The Role of E-Marketing in the Development of Internet User Attitudes Toward Tourist Sites in Saudi Arabia

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Abstract. The Internet has become just a vital part of the contemporary social life. It has gained importance in tourism sectors and institutions since it has served as a means to reach people who are interested and to influence their attitudes and behavior towards tourist sites. This research intended to identify the role of e-marketing in the developing attitudes of Internet users to tourist sites in Saudi Arabia. The research aimed also to explore the e-marketing mix: electronic service, cost, promotion, website, the accuracy of the information, payment, and personalization. The paper reviewed the previous studies of the electronic marketing of tourism, and worked on and developed a tool for field data collection which has given acceptable Validity and Reliability indicators. The research has been carried out with 478 participants (Internet users) chosen from various regions of the Kingdom. This paper presents methods to improve the role of e-marketing attitudes on Internet users in relation to tourism and through touching the needs and desires of tourists and its impact on the design of the website. The results of the research indicated that the level of using e-marketing towards the tourist sites in Saudi Arabia has increased, the attitudes of Internet users to tourist sites in Saudi Arabia were positive, and the dimensions of the e-marketing mix (e-service, price, promotion, website, the accuracy of the information, and payment) have impacted on Internet users' attitudes towards the tourist sites in Saudi Arabia.

Keywords: E-marketing, Tourism; Internet; Attitudes.

Background:

Academic leaders have moved forward in addressing the topic of traditional marketing and its component parts in order to identify and develop it to blend in with the continuous rapid changes. The concept of traditional marketing   first originated from Neil Borden. The concept involved several elements that can be decreased or increased being dependent on the required degree of satisfaction (Borden, 1964). Afterwards , a more codified model which was presented determines the primary four elements of the marketing mix which have been later referred to as the 4Psnamely; Product, Price, Place, and Promotion (McCarthy, 1964).

The concept of marketing mix has attracted researchers' attention. They began to research the effectiveness of marketing mix elements in light of the incessant rapid changes in the various sectors. It was found that the traditional concept of the marketing mix was inaccurate in light of the emerging marketing ideas (Silverman, 1995) The studies about this topic have continued to discuss the concept and its elements and how these elements can facilitate the exchange process (Bagozzi et al., 1987; Hult et al., 2012) This research paper will overshoot discussions of entire traditional elements of the marketing mix and primarily focus on the elements of the e- marketing mix and their function in directing Internet users to the tourist sites. In order to accomplish the objectives of this research, light will be shed upon the developments which occurred in relation to the concept of the marketing mix to suit the service sectors and new technologies.

Constantinides (2006) provided a new type of marketing, including: services marketing, e-marketing, and nonprofit marketing. These types are totally different from the elements of the marketing mix and therefore these elements seem to be unsuitable for the new types of marketing. Furthermore, due to the limited elements of the marketing mix, there are many difficulties faced when it comes to achieving the various needs of customers as well as sectors and in establishing relationships with them.

Sector variations contribute to the diversity of customer needs in the services sector. Services marketing has gradually grown and it has been brought into a privilege position in comparison to the other types of marketing. This might be due to the consideration of the services as a part of physical products and a main pillar in supporting economic activity (Hoffman and Bateson, 2010) The elements of the marketing mix have been enlarged to include the services marketing since there are many companies focusing only on services and the traditional elements of the marketing mix are not effective enough in the various sectors in general and services sector in particular (Beaven and Scotti, 1990) In order to be relevant to the service sector, three additional elements have been added to the marketing mix, namely; physical evidence, participants, and the process (Collier, 1991) The rapid developments currently don't only focus on the expansion of the marketing mix, but also on the improvement of this mix to go with the Internet revolution and the

innovative application of e-marketing (Rajshree, 2012). Chen (2006) concentrated on the importance of e-marketing mix in establishing close relations with customers.

There are several critical factors that have affected the marketing mix globally most of which are: people dumped the traditional methods of getting information and services, then started to use the modern methods that save time and money. The second factor behind the recent changes is the proliferation of the World Wide Web which has changed the way of communication in society and in the businesses which helps them to cope with these changes. By creating a website, companies become able to increase their effectiveness by communicating with their customers at any time (Kozak and Andrew, 2006) The World Wide Web is nowadays counted as a means available to everyone, and it is characterized by the existence of many tools that meet the needs of Internet users and those who want to move from one place to another and use the Internet to gain information about travelling and book tours that offer the best prices (Duncan, 2009).

The Internet has facilitated marketing processes by communicating with all others at any time and in any place. It provides customers an access round the clock, cutting down all geographic boundaries, and enabling immediate communication with customers (Corley et al., 2013). In other words, it can be stated that the communication in marketing process was ineffective until the emergence of the Internet. Marketing has been re-introduced in a new form and that was after merging with the Internet and it started to be called e-marketing. E-marketing (EM) is explained as using both internet and interactive technologies to facilitate two way communication between a company and its targeted customers, and the reason behind using EM is to differentiate e-marketing from interactive marketing (Coviello et al., 2001) One more explanation of e-marketing is given by Strauss and Frost (2011) which states that the electronic marketing proliferation is the result of combining digital technologies with traditional marketing. From these explanations, it is clear that marketing has become stronger than ever due to new technologies' support, which allow online marketers to provide the information about the product, service and even the company itself. This emphasizes the importance of the Internet for marketing.

