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The effect of Sustainable tourism marketing on brand building: An exploratory study for the Iraqi Airways company

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Abstract---Tourism organizations need to adapt marketing innovation in organizing their affairs and following up on their employees, not neglecting the role of guidance and counseling, and enjoying certain characteristics and policies. Therefore, this study explores the impact of sustainable tourism marketing on brand building. It basically identifies the extent of the impact of sustainable tourism marketing on the culture of the tourism organization, The study adopted the questionnaire as a measurement tool to measure the perceptions of 80 leaders in Iraqi airline (chairman, members of the board of directors, managing director, and heads of departments) in International Airport in Baghdad. A number of nonparametric statistical methods were used to analyze using SPSS. The study found that the deportation of sustainable tourism marketing and innovative marketing values had influential relations with the culture of the tourism organization. It is also found that market segmentation variable with its dimensions has received high but varying levels of importance. Likely, social responsibility had a high level of importance; it represented a tool for coordinating marketing efforts that work at multiple and diverse levels to do business. Finally, there is a noticeable impact of sustainable tourism marketing on brand building in the Iraqi airline company in Baghdad. It is recommended that making the most use of the impactful relationship of sustainable tourism marketing in building the brand of the Iraqi airline company in Baghdad to become a distinctive mark and which is demanded in the local and international markets.

Keywords---sustainable tourism marketing, innovative marketing, Airways company.

Introduction

The significant deterioration of the Iraqi tourism sector as a result of the successive crises that the country witnessed, such as wars, and the imposition of sanctions represented in the European air blockade on Iraqi airlines in all its military, tourist, and even commercial aviation, has led to a significant decline in all activities, especially tourism activities. Therefore, there must be serious endeavor to dismantle the air urbanization on the Iraqi airlines and developing and revitalize the tourism sector again. Such development can happen by restoring the previous mental image of Iraq as one of the tourist destinations that remained distinctive until the beginning of the first Gulf War. Given the importance of the role played by the dimensions of tourism marketing and the importance of the brand and its specifications and its impact on the culture of the tourism organization, the problem of this study is crystallized by raising a set of questions as follows:

- What is the cultural impact of sustainable tourism marketing on the impact on the Iraqi airline organization?
- What is the extent of workers' awareness of the dimensions of sustainable tourism marketing for n their field of work, and its impact on brand building, how does it contribute to achieving the culture of the tourism organization among the sample of the study?
- To what extent are the participants' aware of the sustainable tourism marketing in the tourism and hotel organizations ?

Research importance

- Interrogating the origin of sustainable tourism marketing, which is characterized by the foundations, characteristics and adapted elements.
- This study represents an important attempt to diagnose the areas of superiority of the study variables in order to benefit from them in the field administration.
- The importance of this study is enabled by its attempt to elicit knowledge and apply it. It also enhances the ability of administrative leadership of the Iraqi airline in question to deal with sustainable tourism marketing in order to develop the organization administration.

Research objectives

- Diagnosing the possibilities, qualifications and capabilities of the administrative leaders in sustainable tourism marketing in the Iraqi airline organization to increase its work effectiveness.
- Determining the goals and a clear and achievable future vision that can be measured to reach a certain level of productivity and creativity for tourism organizations.
- Preparing proposals and development plans through providing updated information deduced from the theoretical study of the investigated variables for improving the Iraqi airline tourism company.

