

## *The impact of marketing innovation on improving the quality of tourism service*

### *Case Study of Sidi Yahia Boat)*

أثر الابتكار التسويقي على جودة الخدمة السياحية

دراسة ميدانية بالمركب السياحي سيدي يحي بسكرة

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#### **Abstract:**

This research aims to change the mentality and mechanisms by which the active agents in the Algerian tourism sector's work, with new mechanisms based on marketing innovation in its tourism programs, and most important of all is to improve the image of Algeria Tourist destination .To do theoretical and applied study, we used a set of secondary and primary tools to apply the field study to the tourist boat Sidi Yahia in Biskra.

**keyword: Marketing innovation; Service Quality of Tourism; Tourism Sector. JEL classification code : XN1, XN2**

#### **ملخص:**

يهدف هذا البحث الى تغيير الذهنية والآليات التي يعمل بها الأعوان الفاعلة بالقطاع السياحي الجزائري، بميكانيزمات جديدة مبنية على أساس تبني الابتكار التسويقي في برامجها السياحية، والاهم من كل هذا هو تحسين صورة الجزائر كمقصد سياحي. فللقيام بالدراسة النظرية والتطبيقية إستعنا بجملة من الادوات الثانوية والأولية لتطبيق الدراسة الميدانية على المركب السياحي سيدي يحي بمدينة بسكرة .

الكلمات المفتاحية : الابتكار التسويقي ؛ جودة الخدمة السياحية؛ القطاع السياحي.

تصنيف JEL : XN1 ، XN2

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## 1. Introduction :

Innovation in the business world has become a prerequisite for economic organizations to achieve, especially in an environment characterized by competition for survival and growth and the associated pressures and threats at the local and global levels. That forces organizations to search for areas of excellence, seeking leadership and a gain of the largest market shares as well as keeping up with organizations The competition.

We find that the tourism sector, like the rest of the other vital sectors, is witnessing fierce competition recently, especially in the provision of similar and diverse services of quality satisfying the need of tourists. This can be attributed to the increasing number of organizations active in this sector, which must adopt the concept of marketing innovation, which is one of the most important entry points Competitive advantage, through the development and renewal of the marketing mix and thus upgrading a higher level of tourism services provided to the tourist customer. Which we are trying to address in this study through the following problem:

### **What is the Impact of Marketing Innovation on Improving the Quality of Tourism Service?**

To answer the main problem above, the following partial questions were formulated:

Are there statistically significant differences between the trends of service providers and customers on the innovation of the tourist boat Sidi Yahia?

- Are there statistically significant differences between the trends of service providers and customers on the quality of tourist services in the tourist boat Sidi Yahia?

- Is there a statistically significant effect of marketing innovation in improving the quality of tourist service in the tourist boat Sidi Yahia?

• **The First main hypothesis:** There is no statistically significant effect of marketing innovation in improving the quality of tourist service in the tourist boat Sidi Yahia at the level of 0.05".

- **The Second main hypothesis:** There are no statistically significant differences between the trends of service providers and customers on marketing innovation in the tourist boat Sidi Yahia at the level of 0.05."

- **The Third main hypothesis:** There are no statistically significant differences between the trends of service providers and customers on the quality of tourism services in the tourist boat Sidi Yahia at the level of 0.05".

