



THE IMPACT OF INNOVATIVE SERVICE MARKETING ON TOURIST BEHAVIOR (A FIELD STUDY IN A GROUP OF TOURIST HOTELS IN BAGHDAD)

Mustafa Abdel Samad Khayoun

Al-Furat Al-Awsat Technical University / Technical Institute Najaf / Department of Tourism and Hotel Technology
mustafa.khayoun@atu.edu.iq

Article history:	Abstract:
<p>Received: 18th August 2023 Accepted: 18th September 2023 Published: 21st October 2023</p>	<p>The importance of the study lies in its collection of two variables: innovative service marketing, which is the social and administrative processes and activities through which tourists obtain the service they need and desire through the process of exchanging these services and values between them, and the tourist's behavior. Studying and understanding the tourist hotel is the main goal for its survival and growth. In the market, the problem of the study was formed by the presence of weakness in the hotel management regarding some concepts of the study variables and thus adopting them to create new services to influence the behavior and trends of tourists to attract them and increase their market share.</p> <p>To achieve the goal of the study, answering the questions, and testing the hypotheses, the researchers used the questionnaire as a tool and means of collecting data and information, which was distributed to a sample of (89) respondents, represented by (the hotel manager, department heads, divisional officials) for first-class and excellent hotels. The questionnaire was subjected to statistical tests.</p> <p>Through the study, the researchers reached several recommendations, the most important of which is attention to increasing the value of resources through optimal use. This is to implement its marketing programs, exploit opportunities, and avoid threats.</p>

Keywords: Marketing, Tourist, Baghdad.

METHODOLOGY

PROBLEM O THE STUDY

The tourism environment of first-class and excellent hotels that represent the study population is witnessing a significant renaissance in tourism, but it faces intense competition from other tourism sectors. Enhance the competitive position and increase the market share, it requires senior management to adopt unconventional marketing methods that affect the purchasing behavior of tourists and work to change His orientation towards adopting services that meet his needs and work to satisfy them. Accordingly, the problem of the study can be formulated through the following central question:

What is the impact of innovative service marketing on tourist behavior?

The following sub-questions branch out from it:

- 1- What is the level of importance of the study variables for the sample studied?
- 2- How strong is the relationship between the study variables?
- 3- Is there an effect of innovative service marketing on tourist behavior?

SIGNIFICANCE OF THE STUDY

The importance of the study lies in the following:

A - Assisting the senior management of the sample studied in finding formulas to influence tourists' behavior to adopt its service by providing an innovative marketing mix that contributes to meeting tourists' requirements and satisfies their needs.

B- It contributes to measuring and knowing the correlation between the study variables (innovative service marketing and tourist behavior).

T- It contributes to measuring and knowing the extent of the impact of innovative service marketing on tourist behavior.

AIM OF THE STUDY

The current study seeks to achieve the objectives that can be summarized as follows:

- 1- Presenting a scientific aspect of the study variables represented by (innovative service marketing and tourist behavior).
- 2- Knowing the level of interest of the researched sample in innovative service marketing and tourist behavior.
- 3- Identify the nature of the correlation between the two variables of the study.
- 4- Identify the natural extent of the effect of the independent variable/marketing the innovative service on the dependent variable/tourist behavior.

HYPOTHESIS OF THE STUDY

The study hypothesis is the impact hypothesis, as follows:

1. Innovative service marketing has a statistically significant effect on tourist purchasing behavior.
2. Innovative service marketing has no statistically significant effect on tourist purchasing behavior.

LIMITATION OF THE STUDY

First-class and premium hotels represent the population of the current study. A random sample was chosen due to the nature of the study, which requires a high level of understanding and assimilation of the questionnaire paragraphs, which were represented by (the hotel manager, department heads, and division officials). The number of questionnaires distributed reached (100) questionnaires, (11) questionnaires were excluded due to their invalidity, and (89) questionnaires were approved, which represented the study sample.

