arab Company for Publishing and Distribution.
20. Susan, H, & John, S. (2005), *Leisure marketing: united kingdown: A global perspective*.
21. Tarek, T. (2008). *Marketing Department*. Alexandria, Egypt: Dar Al Fikr University.
22. Terence, A. (2007). *Advertising, Promotion and aspect of integrated marketing communication (éd. 7th Edition)*. usa: Thomson South-Western.
23. Thamer, A, & Ahmad, N. A. (2007). *Green Marketing (éd. Arabic Edition)*. Amman, Jordan: Al-Yazouri Scientific Publishing and Distribution House.
24. Victor, M, & with Jakie, C. (2001). *Marketing in Travel and Tourism (éd. 3rd Edition)*. Oxford, United Kingdown: Butterworth -Heinemann,.
25. <https://www.tellskuf.com/index.php/authors/436-al/7004-2010-11-16-16-50-58.html>.