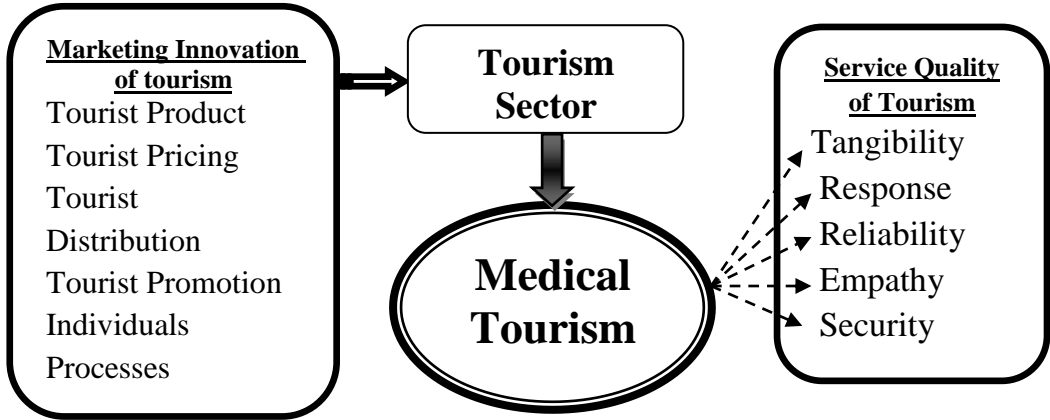
### **Research Objectives:**

This project attempts to improve upon the mentality and mechanisms by which the active agents in the Algerian tourism sector deal with the customers (tourists), including private and public enterprises, operate with new mechanisms based on innovation, through which the following objectives can be achieved.

- To work to improve the efficiency of tourism institutions and improve their effectiveness through the adoption of marketing innovation in their tourism programs.
- Trying to qualify the active staff in the tourism sector, being the most important link in the way of providing service to the tourist customer. After training this staff on the way to adopt the concept of marketing innovation, and change the reality of tourism in Algeria and improve the quality of services provided by tourism institutions.
- Improve the image of Algeria as a touristic destination, and change the pessimistic view that accompanied the Algerian tourism for a long time ago.

**Research Model:**

**Preliminary study model**



Source: Organize by the researchers

**Methodology:**

In order to obtain efficient results of economic value and have a scientific addition through which we can improve the current situation of the tourism sector in Algeria, which we doubt its authenticity, but the validity of our results is relative as the rest of the results obtained in the rest of the studies. We believe that the **Descriptive approach** is the ideal by relying on the information from the related literature to marketing innovation and the quality of tourism service. In order to conduct the theoretical framework for research and to encompass all its aspects, understand its components and analyze all its dimensions. Here, the first part of the study, which is taught in a **qualitative approach**.

The second approach is the **analytical methods**, in which this approach is used to collect data from the sample vocabulary to express the phenomenon studied quantitatively and qualitatively, using a set of primary data collection tools, mainly in the form, **interview and observation**, which are studied by a **quantitative approach**.

## **2. Conceptualizing Marketing innovation**

The needs and desires of consumers are the starting point of any marketing business, and since these needs or desires are constantly changing and evolving, it was paramount to find a way to detect these needs. Thus, it is marketing innovation that meets these needs and search for the discovery of new and even underlying needs that the consumer cannot disclose or express them by imagining and working on solutions that the consumer did not think about.

### **1.2. Concept of Marketing Innovation:**

Marketing innovation can translate into "significant changes in design or packaging in form, appearance, design or even taste, as it can be demonstrated by creating new sales channels, new ways of display, or promotion (new types of packaging, new logo, Loyalty card ...) ". Which we know as as "implementing new or significantly modified methods or sales in order to facilitate market access for products. Design or packaging changes are marketing innovations.

It is also defined as "New or unconventional ideas put the site of actual application into practice, and may focus on the product element, whether reputation or service, either on the price element, on the promotion element, on the distribution element, or all of these elements at the same time. This kind of innovation is directed to the marketing mix elements together. "

Innovative marketing is defined as: the process of introducing something that is new, effective and important to the market.

Innovation in marketing is the implementation of a new marketing method that involves significant changes in product design, packaging, placement, promotion or pricing.

Thus, it can be said that marketing innovation is the process of generating ideas, developing and implementing them efficiently and effectively covering all marketing practices.

### **2.2. Service innovation**

The service is the main element of the marketing mix, or the component of the rest of the mix, it is the link between the organization and the customer.

As for service innovation, it means: “the introduction of a new or improved service into the market compared to its basic characteristics and technical features, or all intangible components in addition to expected use or ease of consumption.” Accordingly, an innovative service or new service is anything that can be changed, added, improved or developed to satisfy the needs and desires of current or future customers in targeted market segments. Innovation in goods and services is done in the following ways:

**1.2.2. Introducing new services for the first time:** Is the new products to the institution and customers put on the market for the first time.