Internet penetration in marketing has affected the various elements of the marketing mix, even given birth to some other new elements. From a review, it has been noticed that numerous electronic marketing tools exist and they are in use (Kalyanam and McIntyre, 2002) E-marketing mix differs from traditional marketing mix, however; there are some mutual elements between the two mixes. The traditional elements are the marketing mix core and therefore they should be developed in order to cope with the rapid changes in the marketing environment. Harridge- March (2004) used the 7P model to assess electronic marketing and he helped the executives in assessing e-marketing using a proposed structure. Furthermore, Chen (2006) introduced e-marketing mix as 8P model (the existing 4Ps in addition to personalization, payment, precision and push and pull) It can be concluded that 4P components are still used in all structures with some extension

and adjustment. As this research paper is concerned with the view of Internet users, the focus will be on selected elements of e-marketing mix introduced as follows :

- **Product/Service:** The World Wide Web has facilitated the process of providing the various products including physical products, information, services, or a mix of them to strengthen the relations with customers (Farzamnia et al., 2009) By utilizing e-marketing, traditional patterns of services can be underpinned by electronic ones and the process of gaining information at any time can be easily exercised and with one click only (Sumaida'ie, 2012)

- **Price:** is considered as the main pillar of marketing. There are numerous traditional methods of pricing such as loyalty programs, deduction, promotional prices, participation forms (Farzamnia et al., 2009) credit and payment methods (Sumaida'ie, 2012) The Internet has provided new tools and methods of pricing to be used by the different companies. Regarding the process of bargaining, it has been affected by the Internet since controlling bargaining has moved from service providers to service buyers so that the pricing process has been greatly changed (Haddad and Mahfouz, 2006) It can be noted that the costumers using the Internet have become competent in determining their need of products and to decide which price is suitable for them (Sigala and Dipl, 2001)

- **Information Accuracy:** The processes of selecting the target market (target retail) and locating the market within a digital content which is based on database management systems that are accurate and give correct information (Chen, 2006)

- **Promotion**: This involves all the information flowing to the other party by using numerous tools contained in the electronic communication such as advertising, personal selling, and stimulate sales, etc.. (Rajshree, 2012) The Internet doesn't only focus on advertising but also on establishing close relations with customers to gain their trust (Sumaida'ie, 2012) Promotion has been greatly affected by e-marketing compared to the other elements of the marketing mix and therefore it has been called Direct Marketing due to its ability to communicate and respond immediately to current and expected customers (Haddad and Mahfouz, 2006)

- **Personalization:** *The process of preparing an individualized communication for a specific person based on stated or implied preference*s (Roberts,   2003: 462)   In an online environment we can refer to it as a communication process of services with specific individual by using the internet.

- **Payment:** The method of paying the price or service. The payment method is considered as one of the most important issues facilitated by e-marketing. Yet, the more significant issue here is the level of safety of the payment method. Payment methods should be secure enough to be utilized by tourists and other clients (Chen, 2006)

- **Website**: Website is used by the customers for various purposes, including gaining information, completing procurement processes, and making direct communication (Molenaar, 2012) The website also helps tourist service providers in gaining the information necessary for conducting researches about the market

(Newlands, 2011) It is being alleged that using website will help tourist companies in decreasing the cost of service provided for the costumer. It will also provide a lot of information about the costumers in order to maintain their loyalty (Alipour et al., 2011)

E-marketing and Tourism:

A research shows the extent of using e-marketing in Saudi Arabia and its importance for the services sector, and the result based onInternet users in the Kingdom of Saudi Arabia shows also that e-marketing is highly used in the services sector in the kingdom. Moreover, the research demonstrated the popularity of electronic payment methods and its role in e-marketing in the Kingdom, which in turn will push people to adopt electronic processes increasingly (Al-Amer, 2010) E-marketing is not limited to selling (electronic payment) and providing products as well as services by using technology, but it is also used as an effective strategic means which helps in establishing the brand and gaining customer loyalty (Mirzaei, 2012)

Further e-marketing helps in communicating with customers locally and internationally since it is not affected by borders. The importance and necessity behind using the Internet in marketing activities stem from the ability of this tool in marketing through transferring and exchanging information between all parties in addition to its ability in storing, forming, and transferring such information easily without the involvement of the human factor. Since marketing is based on preparing consistent information and re-using it at different times, the Internet has facilitated this process through the electronic transmission of information. Over and above, using website has given extra methods of collecting information from customers. Use of the website certainly facilitates extra ways of collecting information from customers (Eraqi and Abd-Alla, 2008) But that is not the only use of the Website where e-marketing stimulates the use of websites on the internet through using some marketing strategies such as Pull and Push strategies with the help of different elements of e-marketing mix to deal with and serve customers (Paulo, 2000).

