

1. INTRODUCTION

Tourism has emerged as the largest global industry of the 20th century. Moreover it is considered one of the fastest growing and most competitive businesses in the world (thomas fakana & kumar, 2018). The tourism industry , Also known the travel industry is linked to the idea of people traveling to other location ,either domestically or internationally for leisure social or business purposes .Marketing and especially promotion is considered as one of its element a link ring between the wishes of tourists on the one hand and the services of tourist establishments on the other hand, Advertising is one of the most important elements of the promotional mix which are mentioned in advertising, public relations , personal selling , direct marketing and sales promotion .These blend tools uses from the company to communicate customer value and build customer relationships persuasively. The advertising considered very significant in influencing the consumer behavior due to the power of its spread.

The statement of the problem : Based on the aforementioned we seek in this search paper identifying the effect of advertising on tourist consumer behavior by asking the following question :

To what extent effect the advertising on the tourist consumer behavior?

And fall under this question set of sub-questions represented in :

What is advertising ?

What is tourist consumer behavior ?

How effect advertising on the decision purchase of tourist consumer behavior ?

Objectives of the study : The main objective of this study is to find out the effect of advertising as an element of promotional mix on the tourist consumer behavior, There are set of sub-objectives represented in:

- Identifying the concept of advertising and its importance in the field of tourism

- Identifying the concept of consumer behavior in the field of tourism

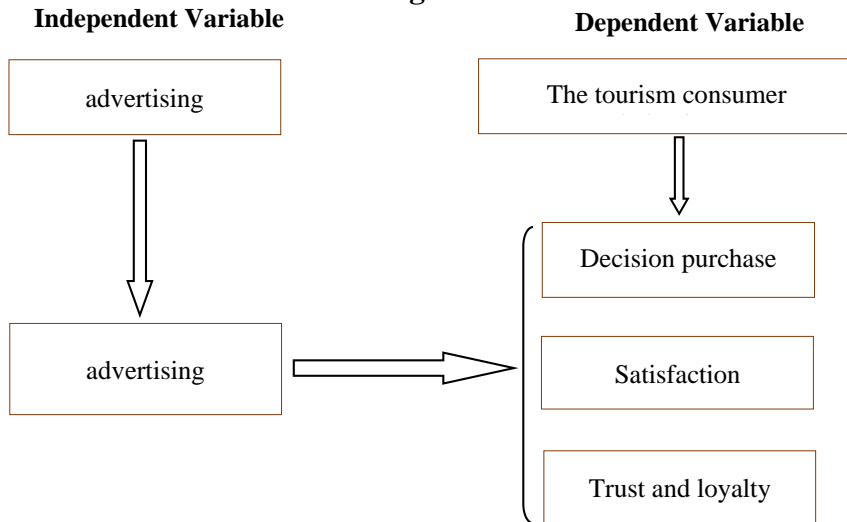
Significance of the study

- To give attention to the tourism sector generally
- To motivate the tourism companies to use the advertising in order to promote their tourism product

Limitation of the study : The challenge that faced this study is that this study was conducted in Bou Saada during the time of quarantine imposed due to the Corona pandemic, Therefore the study sample was relatively small.

The study's model : We try to visualize the impact relationship between the study variables as shown in the following figure :

Figure N° 1



Prepared by researchers based on previous studies

The study's hypotheses : Based on the literature review and the theoretical frame of the study, The following hypotheses were formulated :

- there isn't any statistically significant relationship at the significance level 5% between the advertising and the decision purchase of tourist
- there isn't any statistically significant relationship at the significance level 5% between the advertising and the satisfaction of tourist
- there isn't any statistically significant relationship at the significance

