

The Relationship Between the Dimensions of the Integrated Promotional Mix and the Improvement of Perceptual Image of Touristic Services: The Egyptian Case

Hatem Tawfik Anany, Sherifa Fouad Sherif and Alia Abdel Hamid Aaref
Faculty of Economics and Political Science, Cairo University, Cairo, Egypt

Abstract: The current study deals with the dimensions of the integrated promotional mix (advertising, public relations, sales promotion, personal selling, direct marketing, special events) for Egyptian case. The study explores the impact of improvement on the perceptual image of the provided tourist services. The case study was chosen. The Egyptian case is applied to the tourism sector from 2014-2017. The program of SPSS is used for the statistical analysis. The analysis of correlation coefficient is adopted to study the relationship between the independent variable and the dependent one. The sample was 400 items of tourists (Arabs, Egyptians and Foreigners). The available random sample is used. It is non-probability sample. There is a positive relationship between the good use of the integrated promotional mix (advertising, sales promotion, personal selling, direct marketing, special events) and improving the perceptual image of the tourist services. There is no relationship between the public relations component and the perceptual image of Egypt as a tourist destination.

Key words: Promotional mix, advertising, special events, tourism, public relations, perceptual image

INTRODUCTION

To restore its tourist status globally, Egypt may use the integrated promotional mix in the field of tourism. The governmental agencies became responsible for activating an effective marketing and promotional policy in the field of tourism. The promotional mix is a main element which constitutes the elements of the marketing mix in a governmental sector. This is due to the vital role promotion in the definition of the citizen services provided to him and the conviction of him of advantages of such services and then urging him to make a decision to get the service. Given the policy of promotion, it is a communication process and information transfer from governments or institutions to citizens. It consists of advertising, public relations, sales promotion and personal selling. It aims to promotion services.

Research problem: The sector of tourism in Egypt is suffering from negative repercussions due to political instability witnessed by Egypt after revolution of 25 January, 2011. These developments have led to forming a negative perceptual image about the tourism sector and the number of tourists. Therefore, developing and activating the sector of tourism is a significant matter. This is done by different entrances of development such as the approach of integrated promotional mix. We must use this method in a way that agrees with the importance of this sector on one hand and circumstances surrounding it on the other.

Study question: A main question is raised by the study which is: is there a relationship between applying the elements of the integrated promotional mix and improving the perceptual image of Egypt's tourism sector?

The study's hypothesis: There is a significant statistical relationship between the integrated promotional mix and the perceptual image.

Study objective: The study aims to explore the relationship between the integrated promotional mix and the perceptual image within the tourism sector in Egypt.

Time limits: The study deals with post-25 January 2011 Revolution period where the number of tourists to Egypt decreased by 33% to determine the impact of the promotional integrated dimensions on improving the perceptual image of Egypt as a tourist destination (Getfield *et al.*, 1999).

Literature review: The study of Teck and Ernest (2013) proved that the promotion of services has a positive impact on customer's general satisfaction and intention to get services again. The used questionnaire consists of 1300 items in 13 states in Malaysia. SPSS Program is adopted to analysis the statistical data. The promotional mix consists of activating sales in order to guide the behavior of customers.

The study of Schwartz (2000) recommended that the service's place requires a good advertisement way and

interesting in the effective role of public relations. Applying the policy of promotion requires determining the target market and special places for customer's services in order to contact the customer, know the services provided to him and attract the largest amount of customers. Advertising is used as a promotional policy.

The study of Smith and Sinha (2002) dealt with promotion for price through the cash discount by 50% or giving an additional value of products. The study concluded that promotion has a positive impact on obtaining service. However, the intention of the customer of obtaining service was better in case of giving the customer an added value.

The study of Gabr (2004) focused on the impact of the historical buildings on the events of the annual tourist shopping festivals in Dubai. The study concluded that promotion of historic buildings as museums and recreation places attracts many tourists in order to support the city's perceptual image.

The study of Arpan *et al.* (2003) examined a number of universities with applying to two groups: the first consists of students who had previous experiences in universities. The second consists of individuals who are not students and less familiar with the university. The characteristics of the academic aspect have been explored such as programs introduced to students and the characteristics of the sports programs and the names of trainers. Media coverage of news and services provided by the university to students was covered by the media. The study concluded that the reliable characteristics which can be relied upon to predict the perpetual image of the university and help to make progress in universities are the educational programs provided by universities, the sports programs provided and the names of trainers who have been advertised in the media.

The study of Marinkovic *et al.* (2015) showed that, the quality and price of the services introduced by the organization to customer is one of the most important factors for customers when they choose the place providing the service. It is a major way to determine the perceptual image for them about the place which they are visiting. The sample of the study consisted of 245 customers from Serbia. A questionnaire is used to get information from them. The study used (AMOS) statistic program for analyzing data.

The study of Mazzarol (1998) see that the competitive advantage of the organization consists of two dimensions. The first dimension is the perceptual image. The second is the resources of the organization. The researcher uses a questionnaire consisting of 315 sample from the educational institutions in Australia, New Zealand, Canada and England.

The study of Kim and Lee (2010) dealt with the relationship between perceptual image for an organization and the goodness of services price and its relation with the customer's loyalty. The researcher used a questionnaire consisting of 469 samples. The study has been made in Korea Republic. The researcher used the statistical program to analyze the questionnaire. The study concluded that the perceptual image for the country, the price of the product and the quality of the service are very important in promotional campaigns to keep customers.

The study of Gatfield *et al.* (1999) applied to Australian universities. The objective of the study was to obtain the bases in order to attract the Foreigner students. The researcher used the qualitative method in the study. The study concluded that services introduced for the students and instructions considered are one of the most factors on which the study depended to build a positive perceptual image in the Australian universities.