Tourism relies basically on distribution and providing information about tourists' product, and tourist product is considered as an inexhaustible wealth. The tourism sector contributes greatly to the GNP of many countries. This is believed to be an important reason for countries that do not recognize the importance of this sector to take this sector into consideration by. The Kingdom of Saudi Arabia has realized the importance of the tourism sector and its role in increasing the rate of economic growth. Information available to the Supreme Commission for tourism in Saudi Arabia illustrates the importance of this sector, which is ranked third in the components of GDP after oil and manufacturing sectors. It can be noted now that the Saudi tourism sector can be relied upon as a key strategic sector which helps in the country's progress and reduces the dependence on the other resources in determining the development path (Alhajhoj, 2010)

The research problem

The tourism sector in the Kingdom of Saudi Arabia is believed to be one of the emerging sectors. Religious tourism is the most important pillar in this sector. Since Saudi is the birthplace of Islam, this makes it a spot of tourist attraction for people from all over the world where millions of Muslims go to the Grand Mosque and the Prophet's mosque to perform the Hajj and Umrah rituals. Tourism has received increasing support from the Government of Saudi Arabia, represented in the General Commission for tourism and antiquities, which aims to develop and rehabilitate the heritage and tourist sites, improve the accommodation sector, travel agencies, and tourist services and develop the activities and events in the tourist sites, in addition to developing the touristic human resources. The Commission seeks to complete its mission to transform tourism into the economic sector which contributes to increasing effectiveness in GNP, and supports the national economy (Middle East, 2012).

The tourism sector has contributed to the evolution of GDP by more than 7.2% in 2011. According to the World Tourism Organization, Saudi Arabia's share of the number of trips to the Middle East has reached 32%. On the other hand, in 2008, the United Nations Organization for Science, Education and Culture announced that Mada'in Saleh has been regarded as a World Heritage site, and thus becomes the first site in Saudi Arabia to join the list of World Heritage sites. Later in 2010 Diriyah was also added (Middle East, 2012).

In 2012, expenditure volume of local tourism reached 32.6 SR billion. The tourism activity represented 2.6% of GDP and it is expected to reach 2.9% by 2019. The tourism activity in the Kingdom supports 5,852 natural.,, historical and cultural sites, 185,000 t hotel rooms, 90,000 thousand furnished housing units, 1,321 Travel agencies, 94 Museums, 10 National parks, and 15 Nature reserves (Saudi Commission for Tourism and Antiquities, 2012).

Along with the growth of the tourism sector in the Kingdom and the rapid development in information technology, an interest in the marketing of tourism sector has greatly increased as offered by technological means. Therefore, it is essential to reshape the e-marketing mix to increase the tourist features and benefits. E-marketing reflects the application of information technology compared to traditional marketing. E-marketing mix involves a group of marketing elements, including: e-product, distribution, pricing, e-promotion, e-payment, and website (Kotler and Keller, 2011) in which the Internet is used as an intermediary in dealing with tourists to achieve the objectives of the tourism sector and serve the tourists at the lowest cost, effort and time through what is provided by e-marketing, of information about tourism in Saudi Arabia to be trusted by the tourist across websites (Dehkordi et al., 2012).

Therefore, the research problem is represented as determining the role of e-marketing in identifying the attitudes of web users. These attitudes are represented by the tourist's knowledge, practice, and feeling about tourist sites in Saudi Arabia. Based on the above, the research seeks through investigation and analysis to know

the role of e-marketing in the developing attitudes of Internet users who want to travel to tourist sites in Saudi Arabia.

In a nutshell the research paper seeks to achieve several objectives, starting from identifying the extent of employing e-marketing toward tourist sites in Saudi Arabia to identify the attitudes of Internet users toward tourist sites in Saudi Arabia and identify the impact of some elements used in the Internet marketing strategy (electronic service, price, promotion, website, the accuracy of the information, payment, and personalization) on the attitudes of Internet users (knowledge, feelings, practice) Furthermore, it aims to determine the dimensions of e-marketing strategy that may impact on the user attitudes in choosing tourist sites in Saudi Arabia and finally provides a series of recommendations in the light of the research findings, which are expected to benefit practitioners from tourism, Academicians, and Researchers.

Hypotheses Development

Literature review focused on roles of e-marketing in making positive changes in electronic consumer attitudes, notably in the evolving use of Internet worldwide. Alipour et al., (2011) examined the role of web-mix in tourism industry development and the critical role that e-marketing plays in this area and also that e-marketing is not confined to promote the tourism sector only but can affect all economic sectors too. Alhajhoj (2010) conceptualized how economic sectors grow and within this logic researchers started to focus more and more on consumer behavior by applying the Internet in marketing relying on e-marketing.