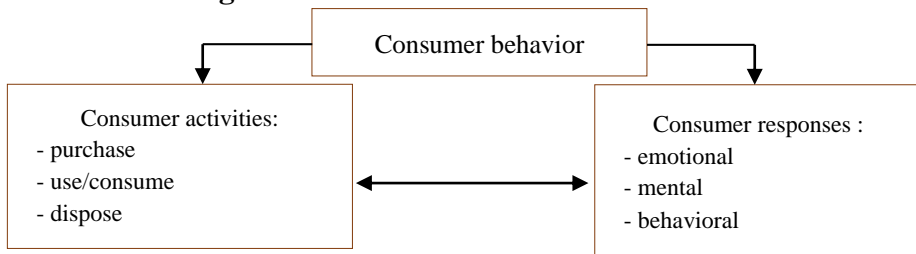
The impact of advertising on the tourism consumer behavior (a field study)

level 5% between the advertising and the loyalty of tourist

2. Conceptual review

The definition of consumer behavior : First, as an emergent approach, the consumer behavior in tourism represents a growing study domain, to develop and understand the tourists performance on the leisure science (matos graca ramos, santos, & nuno, 2014) . Consumer behavior can be defined as the decision making process and physical activity involved in a acquiring, evaluating, using, and disposing of goods and services. This definition, clearly brings out that it is not just the buying of goods /services that receives attention in consumer behavior, but the process starts much before the goods have been acquired or bought .a process of buying starts in the mind of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages (khan, 2006, p. 04). Not many years ago, the consumer behaviour (usually called buyer behavior)involved the study of how consumers decide to buy products, while this definition is accurate, it is an inadequate description of the full scope of activities in which consumers engage prior to purchase and during and after consumption, contemporary definitions are much broader and try to capture the full range of consumer activities. Consumer behavior entails all consumer activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede, determine or follow these activities as shown in the following figure: (kardes, cronley, & cline, 2011, p. 08)

Figure N° 2 : What is consumer behaviour



Source : (kardes, cronley, & cline, 2011, p. 08)

Consumer behavior involves goods, services, activities, experiences, people and ideas

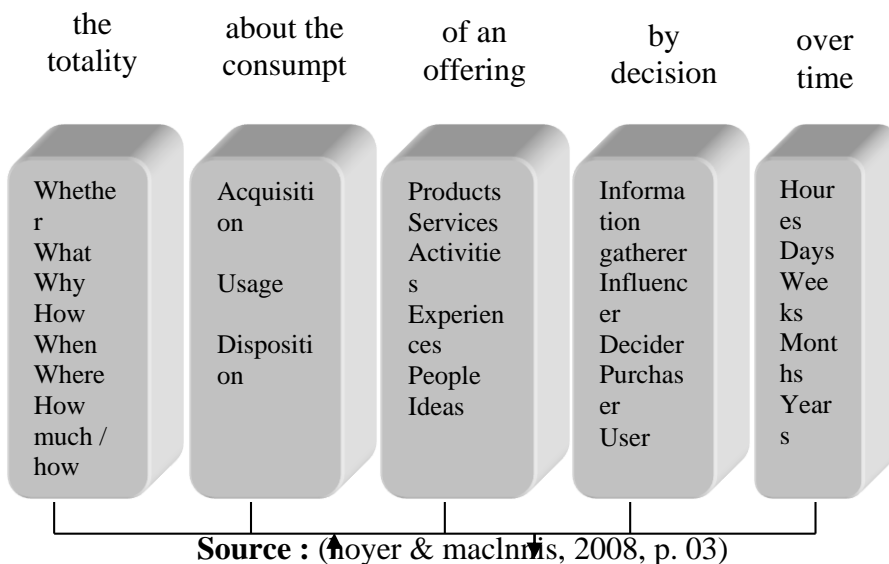
Consumer behavior means more than just the way that a person buys tangible products such as bath soap and automobiles, it also includes consumers 'use of services, activities, experiences and ideas such as going to the doctor, visiting a festival, signing up for yoga class, taking a trip and checking for traffic before crossing the street (an idea championed by new York city's "cars hurt, stay alert" campaign, in addition , consumers make decisions about people, such as voting for politicians, reading books written by certain authors, seeing moviers starring certain actors and attending concerts featuring favorit brands. another example of consumer behavior involves choices about the consumption of time, such as whether to watch a certain television program (and for how long) and the use of time in ways that show who we are and how we are different from others. Many consumers like the excitement of watching a sports event live on TV rather than waiting to watch a tap-delayed version later, for instance .because consumer behavior includes the consumption of many things, we use the simple term offering to encompass these entities. (hoyer & maclnnis, 2008, p. 03) . we can clarify the consumer behavior in the following figure :