Innovative marketing concept

Marketing is "administrative and social processes through which individuals or groups can obtain the products they need and desire through the exchange of these goods and values among themselves" (Kotler, 2003:9). Many tourism organizations have sought to follow marketing methods through which they have achieved remarkable success. Instead of focusing on spending money and conducting marketing research at high costs, as well as applying innovative marketing in these tourism organizations to enhance their growth and reach large and pioneering organizations (Kotler et., 2005: 13-14), creative marketing is concerned with the activities and methods of marketing work and the procedures adopted by the tourist hotel and the use of equipment and machines that contribute to the creation of new products (goods - services), and also finding modern methods in providing services or distributing the tourist product in an automated way or creating Pricing methods that enhance value or innovate a form of marketing communication. All of these activities are considered innovative marketing. Therefore, any distinctive and unique work in marketing makes the hotel stand out and outperform its competitors in the market, which affects tourist behavior (Abdullah, 2006: 258.)

Innovative marketing is "a group of new methods, activities, and events to provide innovative goods and services that lead to an increase in market share" (Kashmoula, 2014: 173). He defined it (Raqiq: 2016:11) as "the process of developing marketing ideas and methods and creating new ideas and applying them in the marketing mix, whether for a commodity or service/tourism."

Marketing stages

The innovative marketing process goes through a set of stages, which are as follows (Al-Bakri, 2015: 226-227):

1- Generating ideas: It begins with searching for ideas related to products (goods - services), and this responsibility falls on the top management of the tourism organization to adopt these ideas and the markets that can absorb these ideas if they are transformed into products (Mualla and Tawfiq, 2008: 35).

2-Sifting (filtering) ideas: The tourist hotel will have many ideas at this stage, as ideas that do not fit with what the hotel aspires to are excluded, and the most realistic and appropriate ideas for the process of actual application of innovative marketing that is compatible with the hotel's capabilities, resources, and goals are tested (subtle, 2016: 16).

3-Business analysis: Analyze ideas, then the tourism hotel management decides to continue or stop depending on the financial calculations, the intensity of competition in the target market, and the expected potential profits before deciding to continue implementing the idea. During this stage or step, the relevant management develops and improves And developing tourism services (Al-Bakri, 2020: 242).

4- Developing the tourism service: The idea is transferred to initial implementation by estimating the extent of the crisis, the production processes to be implemented, and the resulting costs, where the concepts are transformed into tangible products, as there will be a specialized department in examining and testing the new service to ensure That what was produced was identical to what was planned (Suwaidan and Haddad, 2006: 244).

5- Product (service) testing: The success of marketing the product in the market depends on the results of testing the product, which may be a written descriptive model or in tangible physical form. This testing focuses on collecting a sample of customers (tourists) or choosing a specific market to know the customers' reactions. (Tourists) before marketing (Mualla and Tawfiq, 2008: 359).

6- Trading: It takes place after exhausting the product's production and marketing testing processes, preparing the marketing program, and making commercial agreements with (distributors and intermediaries) to deliver the tourist product to customers (tourists) according to what was planned in advance.

Dimensions of Innovative Marketing

Dimensions of innovative marketing, six sizes (Fillis & Rentschler, 2005), which are:

