

Tourist Behavior and its Impact on Increasing the Market Share for Travel and Tourism Agencies A Practical Study on “Al Tayyar Travel and Tourism Company”

Nabil Mohemmed AL-Hhazmi

Associate Professor of Marketing, Department of Marketing, College of Business Administration, Prince Sattam Bin Abdulaziz University, Al-Kharj. K. S. A.

Associate Professor of Marketing, Collage of Business Administrative Science, Taiz University, Yemen.

Email: alhazmi1976@gmail.com, n.alhazmi@psau.edu.sa

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Abstract

This study aimed to analyze the impact of internal and external factors associated with the consumer in the market share of travel and tourism companies in Al-Kharj province in KSA. Where it was found through analysis and standard estimates and statistical tests of hypotheses that external factors of consumer behavior (social, cultural, economic) closely influence market share, although most behavior connected and influential in market share is a social Factor. As well as it became clear that internal factors of consumer behavior (motivation, learning, perception, personal) is closely impact on market share and most influential is the cognitive factor and motivation, education, and personal Consequently.

Key words: Behavior-Tourism-Travel Agencies –Customer.

1. Introduction

The behavior of a traveller plays very important role in having an impact on the activity of “Travel and Tourism Companies” as it is not possible for any company to succeed in achieving its objectives and goals if it has not specified the user of its services and did not know the role which is played by this factor. This requires a study of traveller’s behavior and prediction to know his views and suggestions in order to specify his needs as it is not possible to produce an appropriate product without specifying the products’ buyer (Lous & Bonse1980:102).The consumer behavior is defined as a behavior displayed by the consumer while searching for or purchasing or using the goods and services or ideas or expertise which can meet his desires or fulfill his needs according to the available purchasing possibilities (Obaidat1977:13) or the consumer behavior is a set of behaviors displayed by individuals and directed towards ensuring access to the goods and services and which contain the process of decision making specified for those behaviors (Lancaster & Reynolds1988:42).The consumer behavior is affected by several factors. Some of the factors are personal which is related to traveller only and these are called

“Internal Factors”. Other factors are related to the traveller as if he is a social living being who have relation with his surrounding environment and these factors are called “External Factors”. The social factors are the factors imposed by the individuals on purchasing decision of a particular person (Pride & Ferrel2000:207). These factors show the effect of social phenomenon on purchasing behavior of consumer (traveller). As for cultural factors are concerned, the civilization, culture and social class (the consumer belongs to) are considered to be effective factors on his behavior in regard to purchasing. The economic factors are represented in the economic condition, as the income of consumer is one of the effective factors in his selection of products (Kotler & Armstrong1999:143). The external factors, which affect consumer behavior and purchasing decision, are motives as an individual have different types of needs at different times and some of these needs emerge as a result of internal factors such as his feeling of hunger, fear, discomfort and desire for respect (Al-Bakri2000:107) and the need becomes a motive. Also, the cognition plays a very important role in identifying the behavior of a traveller as it gives an individual a particular motive welcomed by him through his five senses (Haddad & Swaidan1998:83). The learning represents the effect of experience on the subsequent behavior and the experience can be direct like the experience from a product or it can be symbolic like reading the advertisement in a newspaper. So when we learn something, our behavior changes from the previous behavior to a new behavior (Kotler1993:139). This means that the learning directs the marketers to the possibility to increase demand for a particular product through a strong motive and using the reasons of motive in order to strengthen the pros and advantages of that product (Kotler2000:174). Here enters the personal factors like gender, income and age as it affects consumer behavior (traveller) due to the several reasons and the most important reason is the clarity for measurement of these factors and its effects on consumer behavior. The share of a company in market is defined as its sales of a product by percentage of total sales of the industry as a whole (Aldewahjee1987:180). The market share is a measurement or tool to distinguish between the company that gained profit and the company that suffered losses. That is why, we can see that the companies compete with each other to seize the opportunities and get a big share in the market. This racetrack requires additional efforts to know the external forces and its effective powers including opportunities and threats and harmonize that “gained knowledge” with strong and weak points of a particular company and that in order to seize the opportunities and invest with the aim to capture the market and gain access to the big market share (Almausawi1999:83). This is considered a very important fundamental element for Travel & Tourism Companies through which they can gain high profit and utilize the profit to expand their businesses, increase the productivity, decrease the costs and increase the profits (Aljanabi 2000:34). A tourism client uses the tourism product after he shifts from the place of permanent residence to the place of visit in contrast to a general consumer who can use the goods and items just after purchasing. The same applies to testing of the product, as it is very difficult to test a tourism product before the process of purchasing in contrast to the physical goods, which can be tested, and an overall perspective can be gained before purchasing. The Tourism and Travel agencies play a very big role in total tourism business because it constitutes connecting point between the tourism, traveller and place of tourism destination as the transportation is considered one of the main pillars of tourism