Consumer behavior means more than just the way that a person buys tangible products such as bath soap and automobiles, it also includes consumers 'use of services, activities, experiences and ideas such as going to the doctor, visiting a festival, signing up for yoga class, taking a trip and checking for traffic before crossing the street (an idea championed by new York city's "cars hurt, stay alert" campaign, in addition , consumers make decisions about people, such as voting for politicians, reading books written by certain authors, seeing moviers starring certain actors and attending concerts featuring favorit brands. another example of consumer behavior involves choices about the consumption of time, such as whether to watch a certain television

The impact of advertising on the tourism consumer behavior (a field study)

program (and for how long) and the use of time in ways that show who we are and how we are different from others. Many consumers like the excitement of watching a sports event live on TV rather than waiting to watch a tap-delayed version later, for instance .because consumer behavior includes the consumption of many things, we use the simple term offering to encompass these entities. (hoyer & macInnis, 2008, p. 03) . we can clarify the consumer behavior in the following figure :

Figure N° 3 : Marketing strategies and tactics



Models of consumer behavior (khan, 2006, p. 174)

we have already seen that there are many factors which influence the the decision-making of consumers .there are various consumers models which help in the understanding of consumer behaviour. These are listed below :

1. economic model
2. psychological model
3. pavlovian model
4. input, process output model – ghandhi :philip kotler
5. sociological model
6. howarth sheth model

7. engel-blackwell-kollat model
8. model of family decision-making
9. nicosia model
10. a model of industrial buying behaviour .

Consumer behavior and tourism and hospitality services (scott, 2009) : There are real differences in the conceptualization of consumer choice and buying in relation to tourism and hospitality products /services which need to be highlighted . some researchers state that tourism products are not typical of the usual consumer processes because they are not physical purchases, but rather the ultimate intangible service good . the consumer gains little of real benefit for what is essentially a major purchase apart from memories, photographs and souvenirs which in themselves may seem fairly superficial. However some tourists experiences can contribute to a sense of self-development and self-identity. unlike other major purchases, the consumer pays a substantial amount of money on trust or without really knowing what the experience will entail and what satisfaction will derive from it. Consumers spend a large portion of the year anticipating the holiday. They begin the selection, planning, information-gathering and saving process, as a way of seeing them through the dark months of winter.

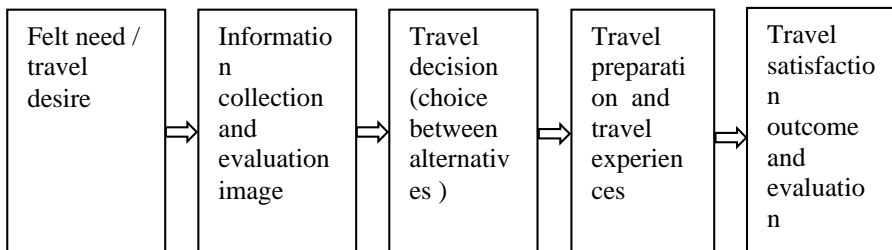
Key concepts in tourism consumer behavior (cohen, prayag, & moital, 2014) : In this part we want to examining what we believe to be the key concepts in tourism consumer behavior research. Our coverage of the key concepts is therefore intentionlly not exhaustive, but rather places emphasis on what we believe to be the most important conceptual dimensions of tourism consumer behavior research : decision-making, satisfaction, trust and loyalty. We address these concepts sequently, by teasing out definitional issues