1. Developing marketing technology: Developments in the tastes of customers (tourists) require business organizations, including tourism organizations, to make efforts to confront them as providing services that meet the needs, desires, and requirements of the tourist and exceed his expectations does not only lead to his satisfaction; Rather, it leads to happiness, which is reflected in the success of these organizations, especially those that possess advanced technology and include a stock of knowledge-based resources (Sadiq, 2013: 137.)
2. Sustainable creativity refers to the ability to flow creative ideas and new technical processes that can be translated into products (goods and services) that can be adopted in target markets. Marketing plays a vital role, from identifying opportunities and generating concepts to technical support and increasing creativity through the hotel's financial and human resources (Morris et al., 2001: 13.)
3. Innovative visualization: It is considered an integral element for the success of marketing operations. It is an activity that reflects the extent of the possibility of creating imagination and visualization in the search for appropriate solutions because today's economy is innovative, and this is what economists, innovators, urbanists, and management theorists have looked at. Creative visualization has an increasing value that creates a focus on intellectual property and trademarks. Business and talent (Fillis & Rentschler, 2005: 19.)
4. Calculated risk: Adopting risky projects makes tourism organizations take into account rational, measurable risks and the extent of the ability to sense the marketing problem to determine its dimensions through which some opportunities are exploited that may not be compatible with the hotel's resources and objectives (Kurgun et al., 2011:350.)
5. Increasing the value of resources: Increasing the value of resources is an essential condition for organizations because it positively impacts the development and effectiveness of these organizations in general. In their work, effective and active tourism organizations try to increase their material, financial, and intellectual capabilities, implement marketing programs, exploit opportunities, and avoid threats by using these. Resources, (Nouri and Al-Dulaimi, 2018: 139-140) and (Kurgun et al, 2011: 349.)
6. Creating value for the customer (the tourist): Simple tourism organizations place senior management at the top of their organizational pyramid, followed by middle management. Individual workers and customers (tourists) are at the bottom of the corporate pyramid. Tourism organizations that follow innovative marketing methods place the tourist at the top of the pyramid and senior management at the top. The end of the organizational pyramid, that is, reverses the corporate pyramid of traditional organizations, and this makes the customers (tourists) the ones who impose their needs and desires on the hotel (Kotler, 2006: 140).

Tourist behavior

The concept of tourist behavior

Behavior, in general, is (Al-Khatib, 2019: 15) "any action taken by a person (male/female), whether it is an action that can be observed or measured, such as motor activity, or an unobservable activity, such as thinking and remembering, and it is expressed through his relationships with those around him." As for the tourist behavior, it is The actions of tourists and tourist groups seek to achieve a specific goal to satisfy their desires and needs for tourism goods or services (Gerald and Baron, 2009: 26). (Azzam and others, 2015: 128) defined it as "the actions that result from a tourist as a result of his exposure to internal or external stimuli to obtain a specific product (good - service) that satisfies his needs and desires." "He is the individual (tourist) who purchases the product (good/service) to satisfy his material or psychological needs for himself or his family members" (Armstrong & Kotler, 2018:18).

Factors affecting the purchasing behavior of the consumer (tourist)

1- Cultural factors: These factors are as follows:

A- General culture: It is "human concepts, basic values, models of perception, needs, and behavioral patterns that society forms so that they are transmitted from generation to generation as controls for human behavior" (Azzam et al., 2015: 137).

B- Subculture: Part of the general culture, as its members share cultural values, beliefs, and purchasing behavior patterns. Subculture includes nationalities, religions, races, sects, and geographical regions, and these cultures impact marketing activities (Lindquist & Sirgy, 2003: 426).

C- Social class: It shares several elements, such as income, job level, education, wealth, and the housing unit in the region. These elements vary in importance from time to time and from society to society. There are three elements over which the community members are spread, namely (the lower and middle classes). , the upper class), (Al-Mansour, 2006: 119).

2-Social factors: These factors are as follows:

A- Reference groups: They are groups that have a direct, immediate, or indirect influence on people's behavior, such as family, friends, work groups, neighbors, unions, associations, and federations. These groups do not belong to people (tourists). Still, they have a specific influence on Their behavior, especially those in the youth stage who are influenced by certain personalities, such as a famous athlete or a religious chanter. There are also groups that the individual (the tourist) tries to avoid because he rejects their values and behavior and does not want to join them, and they are called hostile/harmful groups (Al-Bakri, 2020: 148).

B- The family: Family members influence the purchasing behavior of the individual (the tourist), so the family must be the focus of attention of marketing people (Ghoneim, 2006: 161).