Research hypothetical scheme

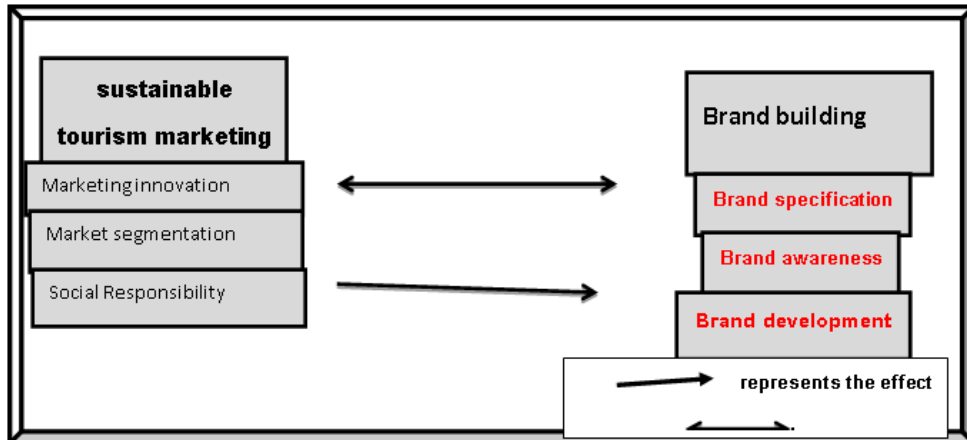


Figure 1. Research hypothetical scheme

Research hypotheses

The first main hypothesis. There is a significant statistically significant correlation between sustainable tourism marketing and brand building. Four secondary hypotheses emerge as follows:

- There is a statistically significant correlation between marketing innovation and brand building.
- There is a statistically significant correlation between market segmentation and brand building.
- There is a statistically significant correlation between tourism marketing and brand building.
- There is a statistically significant correlation between social responsibility and brand building.

Literature review

Sustainable tourism marketing

Sustainable marketing appeared in the late 1990s and the early 21st century. It constructs the beginning of a new era in value-oriented marketing, as a more challenging approach to meeting the needs of consumers and other stakeholders in a sustainable way. Further, it addresses the social and environmental costs of production and consumption. Thus, it creates development and sustainable economy (Peattie, 2001). Sustainable marketing is a new trend that focuses on satisfying the needs of customers and other stakeholders. It provides the best values, and take into account the long-run interests of society and the environment. Sustainable marketing requires the redevelopment of variables that make up the traditional marketing mix (Cătoiu et al, 2010). Yahyaoui (2017) defined it as all the efforts and organized activities that were carried out in a deliberate harmony by all tourism service providers with its various elements. They aim to satisfy the tastes of recipients or those are interested in all forms of tourism. While Ahmed (2017) and Khair El-Din and Amrawi (2018) stated that

sustainable tourism marketing is a joint activity practiced by various public and private official tourism bodies and authorities in the long term.

Dimensions of sustainable marketing

Marketing innovation

Marketing innovation is one of the modern marketing techniques that develop and create innovative ideas, and compare among them. In addition, marketing innovation helps build a strong and distinctive message about the role and objectives of the company, and contributes to identifying the capabilities and skills of its employees and preparing creative human resources. Marketing innovation is closely related to mental abilities and innovative thinking of individuals that enable them to produce creative ideas, work in creative ways and methods, and solve problems in a creative and distinct manner. Marketing innovation urges companies to invest creative energies in them, support it, and gives them the space to practice their new ideas, and provide them with the appropriate climate. There is no doubt that companies seek to raise the level of their performance, expand their activities, and constantly seek to obtain a large market share. Marketing innovation is one of the methods that help in achieving the market share which contributes to solve many of the problems they face (Zeng et al, 2015). Marketing innovation is one of the modern marketing techniques that depend on mental abilities to create new ideas, work in a creative way, or adopt an innovative marketing technique (Ehret & Galanakist, 2014).

Ammar and Fawzy (2011) stated that market innovation is the technique or method used to find creative ideas. It helps companies increase their ability and efficiency to reach certain goals, and maximizing their profits by increasing their sales, expanding their activities, and obtaining the largest market share through achieving their marketing success. Furthermore, Ehret and Galanakis (2014) added that market innovation is the creation of new, unfamiliar and applicable ideas in pursuing marketing practices in the product, pricing, promotion and distribution. It is the adoption of modern management methods that enhance innovation.

Market segmentation

Market segmentation is the procedure applied for dividing the total market into groups of customers or individuals who have similar needs and benefits from the same product. Therefore, they necessarily were classified and fragmented into homogeneous groups or within certain determinants that enable access to them, study and deal with them in an active manner (Schlager & Christen, 2022). Market segmentation deals on the basis of lifestyle of the individuals rather than products. It classifies them within different types of lifestyles, each of them has a unique lifestyle that depends on their activities, interests and opinions. Consumers' interest in different products is greatly influenced by their lifestyles. In fact, the goods they consume express their lifestyles, and therefore you find marketers of different products such as cosmetics, alcohol, and furniture segmenting their markets using the lifestyle (Awad, 1994).