Decision purchase : The study of decision-making is at the centre of a number of disciplines, including economics, politics, systems theory, sociology and psychology (williams, 2002, p. 40). Understanding

The impact of advertising on the tourism consumer behavior (a field study)

consumer decision-making is a cornerstone of marketing strategy. Consumer behavior in tourism is underpinned by general assumptions about how decisions are made. The decision-making process consists of five stages : need recognition , information search, evaluation of alternatives, purchase decision and post purchase behavior, this model emphasizes that the buying process starts long before and continues long after the actual purchase . it encourages the marketer to focus on the entire buying process rather than just the purchase decision (kotler, bowen, makens, & baloglu, 2017, p. 191).lastly, mathienson and wall brought about a more simplistic version of the buyer behavior, this time adapted for tourism consumers. The following figure displays a diagram of the model, which is mostly linear in nature, the model is in essence aligned to the general five steps employed during consumer's decision making process, but adapted specifically to the tourism product, ranging from felt need to travel (or need recognition) to travel satisfaction outcome (or post-purchase evaluation) (kasapi & koc, 2012, p. 22)

Figure N° 4 : Travel buying behavior



source: (kasapi & koc, 2012, p. 22)

Satisfaction : Customer satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the product's performance fails short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (kotler, bowen, makens, & baloglu, 2017, p. 39). Tradition-marketing concepts are the focus on the product, but the concepts have been transit to customers' satisfaction, from the point view of promotion.

(nilanjian, dillip kumar, & kumar, 2018). Satisfaction is viewed as a central customer behavior construct because the extent to which consumers are satisfied influences future organizational performance in the form of, for example, profits, market image and market share. By researching satisfaction and its mechanism. Marketers can obtain valuable information they can use in their attempt to influence satisfaction, either through strategic decisions such as segmentation and targeting or through manipulation of the marketing mix. (cohen, prayag, & moital, 2014, p. 886). After purchasing a product, a customer is either satisfied or dissatisfied and his satisfaction or dissatisfaction depends on his expectations and the difference between the performance expectation gives the degree of customer's satisfaction/dissatisfaction with the product. It means that if the performance is below expectations the customer is dissatisfied, however, there can be a match between the two, i.e , performance is in line with expectation. In another position is the product which surpasses the expectancy level, and performs much better than expected. This is a source of satisfaction and delight to the consumer. Satisfaction or dissatisfaction cannot be generalized, i_e_, there is no accepted definition of satisfaction or dissatisfaction. It depends on a number of factors outlined below:

- the presence of a particular factor may cause dissatisfaction. If the same factor is removed, it may not unnecessarily lead to satisfaction, i_e_, greasy snacks may lead to dissatisfaction but, the absence of greasiness in the same snacks may not lead to satisfaction .
- if a cumulative effect of many factors put to gether, the effect of individual factors cannot be gauged easily.
- dissatisfaction may as such not lead to any complaint, but the dissatisfaction of a high degree may lead to complaint making of a complaint and, handling of satisfaction or dissatisfaction is a logical process. A person will not complain if he sees no use doing so or feels that the complaint will not entertained. Also, consumers complain if it is convient for them to do so. They may not go out of their way to make

The impact of advertising on the tourism consumer behavior (a field study)

complaints. Complaining also requires resources, i.e., time, money, knowledge, expertise, etc. which one may not possess.

In brief customer satisfaction is a summary cognitive and affective reaction to a service incident (or sometimes to a long-term service relationship). Satisfaction or dissatisfaction results from experiencing a service quality encounter and comparing that encounter with what was expected (Taylor & Baker, 1994, p. 164)

How to measure satisfaction ? (Magatef, 2015) :The satisfaction of customer is an essential primary indicator that will encourage tourists to come. Every country aims to achieve tourist's satisfaction to achieve the desired goals, the measurement of satisfaction is linked with quality.