activity in addition to food, drink, accommodation and entertainment. It highlights the impact of activities, carried out by the agencies of tourism and travel, on existing or potential tourist. These agencies provide cash flows in the structure of national income. The agencies of tourism and travel in the Kingdom of Saudi Arabia play a distinguished role in activating the business of tourism and travel in the Kingdom. This highlights the importance of study of tourist and traveller behavior and its impact on market share of these agencies.

1.2 Problem of the Study

The increasing business of tourism and travel in last decades at regional, national and international level and increasing agencies of tourism and travel in the Kingdom led to increasing competition among them and these competitions did not limit to the regional or national level only but has become a competition at international level. So, how can an agency gain the highest market share under the intense competition? And what are the factors which affect the purchasing behavior, attitudes and motives of tourists and travellers? The following questions come to our mind: -

- 1- What is the role played by external factors which affect the tourists and travellers behavior and attitudes of purchasing from the tourism and travel agencies in the Kingdom?
- 2- What is the role played by internal factors which affect the tourists and travelers behavior and attitudes of purchasing from the tourism and travel agencies in the Kingdom?

2.2 Objectives of the Study

The study strived to achieve following objectives:

- 1- Study the tourist behavior and its impact on market share.
- 2- Know and analyze the internal factors which affect the tourist behavior and its impact on specifying the market share of tourism and travel agencies.
- 3- Know and analyze the internal factors which affect the tourist behavior and its impact on specifying the market share of tourism and travel agencies.

2.3 Importance of the Study

The importance of the study is highlighted through following: -

- 1- Know the role played by internal and external factors, which affect the purchasing behavior of each of tourists and traveller and its relation with market share of tourism and travel agencies in the Kingdom of Saudi Arabia.
- 2- The sector of tourism and travel in the Kingdom is one of the big sectors, which have not been studied greatly from marketing point of view, as well as the behavior of tourists and travellers and its relation with specifying the market share of tourism and travel agencies was not addressed.
- 3- Provide the local library with a new study discussing the purchasing behavior of tourists and traveller and its impact on the market share of tourism and travel agencies in the Kingdom of Saudi Arabia.

2.4 Hypotheses of the Study

Bases on the problem and objectives, the study strived to test the following hypotheses: -

- 1-There is no statistical relation at the level (0.05) between the internal factors which affect the tourist and traveller and the market share of tourism and travel agencies.
- 2- There is no statistical relation at the level (0.05) between the external factors, which affect the tourist and traveller, and the market share of tourism and travel agencies.

3. Literature Review

There are several studies, which had discussed the consumer behaviour and the factors affecting it. From these studies, Asad Abu Roman (2010) who had tried to identify the level of tourism awareness in the Jordanian community and its role in strengthening the competitiveness of tourism and travel sector in Jordan through tourism planning, education and tourism marketing. Aungal (2015) explained the factors affecting the consumer behaviour and his purchasing decisions, which stem from joint interaction between the internal and external effects. This leads to purchasing decision of consumer because of these factors. Fawaz (2013) strived to explain the importance of different factors in consumer behaviour, its role and relation with purchasing decision as the study stressed on importance of following up the change in the behaviour of individual and need to segment the market according to the different standards. Salim (2015) focused on the behaviour of tourist and its role in specifying the tourism pattern through knowing and identifying the needs and desires of tourist as well as the specific factors directed at his needs and desires. Aladilh (2015) aimed to measure the role of social networking sites in having an impact on purchasing decision of consumer through specifying and understanding the advantages, functions and tools of social networking sites and the method to implement it efficiently. Albariki (2013) explained the behaviours of tourists coming to Jeddah from Aseer region and the factors affecting these behavioural patterns whether it is internal or external. Also, the study specified a range of factors affecting the tourists' behaviour. Elbaba (2012) specified the role of marketing communication tools on purchasing behaviour of consumers through enhancing their knowledge and information about the most effective tools on consumer behaviour. Al-Rabi (2014) explained the role and impact of television advertisement on consumer behaviour and specified the relation between the nature of television advertisement and purchasing behaviour as well as explained the method to design an advertising message that can affect the purchasing behaviour of consumer. Zainb (2014) explained the effect of pricing policies of services on the purchasing decision of consumer, the quality of services offered to him, which fulfil his different needs and desires and the relation between the price of service, and decision of purchasing either by purchasing the service or not purchasing. Razia (2015) discovered the consumer behaviour towards the counterfeit products based on a set of factors affecting the purchasing decision of consumer. Also, he explained some concepts related to the products and its relation with the consumer as well as shed light on counterfeit products and its effect on consumer behaviour. Aymhyan (2015) highlighted the effect of tourism services on consumer behaviour and how the quality of tourism service affects purchasing decision of tourist whether the number of tourist nights decreases or increases, specified tourism destination and nature of selected tourism patterns.

