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The Role of Websites of the Tourism and Aviation Companies in Tourism Marketing

An applied study on the beneficiary audiences of the services

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Abstract

The study aims to identify the rate of public follow-up to the websites of the tourism and aviation companies and the most applications used in these companies and the reliability and credibility of the beneficiaries of these services that these companies can provide them electronically. The study belongs to the descriptive studies.

The Study depended on the survey method, and both researchers depended on the questionnaire form as a tool for collecting information from the sample of the study. The study was applied to a sample of (200 males and females) of the population of Makkah Region in Saudi Arabia , The results of the study indicate that the validity of the hypothesis that, there are statistically significant differences between the average scores of the sample on the scale of the level of tourism marketing according to the degree of customers satisfaction , The study also confirmed the validity of the hypothesis that, there is a correlation between the level of credibility of the websites of tourism companies and aviation and the level of tourism marketing among the sample members.