- satisfaction is the distinctive feeling for the acquirer as a result of comparing the achieved performance of the product with what the customer expected.

- as for quality it is providing the products or serving the services in the way they should be provided or served to the customer with what fits the customer's expectations. Thus the customer will judge them as they have high quality if it fits expectations or exceeds them. Tourists present risk-minimizing behaviors because of the considerable monetary sacrifice that touristic activities often imply. Thus satisfied tourists are likely to revisit the destination in near future, too (Hultman, Skarmeas, Oghazi, & Beheshti, 2015)

The scale or measure of customer satisfaction was determined through :

1. measuring the quick response towards the changes in customers' needs.
2. executing referential comparisons in a way that will make other people's experiences beneficial
3. supporting and reinforcing the organizational efforts through adopting the customer's opinions and point of views.

Trust and loyalty : Trust is perhaps the single most powerful tool available for building relationships with customers. There is no enduring consumer loyalty without trust. Trust refers to a willingness to rely on an exchange partner in whom one has confidence. In

marketing, trust is conceptualized as having two major components, confidence and reliability, and significantly influenced by customer satisfaction. Trust evolves through a dynamic process of exceeding consumer expectations and repeated satisfaction over time, and therefore plays a central role in determining loyalty and future behavior. In tourism, many studies draw from the marketing conceptualization of trust in investigating its key antecedents e.g. satisfaction and consequences e.g word of mouth and loyalty (cohen, prayag, & moital, 2014). Since the late 1990s, tourist loyalty has gradually become a new hot spot in the study of tourist destination behavior. The key to cultivate tourist loyalty is to identify the factors which influence it. (ronglin & jianqiong, 2016, p. 1123)

Advertising : No business would advertise if it was believed that sales could be achieved without this added expense. However. There is sufficient evidence to demonstrate that there is a relationship between promotional spend and sales, although the exact correlation is often difficult to establish, given the sheer number of factors accounting for variations in sales. This is not to say that effects of advertising should not be measured. (crisopher, 2004, p. 282) advertising is one of the classic communication tools used by marketing managers as part of marketing campaigns to develop awareness, understanding, interest and motivation amongst a targeted audience (middleton & clarck, 2001, p. 235). Advertising forms one component of the promotion mix . It has become very popular and useful and has reached the status of an independent discipline. It has grown at a very fast pace and has become a special field of study (khan, 2006, p. 248). We define advertising as any paid form of no personal presentation and promotion of ideas, goods, or services by an identified sponsor (kotler, bowem, makens, & baloglu, 2017, p. 391).

Understanding tourism and leisure advertising : Advertising in tourism means non-personnel efforts that affect the feelings, emotions and perceptions of tourists and guide their behavior towards contracting

The impact of advertising on the tourism consumer behavior (a field study)

a specific tourism program of tourist services for a specific tourist company (almakhadmah, 2019, p. 7).

advertising bombards us every day - from commercials on television and radio, to advertising on buses and billboards, in magazines and on the internet – and there is an increasing amount of advertising masquerading as something else – on television travel shows, in the latest blockbuster movie and on children's toys and clothes. We live in a marketing and media-driven world and much of this advertising markets leisure, travel and tourism products and services. In fact, any organization involved in the leisure and tourism business – from local arts centers, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies – will be interested in advertising in one form or another. Advertising emerges as a key marketing tool in the tourism and leisure industries where potential consumers must base buying decisions upon mental images of product offerings, rather than being able to physically sample alternatives. As a result, advertising is a critical variable in the tourism and leisure marketing mix, and covers a wide range of activities and agencies. Its role reflects that of promotion in general, which is aimed at influencing the attitudes and behaviour of audiences in three main ways: to confirm and reinforce, to create new patterns of behaviour and attitude, or to change attitudes and behaviour. Thus, tourism and leisure operators use images to portray their products in brochures, posters and media advertising, airlines, hotels, theme parks and resorts do the same, as do destinations, attempting to construct an image of a destination that will force it into the potential tourist's evoked set, or destination short list, leading to a purchase decision. Whatever the tourism or leisure product, its identity is the public face of how it is marketed and the importance of advertising in tourism and leisure marketing should not be underestimated (middleton & clarck, 2001, p. 11).