Al-Robyi (2015) highlighted the effect of internal and external factors on consumer behaviour and purchasing decision through study of some factors, which affect the behaviour such as economic factors, psychological factors, social factors, and cultural factors as these factors are not independent but interrelated. Said (2016) described the effect of price of service on purchasing decision making of travellers by Airlines and the effect of other relevant factors on purchasing behaviour of travellers by Airlines. Alazam (2017) explained the factors affecting purchasing behaviour of mobile phones consumers as these factors are psychological, economic, social and marketing. Alkershi (2011) explained the effect of commercial advertisement on consumer behaviour and selection his favourite brand. Maftooh (2016) aimed to study the impact of commercial advertisements on consumer behaviour, formation of knowledge and awareness and method to make purchasing decision after being influenced by advertisement campaigns. Bayih (2015) highlighted the role of general relations in specifying the purchasing behaviour of final consumer of tourism services through making efforts to understand the behaviour of tourist after he was influenced by the campaigns of general relations. Ahmed (2016) highlighted the effect of social factors on purchasing decision of shopping items through specifying the factors affecting consumer behaviour before his purchasing decision making and role of social factors in orienting the consumer behaviour. Samiyah (2015) explained the role of sales promotion campaigns in having an impact on decision of consumer to purchase the product and how he is influenced by internal and external factors that orient the purchasing decision. The internal factors are motives and needs. The external factors are social, economic and marketing factors.

Conclusion of Previous Studies:

After reviewing the summary of previous studies, we find that these studies discussed consumer behavior in the fields other than tourism and travel sectors as well as these studies were carried out in the countries and places other than Al-Kharj Governorate in the Kingdom of Saudi Arabia. In addition, the present study is distinguished from previous studies in terms of:

- 1- This study was executed on tourism and travel sector through the study of factors affecting the behavior of tourist and traveller who is the beneficiary of services of tourism and travel companies.

- 2- This study was conducted first time in a new region which is "Al-Kharj Governorate" located in Riyadh region – Kingdom of Saudi Arabia.

4. Methodology of the Study

This study adopted the descriptive methodology and that is through presenting the concepts and theories, which explain the variables related to the themes of the study and which affect the tourist and traveller. In addition, it used the analytical method and that is through diagnosing and identifying the independent variables and nature and extent of its impact on dependent variable with the aim to reach the desired objectives. The secondary data has been collected from previous studies (researches, master and doctorate theses and websites) regarding the factors, which affect the purchasing of tourists and travellers from airlines and tourism agencies. The preliminary data has been collected through questionnaire, which was

distributed to a group of beneficiaries from the services of tourism and travel agencies and represented in Al Tayyar Travel and Tourism Company in Al-Kharj governorate in the Kingdom of Saudi Arabia. The statistical programs like SPSS and EVIEWS were used to analysed and extract the data collected through the questionnaire.

4.1 Population and Sample of this Study

The study population consisted of from the employees of Al Tayyar Tourism Travel company in Al-Kharj in Saudi Arabia, the sample has been chosen at random were selected 60 person from the population for a achieving the objectives of the study.

