



Electronic Tourism Marketing In Light Of Covid 19 And Its Impact On Tourism

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Introduction

With the global growth of tourists only expected to increase, there are endless opportunities for the growth of the tourism industry. Technology has played a major role in the tourism industry which has led to the increase of e-tourism or e-tourism. Tourism has been closely associated with the advancement of information and communication technology for more than 25 years. Nowadays, the Internet and ICTs are relevant at all operational, structural, strategic and marketing levels to facilitate global interaction between suppliers, intermediaries and consumers around the world. In the field of information and communication technologies, we can notice a special focus with regard to the development of a wide range of tools and services that facilitate interaction between market players. at the global level. The development of search engines, transportation capabilities, and speed of networking has affected the number of tourists from around the world who use technology to plan and document their trips.

According to www.internetworldstats.com, in 2012, the number of internet surfers in the world was 2.4 billion. Also, according to ITB's Global Travel Trends report, the internet has now clearly established itself as the primary place to buy travel with 54% of bookings, ahead of travel agencies which fell to 24%. The majority of society accepts the fact that the Internet's growing influences on customer behaviors drive and drive current and future marketing models. ICT not only provides the customer with the possibility to select, customize and purchase tourism products, but also supports the globalization of the tourism industry, providing effective tools for tourism agents to develop their offerings and distribute them globally. Thus, a major field of research arose, as researchers searched more and more to understand and convey the meanings of new technologies, to investigate current modifications of technology and to predict future developments in the tourism industry but also in the field of information and communication technology. There is an emerging e-commerce sector in tourism, called e-tourism. E-tourism is a way of establishing business relationships (mainly sales) using the Internet to offer products related to tourism: flights, hotel reservations, car rental, etc. In terms of e-commerce applications, this type of service is classified in the business-to-consumer (B2C) category, where the end customer is on the other



side of the business process. This research paper summarized the topic in three sections, the first is the conceptual side, the second topic is electronic tourism marketing, and the third topic is the impact of tourism marketing in light of Covid 19 on the tourism movement.

Keywords: (Tourism, Tourism Marketing, Electronic Marketing, Covid 19).

Research Problem

E-marketing is one of the administrative elements that any tourism establishment must undertake, and diversifying marketing methods is an important requirement, and the emergence of many methods through the Internet to achieve this, and the research problem is evident in how tourism e-marketing affects the promotion and marketing of tourism despite the emergence of the epidemic.

Research Importance

The importance of the research stems from its handling of one of the vital and important topics at the present time, as it sheds light on the importance of electronic marketing in light of the Covid 19 pandemic, as it is a key factor in the development of tourism and its contribution to tourism promotion, despite the recession period that tourism suffered from due to Covid 19.

Research Objectives

The research seeks to answer a main question: What is the impact of tourism e-marketing in light of the emergence of the Covid-19 pandemic? The researcher will answer that question through the following:

1. Learn about the concept of e-marketing, its importance, functions, characteristics and role at the time of the emergence of the Covid-19 epidemic
2. Learn about the impact of electronic marketing in light of the Covid-19 pandemic
3. Identifying the impact of using websites to communicate with customers in providing services for the development of tourism in light of the Covid-19 pandemic.
4. Examining ways of how to benefit from the means and mechanisms provided by the international information network in the field of educating the largest number of network visitors about the competitive advantages of the tourism product in light of the Covid 19 pandemic.

1st Topic: Conceptual Introduction

Before addressing the concepts of marketing, we must define tourism.

1st: The concept of tourism: Tourism is travel for the purpose of entertainment, medicine, or discovery. Tourism includes the provision of travel-related services. A tourist is a person who travels for the purpose of tourism to a distance of at least eighty kilometers from his home. This is according to the definition of the World Tourism Organization (affiliated with the United Nations)

2nd: The Concept of Marketing: The word marketing is derived from the Latin word (Mercatus), which means the market, and is also derived from the English term (Marketing). It can be said that the term marketing means diligent and continuous work within the market, and the concept of marketing is manifested in some of them by (analyzing, planning and controlling project resources and its various activities related to the other consumer or industrial buyer in order to satisfy the needs and desires of groups of consumers or buyers while achieving profits).