Dehkordi et al., (2012) focused on one hand on consumers response and understanding of the marketing mix online and on the other hand provided evidence of marketing mix success that affect the response and understanding of consumers and this indicates that the critical factor to achieve marketing success in attaining this goal depends largely on the marketing mix components, and for this reason many studies focused on the analysis of the e-marketing mix, where Kalyanam and Mcintyre (2002) presented a conceptual framework of E-marketing mix and how to apply it effectively to influence consumer attitudes, while Farzamnia et al., (2009) enhanced the idea, that succeeded in proving e-marketing's role in influencing consumer choices and thus influence consumer decision toward service provided. Based on the evidence provided by previous studies, this paper seeks to test the following main hypothesis:

H_O1. *There is no significant effect at the level of (α = 0.05) for e-marketing and its dimensions (e-service, price, promotion, website, the accuracy of the information, payment, and personalization) on the attitudes of Internet users to tourist sites in Saudi Arabia.*

If the paper succeeds in proving the main hypotheses, it is expected to demonstrate the role of e-marketing mix in affecting users' attitudes and therefore it must be shown that attitudes consist of three main components namely knowledge, practice and feeling. From this point researcher should test e-marketing success in

influencing these three components, especially because previous studies did not attempt to examine this precise impact and that is the best of researchers' knowledge. Based on the above, the research will seek to test the following sub-hypotheses emanating from the main hypothesis.

$H_O1.1$ *There is no significant effect at the level of (α = 0.05) for e-marketing and its dimensions (e-service, price, promotion, website, the accuracy of the information, payment, and personalization) on the Internet users' knowledge toward tourist sites in Saudi Arabia.*

$H_O1.2$ *There is no significant effect at the level of (α = 0.05) for e-marketing and its dimensions (e-service, price, promotion, website, the accuracy of the information, payment, and personalization) on the Internet users' practicing (visiting) toward tourist sites in Saudi Arabia.*

$H_O1.3$ *There is no significant effect at the level of (α = 0.05) for e-marketing and its dimensions (e-service, price, promotion, website, the accuracy of the information, payment, and personalization) on the Internet users' feeling toward tourist sites in Saudi Arabia.*

Conceptual definitions

- **E-marketing**: The application of information technology to reform the marketing strategies in order to increase the benefits obtained by the customer through effective market segmentation, targeting, discrimination, site selection strategies, and effective planning to implement the ideas, distribution, promotion, and pricing of goods and services. This also involves creating exchanges that meet the individual needs of consumers and the organization's goals. This research paper will study the e-marketing mix identified.

- **E-service**: All the benefits the tourists (consumers) receive while going through the time available for exchange between the tourist and the site electronically.

- **E-pricing**: determining the price specified by the website for the service provided for the tourist including money, effort, and time in return for gaining the service required by the tourist.

- **E-promotion**: All the information transmitted between all parties in the marketing process.

- **Website:** Everything contained in the website through which e-exchanges are made. The website is necessary for the completion of the interactive process between the parties.

- **Information accuracy**: The processes of selecting the target market (target retail) and locating the market within a digital content shall base on database management systems that are accurate and give correct information .

- **E-payment**: e-payment methods shall be safe and interactive enough to be used by the tourists.

- **Personalization**: The website interface shall be flexible and able to adopt the tourists' needs and desires.
- **Tourists' attitudes**: A group of feelings, ideas, beliefs, and perceptions about the tourist's experience. They represent the positive or negative feeling of the tourist toward this experience. There might be some effects on the tourists' response to people, attitudes, and physical objectives surrounding them (Kotler et al., 2013)
- **Knowledge**: This represents the beliefs and convictions about some provisions related to the tourist experience.
- **Practicing:** This represents the emotional and affective response toward the tourist experience. In other words, the extent of tourists' interaction with the experience and their responses which might be positive, negative or neutral.,
- **Feeling:** This represents the individual's behavioral tendencies and their behaviors towards the tourist experience.

Methodology:

Participants

This research includes all Internet users in Saudi Arabia during the period of March/August 2013, which are considered as a statistically undefined community, six hundred participants (Internet users) have been selected at different times and distributed to various regions of Saudi Arabia, including Riyadh, Jeddah, Dammam, Tabuk, and Medina. The research questionnaire has been distributed to them where 125 questionnaires have been taken and 43 questionnaires have been excluded because of unsuitability for analysis. The number of valid questionnaires becomes 478 which accounts for 80% of the sample selected. Table 1 shows the characteristics of the research sample.

Table (1). Characteristics of the research participants.