C- Roles and status: The individual belongs to several groups, such as (family, clubs, and organizations), and the position of this person indicates the role and status assigned to him in these groups. A specific rate is formulated for each part that reflects the general value that society gives to him. Individuals usually choose (Tourists) services showing their community status (Al-Rubaiewi, 2015: 122).

3- Personal factors: The tourist's purchasing decision is affected by a group of personal characteristics that can be summarized as follows:

A- Age and the life cycle: An individual's (tourist's) purchases of goods or services change during the stages of his life. Individuals' tastes and needs for the clothes, foods, furniture, and other products they buy, the place they buy from, and the income allocated to spending on these purchases are all factors. They relate to the individual's age (Kotler et al., 2010: 157).

B- The economic situation: The marketer looks with great interest at the financial situation prevailing in the market and among the targeted individuals (tourists). Because this will enable them, to a large extent, to indicate the quality of the goods or services they provide (Al-Bakri, 2020: 187).

C- Lifestyles: It describes and depicts the characteristics of tourists' daily lives and all their interactions with their surrounding environment to give a complete picture of the method and quality of their interaction with the reality around them. Lifestyle can be expressed through activities related to the basic dimensions of (work, hobbies, entertainment). and marketing) and their interests represented by (home, family, job, fashion, and food), and opinions expressed by (tourists' opinion of themselves, social and political issues, education, culture, and the future), and lifestyle allows setting a general description of the individual's activity and his mutual relations with the outside world (Azzam et al., 2015: 141).

D- Personality: Tourism organizations are interested in identifying a person's personality, such as the aptitudes, characteristics, and motivations that guide his behavior in various social situations (Al-Faramawy, 2001: 63).

4- Psychological factors: They are as follows:

A- Motives: The driving force within a person and the energy present in individuals that urges them toward a specific behavior in a particular direction to achieve a specific goal (Gilbert 2004: 201).

B- Perception: The processes through which the tourist chooses to organize and interpret the information he is exposed to form a meaningful picture of the world surrounding him or discover stimuli using the five senses, and plays a significant role in the process of adopting the purchase decision to determine the available alternatives (Azzam et al., 2015: 144).

C- Learning: Either it is direct and comes as a result of plain dealing with a specific tourist office or tour guide. If his experience is positive with this office, he will learn what will benefit him in future transactions with this office and which will bring him satisfaction and fulfillment. This experience will also form a positive attitude in him. To repeat the purchase process if needed, and vice versa. As for indirect learning comes from: marketing offers, such as introductory advertising, which deepens one's awareness, or from others, such as family, friends, and co-workers, who convey their consumer experiences, whether direct (Meek and Meek, 2008: 200).

D- Beliefs and attitudes: Beliefs are essential in making the purchasing decision taken by the tourist, as forming trends or attitudes is of great importance to the marketing management in tourist hotels because a comprehensive understanding of how to control trends or perspectives may lead to the inability of strategy makers to Marketing and its implementers analyze the attitudes of target tourists and their behavior patterns to develop an appropriate strategy that enhances tourists' behaviors towards the various brands of the product or service provided (Obeidat, 2006: 217).

Stages of Tourist Purchasing Behavior

The stages of purchasing behavior of the consumer (tourists) go through three steps: (before purchase, during purchase, and after purchase) (Al-Anazi and Al-Taie, 2010: 291).

1- Pre-purchase stage: This stage consists of the following:

A- Realizing the problem (need): When there is a need or desire that drives the individual (tourist) to a tourist activity to satisfy it, it may be a physiological need such as (feeling hungry or thirsty), or it may be the result of external influences (a social need such as the individual's need for praise and social acceptance). It may be a moral need, such as (getting appreciation), or it may be affected by elements of the promotional mix, such as advertising the product (service) through an attractive offer or seeing a new product.

B- Searching for information: The tourist begins searching for information related to that tourist product to decide based on it to make a purchase decision (Al-Bakri, 2020: 194).