Social responsibility

Due to the problems and harmful actions caused by some companies when practicing their activities, societies in many countries have paid attention to many social and ethical issues. Therefore, business companies have increased their spending on social and ethical activities. Business companies have also increased their spending on various social activities after these companies received severe criticism due to their increasing attention on maximizing profits and not taking into account the society and the environment in which they operate (Jaradat & Hamam, 2013). Thus, marketing is directed to pay attention to the societal problems and work to reduce the effects of problems occurring in society, especially with regard to achieving quality of life, providing the best product, facing unemployment, consumer discontent and grumbling, etc. Companies obtain considering social responsibility as the main criterion on their performance. Accordingly, social responsibility becomes apparent in large companies working in the marketing field more clearly than in small companies, as a natural reflection of the size of their wide impact on society and through the company response to the society diverse needs and desires (Al-Tamimi, 2010).

Based on the development of marketing concepts and social responsibility, several concepts emerged among them is social marketing. It aims to combine the requirements and needs of consumers and the interests of society and companies (profitability) in the long term. Since consumer requirements usually differ from what is best for society, a distinction can be made between benefit of long-term consumer and current consumers' gratification. The optimum is a desirable product that gives immediate high satisfaction to the consumer while providing long-term benefits at the same time (Boulatif & Lahoul, 2017).

Brand

The word brand is derived from the Old Norse brander, which means "burning or marking". Brander was used to refer to the marking and ironing of livestock to clarify their ownership. Thus, trademarks were and still are the means by which livestock owners were able to mark their animals to distinguish them (Ryder, 2006). The American Marketing Association (AMA) defines a trademark as any name, term, mark, design, symbol or combination of them aimed to identify the products offered by various companies to distinguish products and services of other similar and competitive products and services. Keller (2003) defined brand as the dimensions that are identified for the product that leads to distinguish it from other products that meet the needs of customers. These dimensions may be tangible and intangible, rational or emotional symbolism. Furthermore, Landa (2006) perceived brand as the total sum of the functional, emotional, and symbolic assets in the mind of the customer that distinguish a product, service, or company from competitors. Kotler and Keller (2006) based on the traditional definition of the AMA in 1960, defined trademark, as a name, phrase, sign, symbol, design, or their combination, intended to identify goods or services from a single seller or group of sellers to distinguish them from those offered by competitors. They also state that branding is a key issue in product strategy. They considered branding as a part of the product that the communication strategy works to display and create a mental image

Dimensions of brand

Quality brand

Quality is one of the most important dimensions of the brand. Hence, creating an image of a high-quality brand is the goal of every manager within the company. The company needs to satisfy the needs of consumers, and meet the promises made in terms of its brand. Quality is considered a challenge that requires companies to cooperate with the rest of the departments and business partners. Furthermore, the quality has an impact of on the company's return; so, marketing activities is a challenge for brand managers (Chen & Tseng, 2010). It is possible to analyze the phenomenon of quality brand using two different concepts: objective quality and perceived quality. Objective quality refers to the technological nature; it can be measured and audited for products, services, processes and quality control, but perceived quality refers to the consumers' judgment of values (Karam & Saydam, 2015). The concept of quality may be differently perceived according to several factors such as the moment at which the consumer buys the product, and the place of purchasing. Therefore, the quality can be defined or determined on the basis of the moment when the consumer receives hints regarding the characteristics of the product during shopping for its consumption. Likely, consumers can evaluate a function or use product based on their needs (Keller, 2013).