Variable	Categories	Frequency	Percentage
Gender	Male	283	59.2
	Female	195	40.8
Nationality	Arabian	201	42
	Foreigner	277	58
Age	30 or less	200	41.8
	Over 30-41 years	112	23.5
	Over 41-50 years	82	17.2
	Over 51-60 years	41	8.6
	Over 61-70 years	30	6.2
	71 or more	13	2.7
The main reason for the current visit	Religious	291	60.8
	Historic	91	19.1
	Therapeutic	41	8.6
	Other	55	11.5

Instrument:

To achieve the purposes of this research, theoretical literature on e-marketing, and its tools used in the previous studies such as (Chen, 2006; Dehkordi et al., 2012) were reviewed. A questionnaire has been developed to measure the independent and dependent variables, Likert scale has been adopted to determine the individual responses to the items on the questionnaire. According to this 5-point scale, respondents choose between five points (strongly agree) to one point (Strongly disagree).

The questionnaire contains three parts: First part involves the personal data of the respondent, including sex, nationality, age andreason for the visit. While, Second part involves measuring the e-marketing mix, it is composed of 35 items evenly distributed on the seven dimensions (5 items for each dimension) the seven dimensions are (electronic service, price, promotion, website, the accuracy of the information, payment, personalization) The scale gradation depended on a criterion divided into three equal groups, where the cut off point value is calculated using the aggregate mean by dividing the difference between the highest value and the minimum value of the scale by three which represents the levels ([5-1] /3 = 1.33) The three levels are: (3.68-5) High, (2.34-3.67) Medium, (1- 2.33) Low. And the third part measures the attitudes towards the development of tourism in Saudi Arabia, it is composed of 15 items evenly distributed on the three dimensions, 5 items for each dimension. These three dimensions are (knowledge, practicing, and feeling) The scale adopted a standard of two categories only: less than (3) represents a negative attitude, and (3) or more represents a positive attitude.

Validity:

The questionnaire was submitted to eight reviewers who are Business Administration professors in Qassim University, to check the relevance of the questionnaire items to the dimensions to measure the variables. It was presented to the reviewers also to measure the soundness of wording, and the extent of the questionnaire's fitness for the surrounding environment. Reviewers' notes and suggestions have been taken into consideration where some amendments to the items' wording have been made, some items were omitted, and some others were added. The questionnaire was reduced from 62 items to 50 items as a result.

Construct validity indices of the questionnaire have been extracted by using exploratory factor analysis and confirmatory factor analysis for each part separately as follows:

First: Part I: Measuring the e-marketing mix

The results of analysis showed the saturation of scale items on seven factors. The results of exploratory factor analysis where there are seven factors and the Eigen value of each factor is more than (1.0) according to Kaiser Scale (1960) in determining the number of factors explained. The factors represent (%59. 536) of the variation of sample members' answers on e-marketing mix scale. the rate of

variance explained for the first factor was high and reached at (%20. 123) It is also noted that the Eigen value of the first factor is relatively large (%7. 233) compared to the other factors to which the Eigen Values were convergent and smaller than in the first.

To make sure of the results of the exploratory factor analysis, the confirmatory factor analysis was performed for the e-marketing mix factors (Costa et al., 2014; Mashayekhi, et al., 2011), according to the scale, based on two models: the first explains e-marketing, in one general dimension, and the second model explains the seven dimensions of e-marketing. The validity of the models is tested (Structural Equation Modeling). Table 2 shows the results of the analysis.

It can be noted from Table 2 that the validity standards of the seven dimensions model are better than validity standards of the one-dimensional model, the first results of the model test is acceptable, where (Comparative Fit Index) reached (0.907) and that an acceptable value by being higher than (0.90) The value of Tucker-Lewis Coefficient reached (0.913) and this also is considered as an acceptable value by being higher than (0.90) Root Means Square Error of Approximation reached (0.069) which is also considered as an acceptable value for being less than (0.08) (Bentler, 1990). Based on the results of confirmatory factor analysis, it proves that the seven dimensions model of e-marketing is acceptable.

Table (2). Confirmatory factor analysis of the e-marketing mix model.

Model	CFI	TLI	RMSEA
One factor	0.601	0.611	0.113
Seven factors	0.907	0.913	0.069

Secondly: part II: measuring attitudes towards tourist sites

Exploratory factor analysis results show saturation scale items on three factors. The results of exploratory factor analysis. As noted there are three factors, the Eigen Value for each factor was more (1.0) according to Kaiser Scale (1960) in determining the number of factors explained, and explains (45.381%) of answers variation of sample's members electronic marketing mix scale, the table also shows that the proportion of variance explained to the first factor was high (27.768%) and it is also noted that the Eigen Value of the first factor is relatively large (6.774) compared to the rest of the other factors where the Eigen Value for them were convergent and smaller than to the first.

To verify the results of the exploratory factor analysis, the confirmatory factor analysis was performed for the attitudes of tourist site's dimensions according to the scale, based on two models: the first explains the attitudes of tourist sites in one general dimension, the second model explains the three dimensions of attitudes of tourist sites and then tests the validity of the two models (Structural Equation Modeling). Table 3 shows the results of the analysis.