- **Add new product lines:** are not new products on the market but new to the enterprise.
- **Expansion of existing product lines:** The Corporation is introducing new products to its current product line where its characteristics and specifications are close to the current products.
- **Improve existing products:** make adjustments and improvements to their existing products.
- **Replacement of products:** In this case, the organization is re-positioning its products in certain market sectors for various reasons such as changing the behavior of consumers in these sectors, discovering new uses of its products.

### **2.2.2. Innovation in the development of new services:**

It is intended to add new features to these services, which will increase the demand for these services.

New services that the Organization has not previously offered and provided in the market for a particular segment of clients for the first time are considered new.

Service innovation can be classified into four types:

- **Service Innovation:** Adding entirely new services to the service organization or market in which it operates.

- **Process Innovation:** Renew the traditional procedures for the production and delivery of the service, and is divided into two categories: innovation in procedural processes (backend) and innovation in the process of delivery (front end).
- **Market innovation:** such as entering a new industry and marketing it.
- **Innovation of the business model:** the creation of a new concept of work embodies the three types of creativity previous.

### **3. Service Quality of Tourism:**

The tourist service represents a group of works that provide tourists with the convenience and when ordering and consuming services and tourism goods during their travel time, or during their stay in touristic facilities away from their place of origin. With the increasing awareness of consumers and changes in their requirements from time to time, and the unity of competition in the competitive environment, it became imperative for touristic organizations to opt for market quality services to ensure attracting tourists and stay in the market.

#### **1.3. Quality Definition :**

Quality defines a service as a criterion to the extent that the actual performance of the service matches the expectations of the customer for this service, or is the difference between the customer's expectations and its perception of the actual performance of the service.

It is also a concept that reflects the suitability of the tourist service already provided to the expectations of the beneficiary (tourist) of the service, which is to provide high quality and continuously and beyond the ability of other competitors.

It can also be defined from many points as follows:

- From the product point of view: quality conforming to the specifications and standards specified for the tourist service, which must be provided free of defects from the first time, the quality here is internal quality.

- From the point of view of the service provider: quality means the best performance, that is, the ability of the tourist service, to

achieve the end-use required, as well as the low customer complaints, and quality here external quality includes the term entity: product, service, activity, process, person or organization, including Product term: The output of activities and processes can be: raw materials, tools, services, software, etc.

- From the customer's point of view: Quality means the ability of tourism service to satisfy the needs, phenomenon or potential required, while respecting the safety requirements of the consumer, and respect for the environment for the community, and quality here is external quality.

The quality of the tourist service is represented by the degree of satisfaction provided by the tourist service provided to its student, and the expression of the extent of the commitment of tourism organizations to fulfill the wishes and needs of the tourist customers and achieve their expectations and aspirations and thus gain their satisfaction. It can be said that the quality of services is not fixed and varies from person to person and that the recipient of the service is judged on the level of quality by comparing what he got with the expectations of saturation of that service.

### 2.3. The Approach of Quality Service of Tourism :

One can determine the quality of tourism service by a number of dimensions that derive from the characteristics and concept of quality of service that the customer can base on their assessment of the quality of service they receive. Different perspectives in determining the dimensions of the quality of service, which have been agreed upon by most researchers are: reliability, response, warranty, empathy, and tangibility, which were adopted in this research. These dimensions are explained below : (*Parasuraman and others ,1994,p207; Anisah Herdiyanti and others ,2017,p602; Souca, Ma. L.,2011, 421; Asubonten and others 1996, P65; Leonard L and others, 1993, p13; Ehsan Akhlaghi and others, 2012, Pages 5286; N.M. Stefano et al, 2015, p434; Sheetal b. Sachedev, Harsh V.Verma, **Relative importance of service quality dimensions a multisectoral study**, journal of services reasearch, volume 4, number 1 ( april- september 2004).*)



**Reliability :** refers to the ability of the service provider to perform the promised tourism service reliably and with a high degree of health and accuracy in terms of commitment to time, and performance exactly as promised, and to rely on the service provider in this regard.

**Rresponse:** the ability and willingness and willingness of tourism service providers to be permanently in the service of customers and their ability to perform service to them when they need it.