3. Methodology : A survey was used in this study to collect information or data from tourists in the city of bou saada through the questionnaire tool, which was divided into three parts where the first part contains

demographic questions such as (gender, age, occupation, educational level, marital status and income), and the second part includes information about the independent variable represented in the advertising, and the third part is the questions related to the dependent variable represented in the behavior of the tourist consumer as it was divided into the following elements decision purchase, satisfaction, and trust and loyalty. The study population included all tourists in the city of bou saada, in this study, a sampling technique was used that is not targeted potential due to various restrictions, where the location of tourists was determined in the city of bou saada , so the sample was based on the propability data, and samples were taken from 45 tourists in bou-saada who stayed in different hotels. a five point likert scale ranging from 1(strongly disagree) to 5(strongly agree) has been adopted to express the phrase agree degree with the opinion of the respondent. The reliability of the questionnaire was measured using alpha kronbach, reliability factor was 0.90. the value of 0.90 was above 0.7 which is within the acceptable limit, this means that the data collected was valid and reliable for the analysis, and therefore multiple regression analysis was published and spss22 was used to generate the results, and multiple regression technology was used to test the hypotheses .

Population of the study : The population of the study represents all the foreign and local tourists who visted bousaada city.

Sample of the study : The sample randomly selected for local and foreign tourists was done by a random sampling method where 45 questionnaires were distributed, thus the number of questionnaires that were subjected to statistical processing was 45. Table 01 shows the characteristics of the sample of the study

Table 01 : characteristics of the study sample

variables	items	frequency	percentage
gender	male	30	66.7
	female	15	33.3

The impact of advertising on the tourism consumer behavior (a field study)

	Total	45	100
age	Less than 20 years old	0	0
	From 20 to less than 30 years old	4	8.9
	From 30 to less than 40 years old	32	71.1
	From 40 to 50 years old	9	20.0
	More than 50 years old	0	0
	Total	45	100
Educational level	Less than medium	0	0
	medium	0	0
	secondary	2	4.4
	universal	19	42.2
	postgraduate	24	53.3
	Total	45	100
Marital status	single	8	17.8
	married	35	77.8
	other	2	4.4
	Total	45	100
occupation	employee	34	75.6
	student	4	8.9
	High office	4	8.9
	unemployed	3	6.7
	Total	45	100
income	Less than 20.000 DA	5	11.1
	From 20.000 to less than 40.000 DA	19	42.2
	From 40.000 to 60.000 DA	6	13.3
	More than 60.000 DA	15	33.3
	Total	45	100

Source : Prepared by researchers based on outputs of spss.

The above table shows that the sex of the sampled respondents were (30) males by percentage estimated at 66.7 percent, and (45) females

by percentage estimated at 33.3 percent , this implies that the majority of tourists were males. Also the table indicates that the majority of respondents were in the age group from 30 to less than 40 years old (32) by percentage estimated at 71.1 percent, followed by the group from 40 to 50 years old (09) by percentage estimated at 20 percent. On the educational level the majority of the respondent were those with the a postgraduate(24) by percentage estimated at 53.3 followed by those with university degree (19) by percentage estimated at 42.2 percent. As for marital status, most of the respondents were married (35) by percentage estimated at 77.8 percent . the table indicte that the majority of respondent were employees (34)by percentage estimated at 75.6 percent , followed by the student and those have high office (4) By a percentage equal to 8.9 percent. Concerning the income the majority of the respondents had an average income divided between a category of 20,000 to less than 40,000 DA and a category of more than 60,000 DA by (19) and (15) respectively by percentages equal to 42.2 percent and 33.3 percent .

