Factors Influencing Tourism Marketing Strategies at the Five Star Hotels in Amman City, Jordan

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Abstract

The current study aimed at examining the influence of tourism marketing strategies within the Jordanian 5 stars hotels. The researcher has chosen the self-administered questionnaire to form the tool of the study on a sample of the marketing and promotion managers from the 5 stars hotel in the capital of Jordan- Amman. The total number of the hotels which took part in the study was (27) 5 stars hotel located in Jordan. The results of the study indicated that political, social and economic stability in addition to the systematic promotion of cultural events appeared to be the most influential factors on the tourism marketing strategies within the studied hotels. The least influential factors appeared to be brand position, the service quality and the facilities. This was attributed to the current status of the Middle Eastern countries and the fact that the political stability is what drives tourists to the destination. The study recommends the ability of the government to deal with political and economic challenges such as poverty and unemployment impinges on the trust of potential tourist.

Keywords: tourism marketing, tourism marketing strategies, drivers of tourism marketing strategies, Jordanian 5 stars hotels.

1. INTRODUCTION

The idea of marketing is becoming more apparent with the course of time especially with the booming developments of the technological advancement and the ability of the individuals to involve the process of marketing through technology and social media websites (Pantouvakis, 2013). With the course of time, there appeared many factors that proved to be influential on the strategic plans that organizations adopt through the process of marketing which included the technological advancements, the awareness, and the interest in service and its quality (Sotiriadis & Gursoy, 2016.).

The tourism marketing strategies in Jordan began to appear more vividly with the technological enhancement and tools (Kozak, 2006). Touristic places are now more aware of the importance of following the most suitable approach to help in increasing the popularity of their facility and make it more appealing and suitable for what tourists are looking for (Fraga, 2016).

2. Problem Statement

According to Yung-Sheng (2013) there are many key success factors that may influence the overall performance of the tourism marketing regardless of its approach and destination. Globalization is a noteworthy change for worldwide economy. Individuals are moving far away from the hindrances of transnational organizations and speculation, in which the monetary contrasts are come about because of unmistakable government control,

social foundation, and monetary framework, and venturing towards another world framework with financial joining and reliance among nations. Under the persistent globalization, World Tourism Organization (WTO) demonstrated that the piece of the overall industry of tourism industry in Asia would be around 25.4% of the world in 2010, which became around 6.5% in contrasting with 1995 and was positioned the second in the world. Asian nations have in this manner attempted a great deal of endeavors to create tourism, give different positive measures, and increment various administrations to drawing in voyagers.

On the other hand, Ortigueira and Gómez-Selemeneva (2011) noted to the fact that the idea of tourism marketing strategies has been the focus of many studies and there are a lot of factors that may influence the performance of such strategies among organizations.

Based on the aforementioned argument, the current study aims at understanding the influence of a group of factors including (brand positions, facilities, service quality, political, social and economic stability, and systematic promotion of cultural events) on the tourism marketing strategies within the Jordanian 5 stars hotel in Amman.

3.   Questions and Hypotheses

The current research study seeks to answer the following questions:

1.   What are the most followed marketing strategies within the Jordanian 5 stars hotels?

2.   To what extent are public relations managers aware of the influence of marketing strategies on the tourism sector in Jordan?

3.   What is the influence of the given variables on the efficiency of tourism marketing strategies in Jordan?

The hypotheses of the study will be

H1: brand positions has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H2: facilities has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H3: service quality has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H4: political, social and economic stability has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H5: systematic promotion of cultural events has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

4.   Literature Review

Ortigueira and Gómez-Selemeneva (20110 stated that in many ventures there are typically three to six factors thatdecide achievement; these key employments must be done exceedingly well for an organization to be effective". The authors characterized these elements, basic achievement factors (CSFs, starting now and into the foreseeable future), as "the set number ofregions in which comes about, in the event that they are palatable, will guarantee effective focused execution for theassociation. They are the few key regions where - things must go appropriate for the business to thrive", and, given their significance for the organization, these components must be fundamental to three key administration undertakings orcapacities: the administration data frameworks, the definition of the organization's procedure, and itsusage. With these predecessors, the key administration of the organization will coordinate with the CSFs: without this, the organization's intensity in its segment of action is unfathomable (Dioko, 2016).