3rd: The Concept of Tourism Marketing: Tourism marketing is defined as an administrative and technical activity carried out by tourism establishments inside and outside the country in order to identify prospective tourism markets, identify them and influence them with the aim of developing and increasing the tourism movement coming from them and achieving compatibility between the tourism product and the motives of tourists. Marketing is an important part of tourism marketing. Tourism, which has received wide attention from several writers and researchers in the last millennium, given the urgent need for a specialized activity that leads this sector to expand day after day, and accordingly, there were many opinions that dealt with the concept of tourism marketing, as it was defined as “the scientific and coordinated implementation of business policy by Tourism projects, whether public or private, or at a local, regional, national or global level, for the purpose of satisfying the needs of a group of specific consumers and achieving an appropriate return.

4th: The Concept of E-Marketing: E-marketing can be defined as a type of marketing for a specific good or service on the Internet and managing interaction with customers, which is the application of the Internet and related digital technologies to achieve marketing goals. E-marketing can be defined as a type of marketing for a specific good or service on The Internet and customer interaction management, which is the application of the Internet and related digital technologies to achieve marketing goals. From another angle, e-marketing is defined as the use of electronic business in the field of travel and tourism, and the use of Internet technologies in order to activate the work of tourism suppliers and access to more effective facilities for tourism consumers. It is a commercial transaction based on the interaction of the exchange parties electronically rather than direct physical contact, and it is the process of buying and selling goods and services through the Internet.

5th: Covid-19: Covid-19 is the disease caused by the emerging corona virus called SARS-CoV-2. The World Health Organization first discovered this emerging virus on December 31, 2019, after reporting a cluster of viral pneumonia cases in Wuhan, Republic of People's China. Coronaviruses are a large family of viruses known to cause diseases ranging from the common cold to more severe illnesses such as **Middle East Respiratory Syndrome (MERS)** and **severe acute respiratory syndrome (SARS)**. The new coronavirus is a new strain of coronavirus that has not been previously detected in humans. Most people, (about 80%) who develop symptoms, recover from the disease without needing hospital treatment. About 15% of them develop serious complications and need oxygen, and 5% of them become in critical condition and need intensive care. The risk of severe complications is higher among people 60 years of age or older, and people with underlying medical problems, such as high blood pressure, heart and lung problems, diabetes, obesity, or cancer. However, anyone who becomes infected with COVID-19 can develop serious complications or die at any age. The period from the time of exposure to Covid-19 until the onset of symptoms takes about five to six days on average, but it may range from one to 14 days, so people who have been exposed to the virus are advised to stay at home, isolated from others, for a period of 14 days, in order to prevent infection. The spread of the virus, particularly where testing is not readily available. Vaccines save millions of lives annually. The development of safe and effective vaccines



against COVID-19 was a huge step forward towards ending the pandemic and resuming the activities we enjoy with our loved ones.

2nd Topic: Introduction to Electronic Tourism Marketing

E-marketing is one of the methods of modern marketing in the field of tourism, due to the important role it plays in promoting tourism services. In light of this, electronic services have developed and include all investment services, including the tourism field, which has taken a modern trend whose main pillar is the technological factor. With the passage of time, interest has increased more. With this factor, technology has become a competitive factor for different tourism organizations, so the market has become saturated with many tourism products and services, which has led to its complexity, in addition to that, it is difficult to satisfy the customer, as it depends in its search on the best services and products, which made tourism organizations care more about the customer and seek to attract him. E-marketing is necessary in the competitiveness of the tourism sector and depends on psychological satisfaction and pleasure in order to create desires and motives for consuming the tourism product and expanding the tourism market and the consequent increase in the added value of the tourism sector in the national economy. Therefore, the success of electronic marketing has become a measure of the success of tourist countries in achieving its diverse tourism objectives.

1st: Electronic Marketing Importance in the Field of Tourism

1- Reducing Prices: Institutions work to increase the size of the market, and this is done through marketing activity. When the markets expand and production increases, this leads to a decrease in the cost of the manufactured unit, and this leads to a decrease in its price, so it becomes within reach of the consumer at the appropriate price, which enables him to purchase it without compromising its quality or services. after sale.