4.2 Questionnaire

In order to achieve the objectives of the study it used questionnaire as a tool to collect the primary data from the research sample, the questionnaire divided to three parts:

Part I: It designed to collect data about the impact of external factors related to consumer behavior on the market share of tourism and travel market through nine variables, were asked the respondent to choose one of the alternatives set out in front of each phrase a mark in the appropriate box. Moreover, it identified five alternatives according to Likert scale Quintet (strongly agree, agree, neutral, disagree, and strongly disagree).

Part II: It designed to collect data about the impact of external factors related to consumer behavior on the on the market share of tourism and travel market through twelve variables, were asked the respondent to choose one of the alternatives set out in front of each phrase a mark in the appropriate box. Moreover, it identified five alternatives according to Likert scale Quintet (strongly agree, agree, neutral, disagree, and strongly disagree).

Part III: It designed to collect data about the market share of travel and tourism companies collected through four variables were asked the respondent to choose one of the alternatives set out in front of each phrase a mark in the appropriate box. Moreover, it identified five alternatives according to Likert scale Quintet (strongly agree, agree, neutral, disagree, and strongly disagree).

Table No. (1): Parts of Questionnaire.*

Part	Factors	Variables
External Factors	Social	1-3
	Civilizational	4-6
	Economic	7-9
Internal Factors	Motivations	10-12
	Learning	13-15
	Perception	16-18
	Personality	19-21
Market Share		22-26

*Source: Prepared by Researcher

Table No. (2): Criteria of Response to the Items of Questionnaire.*

Description	From	To	Likert Scale Score
I strongly agree	80%	100%	5
I agree	60%	80%	4
Neutral	40%	60%	3
I don't agree	20%	40%	2
I strongly don't agree	0	20%	1

*Source: Prepared by Researcher

4.3 Limitations of the Study

1- Spatial Limit:

This study was done on Al Tayyar Travel and Tourism Company in Al-Kharj governorate in the Kingdom of Saudi Arabia.

2- Time Limit:

The study was conducted between the periods from 01.09.2016 to 01.01.2017 GC.

3- Human Limit:

The study included the employees working in tourism and travel sector in Al Tayyar Travel and Tourism Company in Al-Kharj governorate.

4- Subject Limit:

The study discussed the factors affecting the behaviour of tourist and traveller and its relation with market share of “Tourism and Travel Companies” in the Kingdom of Saudi Arabia.

4.4 Reliability and Validity of the Questionnaire

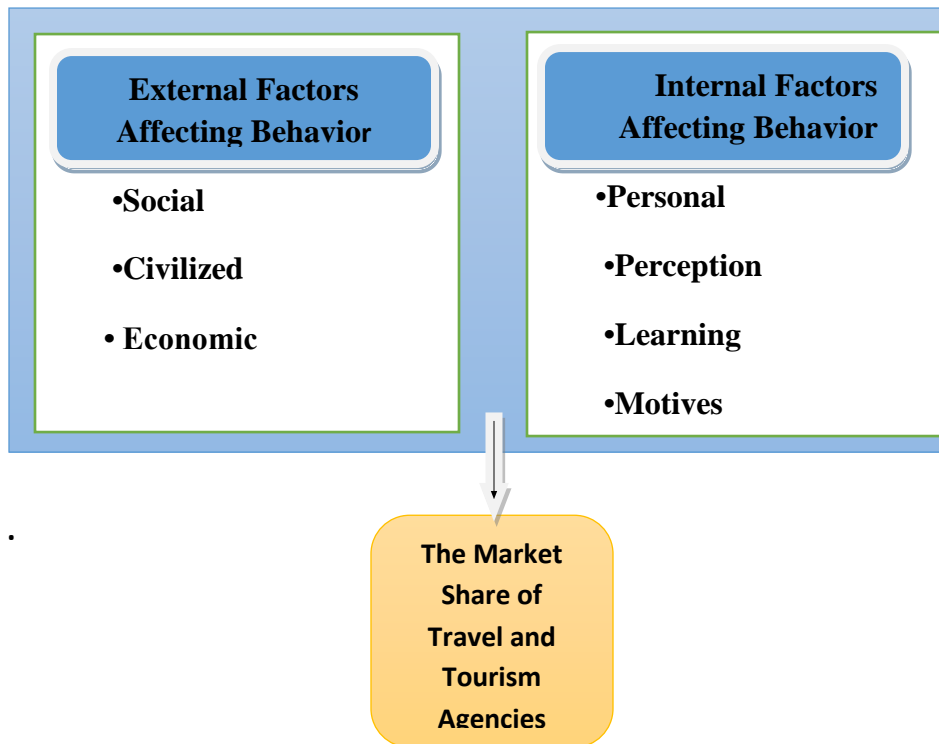
What extent the consistency of the data, we aim from Reliability to identify the extent of the stability of the questionnaire over time or where analysts have a different scale is constant when given the same results regardless of the analysis and when. It was the value of Cronbach’s Alpha account for sixty questionnaires were distributed to the respondents was 0.942 this value indicates that the questionnaire achieved a degree of stability of statistically acceptable. To check the veracity of the questionnaire and the validity of the scale used to measure the variables, it was presented to specialists in the field of marketing and media at the University of Prince Sattam and King Khalid University and King Faisal who had authorized the sincerity questionnaire.