In the administrations part, to refer to a case, information of the CSFs has constituted an upper handfor the main organizations. Hence, the look for strategies by which the CSFs can be distinguished has been the subject of concentrates, for example, an experimental investigation displayed by Ortigueira and Gómez-Selemeneva (2011) is a contextual investigation on theCSFs of the tourism

business in the United Kingdom. The authors' examination was madeof the CSFs related with statistical surveying and the plan of procedures for the advancement of a vacationergoal; this last is comprehended as a geologically delimited place to which guests are brieflypulled in and incorporates areas, nations, states, urban communities and towns.

4.1 Marketing Strategies

Marketing strategies usage is generally considered as the "doing" in the arranging procedure and takes after the "imagining" organize, normally alluded to as methodology detailing. Advertising procedure usage ability superbly indicates the connection between promoting system advancement style and firm execution. Therefore, promoting technique usage has turned into an imperative hypothetical concentration for specialists, a key execution pointer for advertising work force, and a fundamental antecedent to hierarchical viability. There is overpowering confirmation to show that, gave promoting technique is fitting, successful advertising system usage can convey execution picks up for firms. Compelling advertising methodology execution gets from, among different components, the proper hierarchical structures and regulatory frameworks; control instruments; initiative style; representative motivators; correspondence endeavors; combination and coordination courses of action; and, levels of technique duty and agreement. Be that as it may, regardless of actualizing a promoting system at one point in time, mindfulness should be given to the procedure flow at work which can altogether influence how ideal the methodology stays after some time. An idea that is at present accepting impressively more consideration by chiefs and scientists alike is key impromptu creation, which depicts the synchronous detailing and execution of a technique inferring a responsiveness and adaptability in arranging which is unparalleled.

A marketing strategy (MS) is a technique that includes nations from a few diverse districts on the planet and goes for organizing an organization's advertising endeavors in advertises in these nations. A MS does not really cover all nations in any case; it ought to apply over a few areas. An average local breakdown is as per the following: Africa, Asia, and the Pacific (counting Australia) Europe and the Middle East, Latin America, and North America. A "local" advertising procedure is one that organizes the advertising exertion in one district. A MS ought not to be mistaken for a worldwide generation technique. Outsourcing and remote fabricating auxiliaries, regular highlights of a worldwide generation technique, can be utilized with or without a MS for the completed items.

4.2 Tourism Marketing Strategies

Marketing strategy reflects the tools and activities that are developed by the destination management in order to achieve the selected tourism market's objectives (Choo, 1999). For Kotler and Gertner (2002), marketing strategy involves the adoption of marketing concepts that fits the changing circumstances that characterize tourism. Kotler and Gertner (2002), further noted that tourism market is subject to changes and it is thus a dynamic market characterized by trendiness and seasonality. The aim of the marketing strategy is to increase the competitiveness of the destination (Evans, Fox, & Johnson, 1995; De Wit & Meyer, 2010). Evans, Fox and Johnson (1995) further held that the success of a tourism destination depends on the alignment of resources with the opportunities afforded by the external environment as well as its future orientation. Tourism marketing is aimed at marketing and promoting tourism attractions of a country or region (Yuju-Wang, 2007). It is the master marketing outline used by a tourism destination to market and promote its tourism. It includes tactics, website optimizations, KPIs, goals, buyer personas, paid marketing guidelines, content creation calendar and many more.

Bhaita (2002) suggested that country can market its tourism products at two levels: regional or national level and using individual firms. According to Bhaita (2002) the first level involves regional and national tourism organizations using marketing campaigns to persuade potential tourists to tour the region or

country. This way, Bhaita (2002) was emphasizing the role of tourism organizations in marketing tourism destination centers. Bhaita (2002) emphasized that the role of these tourism organizations is to create awareness regarding tourism in their country, market tourism of their country in an attempt to persuade tourist to visit their country, as well as creating an image of tourism attractions centers in the minds of the tourists. The second level involves the use of individual firms to market tourism products to boost marketing campaigns conducted by the tourism organizations.