It can be noted in Table 3 that the standards of validity of the three dimension model are better than standards of validity of the one-dimensional model, the first model test results are acceptable, where Comparative Fit Index reached 0.934 which

is considered as an acceptable value by being higher than 0.90. Where the value of Tucker-Lewis Coefficient reached at 0.926-0 which is also an acceptable value for being higher than 0.90, Root Means Square Error of Approximation value 0.055 is an acceptable value for being less than 0.08 (Bentler, 1990) Based on the results of confirmatory factor analysis the three dimensional model of attitudes toward tourist sites is acceptable.

Table (3). Confirmatory factor analysis of model attitudes towards tourist *sites.*

Model	CFI	TLI	RMSEA
One-factor	0.541	0.518	0.098
Three-factors	0.934	0.926	0.055

Reliability:

The internal consistency coefficient was extracted in relation to the research questionnaire, and according to the respondent's feedback, totaling 478 and by using Cronbach's-alpha formula. The reliability coefficient values are high and acceptable (see Table ٤) based on Nunnally and Bernstein's (1994) standard.

Table (4). Internal consistency coefficient values for variables and dimensions.

• Research Variable	• Sub-Dimensions	• Cronbach's-Alpha
E-marketing strategy	E-service	• 0.85
	Price	• 0.91
	Promotion	• 0.88
	Web site	• 0.84
	Information Accuracy	• 0.82
	Payment	• 0.83
	Personalization	• 0.80
Attitudes towards tourism development in Saudi Arabia	Tourist's Knowledge	• 0.86
	Tourist practices	• 0.81
	Tourists feeling	• 0.78

Analytical procedure:

Statistical Package for Social Science (SPSS) and Analysis of Moment Structures (AMOS) was used for descriptive analysis to answer the research questions, and test the hypotheses. Frequencies and percentages were also used in this research to identify the characteristics of the participant in this research. Exploratory factor analysis and confirmatory factor analysis were used to confirm the validity of the research instrument. Cronbach's-Alpha was used to identify the reliability indices of the research instrument, in addition to the Mean, standard deviations and multiple regression test .

Results and Discussions:

Results in Table 5 demonstrate that the application level of electronic marketing toward tourism sites in Saudi Arabia is high (μ=3. 76, σ=0. 461) By the analysis of the e-marketing mix, it is clear that website took the first rank on μ=3.93, followed by price dimension with μ=3.86 andpromotion dimension with μ=3.85. After promotion comes payment dimension where μ reached (3.77) followed by the e-service dimension with μ=3.64, and at the last rank comes the personalization dimension with μ=3.56, and the level of e-marketing mix (website, Price, promotion, pay, and electronic service) application is high, while e-marketing mix (the accuracy of the information, and personal characteristics) application shows medium level.

This result refers to the high concern of E-marketing in Saudi Arabia to build traditional marketing mix and try to integrate it with the Internet and hence information accuracy and personalization came in the last levels. This can be attributed to e-marketing of tourism destinations without a database to provide adequate information of tourist destinations in the Kingdom at due time . On the contrary there has been considerable interest in website design which relies on programmers who created efficient websites. Duncan (2009) has shown the need to use the Internet in the tourism industry, which depends chiefly on the existence of a database and a mesh of communication and coordination among the diverse stakeholders in the tourism industry. He showed that the Internet in the tourism industry can be used to ensure efficient data sharing.

Table (5). Marketing application towards the tourist sites in Saudi Arabia in descending order.

E-marketing Dimensions	Mean	Standard Deviation	Rank	Level of application
Web site	3.93	0.513	1	High
Price	3.89	0.585	2	High
Promotion	3.85	0.586	3	High
Payment	3.77	0.556	4	High
E-service	3.71	0.643	5	High
Accuracy of information	3.64	0.565	6	Medium
Personalization	3.56	0.623	7	Medium
Total	**3.76**	**0.461**	-	**High**

The results presented in the Table 6 demonstrate that the attitudes of Internet users to tourist sites in Saudi Arabia are overall positive (μ=3. 68, σ=0. 436) From the analysis of the dimensions related to the attitudes of Internet users to tourist sites in Saudi Arabia, it can be noted that user's knowledge dimension occupied the first rank with μ=3. 91, followed by user's practice with μ=3. 61, while the last rank was occupied by user's feeling with μ=3.53, and the attitudes of tourists toward all dimensions were positive.

This outcome indicates that the attitudes of Internet users to tourist sites in Saudi Arabia are positive, and more favorable towards knowledge, because knowledge requires information only which does not demand a great effort either

provided by traditional or technological methods, while tourists feeling shows less positive sign mainly because that opinion is generated when an individual has acquired the information and acted on it. Based on individual's comparison between the information provided and actual service offered as a result of practice, a positive or negative opinion will be shaped and hence it can be concluded that belief is pretty complex.

Table (6). Attitudes of Internet users towards the tourist sites in Saudi Arabia in descending order.