C- Evaluation of alternatives: After collecting and containing information about tourism programs, he moves on to evaluate them and determine their attractiveness to choose the best option that satisfies his needs and desires in terms of the characteristics of the service, its quality, price, and the brand of the hotel and travel agency from which he buys the service.

2- Stage during the purchase: After the process of evaluating the alternatives is completed, factors appear that mediate between the intention to buy and the actual purchase, represented by the attitudes and impressions of others who influence the tourist's purchasing decision, such as friends and family, and economic factors related to the available income and the price of the tourist service. Situational factors that affect the tourist service also appear. The nature of decision-making in the purchasing stage, such as the lack of time and the lack of available information about

the service, and after the tourist service is chosen, the tourist reaches his final decision to purchase the tourist service (Claud, 2001: 136).

3- Post-purchase stage: Post-purchase behavior expresses the tourist's reaction after purchasing a specific tourist service, and it impacts his behavior when he needs the same service in future phases. It gives an impression of his satisfaction or dissatisfaction with the previous service he obtained, which is reflected in the frequency of purchases (Khan, 2006: 29).

Demographic information analysis

Table 4: Results of the descriptive analysis of demographic information

percentage	Number	Category	Theme
89.89%	80	Male	Gender
10.11%	9	Female	
100%	89	Total	
44.94%	40	Under 35 years old	Age
31.46%	28	From 35 years to less than 45 years	
14.61%	13	From 45 years to less than 55 years	
8.99%	8	From 55 years and over	
	89	Total	
22.47%	20	Single	Marital Status
77.53%	69	Marriage	
	89	Total	
6.74%	6	Ph.D.	Educational qualification
8.99%	8	M.A.	
1.12%	1	High Diploma	
55.06%	49	B.A.	
28.09%	25	Under Diploma	
100%	89	Total	

The source was prepared by the researcher according to the sample studied

1. Gender: The percentage of males among the respondents was the most significant (89.89%), but the percentage of females among the total sample was (10.11%). As shown in Table No. (4).
2. Age group: The age group (less than 40 years) constituted the highest percentage among the respondents, reaching (44.94%), while the percentage of those aged (55 and above) represented the lowest percentage among the sample members, at (8.99%). As shown in Table No. (4).
3. Marital status: The percentage of married people among the sample was the highest recorded (77.53%), which confirms that most of the respondents are emotionally stable, compared to single people, whose percentage constituted (22.47%). As shown in Table No. (4).
4. Academic qualification: The percentage of those holding a bachelor's degree in the research sample was the highest, reaching (55.06%), while the percentage of those with higher degrees was a doctorate, a master's degree, and a higher diploma (6.74% + 8.99% + 1.12% = 16.85%), which is not a tiny percentage. Confirms possession of the upper threshold for advanced scientific competencies. As shown in Table No. (4).

Table (5): Results of the descriptive analysis of job information

percentage	Number	Category	Theme
21.35%	24	Less than 5 years	Number of years of service
38.20%	34	From 5 years to less than 9 years	
16.85%	17	From 9 years to less than 15 years	
8.99%	10	From 15 years to less than 20 years	
14.61%	13	From 20 years and over	
100%	89	Total	
0%	0	Not participating in a course	Training courses in

53.93%	48	One to four courses	the field of specialization inside Iraq
26.97%	24	Five to eight courses	
5.618%	5	From nine cycles to twelve cycles	
13.48%	12	More than a dozen courses	
100%	89	Total	
48.31%	43	Not participating in a course	Training courses in the field of specialization outside Iraq
47.19%	42	One to four courses	
4.49%	4	Five to eight courses	
0%	0	From nine cycles to twelve cycles	
0%	0	More than a dozen courses	
100%	89	Total	

Source prepared by the researcher according to the sample studied

1. Number of years of service: The percentage of employees whose period of service was from (5-10) represents a significant percentage among the respondents, as their percentage reached (38.20%), followed by the percentage of employees whose period of service was less than five years, at (21.35%), while it was The percentage of years of service, from fifteen years to less than twenty years, was the lowest among respondents at (8.99%), which indicates that the upper threshold has employees who have quite a bit of job experience to answer the study questionnaire realistically. As shown in Table No. (5).