4.3 Drivers of Tourism Marketing Strategies

In many business industries, branding including brand positioning is one of the key relational resources used to create as well as sustain a competitive advantage (Codeluppi, 2000; Fournier, 1998; Ambler, 1995). According to Keller (2003) in hyper-competitive markets that are characterized with new marketing tools and many less effective traditional marketing strategies, branding is critical to any organization seeking to create and manage relationships with customers (Normann & Ramirez, 1994).

Brand positioning is the conceptual place created in the consumer's mind by the marketer. It is the benefits that the marketer wants the consumers to think of whenever they think of the brand. It is aimed at creating a unique impression in the mind of customers with a view to make them associate something desirable and specific with the brand. It is suggested that an effective brand positioning should seek to maximize brand value, competitive distinctiveness and customer relevancy.

In relation to tourism destination products, Clarke (2000) identified benefits of position branding. First, branding helps in reducing the choice considering the high involvement that characterizes tourism. Secondly, branding helps reduce the impacts of intangibility. Third, branding serves to convey consistency through time and across multiple outlets. Forth, branding in tourism help reduce the risks involved in decision making as regard holidays.

Branding also facilitate precise segmentation and helps a destination to focus on integrating of producer effort. Elsewhere, Kotler and Gertner (2002) noted that brands are the main tool used by marketers to creating product differentiation and to promise value. They serve to prompt behavior and incite beliefs evoke emotions. They also have an emotional and social value to users.

4.4 Facilities

Marketing strategies in the tourism sector tend to focus on infrastructure and facilities because the two affect the satisfaction and comfort of the tourist (Soemarno, Mulawarman, & Kamayanti, 2015). There are three types of tourism facilities as conceptualized by Soemarno, Mulawarman, and Kamayanti (2015): main tourism superstructures, complementary means of tourism, and supporting tourism superstructures. Main tourism superstructures include travel agents, tourist transport companies, tour operators, restaurants, hotels, and attractions. Supplementary tourism superstructures are the complementary means of tourism and include places or companies that offer recreational facilities to complement tourism. Others include sport facilities, recreation and destination facilities and public infrastructure including airports, electricity, bridges, roads ports, and water and telecommunication facilities. These facilities facilitate the staying of tourists while at their destinations. Supporting tourism superstructures include souvenir shop, mailing service, entertainment, nightlife and others. These supporting facilities also facilitate tourists to stay at the destination comfortably. Accordingly, service quality can be measured based on five dimensions: empathy, assurance, reliability, responsiveness, and tangibility.

4.5 Service Quality

Service quality has been defined by different marketing researchers as the overall impression by consumers regarding the relative superiority and inferiority (Bitner & Hubbert, 1994); customers' expectations (McKerchera & Prideauxb, 2011; Kasper et al., 1999); quality

control (Jraisat & Sawalha, 2013); and intangible activities (Gronroos, 1990). It is also used to refer to meeting customer's expectations, fulfilling customers' requirements; and creating value for customers (Parasuraman et al., 1988; Yang et al., 2014; Gallarza et al., 2013). When defined in isolation, the concept of quality refers to delighting or satisfying customers by exceeding their expectations; providing service features that meet the implied or stated needs; providing a service that confirms to the clearly specified customer requirements and fitness of a product or service for use by customers (Chelladurai & Chang, 2000; Petzer et al., 2009). Service quality as approached from the gaps theory's perspective refers to the difference between actual service delivered to customers and the expected service (Parasuraman et al., 1988). According to Parasuraman et al. (1988), service quality consists of five dimensions: responsiveness, empathy, tangibility, reliability, and assurance.

With the increasing competition in the tourism industry and the important role of tourism within the global economy, determining the role of service quality is vital for service companies and tour operators. It has been acknowledged that the provision of high-quality services depends on accurate identification of customers' expectations and delivering the expected quality of service.

Within the context of the present study, service quality is conceptualized as a construct encompassing the performance of quality in activities undertaken by employees and management of five-star hotels in Jordan. Accordingly, the image of a tourist destination is influenced by the quality of services offered by the hotels and other facilities, including beaches, historical sites, architecture, local infrastructure, sports facilities, tourist sites, climate, price levels, natural attractions, nightlife, natural attractions, accommodation, festivals, exhibits cleanliness, information and tours, political stability, personal safety, friendliness, hospitality, accessibility, safety, receptiveness, different cultures/customs, adventure, atmosphere, relaxing, food/cuisine,

new knowledge, adventure, security, reputation and adult or family oriented.