Attitudes of Internet users toward tourist sites in Saudi Arabia	Mean	Standard Deviation	Rank	Attitude
Tourists' Knowledge	3.91	0.523	1	Positive
Tourists' Practice	3.61	0.675	2	Positive
Tourists' Feeling	3.53	0.867	3	Positive
Total	3.68	0.436	-	Positive

Table 7 demonstrate that the dimensions of the e-marketing mix (e-service, price, promotion, website, the accuracy of the information, payment) have an impact on Internet users' attitudes towards the tourist sites in Saudi Arabia, where the values of calculated T is statistically significant at the level of $\alpha = 0.05$. The most influential independent dimension of e-marketing on the attitudes of Internet users to tourist sites in Saudi Arabia was information accuracy with $\beta = 0.433$. While personalization dimension did not reach a statistical significant edge which indicates that it has no impacts on Internet users' attitudes towards the tourist sites in Saudi Arabia. The results are also presented show that the dimensions of the e-marketing mix are explained as 70.1% variation in attitudes of Internet users to tourist sites in Saudi Arabia.

This result demonstrates the electronic marketing success in influencing the Internet users' attitude towards tourist sites in Saudi Arabia. Information accuracy is found to be the most significant component of the marketing mix that affects users' direction, and this is due to the urgent necessity to keep a strong database which provides all information needed, anticipated or sought by users. This result is uniform with numerous studies that have shown the contribution of information accuracy to satisfy user's need on the one hand and enhancing the confidence of electronic marketing after receiving the expected service on the other hand (Duncan 2009; Eraqi and Abd-Alla, 2008; Chen 2006; Kalyanam and Mcintyre, 2002).

Table (7). Multiple regression results of the impact of e-marketing in Internet users' attitude towards tourist sites in Saudi Arabia.

E-marketing Dimensions	Attitude H_o1		Knowledge $H_o1.1$		Practice $H_o1.2$		Feeling $H_o1.3$	
	Beta	t	Beta	T	Beta	t	Beta	t
E-service	0.090	3.433*	0.174	4.114*	0.341	7.701*	0.138	2.089*
Price	0.261	8.509*	0.475	10.680*	0.101	1.930	0.041	0.766
Promotion	0.101	3.786*	0.201	5.424*	0.021	0.428	0.045	1.010
Web site	0.121	4.732*	0.288	8.301*	0.002	0.044	0.037	0.675
Information Accuracy	0.433	14.543*	0.254	6.534*	0.391	8.253*	0.431	8.877*
Payment	0.164	5.685*	0.146	4.098*	0.056	1.322	0.161	3.702*
Personalization	0.051	1.150	0.213	6.323*	0.011	0.157	0.091	1.601
R^2	0.701		0.681		0.612		0.643	

* Significant at the level of (α=0.05)

The results of the research paper showed in the Table 7 demonstrate that the dimensions of the e-marketing mix (e-service, price, promotion, website, information accuracy, payment, personalization) have an impact on Internet users' knowledge toward tourist sites in Saudi Arabia, where the values of calculated T is statistically significant at the level of α = 0.05. While, the most influential independent dimension on Internet users toward tourist sites in Saudi Arabia is the price with β =0.475. The results also show that the dimensions of the e-marketing mix explain a variation of 68.1% of Internet users' knowledge toward tourist sites in Saudi Arabia.

This result, which shows the success of e-marketing in affecting the knowledge of Internet users toward tourist destinations in the Kingdom can be explained by mentioning that providing knowledge (information) to the user is considered the core of the marketing mix that is a starting point to identify user preferences and then allow him to take a decision to receive the service. In the light of this perception, it is consistent with the result which shows that the price is the most influential factor on the user's Knowledge, where the user assesses the knowledge provided to him by the tourist site through the benefit that can be achieved once service is received. This made price the most influential element of the marketing mix and that is indicated by Farzamnia et al., (2009).

The results of the research shown in the Table 7 demonstrate that the dimensions of the e-marketing mix (e-service, accuracy) have an impact on the practice of Internet users to tourist sites in Saudi Arabia, where the values of the calculated T are statistically significant at the level of α = 0.05. The most influential independent dimension of the practice of Internet users to tourist sites in Saudi Arabia is information accuracy dimension with β =0. 391. While the dimensions (price, promotion, website, payment and personalization) showed no statistical significance, which indicates that they have no impact on practice of Internet users to tourist sites in Saudi Arabia. The results also show that the dimensions of the e-

marketing mix explain the variation of 61.2% in the practice of Internet users to tourist sites in Saudi Arabia.

The foregoing result indicates that, there is an existence of effect of only two elements of marketing mix in Internet users practice toward tourist destinations in the Kingdom and this result was expected because the practice reflects the user's actual service which had been promised through the website and its marketing mix elements. The user expects a certain level of service and at practice time the user receives the actual level of service which forms a gap that may be positive (more than expected) or negative (less than expected) and therefore information accuracy and electronic service have affected the user's practice, while other dimensions still did not reach the expected level that will enable them to influence the user's practice.

