

facilitating continuous communication with customers, providing comprehensive and persuasive information about hotel services, and expanding market reach. The study also highlights the role of hotel websites, digital communication channels, and online marketing technologies in attracting potential customers and maintaining long-term relationships with existing guests. The continuous development of transportation systems, accommodation facilities, information technology, and communication networks, together with increasing income levels and the globalization of tourism, has intensified competition among hotel organizations. Under these conditions, hotels are required to adopt innovative promotional strategies that enable them to differentiate their services and respond quickly to changing customer expectations. The widespread availability of digital information has empowered consumers to compare hotel services, evaluate alternatives, and make informed purchasing decisions, while simultaneously allowing hotels to reach broader markets at relatively lower marketing costs. Therefore, adopting e-marketing has become a strategic necessity for hotel organizations seeking to increase their market share, improve promotional performance, and achieve sustainable competitive advantage in the hospitality industry.

Keywords: Digital marketing, email, hotel services, the internet

Introduction:

Online marketing began with Amazon, a website for selling books, which later evolved to market other

The effectiveness of electronic marketing for first-class hotels: Review Paper

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Abstract

The rapid advancement of information and communication technologies has fundamentally transformed marketing practices, leading to the widespread adoption of e-marketing as an essential strategy for promoting hospitality services. By utilizing Internet-based technologies, hotels can effectively collect customer information, understand their preferences, and develop marketing strategies that better satisfy their needs while achieving organizational objectives. Consequently, e-marketing has expanded the traditional concept of marketing by integrating digital tools and communication platforms into all elements of the marketing mix, enabling organizations to strengthen their competitive position and enhance customer engagement. This study examines the impact of e-marketing on hotel promotion in five-star hotels in the capital city. It explores how electronic marketing tools contribute to improving promotional effectiveness by

became an essential tool for conducting business for any institution or organization.

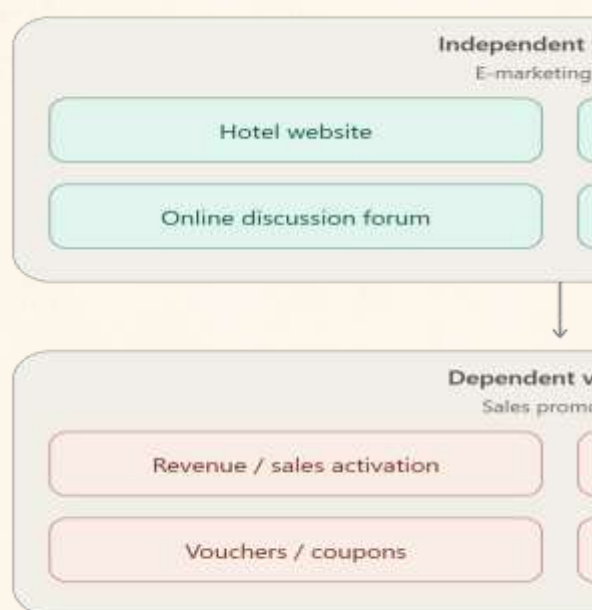


Figure (1) Study Model

Research objectives:

It is important to direct the attention of officials towards the tourism sector and the various infrastructures that support it, considering it a permanent source of income and adopting it as an alternative to the fuel sector. It is also important to analyze the pillars of formulating a marketing strategy for hotel services and its constituent elements. It is also possible to highlight the role of promotional policies in achieving the effectiveness of the marketing strategy for hotel services. It is also possible to draw the attention of officials in national hotel organizations and those interested in tourism activity to the importance of hotel promotion and

goods and then spread to all sectors and countries worldwide. Although travel has always been a human desire since ancient times, the movement of people from one place to another was very limited before the Industrial Revolution, which provided people with means of transportation and communication. The nineteenth century witnessed a qualitative leap in this direction, the most prominent and significant event being the invention of air transport. The development of land and air transportation, as well as the rise in per capita income in industrialized countries, and also the rise in cultural awareness and the flourishing of scientific research in all fields of the humanities, natural sciences, and others, contributed to the speed of people moving from one place to another. This led to the emergence of numerous facilities as a necessity to meet the needs and requirements of public and private transportation. The world, especially industrialized nations, witnessed significant development in the accommodation sector, with the emergence of numerous hotels of varying categories. Each country sought to solidify its distinctive traditional hospitality through these facilities and promoted it nationally and internationally. E-marketing arose as a result of the tremendous technological advancements brought about by the communications and information revolution and the emergence and widespread use of the internet. With the significant facilities provided by the internet in the field of exchanging messages and data, businesspeople and market participants began to embrace email as a fast and inexpensive alternative to traditional communication systems such as mail and fax. Within a short time, email

guarantee their caliber, along with assisting hotels in grabbing the focus of patrons and staff, and drawing them to engage with them. These are factors that help countries attract tourists and increase the number of visitors, given the components they provide to provide tourists with comfort and enjoy a distinguished vacation.