4.6 Political, Social and Economic Stability

Government is the key actor when it comes to matters involving tourism development and its political social and economic stability can be used as a strategy to marketing a tourist destination (Bramwell, 2011; Ruhanen, 2013). Worth noting is that the government controls the tourism industry plays a significant role intourism development, including regulation and legislation, planning, coordination, social tourism, public interest protection roles, entrepreneurship and stimulation.

The ability of the government to deal with political and economic challenges such as poverty and unemployment impinges on the trust of potential tourist. It has also been suggested that the perception created using marketing strategies regarding the economic, political and social stability of a country positively influences potential tourist towards the country as a tourism destination (Wang & Wall, 2005; Mishler & Rose, 2007; Wong et al., 2011).

Political relations and political stability between and within states determines the image of tourism destinations in tourist-generating regions (Hall, 1996). Warfare, political strikes, political protests, or coups impact on the social and economic development of a tourism destination and ultimately impact the development of tourism and the attraction of visitors by a destination. These factors affect the perceived and real safety of tourist, and factors influence strategies adopted by the destination to market tourism to potential tourists (Gupta, 1990; Hall, 2001). According to Gupta (1990) one of the key factors considered by potential tourists when deciding to visit a particular destination is its prevailing political, economic and social stability.

4.7 Systematic Promotion of Cultural Events (200)

The 1985's declaration by the General Assembly of the World Tourism Organization (WTO) introduced the concept and need to

preserve and promote cultural, historical and natural heritage and how this should be implemented in the tourism field. This Declaration define people's cultural heritage as encompassing works of their composers, artists, writers, architects, philosophers, and others authors who constitute an integral part of the people's cultural heritage. These includes material and non-material historical heritage, including language, historical monuments, sites, beliefs, customs handicrafts, folklore, technical occupations, church ceremonies, folk festivals, events, performances, rites, as well as various sport events (Zeppel & Hall, 1991).

In the previous convention held in 1972 by WTO titled cultural and natural world heritage, it was recommended that member states should embrace the convention alongside its principles, particular on the cultural tourism. Accordingly, many countries have used the insight of this convention to achieve a breakthrough in preserving cultural and natural heritage, which is being used for tourism. Notably examples include conducting archaeological excavations, creating catalogue, protecting works, adopting laws and regulations to protect heritage, training professionals in heritage protection, establishing preservation laboratories, and education the public on artistic values of cultural heritage and events (Zeppel & Hall, 1991).

Tourism, which involves scientific use and promotion of cultural heritage has been identified as the best marketing approach/strategy to cultural heritage (Richards, 2006). It is a system defined by organized and well-define strategies of attracting people to the destination of their choice. In recognition of this reality, Richards (2006) proposed that destination sites should take into account systematic promotion of cultural events in their marketing strategies. Richards (2006) suggested that this should start with creating interest in the potential tourists using various forms of promotions, including publications, virtual information networks, visual media, and exhibitions.

4.8 The Reality of Tourism Marketing Strategies in Jordan

Jordan has been investing in tourism marketing strategies since 200 when it developed the first National Tourism Strategy y through a private-public partnership. The strategy covered the period spanning 2004 to 2010. This strategy was based on four key pillars, which were aimed at guiding the growth and development of the tourism sector: marketing & promotion, product development, strengthening human resources, and providing effective institutional & regulatory framework. Guided by these pillars, the Kingdom of Jordan has strengthened marketing and promotion efforts, improved quality and variety of tourism services and products; widely adopted professional human resource practices across the tourism industry and important steps taken to create a regulatory environment that promote tourism development. These efforts resulted in the increase number of tourists in 2010 with tourism accounting for 12.4% of the country's GDP in 2010. To further develop and improve tourism, Jordan designed a new 2011-2015 National Tourism Strategy, which was used to create a strong and solid foundation and present a path to underpin the future growth of tourism. This new strategy was used to guide the mission and vision adapted from the first NTS and was used a basis to focus attention to further develop unique, distinctive and competitive tourism industry. This 2011-2015 NTS framework retained the four-pillar framework with few amendments on the strategic objectives. This framework helped the Kingdom of Jordan to remain competitive in its tourism sector. The range of measures covered under these four pillars contributed to securing achievement made during the 2004 and 2010 period and ensuring that Jordan's tourism remains competitive in the long-run. The strategic mission for the 2011-2015 included: raising the over competitiveness of tourism industry of Jordan; enhancing visitor experience via innovation in product development; better positioning and promotion of tourism offering with the global market; and creating and operating and regulatory environment that drives better business

performance. Collectively, these strategies have seen increased investment in five star hotels in Jordan (Ministry of Tourism & Antiquities, 2015).