2. Specialized training courses inside Iraq: The percentage of employees who participated in one to four courses constituted the most significant percentage among respondents, as their percentage reached (53.93%), while the percentage of those who participated in nine to twelve courses constituted the lowest percentage among participants in training courses, with a percentage of (5.62%). The table also confirms that all employees of the Holy Shrine participated in specialized courses inside Iraq, which confirms that the administration of the Holy Shrine is interested in enrolling its employees in specialized training courses to keep pace with the latest developments in their field of work. As shown in Table No. (5).

3. Specialized training courses outside Iraq: The percentage of employees who did not participate in specialized training courses outside Iraq constitutes the most significant percentage among the respondents, as their percentage reached (53.93%), which indicates that more than half of the employees did not participate in specialized courses outside Iraq, while the percentage of those who The lowest percentage among the sample members participated in five to eight courses (4.49%). As shown in Table No. (5).

Analysis of the impact of innovative service marketing on tourist behavior

At this point in the analysis, the researcher seeks to verify the direct effects reflected in the hypothesis presented in the study methodology by using a simple linear regression analysis method to measure the impact of one independent variable on a single respondent (dependent) variable. The researcher employs the Multiple linear regression analysis method to demonstrate the significance of the effects of the separate dimensions combined on the dependent variable. In both ways, the researcher uses the test (F-TEST) to indicate the importance of the effect. When the P-value is less than or equal to 0.05, the hypothesis of the impact is accepted. Vice versa, especially since the value of the regression coefficient (β) (the marginal slope) In the linear regression model indicates the amount of change in the responsive variable if the value of the independent variable increases by (1). The constant term in the linear regression model (Constant) indicates the estimated value of the responsive dependent variable if the value of the independent variable is equal to zero, while the coefficient of determination documents The %R2 (Coefficient Of Determination) model explains what the independent variable or independent dimension explains with its value = %R2 of the changes that occur in the dependent variable, as in the following table:

Table (6): Hypothesis testing data

Percentage of the number of significant influence relationships	Tourist behavior	Pre-purchase stage	The scale	Subordinate The Independent	
100%	48.5%	50.9%	R ² %	Marketing technology	ons of the independent
	81.791	90.34	F – test		
	0	0	P-Value		

				gy update	
100%	33.2%	41.2%	R ² %	creativity Sustainable	
	43.262	61.03	F – test		
	0	0	P-Value		
100%	36.8%	43.7%	R ² %	Innovative visualization	
	50.638	67.504	F – test		
	0	0	P-Value		
100%	41.5%	52%	R ² %	Calculated risk	
	61.700	94.184	F – test		
	0	0	P-Value		
100%	35.3%	41.1%	R ² %	Increase the value of resources	
	47.433	60.941	F – test		
	0	0	P-Value		
100%	34.2%	40.3%	R ² %	Creating value for the tourist	
	45.232	58.743	F – test		
	0	0	P-Value		
	6	6	Number of significant influence relationships	Moral influence relationships	
	100%	100%	Percentage of the number of significant influence relationships		

Source: Prepared by the researcher according to the results of the SPSS V25 program

The results of testing the impact hypotheses were as follows.

1. The effect of marketing technology modernization on tourist behavior: The results of Table (7) document an effect model for the independent dimension (marketing technology modernization) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the calculated F value is (81.791).) was more significant than its tabular value (4.0012) and with a coefficient of determination of (48.5%), indicating that the independent dimension of modernizing marketing technology explains what its value is equal to the coefficient of conclusion of the changes that occur in tourist behavior with the administration at the upper threshold. These results confirm the acceptance of the secondary hypothesis (there is a statistically significant effect of modernizing marketing technology on tourist behavior). Table (6) also ensures that the independent dimension, updating marketing technology, recorded the highest influence on the dependent extent, the pre-purchase stage, at (50.9%), compared to the lowest percentage of force recorded by the independent dimension, modernizing marketing technology, with the dependent extent, during the purchase stage, at (39.1%).