Table No. (3): Coefficients of Cronbach’s Alpha.*

Part	Factors	Variables	Coefficients of Cronbach’s Alpha
External Factors	Social	3	0.923
	Civilizational	3	0.942
	Economic	3	0.932
Internal Factors	Motivations	3	0.954
	Learning	3	0.946
	Perception	3	0.934
	Personality	3	0.965
Market Share		4	0.947
All paragraphs		26	0.942

* Source: Author's calculation based on responses of survey

4.5 Model of the Study:



5. Analysis and Discussion of Results

The study relied upon two types of factors (internal and external) related to consumer behavior in specifying the market share.

5.1 Analysis of effect of external factors related to consumer behavior in specifying the market share.

The study relied on three factors to identify the effect of external factors related to consumer behavior in market share. These factors are social factor, cultural factor and economic factor and each factor includes three variables as mentioned in table (4). From the table, we find that the views, taken from sample, emphasize that all variables of external factors affect in specifying the market share and most effective variables in the market share are “variables of social factor” (X3, X2, X1) respectively as the value of arithmetic mean of variables reached (4.430), (4.370) and (4.270) which is higher than virtual mean and with a standard deviation of (0.698), (0.843) and (0.972). This shows that the deviation of values from its arithmetic mean is very less which indicates to the fact that the social factors have very strong impact on market share of the company.

As for arithmetic mean for external factors as a whole is concerned, it was (4.142) which is bigger than virtual arithmetic mean which indicates that the effect of external factors on market share of the company is very high whether the factors are cultural, social or economic. The value of standard deviation of external factors reached (0.451) which is less than an integer

which shows to the homogeneity of answers to all elements of external factors (cultural – social – economic).

Table No (4) Analyze the Impact of External Factors Related to Consumer Behavior in Determining Market Share*.

	N	Minimum	Maximum	Mean	Std. Deviation
x1	60	1	5	4.270	0.972
x2	60	1	5	4.430	0.698
x3	60	1	5	4.370	0.843
x4	60	1	5	4.150	0.820
x5	60	1	5	4.020	0.983
x6	60	1	5	3.870	1.016
x7	60	1	5	4.220	0.904
x8	60	1	5	3.930	1.103
x9	60	1	5	4.030	1.008
Internal Factors	60	2.780	5.000	4.142	0.451

*Source: Author’s calculation based on responses of survey

5.2 Analysis of effect of internal factors related to consumer behavior in specifying the market share.

The internal factors related to consumer behavior in specifying the market share have been distributed to four factors that are motives, perception, learning and personality. Each of these factors has three variables as mentioned in the table no (5) which shows that all of these variables have a big impact on specifying the market share and the most effective variables on market share are the variables of perception (X15←X13). Since the responses, which you see here, have strong effect for variables (X15←X13) respectively, it means that the most effective variables of factor of perception in specifying the market share is the variable (X13) as the traveller is impressed by the physical characteristics of the service like brand and brand name while purchasing the services of travel and tourism with an arithmetic mean that reached (4.120) and standard deviation of (0.976) followed by the variable (X15) with the arithmetic mean 3,960 and standard deviation that reached (1.164) and then the variable (X14) with the arithmetic mean 3,900 and standard deviation of (0.085). After the effect of factor of perception in specifying the market share, comes the turn of factor of motives (X15←X13) and then factor of learning (18←X16) followed by the factor of personality (X21←X19). In regard to general average of responses to all variables of internal factors (personal – motives – learning – perception), the value of arithmetic mean reached 3,880 which is bigger than the value of virtual mean and with its value of standard deviation (0.417) which shows that there is effect of internal factors (personal – motives – learning – perception) on the purchasing behavior of

travellers and specifying their decisions in spite of the fact that the factor of perception came first followed by motives and learning while the factor of personality came in the last.