Importance of the Research:

Online shopping is a form of e-commerce that allows consumers to purchase goods or services directly from a seller online using a web browser. Consumers find a product of interest by visiting a retailer's website directly or by searching among alternative sellers using a shopping search engine, which displays the availability and pricing of the same product at various online retailers. As of 2016, customers could shop online using a range of different computers and devices, including desktop computers, laptops, tablets, and smartphones. The importance of the research stems from the role that marketing plays in the telecommunications sector, especially e-marketing, in achieving the marketing goals of the telecommunications sector. This is achieved through the use of the internet in dealing with all marketing parties. The research, by following the scientific method, may add a kind of scientific knowledge regarding the rapid development that has occurred in the diversification of telecommunications services. Using the internet to provide telecommunications services requires individual skills, and then the company, and research on how to deal with customers using e-marketing. The importance of the research lies in how to provide the service that companies offer on the internet and on their website so that most of their

the need to utilize information and communication technologies to introduce and promote services with the aim of attracting potential consumers, retaining existing consumers, and strengthening their loyalty, thus enabling them to face competition. This research also aligns with worldwide shifts in business sectors and the increasing function of services. It further illuminates the situation in many nations. Consequently, there is a necessity to explore e-marketing as a promotional approach for lodging hospitality services and to ascertain the impact of initiatives executed in five-star accommodations to offer suggestions for elevating the standard of e-marketing using diverse techniques that bolster the travel industry as one source of the national economy in the nation generally. Typically, lodging businesses specifically. Hotel organizations are one of the most important factors in attracting tourism, attracting many investments from various countries around the world. This means that the issue of competition is of paramount importance to those in charge of this sector, considering that high-quality hotel services and appropriate distribution outlets constitute a fundamental factor in achieving a competitive advantage. This requires attention to the marketing role that these organizations must play in various global markets based on precise scientific foundations. This is accomplished by examining the effect of digital marketing instruments and their aspects on sales promotion and its facets within five-star accommodations. The significance of this research lies in pinpointing the crucial elements connected to sales encouragement in hotels and the degree to which digital marketing instruments affect them, which are supplied through the Web to

hospitality work. Furthermore, the application of the tourism company system contributes to providing services to citizens and other beneficiaries of those services, thus achieving a competitive advantage for the company compared to tourism companies in different regions.

The concept of electronic marketing:

Marketing: Linguistically, it means "to shop" (shopping), "to buy" (shopping), and it means "that people bought and sold." Technically, it is "a set of continuous and integrated efforts and activities that facilitate and accompany the transfer of goods, services, and ideas from their sources of production to their buyers," leading to the achievement of social and economic goals and benefits for the producer, consumer, and society. The American Marketing Association defines marketing as the execution of business activities that accompany the flow of goods and services from producer to patron (DJ Ringold, 2007). deems that marketing is a practical endeavor aimed at satisfying the needs and demands of consumers through exchange procedures. Marketing is characterized as the process or processes through which an organization generates worth for customers and constructs solid relationships with them to acquire worth from those customers in return. Marketing is one of the fundamental functions for identifying customer requirements and needs, as it is viewed as one of the functions linked with the customer, through which necessities are evaluated (P Kotler, 2010). Client needs and forging robust connections with them to attain devotion and contentment, thereby securing earnings and persistence for the firm. Marketing

customers can benefit from it around the clock, and how this helps telecommunications companies gain the largest possible number of customers and deal with them by understanding the role of e-marketing in providing communication services through this channel. Furthermore, working with electronic marketing can make it easier for customers to deal with companies that have added a modern approach to providing communication services to the traditional method. The significance of this research rests in grasping the fundamental aspects concerning boosting hotel revenue and the degree of influence electronic promotion instruments have on that, which are accessible to them through the web to guarantee their standard, besides assisting hotels in capturing consumer notice and drawing them to engage with them, via their comprehension of electronic marketing's effect on invigorating sales to elevate the caliber of lodging amenities.

Research Hypotheses:

The hotel organization does not adopt a promotional strategy in marketing its services, and promotion does not motivate customers to visit the hotel and request its services.