2. The effect of sustainable creativity on tourist behavior: The results of Table (6) document an effect model for the independent dimension (sustainable creativity) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the calculated F value was (43.262). It is more significant than its tabular value (4.0012). It has a coefficient of determination of (33.2%), indicating that the independent dimension of sustainable creativity explains what its value is equal to the coefficient of the conclusion of the changes that occur in tourist behavior according to the administration at the upper threshold. These results confirm the acceptance of the second secondary hypothesis (there is a statistically significant effect of sustainable creativity on tourist behavior). Table (6) also ensures that the independent dimension, sustainable innovation, recorded the highest influence on the dependent extent, the pre-purchase stage, at (41.2%), compared to the lowest percentage of force recorded by the independent dimension, sustainable innovation, with the dependent size, the post-purchase stage, at (18.3%).

3. The effect of innovative perception on tourist behavior: The results of Table (6) document an effect model for the independent dimension (creative perception) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the calculated F value was (50.638). It is more significant than its tabular value (4.0012). It has a coefficient of determination of (36.8%), indicating that the independent dimension of innovative perception explains what its value is equal to the coefficient of the conclusion of the changes that occur in tourist behavior with the administration at the upper threshold. These results confirm the acceptance of the secondary hypothesis (there is a significant, statistically significant effect of the innovative concept on tourist behavior). Table (6) also confirms that

the independent dimension of the inventive concept recorded the highest impact on the dependent extent, the pre-purchase stage, with a rate of (43.7%) compared to the lowest percentage of effect recorded. The independent dimension, innovative vision, and the dependent dimension are a stage during purchasing, at a rate of (22.5%).

4. The effect of calculated risk on tourist behavior: The results of Table (6) document an effect model for the independent dimension (calculated risk) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the estimated F value was (61.700) It is more significant than its tabular value (4.0012) and with a coefficient of determination of (41.5%) to indicate that the independent dimension of the calculated risk explains what its weight equals to the coefficient of the conclusion of the changes that occur in tourist behavior according to the administration at the upper threshold. These results confirm the acceptance of the secondary hypothesis (there is a statistically significant effect of calculated risk on tourist behavior). Table (6) also ensures that the independent dimension, calculated risk, recorded the highest impact on the dependent extent, the pre-purchase stage, at (52%), compared to the lowest percentage of effects recorded by the independent dimension, calculated risk, with the dependent extent, during the purchase phase, at (25.9%).

5. The effect of increasing the value of resources on tourist behavior: The results of Table (6) document an effect model for the independent dimension (increasing the value of resources) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the calculated F value is (47.433).) was more significant than its tabular value (4.0012) and with a coefficient of determination of (35.3%), indicating that the independent dimension of increasing the value of resources explains an amount equal to the coefficient of the conclusion of the changes that occur in tourist behavior with the administration at the upper threshold. These results confirm the acceptance of the secondary hypothesis (there is a statistically significant effect of increasing the value of resources on tourist behavior). Table (6) also confirms that the independent dimension, increasing the value of resources, recorded the highest effect on the dependent extent, the pre-purchase stage, at (41.1%), compared to the lowest percentage of development recorded by the independent dimension, increasing the value of resources, with the dependent extent, during the purchase stage, at (25.3%).