2- Increasing the Quality of Production: At the beginning of manufacturing, the products were not distinguished from each other, but after the ad appeared, it became necessary to put the distinctive brand even on the quality after the emergence of competition in order to maintain the market positions that they obtained.

3- Reducing Commercial Risks: Marketing works to create a sound work environment, because the project is preceded by a feasibility study, and the first step of this study is the marketing study, meaning that we can extrapolate the success of the projects, thus reducing commercial risks and providing new products to the consumer.

4- Supporting Technological Progress: "In an attempt to gain the largest possible share of the market and gain the confidence of investors, it seeks to develop its products, so it works to support various research centers, and to find special departments for research and development within its organizational structure, which leads to developing goods and increasing consumer satisfaction."

5- Supporting Education and Contributing to Leisure Time: Many newspapers, television stations, and others would not have been able to operate without marketing activity. Newspapers depend heavily on commercial advertising for their income, and commercial television stations depend entirely on advertising and the support they find from commercial companies.



6- Providing New Jobs: The increasing and high demand for goods and services thanks to the various marketing activities leads to taking care of infrastructure projects such as roads, means of transportation, communications and airports, in order to facilitate the flow of goods and services to consumers. All of this leads to the creation of a wide range of new commodities, and the various marketing facilities and advertising agencies provide job opportunities for the community.

7- Expanding the Opportunities for Consumer Choice: The intensification of competition and the attempt to obtain the largest possible market share makes organizations strive to provide the best commodities and the largest assortments that satisfy the consumer's ambition and fulfill his desires, and thus the consumer has the opportunity to choose between several alternative products and commodities of different sizes and specifications.

8- Supporting Foreign Trade: Marketing works to support the country's foreign trade by identifying those markets through marketing research, and promoting residence or participation in foreign exhibitions by various companies, which leads to opening new markets and preserving existing ones.

9- Raising the Living Standards for Individuals: Orienting with modern concepts of marketing contributes to the progress of society and raising the standard of living through the creation of many job opportunities. Nor does the health of the consumer and maintains the profitability of the organization.

2nd: Characteristics of E-Tourism Marketing

E-tourism marketing is characterized by a number of characteristics that constitute a turning point between it and various other marketing tourism means, especially traditional tourism marketing.

Among those characteristics we mention the following:

- ✓ In terms of services, given that the Internet is a wide and broad space, this allows its browser to benefit from the endless marketing services that allow him to reach the service he is looking for according to the standards that suit him.
- ✓ In terms of time and place, the services provided through it do not know a time, as they are available services at all times, and do not know a place, since they may provide tourism products that abound in different regions of the world.
- ✓ By simply browsing the Internet and the various tourist sites, the tourist may find what he is looking for, and finally the ease and speed of procedures, and this is because tourism e-marketing obviates a lot from the idea of resorting to traditional contracts that may take time and effort to do, by limiting them to electronic contracts and what enables the tourist to conduct all related transactions. Tourist trips through these sites.

3rd: E-Tourism Marketing Functions:

E-marketing includes various functions with different tasks, there is the function of communication and establishing continuous relationships with customers, the function of electronic selling, the function of providing content or content about certain things, and the function of providing a business network.



According to the websites of e-marketing companies, there are services they provide to customers, including e-mail marketing, during which the service and product are presented through e-mail messages to the public, and solutions and consultations are provided in the design of messages, their content, the method of presentation, and sending them to potential customers via the Internet, and it also offers solutions for analysis and statistics, regarding the results of the advertising campaign by e-mail, and these companies also provide solutions for electronic advertising on websites, and ensure follow-up to the results of the advertising campaign and its progress, in addition to that providing indexing in search engines, i.e. the appearance of your company's website on search engines, if its visitors request information or services related to its activity, and the company's name occupying an important position among the huge crowd of websites is the most successful way to attract site visitors, and the e-marketing function works to achieve coordination and integration with the rest of the various functions such as: the production function, the purchasing and storage function, the financial function, the research and development function, and other jobs.