Primary Hypothesis: There is no statistically relevant outcome from employing digital promotion instruments (lodging webpage, lodging dialogue platform, lodging social networking sites, lodging mail) on revenue initiation, contests, vouchers, and price reductions in five-star lodgings. Electronic marketing plays a role in improving the efficiency and effectiveness of the electronically designed tourism company system by improving the components and functions of tourism and

the Internet as part of their promotion effort (Wan, 2002). With the growing quantity of lodging clients nowadays, reservations are made directly with hotels, circumventing conventional distribution avenues. (Jeong et al., 2013). The significance of Internet applications in the lodging industry has been highlighted by academic scholars and industry experts. For hotel operators, the Internet provides a method for them to market their offerings to worldwide patrons without any spatial or temporal limits (Law & Hsu, 2005) via the utilization of E-marketing.

Within the current hospitality literature, earlier research has been undertaken to gauge how information via hotel websites is presented. These investigations have likewise attempted to categorize the website attributes (Zafiropoulos & Vrana, 2008). A study conducted by (Christopher, 2021;) Wotring logged thirty-two distinct services and sorted them into four nonexclusive groupings: promotion and outreach, service and details, interactivity, and engineering and administration. They asserted that cyber hoteliers ought to consistently examine how these elements influence or improve the objective, profit, operation, promotion, and upkeep of their sites.

In (Buhalisa & Michopouloub, 2011) study, It was discovered that information technologies, particularly the Internet, can serve as an effective business instrument in the hospitality sector to advance their hotel operations and boost their earnings. Although the website might be viewed as the foundation for e-marketing efforts in hotels (Andrlić, 2007), There are various e-marketing instruments that can be adopted by the hotel

strives to draw in fresh patrons by offering distinct worth, keep present patrons, expand them, and establish gainful mutual bonds with patrons. Marketing aids in crafting an image and embedding its offerings and solutions in the minds of patrons and prospective patrons, particularly in the hospitality sector. To put it another way, the triumph of any enterprise launching a brand hinges upon a favorable standing in the marketplace. The study also concluded that a hotel's website is important in achieving rapid and widespread dissemination of hotel services, and the necessity of using mobile phones to communicate with customers, which increases the opportunity to help convince them and make decisions related to purchasing the hotel service they desire (Bilgihan et al., 2015).

Research concentrating on the Internet has been undertaken, especially concerning promotion and merchandising (Wan, 2002). Based on current findings, the Internet is optimal when employed as an advertising and marketing instrument (Buhalis & Law, 2008). Poel and Leunis (1999) believe that the Internet is an important channel of distribution for consumers (D Van den Poel, 1999).

The Web offers prospects for a firm to improve its business in an economical and useful way. That is, the Internet can be utilized to carry out marketing exploration, reach new markets, better serve customers, distribute products faster, Resolve client issues, and converse more efficiently with business associates. With the growth of the Internet increasing dramatically in recent years, the hospitality and tourism sector has begun to utilize

tracking software, as well as increasing the return on investment from its use. It is characterized by speed and acts as an intermediary for various people around the world, benefiting from their experiences and exchanging information. It also provides a communication service. Tourism organizations communicate with tourists by offering discounts and offers to email recipients (K Yang et al., 2019).

2- Search Engine Optimization (SEO):

SEO is the art of increasing the visibility of a company's website on the first pages of search engines such as Google. This is achieved by targeting keywords for the company's website so that it appears first in search engines. There are various types of SEO techniques, such as blogging and content writing. Tourism operators can attract rapid, targeted traffic from customers to their websites by simply indexing articles and optimizing them for search engines. This will help them acquire customers (M Šimunić et al., 2023).

3 - Paid Advertising:

Paid advertising is a term used for ads that appear on search engines. It is one of the fastest forms of digital marketing. It appears next to or above search results. It depends on the keywords you use to make your ad appear in search engines (Al-Bakri, 2008).

Types of e-marketing (D Chaffey, 2019):

- E-marketing via free online advertising sites.
- E-marketing via smartphone applications.
- E-marketing via general and specialized forums.
- E-marketing via website directories and indexes.
- E-marketing via website pages.
- E-marketing via social media.

industry. (El-Gohary, 2012) Indicates that small tourism entities in Egypt employ five fundamental e-marketing instruments, such as web marketing, electronic mail promotion, portable marketing, intranet promotion, and extranet promotion, along with varied e-marketing types—Business to Business Promotion (B2B), Business to Consumer Promotion (B2C), and Business to Government Promotion (B2G). Firms have shifted their traditional business approaches toward digital promotion and have transformed into complete service providers with the ability to present a full array of e-commerce offerings to fit client requirements and preference at any moment. E-marketing is economical and quantifiable when contrasted with all other promotion tactics. It helps both patrons and promoters concurrently. Patrons can purchase goods around the clock from any location globally and communicate with sellers (via the seller's site) to locate the desired product or service details. Hotels can engage with patrons and allow them to discover more about client desires, cultivate strong client bonds, boost effectiveness and lower expenditures, and rapidly reach domestic and global marketplaces.