6. The effect of creating value for tourists on tourist behavior: The results of Table (6) document an effect model for the independent dimension (creating value for tourists) on (tourist behavior) with a significance level of (0.00), which is smaller than (0.05), especially since the calculated F value is (45.232).) was more significant than its tabular value (4.0012) and with a coefficient of determination of (34.2%) to indicate that the independent dimension of creating value for the tourist explains what its value is equal to the coefficient of conclusion of the changes that occur in the behavior of the tourist with the administration at the upper threshold. These results confirm the acceptance of the secondary hypothesis (there is a statistically significant effect of creating value for tourists on tourist behavior). Table (6) also ensures that the independent dimension, creating value for the tourist, recorded the highest influence on the dependent extent, the pre-purchase stage, at (40.3%), compared to the lowest percentage of force recorded by the independent dimension, creating value for the tourist, with the dependent extent, the post-purchase stage, at (21.1%).

CONCLUSIONS

The researchers reached a set of conclusions according to the results obtained in the applied aspect of the study, which were as follows:

1. care by the hotel management to involve its employees in specialized training courses at the internal and external levels, and this is reflected in increasing and developing their capabilities and skills, which achieves a state of satisfaction for them and thus creates value for the targeted tourists.
2. The processes related to modernizing marketing technology are reflected at the threshold through its focus on keeping pace with modern technological developments in the design and provision of its tourism services to keep pace with the changes that occur in the tastes of tourists.
3. There is a convergence in the opinions of the surveyed sample regarding the stages of tourist behavior, which confirms the interest of the threshold administration in all phases of tourist behavior, which is represented by providing all the information that the tourist needs and providing payment facilities on credit, as well as granting discounts that lead to achieving the purchase process and then gaining the satisfaction of tourists.
4. The importance of knowing tourist behavior during the post-purchase stage at the threshold is reflected, which indicates the keenness of the threshold management to achieve satisfaction for tourists and build long-term relationships with them, which makes them an influential factor in attracting new tourists to purchase its services.
5. The innovative marketing variable clearly impacted tourist behavior in all its dimensions. The highest influential power was for the marketing technology modernization dimension, while the least significant power was for the sustainable creativity dimension. This indicates that threshold management pays attention to all sizes of innovative marketing differently to influence tourist behavior. And through all its stages in a way that enhances the achievement of its goals by achieving his satisfaction and gaining his loyalty.

RECOMMENDATIONS

Light of the conclusions reached according to the practical aspect helped the researcher to develop recommendations that concern the senior administrations at the two holy shrines, as follows:

- 1- Increasing the Ataba administration's interest in involving its employees in specialized training courses in marketing and holding technical conferences and meetings to develop their creative abilities and skills.
- 2- Increased interest in exploiting and seizing available opportunities enables Ataba management to excel in performing its work and expanding its markets at the local and international levels.
- 3- Develop a specialized program for senior management at Ataba to increase their capabilities and enable them to see several alternative courses of action that contribute to developing marketing strategies that work to achieve their goals.
- 4- Interest in increasing the value of resources through optimal use; This is to implement its marketing programs, exploit opportunities, and avoid threats.
- 5- Increase the focus on modernizing marketing technology to meet the needs and requirements of tourists by adopting advanced technological systems in addition to developing its specialized human capabilities or by seeking expertise from outside the hotel.
- 6- Increasing attention to all stages of tourist behavior to achieve the exchange process and thus gain the tourist's satisfaction to repeat the purchase process.
- 7- Increase interest in knowing tourists' opinions about the services provided by conducting questionnaires or interviews, which are considered feedback to determine whether the services offered were accepted so that adjustments can be made to the marketing mix elements if necessary.
- 8- Increasing the organizational culture of employees regarding the importance of joint work and integration between parts of the system as an essential basis for achieving goals by holding dialogues and seminars that reinforce this concept.
- 9- Excessive interest in supporting and assisting workers in delivering creative ideas that contribute to the design and development of new and advanced services or improving current services to meet the needs and desires of targeted tourists by granting material rewards and moral incentives.
- 10- Increase the interest of the Ataba Marketing Department in identifying the needs and wishes that tourists are looking for and providing them with the necessary information to develop the appropriate tourism program that meets those needs and desires by using various means of communication and conducting marketing research.

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