Analysis of the study : The below table shows a strong positive and significant correlation among advertising with the various dimensions of the dependent variable represented in the tourism consumer behavior which are : dicision purchase ($r=0.578$), satisfaction($r=0.577$), trust and loyalty ($r=0.585$) As for the correlation between advertising and between these dimensions combined, which represent tourism consumer behavior, it is equal to $r=0.816$. based on this analysis advertising is related to tourism consumer behavior .

Table02 : Correlation among advertising and dimensions of tourism consumer behavior

	Dicision purshase	satisfaction	Trust and loyalty	total
Advertising: Pearson	0.578	0.577	0.585	0.658
Correlation sig	0.00	0.00	0.00	0.00

Correlation is significant at the 0.01 level (2-tailed).**

The impact of advertising on the tourism consumer behavior (a field study)

Source : Prepared by researchers based on outputs of spss.

Hypothesis testing : In order to test the study hypothesis, multiple regression analysis was conducted between advertising and different dimensions of the dependent variable which are decision purchase, satisfaction and trust loyalty

Hypothesis 01 : There isn't any statistically significant relationship at the significance level 5% between the advertising and the decision purchase of tourist.

In order to test this hypothesis the researchers conducted a regression analysis between advertising and purchase decision, the results of this analysis are Shown in the following table:

Table 03 : Results of testing the first hypothesis

model	R	R square	F	SIG	Beta	t	SIG
01	0.578	0.344	21.591	0.00	0.736	4.647	0.00

a : dependent variable : decision purchase

b :independent variable : advertising

Source : Prepared by researchers based on outputs of spss.

The beta value (0.736) shows that 1 unit increase in the value of advertising would result in 73.6 % increase in decision purchase of tourist, this means that advertising is a function of decision purchase, advertising shows statistically significant in explaining decision purchase of tourist while the t statistics of advertising also accounted for significant positive variation in decision purchase (t=4.647) resultantly null hypothesis is rejected and alternative hypothesis is accepted, meaning : there is a statistically significant relationship at the significance level 5% between the advertising and the decision purchase of tourist.

Hypothesis 02 : There isn't any statistically significant relationship at the significance level 5% between the advertising and the satisfaction of tourist.

In order to test this hypothesis the researchers conducted a regression analysis between advertising and satisfaction, the results of this analysis are Shown in the following table:

Table 04 : Results of testing the second hypothesis

model	R	R square	F	SIG	Beta	t	SIG
01	0.577	0.333	21.469	0.00	0.412	4.633	0.00

a : dependent variable : satisfaction

b :independent variable : advertising

Source : Prepared by researchers based on outputs of spss.

The beta value (0.412) shows that 1 unit increase in the value of advertising would result in 41.2% increase in satisfaction of tourist, this means that advertising is a function of satisfaction, advertising shows statistically significant in explaining satisfaction of tourist while the t statistics of advertising also accounted for significant positive variation in satisfaction(t=4.633) resultantly null hypothesis is rejected and alternative hypothesis is accepted, meaning : there is a statistically significant relationship at the significance level 5% between the advertising and the satisfaction of tourist

Hypothesis 03 : There isn't any statistically significant relationship at the significance level 5% between the advertising and the trust and loyalty of tourist. In order to test this hypothesis the researchers conducted a regression analysis between advertising and trust and loyalty, the results of this analysis are Shown in the following table:

Table 05 : Results of testing the third hypothesis

model	R	R square	F	SIG	Beta	t	SIG
01	0.585	0.343	22.401	0.00	0.479	4.733	0.00

a : dependent variable : trust and loyalty

b :independent variable : advertising

Source : Prepared by researchers based on outputs of spss.

The beta value (0.479) shows that 1 unit increase in the value of advertising would result in 47.9% increase in trust and loyalty of tourist, this means that advertising is a function of trust and loyalty , advertising shows statistically significant in explaining trust and loyalty of tourist while the t statistics of advertising also accounted for significant positive variation in trust and loyalty (t=4.733) resultantly null

The impact of advertising on the tourism consumer behavior (a field study)

hypothesis is rejected and alternative hypothesis is accepted, meaning : there is a statistically significant relationship at the significance level 5% between the advertising and the trust and loyalty of tourist.