Brand awareness

The willingness of the customer or guest to pay a higher price to get the company's brand because of the meanings of excellence and functional and psychological uniqueness. Brand awareness is measured by the survey unit's answers to the questionnaire questions of the extent to which value is achieved for the customer at each encounter with any appearance of the brand, the extent to which the customer manages to maintain and develop the service quality, and the extent to which the customer is satisfied with achieving his/her privacy and willingness to correct mistakes with appropriate and prompt compensation. Brand awareness is also assessed by the extent to which the company's sales increase. Brand awareness is the main issue in creating brand value based on the consumer. It is a concept related to the harmony of many sources of influence and related to the brand in the consumer memory with a variety of brand associations (Liraz, 2013), and it consists of:

- Brand awareness: relates to consumers' ability to recognize and remember the brand. Brand awareness includes many competitive advantages for marketers (Hoyer et al., 2012).
- Brand development: The corporate brand can be developed using the following model:

BrandZ model

The BRANDZ Model is the first to combine publicly available financial data with primary research data. This model presents a branding arrangement developed by Millward Brown Optimor Corporation, a leader in marketing research and advice on the financial aspects of brands. A benchmarking tool was developed by

Millward Brown in 1998 to predict and diagnose the value of brands, every year since then.

Methods

The study obtained a quantitative research design. It basically identifies the extent of the impact of sustainable tourism marketing on the culture of the tourism organization, The study recruited 80 leaders in the Iraqi (chairman, members of the board of directors, managing director, and heads of departments) International Airport in Baghdad. 23 items close ended was adopted as a measurement tool to measure the perceptions of. The questionnaire consisted with of three dimensions. The first has items regarding the innovative marketing, the second concerned with the market segmentation and the last focused on social responsibility. A number of nonparametric statistical methods were used to analyze using SPSS.

Reliability

Table 1 confirms that the value of the stability coefficient (Cronbach's Alpha) for all item of sustainable tourism marketing has reached (0.854). It suggests a high stability in the items of sustainable tourism marketing due to the fact that the value of the stability coefficient was more than (0.700). It proves the presence of stability in the items of sustainable tourism marketing dimensions. The stability coefficient total average brand building item was recorded (0.760); it is higher than (0.700). It proves the presence of high stability in the brand building items. the value of the reliability coefficient for all items of the questionnaire was (0.890); it is more than) 0.70).

Table 1
Cronbach's Alpha results for the questionnaire items

Variables		Cronbach's Alpha	Reliability level	Comments
X	Sustainable tourism marketing	0.854	High	The presence of high reliability in the items of sustainable tourism marketing
Y	Brand building	0.760	High	The presence of high reliability in the items of brand building
Overall questionnaire items		0.890	High	The presence of high stability in the overall items of the questionnaire

Internal consistency

The internal consistency test of sustainable tourism marketing and brand building items indicates the degree of transparency and clarity of the items. This is achieved by proving the existence of a significant correlation between the items within the dimensions (marketing innovation, market segmentation, and social

responsibility) and the dimension belonging to it on the one hand. At the same time proving the existence of a significant correlation between the items within these independent dimensions and the independent variable (i.e., sustainable tourism marketing), which includes These three independent dimensions. Furthermore, the internal consistency is achieved by proving the existence of a significant correlation between the items within the dependent dimensions (brand selection, brand awareness, brand development) and the dependent dimension belonging to it on the one hand, and at the same time proving the existence of a significant correlation between the items within these dependent dimensions and the brand building variable that includes these three dependent dimensions. The outputs of the internal consistency test were as follows: Table 2 shows that the 9 items found within the third independent dimension of sustainable tourism marketing formed a significant association with social responsibility. Likely, the same items recorded a significant association with the independent variable sustainable tourism marketing.

Table 2
The questionnaire items consistency

No	Statements	Independent dimension	Correlation to dimension	Correlation to SMD
1	It provides new products that better meet the needs and expectations of customers.	Marketing innovation	0.414**	0.392**
2	It enables the extraction of creative ideas that support the productivity of companies and enhance their competition.		0.231*	0.251*
3	Reshaping the existing or reality to suit the requirements of life and in a manner that is appropriate.		0.305**	0.252*
4	It stimulates the position of a specific product to enter the world of competition between companies.		0.414**	0.313**
5	It matches company's goals with the environment changing in the market and improve its performance.		0.247*	0.245*
6	The importance of innovation comes from being a means of achieving competitive advantage that contributes to achieving accuracy, transparency and punctuality.		0.345**	0.297*
7	The company encourages any form of innovation among its		0.474**	0.388**