5.   Methodology

The current study was based on the quantitative approach in order to reach the results and have the ability to answer the presented questions of the study. The quantitative approach is built on the concept of deriving the needed results from a set of numerical data which was derived from the sample of the study based on a chosen tool to be employed. In the current study, the researcher employed the self-administered questionnaire to be the main tool of the study. The questionnaire was built on two parts, the first part was the demographic variables including (age, educational level and

experience) while the other part took into perspective the variables of the study which included (Brand positions, Facilities, Service quality, Political, social and economic stability and Systematic promotion of cultural events).

As for the sample of the study, the researcher has chosen the marketing and promotion managers from the 5 stars hotel in the capital of Jordan- Amman. The total number of the hotels which took part in the study was (27) 5 stars hotel located in Jordan. the researcher has excluded the 5 stars hotel which were located outside of Amman which were hotels within the other touristic areas in the country like Aqaba, Maeen, Petra and Dead Sea The final number of the chosen hotels was (11) 5 stars hotel in the capital Amman. According to the aforementioned information; the researcher developed the following model to represent the overall theoretical model of the study.
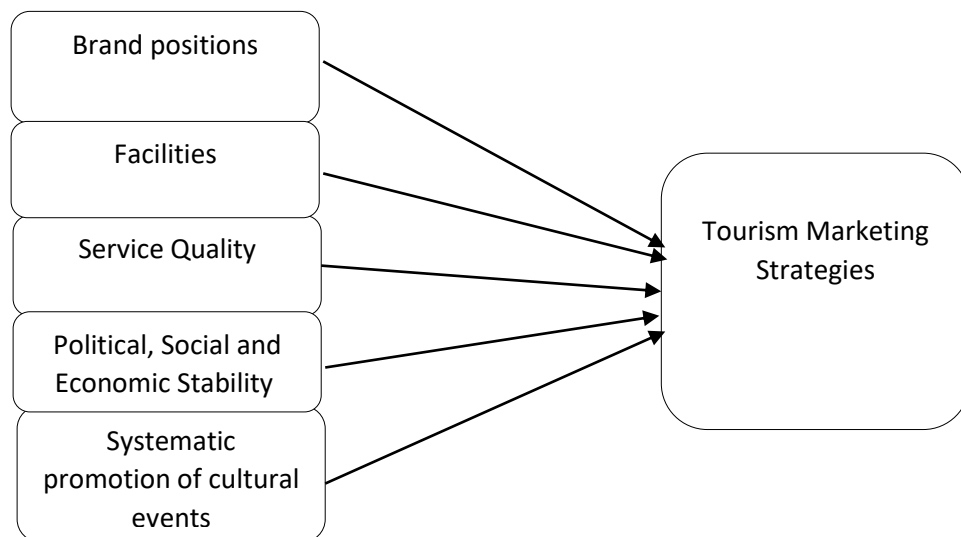

Figure 1. *Model of the study*

6.   Results

The current section presented the results of the study according to the outcomes of the statistical processing which took place on the data of the study. The section appeared in two parts, the first took into perspective the demographic results while the other part took into perspective the results of the tool of the study.

Table 1. *Sample statistics according to age*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 25-30	18	81.8	81.8	81.8
31-36	3	13.6	13.6	95.5
+37	1	4.5	4.5	100.0
Total	22	100.0	100.0	

As can be inferred from table 1, majority (81.8%) of the study participants with the frequency of 18 was aged between (25-30) and participants aged (31-36) constituting 13.6% of the study participants while those aged (+37)

constituting the smallest percentage of the study participants

Table 2. *Sample statistics according to educational level*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Postgraduates	1	4.5	4.5	4.5
BA	21	95.5	95.5	100.0
Total	22	100.0	100.0	

As can be seen from table 2, majority of the participants had a bachelor's degree constituting 95.5% of the study participants. Other participants had a postgraduate degree constituting only 4.5% of the study participants.