4th: Forms of E-Tourism Marketing

- 1- Electronic Airlines:** Through electronic marketing, airlines can continue to use information technologies from the early stages of the development process. They realized the need for an effective, fast, inexpensive and accurate treatment to get rid of contact with travel agencies and act as an intermediary with the traveler or tourist. After that, in 1962, American Airlines worked on using the computer reservation system, and then came after that in the seventies, as the reservation system expanded and became more flexible through the use of giant computer networks. In the mid-1980's, global distribution systems appeared, as the global reservation system developed as a computerized reservation system. It included an integrated tourism system. Thus, the (E-Ticketing) system helped to get rid of paper transactions that contributed to increasing profitability and reducing pricing. By 1998, most airlines offered their websites, and by 2001, the British Airways achieved 1.5 million visitors on its website www.britishairways.com, per month, while the average growth of online bookings was 11% per month. In 2002, the World Wide Web achieved more than 90% of reservations via the Internet, as a result of the airlines' use of the Internet and their ability to communicate directly with consumers, and many structural changes in the aviation industry, and this type of reservations became a new form of electronic marketing in relation to travel and aviation.
- 2- Electronic Hospitality: Property Management Systems (PMSs)** provided facilities for sales, operation and planning functions, by communicating with customers using free phones or the Internet, in order to provide appropriate hotel reservations. However, there are many challenges that the industry has faced with how to manage e-hospitality, as it must communicate through a wide journey of information required about consumers to conduct online transactions. However, many hotel organizations have enhanced their information and computer systems to enhance inventory management, and communicate with their customers to maximize their profit. Especially since the Internet has worked to increase interaction with the consumer and reduce some operational costs. The consumer was able to find, through this new marketing



format, many options that enable him to satisfy his desires and needs and achieve what they aspire to.

- 3- **Online Tour Operators:** Tour operators have a constant need to interact with all their partners, including lodging and transportation officials, travel agencies and consumers. As they coordinate large numbers of travelers to many different countries and continents simultaneously, they present a major challenge to the management of operations and information and communication technology, which has become inescapable, as it is of critical importance to its operations.
- 4- **Electronic Brokers (Travel Agencies):** Travel agencies are considered one of the main pillars of tourism, as they are concerned with organizing tourist trips for travel and the group, and tourism and travel agencies are often interested in drawing up tourism programs and preparing visas for travelers, as the tasks of the travel agent contribute to selling what it produces. Others in exchange for an agreement between him and the service producers, so he is in the role of a mediator only. As for companies and tourism agencies, they invest their money in expanding and organizing trips and programs as well as marketing, promotion, printing brochures and advertising trips. Intermediaries are distribution facilities that rely on the Internet to facilitate the meeting of sellers. With buyers, and therefore these companies provide data about customers while respecting the conditions of privacy and help sellers to obtain new customers through the mailing lists that they maintain, which contain a lot of useful data such as the customer's purchase history and data...etc.

3rd Topic: Analyzing the Impact of Electronic Tourism Marketing in Light of Covid 19 on Tourism Activity

Data Collection Method: The data was collected by distributing a questionnaire containing a set of questions, giving each of them an impact score so that the tourist would answer each one of them with an impact score.

Targeted Sample: In this aspect of the research, the researcher targeted tourists and tourism establishments in each sector of tourism, and then adopted 100 questionnaires as a sample for the study.

Utilized Statistical Methods: The researcher used (five-point Likert scale), which is distributed between the highest point of the scale (Strongly agree) which achieved (5) points, all the way to the lowest point of the scale (Strongly disagree) (1) point, and between them other results are (agree) (4) points, (Agree) (3) points, and (Disagree) (2) points were achieved to represent the other answer fields. After that, a table of frequency distributions for the variables of the study was made to adopt this type of table for the purposes of the statistical analysis process to obtain the weighted arithmetic mean and standard deviations. From the tourism sectors in the governorates of Iraq, and after conducting statistical treatment and analysis, the researcher obtained the weighted arithmetic mean, standard deviations, and the relative importance of the responses of the sampled research,

and this is indicated by the tables, as each table for each of these tables includes the weighted arithmetic mean, standard deviations, and relative importance, This is what we will see by presenting and analyzing the results in this aspect of the research.