**Security:** it reflects the degree of security and confidence in the service provided and by the provider, as well as the extent of the risks of the results of receiving the service from this organization or the provider or both.

**Tangibility:** appearance of physical facilities available to the service organization and the appearance of personnel, tools and means of communication and all related to the physical equipment necessary to perform the service.

**Empathy :** it means that the tourist service provider is respectful and polite and friendly with the clients, and this aspect indicates the degree of customer care and privacy and attention to their problems.

#### **4. Applied framework:**

**1.4. Study population and sampling:** The study population consists of customers and service providers in the tourist boat Sidi Yahia Biskra, where a random sample of (78) samples were distributed. 74 of them were retrieved and considered to be testable, while the excluded forms were inconsistent with the validity of the questionnaire.

**2.4. Methodology of the study:** We adopted in the applied side of the study on the analytical and statistical method through the dump data in the program spss, and after extracting the results we started the analytical side of the field study.

**3.4. Statistical Methods Depended on:** We relied on the questionnaire as the main tool in this research, which was divided into three main parts, the first part is related to the personal information of the studied sample, the second is devoted to the axis of marketing innovation. For the research questions and testing the validity of its

hypotheses, the SPSS program was used, using a set of statistical tools, whether the central tendency or dispersion measures, the stability coefficient "Alpha Kronbach", the test "Klomogrov-Smirnov", the test (Levene's Test for Equality of Variances ), Test-t and the correlation coefficient "R".

#### 4.4. Stability of the study tool :

The following table represents the reliability and reliability coefficients to verify the validity of the research tool (questionnaire) as follows:

**Table 1 : Stability and honesty coefficient.**

variable	The number of statements	Stability coefficient Alpha	
		" Kronbach	Honesty coefficient
Marketing Innovation S Q of Tourism	18	0.872	0.939
	22	0.930	0.964
The questionnaire	40	0.993	0.996

**Source:** Authors construction based on SPSS outputs

The results of the table above shows that the total stability index of the study tool reached (0.993) which is a very high stability coefficient and suitable for research purposes, which through this rate can be adopted in other studies in the same field and this is our full confidence in its validity and validity to analyze the results.

#### 5.4. Presenting and analyzing the results of the study :

##### a. Questionnaire Analysis:

To analyze the axes of the questionnaire, the central tendency measures were used by extracting the arithmetic mean and standard deviation to explain the level of acceptance of the sample of the research sample on each of the terms of the instrument, and also on each of its dimensions.

**Table 2 :** Arithmetic averages, standard deviations and the relative importance of the responses of the respondents to the search for phrases of the marketing innovation axis

Independent variable	Arithmetic mean Standard	Deviation	Acceptance level
Marketing Innovation	4,3338	,939810	High

**Source:** Authors construction based on SPSS outputs

Based on the above, we note that the level of marketing innovation in the compound of Sidi Yahya has a high and very good ratio: "(4.3338) and standard deviation of: (0.939810). It is a high arithmetic average according to the study scale. Which we identify as a large approval of the study sample on this variable marketing innovation. That shows that the sample of the study largely agree on the role of large marketing innovation and its remarkable impact in improving the quality of tourism service. It has become clear to us that the Sidi Yahya boat is very interested in the form and design of the boat, and shows great interest in innovation in the marketing mix of the product / Service, pricing, distribution, promotion, operations, physical environment, and individuals). However, the interest in the ideas of the announcement of the tourist services that offer offers is still nascent, but according to officials of the compound, this requirement of the future goals that the compound will work to achieve them.

After calculating the mean and standard deviation of the marketing innovation variable, which represents the independent variable of the study, we now turn to the general direction of the five dimensions of marketing innovation "**Tangible, Reliability, Responsiveness, Empathy and Safety**" (*Asubonteng, P and others, 1996, p 65;Souca, Ma. L., 2011, p422*), by calculating the averages of each dimension with the standard deviation in the following table.