Table 3. *Sample statistics according to experience*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3-8	4	18.2	18.2	18.2
9-14	15	68.2	68.2	86.4
+15	3	13.6	13.6	100.0
Total	22	100.0	100.0	

As can be seen from table 2, majority of the participants had experience ranging between (9) and (14) years constituting 68.2% of the study participants. Others had experience of between (+15) years constituting 13.6% of the participants and experience of (3-8) constituting 18.2% of the study participants.

6.1 Questionnaire Analysis

Table 4. *Descriptive statistics*

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Tourism marketing strategies					
The marketing strategies and campaigns were created to achieve marketing objectives	22	3	5	3.91	.610
Tourism marketing campaigns are planned to promote destinations	22	2	5	3.82	.664
tourism marketing is the business discipline of attracting visitors to a specific location	22	2	5	3.18	.664
tourism marketing works on attracting people to a specific location without recommending specific sites or accommodations	22	2	5	4.32	.995
Brand position					
Brand position distinguishes products between competitors	22	3	5	4.50	.740
Brand position is the place that a brand occupies in the mind of the customer	22	3	5	4.00	.436
Mental image of the brand is important in its position	22	1	4	3.68	.780
brand positionstrategy involves creating brand associations in customers' minds	22	2	4	3.68	.568
Brand position makes customers perceive the brand in a specific way.	22	2	5	4.27	.985
Facilities					
More facilities means more customers	22	1	5	4.36	.953
Facilities in tourism are important to create a positive mental image	22	2	5	4.36	.953
It is important to have the suitable facilities in tourism	22	2	5	4.00	.617
Facilities are part of promoting a certain touristic destination	22	2	4	3.68	.568
It is important for the facilities to suit the level of the touristic destination	22	2	5	4.32	.894
Service quality					
The quality of the service increase the success of the marketing	2	3	5	3.95	.375

plans	2				
There should be a match between the marketing plan and the quality of the	22	1	5	3.73	.767
service					
A good balance has to take place between the quality of the service and its price	22	1	5	3.18	.907
Social media is important to define the quality of the service	22	1	5	3.23	.813
Political, social and economic stability					
People are more drawn to safe and secure touristic destinations	22	2	5	3.82	.588
It is important to improve the political and economic status for a successful	22	1	5	3.95	.844
marketing strategy					
The political instability renders the marketing strategies unsuccessful	22	3	5	3.86	.468
People are more drawn into economically stable destinations	22	3	5	3.82	.501
The price of the currency may influence the process of tourism marketing	22	3	5	3.91	.526
strategies					
Systematic promotion of cultural events					
Cultural events are attracting tourists	22	3	5	3.86	.560
It is important to be aware of the culture in which the marketing strategies are	22	3	5	3.77	.528
taking place					
Culture-based marketing strategies are important to increase the success of the	22	3	5	3.86	.468
promoting process					
Most 5 stars hotels involve the culture in their strategies	22	3	5	3.91	.526
Traditions and cultural events increase the success of the marketing strategies	22	1	5	3.86	.941
Valid N (listwise)	22				

Examining the above table (4), it can be seen that there is a positive attitude from participants towards the above questions. This appeared through the mean of the paragraphs which scored higher than 3.00 referring to the paragraph as a good indicator. The most influential paragraph appeared to be "Brand position distinguishes products between competitors" scoring a mean of (4.50) referring to it as the most answered paragraph of the questionnaire. This indicates that the position of the brand plays a role in differentiating between the hotels in terms of accepting the notion behind their marketing strategies and attracting more customers and tourist to their destination.