	employees.			
8	Segmentation marketing opportunity can be targeted by an inexpensive promotional mix in accordance with customers' needs and purchasing capabilities.	Market segmentation	0.231*	0.288*
9	Market segmentation is based on desired benefits that tourists seek to achieve.		0.615**	0.677**
10	Market segmentation is considered one of the most common methods used by tourism establishments to market their products on the basis of income.		0.380**	0.341**
11	The characteristics of individuals, their attitudes and to them affect their response on advertising message.		0.423**	0.503**
12	The company must be able to reach the chosen sector, otherwise there is no point in marketing fragmentation.		0.220*	0.241*
13	There is a high degree of heterogeneity, the greater the difference, the greater the possibility of fragmentation.		0.301**	0.351**
14	The company used marketing methods orientation that cares about the consumers.		0.313**	0.417**
15	Social responsibility is affected by its economic dimension by achieving a profit that enables the company to cover future costs.	Social responsibility	0.254*	0.343**
16	Social responsibility protects companies from each other due to unfair competition methods that may be obtained.		0.249*	0.233*
17	Social responsibility contributes to the environment and participate in economic and social development.		0.270*	0.240*

18	Social responsibility directs individuals and companies to change the perception towards responsible consumption.		0.298**	0.278*
19	Social responsibility expresses a practical mission of institutions because of their role in enhancing their mental image.		0.265*	0.244*
20	Social responsibility can make a great contribution to recycling, reusing and energy saving.		0.473**	0.361*
21	Social responsibility promotes sustainable goals and provide ethical products and services.		0.345**	0.327**
22	Marketing is the vital area in which an organization exercises a social role and ethical behaviour.		0.275*	0.238*
23	Marketing tends to pay attention to the problems of society to reduce their effects on the quality of life.		0.266*	0.240*
*. Correlation is significant at the 0.05 level (2-tailed).			**. Correlation is significant at the 0.01 level (2-tailed).	

Table 3
Level of responses on the independent variable items

Item No	Measure					Mean score	Std	Materiality %	Response rate
	5	4	3	2	1				
	SA Freq	A Freq	N Freq	D Freq	SD Freq				
1.	27	25	17	8	3	3.813	0.792	76.25%	High
2.	25	34	15	3	3	3.938	0.664	78.75%	High
3.	20	33	15	11	1	3.75	0.691	75%	High
4.	28	32	15	2	3	4	0.659	80%	High
5.	29	28	13	9	1	3.938	0.713	78.75%	High
6.	28	28	15	8	1	3.925	0.694	78.50%	High
7.	19	37	19	4	1	3.863	0.548	77.25%	High
X1	Marketing innovation					3.889	0.68	77.79%	High
8.	22	32	15	9	2	3.788	0.717	75.75%	High
9.	19	36	23	2	0	3.9	0.455	78%	High
10.	21	33	21	5	0	3.875	0.542	77.50%	High
11.	18	18	27	12	5	3.4	0.841	68%	High
12.	18	28	19	10	5	3.55	0.823	71%	High
13.	18	24	23	12	3	3.525	0.779	70.50%	High

14.	16	28	17	9	10	3.388	0.943	67.75%	Medium
X2	Market segmentation					3.632	0.729	72.64%	High
15.	21	26	17	10	6	3.575	0.885	71.50%	High
16.	13	23	25	10	9	3.263	0.875	65.25%	Medium
17.	17	24	17	11	11	3.313	0.993	66.25%	Medium
18.	7	31	22	13	7	3.225	0.768	64.50%	Medium
19.	11	22	17	17	13	3.013	0.973	60.25%	Medium
20.	13	26	19	13	9	3.263	0.906	65.25%	Medium
21.	20	36	15	8	1	3.825	0.63	76.50%	High
22.	28	31	15	6	0	4.013	0.586	80.25%	High
23.	25	32	16	6	1	3.925	0.63	78.50%	High
X3	Social responsibility					3.490	0.805	69.81%	High