The study of Koter and Armstrong (2012) dealt with two dimensions for the integrated promotional mix which are: special events and positive Word Of Mouth (W-O-M) to attract customers.

MATERIALS AND METHODS

The case study approach was adopted. The Egyptian case is applied to the tourism sector from 2014-2017. The program of SPSS is used for the statistical analysis. The analysis of correlation coefficient is adopted to study the relationship between the independent variable and the dependent one. The sample was 400 items of tourists (Arabs, Egyptians and Foreigners). The available sample is used. It is non-probability sample (Fig. 1).

Table 1 shows the following: there is a relationship between the factors of the integrated promotional mix (Advertising, sales promotion, personal selling, direct marketing, special events) and improving the perceptual image of Egypt as a tourist destination.

There is no relationship between the public relations component and the perceptual image of Egypt as a tourist destination.

Table 1: The correlation between the elements of the integrated promotional mix and the perceptual image

Dependent variable/ Independent variable	Perceptual image	
	Sig.	Correlation coefficient
Advertising	0.002**	0.37
Public relations	0.13*	0.09
sales promotion	0.000***	0.38
Personal selling	0.000***	0.25
Direct marketing	0.000***	0.36
Special events	0.000***	0.37
Promotional mix	0.000***	0.39

*Sig. (0.05); **Sig. (0.01); *** Sig. (0.001)

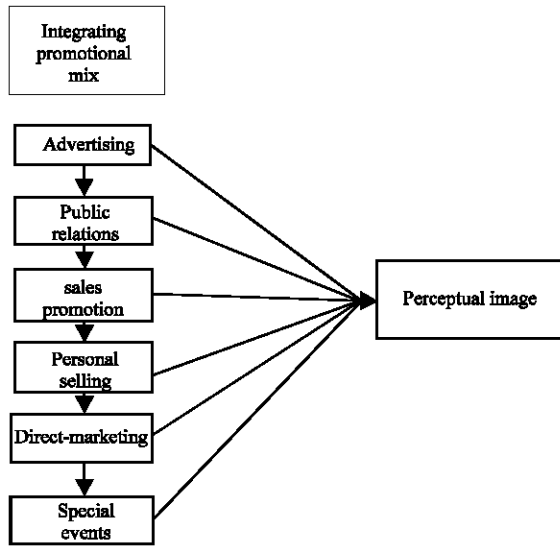


Fig. 1: Study model before testing the study hypothesis

RESULTS AND DISCUSSION

After hypothesis tests, the result was as follows: There is a signification positive relationship between the components of the dependent variable (advertising, sales promotion, personal selling, direct marketing and special events) and improving the perceptual image. There is no relationship between the public relations component and the perceptual image of Egypt as a tourist destination.

CONCLUSION

The study has reached many conclusions, the most important of which are: there is a relationship between the factors of the integrated promotional mix (Advertising, sales promotion, personal selling, direct marketing, special events) and improving the perceptual image of Egypt as a tourist destination.

There is no relationship between the public relations component and the perceptual image of Egypt as a tourist destination. There is no relationship between the public relations component and the perceptual image of Egypt as a tourist destination.

Literature review showed an agreement on the components of promotion in advertising, public relations, sales promotion, personal sales and direct marketing. The main objective of the promotion is to increase the demand to services provided to the client. The dimensions are added to the integrated promotional mix which are special events and Word Of Mouth (W-O-M) to attract tourists. This study is consistent with Kotler and Armstrong (2012) study which saw that the element of special events must be added to the integrated promotional mix. There is a signification positive relationship between the

components of the dependent variable (advertising, sales promotion, personal selling, direct marketing and special events) and improving the perceptual image.

RECOMMENDATIONS

Recommendations oriented to Tourism Promotion Authority and Ministry of Tourism: Based on the aforesaid conclusions, the study set a number of recommendations which are: If you want to activate a promotional mix (advertising, sales promotion, personal selling, direct marketing and special events), you must use special events element.

To attract tourists, the components of promotional mix (advertising, sales promotion, personal selling, direct marketing and special events) must be used in order to improve the perceptual image of the tourist destination.

REFERENCES

- Arpan, L.M., A.A. Raney and S. Zivnuska, 2003. A cognitive approach to understanding university image. *Corporate Commun. Intl. J.*, 8: 97-113.
- Gabr, H.S., 2004. Attitudes of residents and tourists towards the use of urban historic sites for festival events. *Event Manage.*, 8: 223-230.
- Gatfield, T., M. Barker and P. Graham, 1999. Measuring communication impact for university advertising materials. *Corporate Commun. Intl. J.*, 4: 73-79.
- Kim, Y.E. and J.W. Lee, 2010. Relationship between corporate image and customer loyalty in mobile communications service markets. *Afr. J. Bus. Manage.*, 4: 4035-4041.
- Kotler, P. and G. Armstrong, 2012. *Principles of Marketing*. 14th Edn., Pearson, London, England, UK., ISBN:9780273752431, Pages: 744.
- Marinkovic, V., V. Senic and P. Mimovic, 2015. Factors affecting choice and image of ethnic restaurants in Serbia. *Br. Food J.*, 117: 1903-1920.
- Mazzarol, T., 1998. Critical success factors for international education marketing. *Intl. J. Educ. Manage.*, 12: 163-175.
- Schwartz, D.G., 2000. Concurrent marketing analysis: A multi-agent model for product, price, place and promotion. *Marketing Intell. Plann.*, 18: 24-30.
- Smith, M.F. and I. Sinha, 2000. The impact of price and extra product promotions on store preference. *Intl. J. Retail Distrib. Manage.*, 28: 83-92.
- Teck, W.J. and C.D.R. Ernest, 2013. Consumers personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product. *Asia Pac. J. Marketing Logist.*, 25: 70-101.