The results of the research paper shown in the Table 7 demonstrate that the dimensions of the e-marketing mix (e-service, the accuracy of the information, payment) have an impact on Internet users feeling toward tourist sites in Saudi Arabia, where the values of calculated T are statistically significant at the level of α = 0.05. The most influential independent factor in the feeling of Internet users to tourist sites in Saudi Arabia is the information accuracy dimension with β =0. 431. While the dimensions (price, promotion, website, personalization) have no statistical significance, which indicates that they have no impact on Internet users to tourist sites in Saudi Arabia. The results show also that the dimensions of the e-marketing mix explain the variation of 64.3% in the sense of Internet users to tourist sites in Saudi Arabia.

This result demonstrates the success of e-marketing in crystallizing a positive feeling toward users and this depends largely on information accuracy, and thus the user's confidence in the received information is genuine and real and hence a positive sentiment is formed. The effect does not stop at this point, but the users work to transfer feelings to others and thereby strengthen the confidence in e-marketing which is mainly based on the accurate information provided.

Conclusion:

The results concluded that the level of e-marketing towards the tourist sites in Saudi Arabia has increased. The website represents the most important mix in e-marketing while personalization represents the lowest mix in e-marketing. The attitudes of Internet users to tourist sites in Saudi Arabia are positive. Knowledge represents the most important component of this trend from the users' point of view while the users' feeling represents the last component of this trend.

The dimensions of the e-marketing mix (e-service, price, promotion, website, the accuracy of the information, and payment) have impacted on the Internet users' attitudes towards the tourist sites in Saudi Arabia. The accuracy of information represents the most influential dimension of e-marketing mix. The dimensions of the e-marketing mix (e-service, price, promotion, website, the accuracy of the information, payment, and personalization) have impacted on the Internet users'

knowledge towards the tourist sites in Saudi Arabia. Price represents the most influential dimension of e-marketing mix.

The dimensions of the e-marketing mix (e-service and the accuracy of information) have impacted on Internet users ' practice toward tourist sites in Saudi Arabia, the accuracy of information represents the most influential dimension of e-marketing mix. The paper's findings are constrained in its application in tourist sites in Saudi Arabia, which has Arab and religious features. Additionally, these results are applied in the second decade of the 21st century characterized by an accelerating technology revolution and the spread of social networking that led to the formation of communities that contribute to information and experience exchange. Therefore the results of this paper are limited if rapid development continued on using and applying Internet and social media, and that urges researchers to keep pace with this change.

In the light of this, the authors believe that there is a necessity to direct future research to other places in the world either in the Arab region, especially the Middle East or in foreign countries, especially those places that have religious, social or economic features. Future studies could also be directed to focus on social networking sites and their application in tourists' sites marketing.

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دور التسويق الإلكتروني في تنمية اتجاهات مستخدمي الإنترنت نحو المواقع السياحية في المملكة العربية السعودية

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ملخص البحث. اكتسب الإنترنت أهمية بالغة في القطاعات والمؤسسات السياحية حيث أنه استعمل كأداة للوصول إلى المهتمين، والتأثير في مواقفهم وسلوكهم اتجاه المواقع السياحية. وهدف هذا البحث إلى معرفة دور التسويق الالكتروني في تنمية اتجاهات مستخدمي الانترنت نحو المواقع السياحية في المملكة العربية السعودية، واهتم البحث بدراسة المزيج التسويقي الإلكتروني: الخدمة الالكترونية, السعر, الترويج, الموقع الالكتروني, دقة المعلومات, الدفع, وإضفاء الصفة الشخصية. بعد استعراض الدراسات السابقة في التسويق الإلكتروني السياحي، تم تطوير أداة لجمع البيانات الميدانية والتي تمتعت بدلالات صدق وثبات مقبولة، وقد أجريت الدراسة على ٤٧٨ من المشاركين (مستخدمي الإنترنت) تم اختيارهم من مختلف مناطق المملكة. تقدم هذه الدراسة طرائق لتحسين دور التسويق الإلكتروني السياحي في تنمية تجاه مستخدمي الإنترنت من خلال تلمس احتياجات السياح ورغباتهم وتأثيرها على تصميم الموقع الالكتروني. أظهرت نتائج الدراسة أن مستوى توظيف التسويق الإلكتروني نحو المواقع السياحية في المملكة العربية السعودية مرتفع، وكانت اتجاهات مستخدمي الانترنت نحو المواقع السياحية في المملكة العربية السعودية إيجابية، وكان لأبعاد مزيج التسويق الإلكتروني (الخدمة الإلكترونية، السعر، الترويج، الموقع الإلكتروني، دقة المعلومات، الدفع) أثر في اتجاهات مستخدمي الانترنت نحو المواقع السياحية في المملكة العربية السعودية.

الكلمات المفتاحية: التسويق الإلكتروني؛ السياحة؛ الانترنت؛ الاتجاهات.