6.2   Reliability Test

A reliability test was carried out using Cronbachs' alpha, The result showed a value of (0.931) for the all items as well as alpha for each variable is greater than accepted percent 0.60, which is a reasonable value indicating the tool consistency that enhanced its use for the study

Table 5. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852	.726	.640	.30341

Table 6. *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.894	5	.779	8.459	.000
	Resdual	1.473	16	.092		
	Total	5.366	21			

Multiple regression was used to test the main hypothesis of the study. It is found that R (0.852) is the correlation of the independent variables and the dependent variable. Also it is found that the F value of (8.459) is significant at (0.05) level. Thus brand positions, facilities, service quality, political, social and economic stability, and systematic promotion of cultural events affect the tourism marketing strategies.

The following presented the testing of the sub-hypotheses of the study:

H1: Brand positions has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Table 7. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477	.227	.189	.45537

Table 8. *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.219	1	1.219	5.880	.025
	Resdual	4.147	20	.207		
	Total	5.366	21			

Table 9. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	2.063	.726		2.843	.010
ind1	.433	.179	.477	2.425	.025

Linear regression is used to test this hypothesis; it is found that R (0.477) is the correlation of the independent variable and the dependent variable. Also it is found that the F value of (5.88) is significant at (0.05) level. Thus, brand positions have a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

H2: Facilities has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Table 10. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788	.620	.601	.31912

Table 11. *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.330	1	3.330	32.697	.000
	Resdual	2.037	20	.102		
	Total	5.366	21			

Table 12. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.236	.455		2.717	.013
ind2	.620	.108	.788	5.718	.000

Linear regression was used to test this hypothesis; it was found that R (0.788) is the correlation of the independent variable and the dependent variable. Also it is found that the F value of (32.697) is significant at (0.05) level. Thus, facilities has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H3: Service quality has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Table 13. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670	.449	.421	.38454

Table 14. *ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.409	1	2.409	16.292	.001
	Resdual	2.957	20	.148		
	Total	5.366	21			

Table 15. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.489	.580		2.567	.018
ind3	.647	.160	.670	4.036	.001

Linear regression was used to test this hypothesis; it is found that R (0.67) is the correlation of the independent variable and the dependent variable. Also it is found that the F value of (16.292) is significant at (0.05) level. Thus, service quality has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H4: Political, social and economic stability has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Table 16. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681	.464	.437	.37918

Table 17. *ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.491	1	2.491	17.325	.000
Resdual	2.876	20	.144		
Total	5.366	21			

Table 18. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.054	.666		1.583	.129
ind4	.708	.170	.681	4.162	.000

Linear regression was used to test this hypothesis; it was found that R (0.681) is the correlation of the independent variable and the dependent variable. Also it is found that the F value of (17.325) is significant at (0.05) level. Thus, political, social and economic stability has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan

H5: Systematic promotion of cultural events has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Table 19. *Model summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601	.361	.329	.41415

Table 20. *ANOVA*

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.936	1	1.936	11.288	.003
Resdual	3.430	20	.172		
Total	5.366	21			

Table 21. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.075	.818		1.314	.204
ind4	.709	.211	.601	3.360	.003

Linear regression was used to test this hypothesis; it is found that R (0.601) is the correlation of the independent variable and the dependent variable. Also it is found that the F value of (11.288) is significant at (0.05) level.

Thus, systematic promotion of cultural events has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

7.   Discussion

The present study investigated factors influencing tourism marketing strategies in Jordanian 5-Star hotels. Specifically, the study explored a set of factors notably brand positions, facilities, service quality, political, social and economic stability, and systematic promotion of cultural events, all identified in literature as influencing the tourism marketing strategies within the Jordanian 5 stars hotel in Amman. Accordingly, it was hypothesized that:

(1) brand positions has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; (2) facilities has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; (3) service quality has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; (4) political, social and economic stability has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; and (5) systematic promotion of cultural events has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

Results confirmed all the five hypotheses confirming that the five-star hotels in Amman, Jordan are influencing by brand positions, facilities they have, service quality, systematic promotion of cultural events, and political, social and economic stability when selecting tourism marketing strategies.