Arithmetic Mean:

$$\frac{\sum XiFi}{\sum Fi}$$

Which means:

$$X_i = \text{Answer of the paragraph}$$

$$F_i = \text{Repeating the paragraph } \bar{X}$$

Standard Deviation:

$$\sqrt{\frac{\sum Fi(Xi - \bar{X})^2}{Fi - 1}}$$

Where:

S = standard deviation.

X_i = Sample responses.

F_i = Repetition.

\bar{X} = arithmetic means of the responses.

Table (2)

Standards			Weights					Questions	
Relative Importance	Standard Deviation	Arithmetic Mean	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree		
0.942	0.820	4.71	2	3	2	8	85	E-tourism marketing has a clear impact on increasing	1



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								tourism traffic	
0.954	0.679	4.77	1	2	2	9	86	E-tourism marketing in light of Covid-19 has a clear impact on increasing sales of tourism services	2
0.966	0.603	4.83	1	1	2	6	90	E-tourism marketing in light of Covid 19 has a clear impact on determining the tourist destination	3
0.92	0.932	4.6	3	3	4	11	79	E-tourism marketing in light of Covid-19 has a clear impact on the number	4



								of overnigh t stays for tourists	
0.968	0.581	4.84	1	1	1	7	90		5
0.95	0.737	4.75	The arithmetic mean, standard deviation, and the relative importance of the impact of green tourism on the hotel sector						

Through the results in the table above, we notice that there is an increase in the general economic weighted arithmetic mean, which reached (4.75), with a general standard deviation of (0.737), and the relative importance of these factors reached (0.95), and it is clear from these results that the arithmetic mean The weighted is higher than the hypothetical arithmetic mean of (3), and this means that these factors have a significant and clear effect on the study sample and there is a variation in this importance between the questions that were asked to the study sample, and this is what we will show at the detailed level of each of these questions and as Come:

- Electronic tourism marketing has a clear impact on the increase in tourism movement in light of Covid 19 (X1): It is clear that the question (X1) has achieved a rise in the weighted arithmetic mean, which means the strong influence of this question on the behavior of the respondents, as the weighted arithmetic mean reached (4.71).), and it turns out that it is higher than the hypothetical arithmetic mean of (3), and the results showed that the relative importance of this question was (0.942) and the standard deviation had reached (1.084), and based on the above results, it is clear that the study sample agreed in the majority that tourism marketing Electronic tourism has a clear effect on the increase in tourism movement, in a more precise sense, whenever there is electronic tourism marketing, it will affect the desires of tourists and push them to tourism practices, and when reducing electronic tourism marketing, this may lead to a stagnation in tourism movement under the conditions of Covid 19, so there is a direct relationship between them, so the more E-tourist marketing increased, the percentage of tourist trips increased, and vice versa.
- E-tourism marketing in light of Covid 19 has a clear impact on the increase in sales of tourism services (x2): It is clear that the question (X2) has achieved an increase in the weighted arithmetic mean, which means the strong influence of this question on the behavior of the respondents, as the weighted arithmetic mean reached (4.77), and it turns out that it is higher than the hypothetical arithmetic mean of (3), and the results showed that the relative importance of this question was (0.954) and the standard deviation was (0.679), and based on the above results, it is clear that the study sample agreed in the majority that marketing Electronic tourism



in light of Covid 19 has a clear impact on selling the number of rooms in hotels and selling other tourism services. More precisely, the higher the electronic tourism marketing, the more it will affect the desires of tourists to carry out a tourist trip with the overnight stay in the hotel and to buy tourism services. When the electronic tourism marketing is reduced, it makes them inert. On tourism, especially in light of Covid 19, so there is a direct relationship between them. The greater the tourism marketing, the higher the sales of tourism services, and vice versa.