**Table 3:** Arithmetic averages, standard deviations and the relative importance of the responses of the respondents to the search for the quality of tourism service

<i>Dimensions Number</i>	<i>Service Quality of Tourist DIMENSIONS</i>	<i>Median</i>	<i>Deviation</i>	<i>Acceptance level</i>
1	<b>Tangibility</b>	<b>4,890</b>	<b>0,939</b>	<b>High</b>
2	<b>Reliability</b>	<b>4,447</b>	<b>0,830</b>	<b>High</b>
3	<b>Response</b>	<b>4,235</b>	<b>0,908</b>	<b>High</b>
4	<b>Safety</b>	<b>4,085</b>	<b>0,937</b>	<b>High</b>
5	<b>Empathy</b>	<b>4,012</b>	<b>0,866</b>	<b>High</b>
-	<b>Service Quality of Tourism in General</b>	<b>4,3338</b>	<b>0,742</b>	<b>High</b>

**Source:** Authors construction based on SPSS outputs

After the "tangibility" came first in terms of the relative importance given to him by the research sample, where the arithmetic mean of the answers for this dimension ratio: (4,890) standard deviation estimated at: (0.939) according to the study scale, the dimension of tangibility indicates a very high acceptance ratio.

After the "reliability" came in second place in terms of the relative importance given to him by the research sample, where the arithmetic mean of the answers for this dimension ratio: (4,447) standard deviation estimated at: (0.830) According to the study scale, the reliability dimension indicates a high acceptance ratio very.

After the "response" came in the third order in terms of the relative importance given to him by the research sample, where the arithmetic average of the answers for this dimension ratio: (4,235) standard deviation estimated at: (0.908) According to the study scale, the response rate indicates a high acceptance rate very.

After the "safety" came in third place in terms of the relative importance given to him by the research sample, where the arithmetic mean of the answers for this dimension ratio: (4,085) standard

deviation estimated at: (0.937) According to the study scale, the safety dimension indicates a high acceptance rate very.

After "empathy" came in third place in terms of the relative importance given to him by the research sample, where the arithmetic mean of the answers for this dimension ratio: (4,012) standard deviation estimated at: (0.866). According to the study scale, the sympathy dimension indicates a high acceptance rate very.

**6.4. Test Hypotheses of the study**

•**Test The First main hypothesis:** There is no statistically significant effect of marketing innovation in improving the quality of tourist service in the tourist boat Sidi Yahia at the level of 0.05".

To test this hypothesis, we used a simple regression analysis test to verify the impact of marketing innovation on the quality of tourism services as shown in the following table:

**Table 4:** Analysis of the results of simple regression of marketing innovation and service quality of tourism

Model	Regression coefficient "B"	Hard	Correlation coefficient "R"	The coefficient of determination "R <sup>2</sup> "	"F" value calculated	"T" value calculated	SIG :
Marketing Innovation	.8250	1,278	,7890	,5470	26,028	5,102	0.000

**Source:** Authors construction based on SPSS outputs

We can see from the table above that the correlation coefficient between the marketing innovation and the quality of tourism service is positive and equal to (0.789). That is a significantly high rate, which indicates that by developing the innovation in the marketing mix elements the boat can improve the quality of the tourism service, which also confirms that the regression coefficient is also positive and high. Equivalent to (0.825), while the coefficient of determination was (0.547), which indicates that (54.7%) of the variation in the level of

quality of tourism service is explained by the boat's efforts in the field of marketing innovation. In addition, the calculated value of F is significant at the level of significance 5% evidence that the level of significance of the relationship between marketing innovation and tourism service quality is equal to (0.000). That is well below the required level of significance (0.05), which indicates that there is a trace of the attempts of the boat to introduce innovations in the marketing mix directed to customers in improving quality in tourism services. It can be seen from the table that the calculated "T" is equal to (5,102) It is greater than the tabular "T" which equals (1,96) at a function level (5%), and with a degree of freedom 0.05.

Based on the above analysis, we reject the first main hypothesis, which states that: There is no statistically significant effect of marketing innovation in improving the quality of tourism service at the level of 0.05.

In terms of the linear regression relationship between marketing innovation X and the quality of tourism services Y, it can be formulated with the following mathematical relationship:  $Y = 825X + 1,278$

It is clear from the results of the main hypothesis that marketing innovation has an impact in improving the quality of tourism service, and we explain this that Sidi Yahya applies marketing innovation in every dimension of tourism service quality and a very high degree in all dimensions of tourism service quality.