These results are in line with those by Pranicevic, Alfrevic and Stemberger (2011) that brand positioning influence the adoption of marketing strategies in Kenyan five star hotels. Pranicevic, AlfrevicanStemberger (2011) revealed that Kenyan five star hotels adopted personal contact marketing, leadership marketing, extensive training marketing and contact marketing strategies. These five star hotels have also embrace adopted marketing

strategies related to physical attractiveness, quality of customer service, information technologies, safety and security systems and unique product features. This view was also reflected in Bhasin (2010) that firms operating in highly competitive markets such as the hotel industry can make use of different approach to adopt and formulate marketing strategies. Karadenize (2009) hinted that these firms can consider characteristics such as pricing, consumer benefits, product class, production, competitors, and cultural symbols when formulating and adopting marketing strategies. According to Karadenize (2009) firms in the hotel industry can use capacity and customers' interest as the basis for choosing marketing strategies of their services. However, Karadenize (2009) acknowledged the uniqueness of industries and companies and noted that the basis of selecting marketing strategy vary between industries and companies. In another study, Chacko (2011) noted that the marketing of products or services for companies within the hotel industry can take the shape of price marketing, marketing by users (customers), marketing by use (attributes), product marketing and customer marketing.

Elsewhere, Devlin, Birtwistle, and Macedo (2003) suggested that hotels should emphasize strategies that are relevant to customers' needs, and those strategies that emphasize to customers' their likely benefits and consequences. Devlin, Birtwistle, and Macedo (2003) further noted that hotels that formulate or adopt marketing strategies that reflect customers' needs, and reveal to customers about the advantages of the offering and the accrued benefits associated with the offer stand to remain competitive. Devlin, Birtwistle, and Macedo (2003) held that the basis of formulating marketing strategies should be the image of the hotel or company. Accordingly, the focus should be the value for money, good reputation, physical location of the company, familiar layout, quality services and products, and additional services offered by the company. In view of Devlin, Birtwistle, and Macedo (2003) hotels or companies that embrace these strategies shall assure their customers of

durability, fair and affordable price, and saving on time. Devlin, Birtwistle, and Macedo (2003) observed that benefits that can be accrued by customers for selecting such hotels include happiness, financial security, high self-esteem, and quality of life. Other studies (e.g., Pranicevic, Alfrevic&Stemberger, 2011) have found the contrary that other factors, including technological development, the hotel's environmental decisions (security and safety), price, customer service, and the type of product influence the marketing strategies adopted by companies operating in the hotel industry. Pranicevic, Alfrevic and Stemberger, (2011) hinted that information technology influences the decision by firms in the Hospitality Industry to adopt certain marketing strategies against others. Pranicevic, Alfrevic and Stemberger (2011) opined that informational technology comes in handy when hotels want to market their services beyond the boarder as it facilitates the booking of rooms by visitors. Pranicevic, Alfrevic and Stemberger (2011) noted that the interne facilities the use of marketing and customer relationship management tools and technologies in the hotel industry to market services and products.

8.   Conclusion   and Recommendations

Five-star hotels in Jordan and elsewhere specialize in providing professional services to customers, including 24-hour entertainment services, meals and drinks, 24-hour reception, specious reception halls, personalized greetings for customers, mini bars, fresh flowers, beverage and food, internet PC services, shoe polish service, ironing service, and a multi-cultural and multilingual staff.

To market these services, these five-star hotel should take into account factors such as brand positioning, facilities, service quality, political, social and economic stability and cultural events. This is in consideration of the present study that (1) brand positions has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; (2) facilities has a positive influence on the tourism marketing

strategies within 5 stars hotels in Jordan; (3) service quality has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; (4) political, social and economic stability has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan; and (5) systematic promotion of cultural events has a positive influence on the tourism marketing strategies within 5 stars hotels in Jordan.

As has been noted herein, the ability of the government to deal with political and economic challenges such as poverty and unemployment impinges on the trust of potential tourist. It has also been suggested that the perception created using marketing strategies regarding the economic, political and social stability of a country positively influences potential tourist towards the country as a tourism destination. Facilities offered by the hotel including, including beaches, historical sites, architecture, local infrastructure, sports facilities, tourist sites, climate, price levels, natural attractions, nightlife, natural attractions, accommodation, festivals, exhibits cleanliness, information and tours, political stability, personal safety, friendliness, hospitality, accessibility, safety, receptiveness, different cultures/customs, adventure, atmosphere, relaxing, food/cuisine, new knowledge, adventure, and security affect the image created by the potential tourist and ultimately the affect the reputation of the hotel. Lastly position branding is critical to any organization seeking to create and manage relationships with customers.

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