The most important methods of e-marketing are:

1- Email Marketing

Email marketing is considered one of the earliest methods of e-marketing. It involves marketing a product or service to a targeted database of a specific segment of customers via email. Due to its targeting of the right audience and its low cost, email marketing is considered one of the best and most effective methods of e-marketing. It is easy to deploy, simple to use, and easy to track using

framework to govern interactions with contemporary communication channels, this involves ensuring a full selection of rapid telephonic connection amenities and assets. A person adept at utilizing computers and the web. A hotel's website success factors into digital promotion, since patrons will contrast their experience with that of various lodgings. Contrasting these two should furnish thorough details that arouse their curiosity and draw guests, which aids in fostering the effort and satisfying their requirements. Concurrently, the site's look and layout are quite crucial for the establishment, and need to be complete and harmonious regarding both aesthetics and the employed technology (D Buhalis, 2008).

Hotel Email:

Electronic mail is one of the services accessible on the Internet. A few of the most recognized websites on the Internet include: Look Out, Gmail, Yahoo! Mail, and Hotmail. The Internet concentrates on establishing email addresses on sundry websites. Electronic mail is one of the instruments that aid in online promotion to acquire the greatest number of patrons and keep current clientele. Electronic mail can attain patrons and customers swiftly, at the slightest expense, and with great impact and proficiency. Electronic mail is a technical method and a style of immediate messaging on the Internet utilized to swap correspondence in the form of text and digital visuals from several users to one or more receivers. Hotel electronic mail is the favored means for corresponding with patrons and clients, whether for room bookings or for inquiring about settlement for amenities. It is regarded as the most advantageous technique, drawing promotion drives

E-marketing via video sites.

E-marketing via click-through advertising on search engines.

E-marketing via click-through advertising on social media.

E-marketing via email campaigns.

E-marketing via banners via paid advertising sites.

Scopes of e-marketing:

Presently, organizations are increasingly employing e-marketing to connect with patrons, who dedicate the majority of their time on the internet. This has resulted in hundreds of millions of dollars being invested by firms striving to advertise their brands, goods, and services on online platforms.

Hotel Website: The swift progress in employing the internet for promotion presents a significant hurdle for businesses. Advertising goods and provisions via the internet has been growing quickly in recent times, as huge and small firms have started to grasp the significance of utilizing a site and setting up a presence for their trade and promotional endeavors. Developing a website assists firms in bypassing a physical storefront. Building a website necessitates designing a page outfitted with visuals and data concerning the organization and the items and assistance provided. The site needs to be quick to load and navigate, and appear trustworthy. Patrons or buyers require input and output apparatus such as a phone, viewing screen, reader device, digital card, and so on to observe every firm's online presence (R Law, 2005). After bolstering websites by furnishing the requisite tangible, personnel, and technological provisions, statutes, rules, and

3- If a company wants to market a product traditionally, it requires a lot of time, effort, and money. E-marketing, on the other hand, offers brand and product advertising services and communication with consumers at a lower cost, less effort, and less time than traditional marketing, using modern tools available (Bilgihan & Nejad, 2015).

Conclusion:

The hotel industry is one of the essential and vital sub-industries that comprise the larger tourism industry, as it provides a range of basic and complementary services necessary to satisfy the guest tourist. The success of any hotel organization in managing its business depends on developing and implementing a hotel strategy capable of achieving effectiveness within the surrounding environment. This effectiveness is achieved through a comprehensive marketing strategy for hotel services that seeks to achieve the goals of the hotel organization, the goals of the guest or guest, and the goals of society as a whole. Marketing activity begins by identifying the needs and desires of the target market, then developing a comprehensive and integrated marketing plan capable of satisfying those needs and desires, improving and promoting hotel services, and adding everything that gives them a distinct competitive character. It focuses its efforts on the basic hotel service that the guest sees at first glance, then follows it with some incentive methods such as additions and discounts granted to the consumer. There are many hotels that effectively follow these policies, such as Sheraton, Hilton, Hyatt, and other international hotels. However, hotel organizations in our country still ignore this

via electronic mail, and is potent for advertising to customers on its webpage. Electronic mail permits hotels to sustain connection with their clientele. Electronic mail promotion has advanced for hotels, enabling them to transmit mass notices to numerous customers based on their preferences and necessities simultaneously, lessening exertion and duration (H El-Gohary, 2012).