- E-tourism marketing in light of Covid 19 has a clear impact on determining the tourist destination (x3): It is clear that the question (X3) has achieved a rise in the weighted arithmetic mean, which means the strong influence of this question on the behavior of the respondents, as the weighted arithmetic mean reached (4.83).), and it turns out that it is higher than the hypothetical arithmetic mean of (3), and the results showed that the relative importance of this question was (0.966), and the standard deviation was (0.603), and based on the above results, it is clear that the study sample agreed in the majority that tourism marketing Electronic has a clear impact on determining the tourist's destination, in a more precise sense, whenever the high-accuracy electronic tourism marketing will affect the change of the tourists' destination towards the areas that are promoted through electronic tourism marketing, and tourist trips are carried out with overnight stays to them, even if that is in light of Covid 19, there is a direct relationship Between them, the greater the electronic tourism marketing, the greater the movement of tourists towards the areas for which they are marketed, and vice versa.
- The electronic tourism marketing in light of Covid 19 has a clear impact on the number of overnight stays for tourists (x4): It is clear that the question (X4) has achieved a rise in the weighted arithmetic mean, which means the strong influence of this question on the behavior of the respondents, as the weighted arithmetic mean reached (4.6), and it turns out that it is higher than the hypothetical arithmetic mean of (3), and the results showed that the relative importance of this question was (0.92), and the standard deviation was (0.932), and based on the above results, it is clear that the study sample agreed in the majority that marketing Electronic tourism in light of Covid 19 has a clear impact on the sale of the number of nights in the hotels it is marketed for. In other words, the better the electronic tourism marketing, it will affect the sale of the number of nights in hotels. Electronic tourism marketing makes them think of looking for things other than the square, where they do not have a high desire to practice tourism.
- The electronic tourism marketing in light of Covid 19 has a clear impact on the increase in workers in the tourism sector (x5): It is clear that the question (X5) has achieved an increase in the weighted arithmetic mean, which means the strong influence of this question on the behavior of the respondents, as the weighted arithmetic mean reached (4.84), and it turns out that it is higher than the hypothetical arithmetic mean of (3), and the results showed that the relative importance of this question was (0.968), and the standard deviation was (0.581), and based on the above results, it is clear that the study sample agreed in the majority that E-tourist marketing has a clear impact on increasing the number of workers in hotels and other tourist sites that have been promoted, in a more precise sense, whenever there is high e-tourist marketing, it will lead



to an increase in the number of workers in hotels and tourist sites that have been marketed electronically, so there is a direct relationship between them, the more marketing E-tourism has increased the number of workers in hotels and the sites for which it has been marketed, and vice versa.

Conclusions and Recommendations

Conclusions

1. The world has begun to move towards electronic tourism marketing because of its clear impact on increasing tourism.
2. We note a prosperous future for electronic tourism marketing, because of its clear importance in marketing tourism services, especially in light of crises such as Covid-19.
3. E-marketing contributes in many countries to revitalizing the economy by increasing tourism and employing manpower.
4. There is a positive relationship between electronic tourism marketing and tourism.
5. Electronic tourism marketing in light of Covid-19 has an impact on the tourist consumer behavior by determining the tourist destination.
6. Electronic tourism marketing has a very clear impact on employing manpower in the tourism sector, especially in the areas it promotes.
7. After knowing the importance of electronic tourism marketing, it becomes clear to us that the tourism industry is not possible without a strategy for electronic tourism marketing.

Recommendations

1. Encouraging the establishment of specialized tourism marketing centers.
2. Encouraging electronic marketing of all tourism programs to achieve their goal.
3. Encouraging electronic marketing in tourist cities, as it will contribute greatly to stimulating the economy in those cities if invested correctly, as well as increasing the employment of the labor force in them.
4. Taking care of an organized method for marketing, displaying and highlighting the bright aspects of the tourist areas.
5. Increasing the awareness of workers in the tourism sector about the importance of electronic marketing, as well as increasing the awareness of tourists to visit websites related to this.
6. Interest in developing and increasing awareness of human resources, due to the existence of a direct relationship between electronic marketing and increasing tourism traffic.
7. Continuous training for workers in the tourism sector on the use of modern technology and electronic tourism marketing.

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