• **Test The Second main hypothesis:** There are no statistically significant differences between the trends of service providers and customers on marketing innovation in the tourist boat Sidi Yahia at the level of 0.05."

Independent Samples T Test was used to test the second main hypothesis concerning the difference between two averages of two independent communities. In this regard, we will test two independent samples, customers and service providers in the tourist boat under study. To test this hypothesis, we used the Test- t, as shown in the following table:

**Table 5:** Test-t Homogeneity in Marketing Innovation by Tourism Service providers and customers

Marketing Innovation	Levene's test for Equality Variance		Test-t						
	F	مستوى الدلالة	T	df	Sig(2 tailed)	Mean difference	Std. Error Difference	Confidence Interval 95% of the Difference.	
								Lower	Upper
Y	1,423	,165	2,120	49	,015	,62905	,45666	,08985	1,0036

**Source:** Authors construction based on SPSS outputs

According to the Levens test (sig = 0,256) and therefore heterogeneity among the study population, the test t (sig = 0,025). There are no differences in the trends of tourism service providers and customers on the level of application of marketing innovation in the tourist boat Sidi Yahia. Therefore, we accept the main hypothesis. In addition, there are no statistically significant differences between service providers and customers' trends on marketing innovation in the tourist boat of Sidi Yahia at a level of 0.05. thus we conclude that the high level of marketing innovation applied by the boat of Sidi Yahia is perceived by customers as innovation in providing Tourist service, individuals and work This is primarily through response and successful treatment.

• **Test the Third main hypothesis:** There are no statistically significant differences between the trends of service providers and customers on the quality of tourism services in the tourist boat Sidi Yahia at the level of 0.05".

We tested the third main hypothesis using the Test-t test, as shown in the following table:

**Table 6:** Test-t Homogeneity in Tourism Service Quality by Tourism Service providers and customers

Service Quality of Tourism	Levens test for standard deviation		Test-t اختبار						
	F	Sig	T	df	Sig(2 tailed)	Mean difference	Std. Error Difference	Confidence interval of 95% difference	
								lower	upper
Y	1,881	,179	2,227	49	,041	,56111	,25193	,05483	1,06738

**Source:** Authors construction based on SPSS outputs

The above table shows the Levens homogeneity tests for tourist service quality. It was found that there is a homogeneity between service providers and customers, whose level of significance was (0.179) which is greater than 0.05, as the results of the t-test showed that both service providers and customers of the boat are replaced. The same trend is applied on the level of tourist service quality applied in the boat, according to the level of significance estimated at (0.041), from which we accept the second main hypothesis which states that: There are no statistically significant differences between the trends of service providers and customers on the quality of tourism services. For the compound of Sidi Yahia at the indication level of 0.05, this means that for cheek providers Of tourism in the composite perception is true to the level of customer satisfaction for the quality of services, which we found is located in the high area, and this perception contributes to the payment of service providers to improve, through attention to the achievement of the service dimensions studied, as well as focus on innovation and marketing as one of the basic approaches to improve the quality of tourism services.

## 5. Study Methodology :

**Analytical methods**, in which this approach is used to collect data from the sample vocabulary to express the phenomenon studied quantitatively and qualitatively, using a set of primary data collection



tools, mainly in the form, **interview and observation**, which are studied by a **quantitative approach**.

## **6. Study Results :**

- There is an impact of marketing innovation in improving the quality of tourism service of the boat case study, through its attempt to develop new tourism services.

- There is an impact of marketing innovation in improving the concrete aspects of the boat case study.

- There is an impact of marketing innovation in improving the reliability of the tourist service of the boat case study, through the effective performance of therapeutic services, for the modernity of the boat building, both individual and collective baths, through which customers enjoy quality services.

- Marketing innovation has an impact on the customer's sense of security in the case study, through employees' concern for the safety of customers and their purposes, as well as the confidentiality of their information. Perhaps the enormous space owned by the boat contributed significantly to the increase of arrivals and this is due to the availability of sheds for cars and shops, as well as diverse tourist spaces....