The Importance of E-Marketing in the Job Market:

1. By using modern tools, e-marketers can offer their services at times that suit their audience's internet activity. This is achieved by monitoring their activity and delivering this content at times that suit most users. This also allows the content to be displayed and published on platforms, which helps expose it to the largest possible segment, thus increasing sales and enabling the service to reach beneficiaries, unlike traditional marketing, which is tied to time, place, and the circumstances of individuals (D Chaffey et al., 2009).

2. While any company's product is distributed within its environment and in the places it can reach directly, or through individuals who contribute to marketing this product to consumers, which costs them significant sums, e-marketing expands the geographic reach of customers and raises awareness of the product, thereby reaching the largest possible number of interested customers, and expanding sales operations through the tools provided by the internet and modern communication tools (Park, 2020).

other patrons on the lodging's online forum. The investigator also credits the participants' replies to the favorable facets of the exchanges, questions, replies, and acknowledgments concerning the establishment's discussions, which proved precise and fulfilled their goals, and their views concerning the standard of amenities offered by the lodging were correct.

3- The lack of attractive and engaging elements, as well as expressions of influence and interest, in the hotel's brochure, has made the image conveyed to customers more ordinary than positive.

4- Customer participation and comments, both positive and negative, were taken seriously to address negatives, improve them, and enhance the quality of positive comments, thus attracting and retaining customers. However, social networking sites target the general public, while businesspeople communicate via email and receive special offers. They are the group most targeted by hotels. Consequently, the results were average. The researcher attributes the results to the fact that hotels still use traditional social networking sites that do not take into account modern designs and modern methods for presenting services and products.

5- The lack of attention paid by management to public relations tools, despite their significant importance in creating a positive impression and image among customers and gaining their loyalty, which positively impacts future decisions to visit the hotel.

Recommendations:

vital marketing function and do not bother to take advantage of developments. Current scientific and the introduction of modern scientific methods in its management or training of employees on it. This study has enabled us to answer the basic research question, as promotion is considered one of the main important elements within the hotel marketing mix. It plays an effective strategic role in introducing the accommodation, food and beverage services provided by the hotel, attracting tourists and guests and convincing them to purchase them through various promotional campaigns organized by the hotel organization with the aim of strengthening relationships with its customers and making them characterized by warmth, trust and mutual friendship to achieve a distinct mental image.

Results:

1- Customer advertising is considered one of the best ways to provide customers with the opportunity to learn more about the services provided by the hotel and motivate them to request them. The internet is followed by the modern means of open communication with targeted customers across distant regions of the world, given that most of the sample members have a university degree and therefore find this technology easy to use.

2- Patron evaluations for the second aspect, the lodging's online forum, were elevated. The investigator assigns this finding to the participants' high reply frequencies owing to the favorable dialogue they experienced with fellow patrons on the lodging's online forum. The investigator further credits the participants' high reply frequencies to the beneficial elements of the interaction they had with

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- 1- Adopt the scientific concept of hotel marketing when designing and developing an appropriate marketing strategy for hotel services.
- 2- Listen to the customer and understand their needs and desires regarding accommodation conditions, food and beverage preferences, and future expectations regarding the package of benefits they would like to receive during their visit to the hotel. This can be achieved by preparing a special form and placing it in the guest's room.
- 3- Establish a marketing and public relations department or branch within the hotel management to ensure organizational coordination between hotel departments and to facilitate careful communication and coordination with the Marketing Department of the General Directorate of the Tourism Management Institution.
- 4- Establish strong relationships with tourism and travel agencies operating domestically and internationally, improve their interactions with them, and provide them with the necessary information to promote the hotel and make it a priority when directing tourists and visitors, in exchange for bilateral agreements between the two parties.
- 5- Publish articles in newspapers and specialized magazines about the hotel and its services, especially new ones, and conduct special interviews with journalists and media officials.
- 6- Emphasize the physical environment of the service, the interior and exterior design, the colors, and the hotel's prime location as an important tool in customer purchasing decisions.
- 7- Create a hotel-specific magazine to promote its services and cover the various activities it organizes.

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