Participants' answers to the items of sustainable tourism marketing

Table 4 documents the mean scores of the independent variable (sustainable tourism marketing) scored ($M=3.670$). It is higher than the value of the hypothetical average. Table 4 also shows the mean scores of sustainable tourism marketing ranged between (3.4 to less than 4.2) in the response strength matrix. The participants' responses confirm that the answer tended towards agreement and with a high response level, and with a standard deviation for sustainable tourism marketing ($Std=0.738$). It shows the homogeneity of the participants' answers regarding the items of sustainable tourism marketing, The materiality of sustainable tourism marketing reached (73.41%); it can be concluded that the departments in the Iraqi airline company in Baghdad is interested in sustainable tourism marketing through (marketing innovation, market segmentation, social responsibility) in a somewhat close proportion, as shown in Table 4.

Table 4
Level of participants' responses on sustainable tourism marketing

Code	Variables	Mean scores	Standard deviations	Materiality %	Response rate	Rank
X1	Marketing innovation	3.889	0.680	77.79%	High	First
X2	Market segmentation	3.632	0.729	72.64%	High	Second
X3	Social responsibility	3.490	0.805	69.81%	High	Third
X	Sustainable tourism marketing	3.6703	0.738	73.41%	High	Independent variable

Participants' answers to the items of brand building

Table 5 documents the mean scores of the dependent variable (brand building) scored ($M=3.76$). It is higher than the value of the hypothetical average. Table 4 also shows the mean scores of brand ranged between (3.4 to less than 4.2) in the response strength matrix. The participants' responses confirm that the answer tended towards agreement and with a high response level, and with a standard

deviation for building the brand (Std=0.732). It can be induced that the departments in the Iraqi airline company in Baghdad is interested in building the brand through (brand selection, brand awareness, brand development) in a somewhat close proportion, as shown in Table 5.

Table 5
Level of participants' responses on brand building

Code	Variables	Mean scores	Standard deviations	Materiality %	Response rate	Rank
Y1	Brand selection	3.770	0.683	75%	High	First
Y2	Brand awareness	3.703	0.771	74%	High	Second
Y3	Brand development	3.807	0.742	76.14%	High	Third
Y	Brand building	3.76	0.732	75.05%	High	Dependent variable

Conclusions and Recommendations

- Marketing innovation is ranked as a very high level of importance. It means that there is a great interest on of the participants. Such interest is formed through learning or previous experiences of a particular subject, expressing the intention of the guest. To add new opportunities that help these companies to occupy the tourism markets, keep pace with change and high efficiency by investing all potentials.
- The market segmentation variable with its dimensions has received high but varying levels of importance. It means that the marketing managers of the researched companies are interested in market segmentation as they considered it as a criterion through which the company builds long-term personal links with customers to achieve distinguished sales. This achievement will be reflected in the marketing performance to build a good reputation and the power of persuasion for the beneficiaries, to confirm the tendency of the participants to develop human capabilities that contribute to providing rare services to specific guests. It also gains the loyalty of others, which increases the prosperity and distinction of the tourism company.
- Marketing control shows that the dimension of social responsibility had a high level of importance; it represented a tool for coordinating marketing efforts that work at multiple and diverse levels to do business, from levels of importance. Therefore, social responsibility expresses that implementation depends on data inputs to be processed under a certain control process.
- There is a noticeable impact of sustainable tourism marketing on brand building in the Iraqi airline company in Baghdad.

Recommendations

- Making the most use of the impactful relationship of sustainable tourism marketing in building the brand of the Iraqi airline company in Baghdad to become a distinctive mark and which is demanded in the local and international markets.
- Enhancing the effective and influential role of marketing innovation in building the brand of the Iraqi airline company. Marketing innovation is given more attention by the company's senior management.
- Paying more attention to the role played by social responsibility in building the brand of the Iraqi airline Company in Baghdad because of its large and effective role in building the brand.
- Innovation in a tool by which entering to the world of competition between companies becomes possible; innovation is a product that defines the company position.

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