Discussion and conclusion : The result of this study showed that the advertising effect significantly the different dimensions of tourism consumer behavior represented in decision purchase, satisfaction and trust and loyalty, The results of this field study provide tenable evidence that advertising is closely associated with tourism consumer behavior. As tourism is increasingly becoming an important sector in the world economy, it can be clear that findings of this study have significant policy and managerial implications for tourism companies. These are fundamental in attracting Attention of tourists, increasing satisfaction, and enhancing destination loyalty and trust of tourists

Recommendation based on research findings : In light of the results mentioned above, the researchers in the current study suggested several recommendations. These recommendations should contribute to enhancing tourism awareness among people, especially with regard to tourism advertising, These recommendations are the following :

1. We recommend that efforts be directed more towards advertising because it affects a large segment of the target community
2. We recommend the use of advertisements that stimulate the impact of tourism consumer behavior and that enable them to obtain the largest amount of information about tourist destinations.
3. Launching large-scale advertising campaigns through social media sites such as: Facebook, Twitter, And sites
4. Cooperating with Arab and foreign tourism agencies to expand advertising campaigns.
5. Launching convincing tourist advertisements programmed for tourist destinations.

References

almakhadmah, i. m. (2019). the role of the tourist mix in activating christian religious tourism in madaba governorate, gordan. african journal of hospitality, tourism and leisure , vol 8(3).

cohen, s. a., prayag, g., & moital, m. (2014). consumer behavior in tourism : concepts, influences and opportunities. current issues in tourism .

cristopher, h. j. (2004). marketing for tourism . england: pearson education .

hoyer, w. d., & macInnis, d. j. (2008). consumer behavior . usa: south western cengage learning .

hultman, m., skarmeas, d., oghazi, p., & beheshti, h. m. (2015). achieving tourist loyalty through destination personality, satisfaction, and identification . journal of business research .

kardes, f. k., cronley, m. l., & cline, t. w. (2011). consumer behavior. usa: south-western cengage learning .

kasapi, i., & koc, m. (2012, 12 01). changing tourism consumer behavior: the impacts on tourism demand in albania. creative and knowledge society , pp. 16-34.

khan, m. (2006). consumer behaviour and advertising management . new delhi: new age international(p) ltd.

kotler, p., bowem, j. t., makens, j. c., & baloglu, s. (2017). marketing for hospitality and tourism . england: pearson education limited.

magatef, s. g. (2015, july). the impactof tourism marketing mix elements on the satisfaction of inbound tourists to jordon . international journal of business and social science , pp. 47-48.

The impact of advertising on the tourism consumer behavior (a field study)

matos gracia ramos, p., santos, v., & nuno, a. (2014, july). consumer behaviour in tourism: a content analysis of relationship between involvement and emotions . journal of tourism research .

middleton, v. t., & clarck, j. (2001). marketing in travel and tourism. oxford: butterworth heineann.

nilanjian, r., dillip kumar, d., & kumar, r. (2018). tourism marketing a strategic approach. usa: apple academic press.

ronglin, x., & jianqiong, w. (2016). a study of tourist loyalty driving factors from employee satisfaction perspective. american journal of industrial and business management , vol 03 no12.

scott, M. (2009). marketing communications in tourism and hospitality . UK: elsevier.

taylor, s. a., & baker, t. l. (1994). an assesement of the relationship between service quality and customer satisfaction in the formation of consumers'purshase intention. journal of retailing , vol70 no02.

thomas fakana, s., & kumar, c. (2018). status of tourism marketing and promtion : gambella people's national regional state, gambela, south west ethiopia. african journal of hospitality, tourism and leisure , vol7.

williams, a. (2002). understanding the hospitality consumer. great britain: butterworth-heinemann.