There is an impact of marketing innovation in improving the compassion and care factor in the boat case study, through the boat trying to develop a lasting relationship with customers and attention to people with special needs. Such framework ensures the social responsibility of the boat and perhaps embrace the boat for many cultural and social events demonstrates its great ability to contain as many as possible Of customers.

- And. There is no difference in the attitudes of service providers and customers in the boat.

- The case study has a great potential for change and renewal, as the services provided are continuously updated and updated with improvements to existing services, or the addition of new tourism services.

- The case study followed a very attractive pricing policy that

contributed to its reputation and made it a tourist destination for visitors from all states of the country and even foreigners.

According to the field study of the boat we found that most customers agree that the tourist boat Sidi Yahia is attractive in design, as it is compatible with cultural heritage.

- The case study consists of employees of the National Institute of Hotels graduates who possess excellent skills and qualifications in the field of providing tourism services, whether at the level of hotels or treatment centers, making them able to solve the problems of customers, and provide them with the necessary information.

- Lack of the use of brochures and wall stickers to advertise the different types of tourist services provided by the boat, their prices, characteristics, times of use, and places of existence, which made customers not familiar with the offers of the boat case study.

The case study has a high level of safety and security, whether in the provision of equipment and facilities in the treatment centers, or in the facilities available in the hotel of the boat, the safety element is an important factor to ensure the provision of the boat workers from the top management to the base management. This to avoid any defect It may impede the proper and good delivery of tourism services that attract thousands of customers annually.

Customers from all over the world can book the boat via the Internet. Therefore, the boat has a high level distribution system, booking via the Internet is active, and therapeutic service, which is one of the most important activities on which the boat depends on almost 18 hours for both women and men. In addition to the possession of the SPA space, which is dedicated to the treatment of steam SONA, as well as the availability of muscle massage rooms monitored by specialists in this area. Additionally, to all this boat case study contains entertainment that can be used by the client in times of rest before and after the activity and therapeutic spaces Big Dedicated to children's games and hiking.

- The boat is interested in distinguishing its service providers through uniforms for each field, allowing customers to identify them, satisfaction them, and seek service and advice from them.

- Customers acknowledge the good treatment of service providers in the case study, by listening carefully to customer concerns, providing the necessary information, and the assistance they need, indicating the availability of human behavior to service providers in general.

- The Tourist boat Sidi Yahia reflects the nature of the Algerian desert heritage, which is characterized by simplicity and tranquility, as most of the interior design of the boat is designed according to the desert environment of the region, which increased the place suit and the desire of visitors to return again.

## **7. Conclusion**

Based on the results of the field study; which has been presented in advance, we can formulate the following suggestions, which could help researchers as well as workers in the field of marketing and tourism marketing:

Establishing a culture of marketing innovation as an important element to ensure the survival of the tourism institution in the changing environmental conditions and intense competition.

- Attention to creative individuals by supporting them, involving them in the decision and motivating them to continue.

- Supporting innovative projects in the field of tourism, and patience in evaluating them until achieving commercial successes.

- To give the marketing function its position and weight within the tourist institution and rely on the screening of ideas and study the market until the provision of services to customers, any upstream to downstream.

- To focus on marketing innovations in all marketing activities in the tourism organization because of its significant impact on customer behavior and preferences and achieve strategic satisfaction for all competitors.

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## 9. Appendices:

### 1. Stability and honesty coefficient

Alpha Kronbach	The number of statements
0..872	18
0.930	22
0.993	40

2. Median, and std deviation

<b>Statistics</b>				
	N		Median	Std. Deviation
	Valid	Missing		
	Service Quality of Tourism in General	74	0	4,3338

3. Appendices of T. Test on the details above

<b>Statistics</b>				
	N		Median	Std. Deviation
	Valid	Missing		
Tangibility	74	0	4,890	0,939
Reliability	74	0	4,447	0,830
Response	74	0	4,235	0,908
Safety	74	0	4,085	0,937
Empathy	74	0	4,012	0,866
Service Quality of Tourism in General	74	0	4,3338	0,742