Table No (5) Analyze the Impact of Internal Factors Related to Consumer Behavior in Determining Market Share*.

	N	Minimum	Maximum	Mean	Std. Deviation
x10	60	1	5	3.930	1.006
x11	60	1	5	3.930	1.039
x12	60	1	5	3.720	1.106
x13	60	1	5	4.120	0.976
x14	60	1	5	3.900	1.085
x15	60	1	5	3.970	1.164
x16	60	1	5	3.970	1.275
x17	60	1	5	3.680	1.127
x18	60	1	5	3.630	1.207
x19	60	1	5	3.970	1.164
x20	60	1	5	3.930	1.247
x21	60	1	5	3.820	1.081
External Factors	60	2.920	5.000	3.880	0.417

*Source: Author’s calculation based on responses of survey

5.3 Analysis of Variables of Market Share.

The market share is represented by (X26←X22) as mentioned in the table No (3) as the highest arithmetic mean (highest response) for the variable (X22) is (4.020) which is higher than the virtual mean and with its standard deviation value (1.097) which means that the company takes several measures to maintain its market share and makes efforts to increase it.

In regard to arithmetical mean for low response, it was for the variable (X24) as it reached (3.300) which is close to virtual mean value and with standard deviation (1.225). This indicates that the percentage of responses shows that there is relation between high market share and quality as well as fulfilling needs of travellers and continuous improvement.

Table No (6) Analysis of Variables of Market Share*.

	N	Minimum	Maximum	Mean	Std. Deviation
x22	60	1	5	4.020	1.097
x23	60	1	5	3.530	1.157
x24	60	1	5	3.300	1.225
x25	60	1	5	3.380	1.250
x26	60	1	5	3.480	1.066
Market Share	60	1	5	3.543	0.674

*Source: Author’s calculation based on responses of survey

5.4 Assessment and Analysis of Relation between the independent variables and dependent variables.

The table (7) shows that all external factors (social – cultural – economic) are associated to a positive relation that exceeded 74% with market share while the internal factors of consumer behavior’s relation (motives – learning – perception – personality) exceeded 68% which means that most of the independent variables of external factors and internal factors of consumer behavior are associated with market share i.e. any change in these variables (increase or decrease) will lead to change in the market share of travel and tourism services in Al Tayyar Travel and Tourism Company . In other words, if there is any improvement and development occurred in the external factors of consumer behavior, it requires from “Al Tayyar Travel and Tourism Company for Tourism and Travel” to expand its market share in accordance with the improvement in those variables. This will increase sales and then profits.

Table No (7) The Correlation Between the External and Internal Factors of Consumer Behavior and the Market Share*.

Factor	Correlation
Social	0.841
Civilizational	0.643
Economic	0.753
Motivations	0.634
Learning	0.661
Perception	0.811

*Source: Author’s calculation based on responses of survey

5.5 Assessment and Analysis of Effect of Independent Variables Regression on Dependent Variables.

The estimates mentioned in table no (8) shows that the coefficient (R^2) for the equation of social factor reached (0.72) i.e. the independent variables (X1, X2, X3) could explain 72% of changes happened in the market share and the remaining 28% could not have been explained by these variables. The variable of social factor stressed that it has a positive and significant impact on market share at the significant level of 0.5 if the value (t) calculated is greater than the spreadsheet which reached (2.355) while the social variable has a positive impact but at the insignificant level of 0.5. The estimates of equation of cultural factor showed that the coefficient (R^2) reached 0.61 i.e. the variables (X4, X5, X6) could explain 61% of total changes occurred in the market share and these variables have a positive but insignificant effect and that is because the value (t) calculated is less than the spreadsheet which is (1.808). In addition, the variables of economic factor have a positive effect in share market. The coefficient (R^2) reached 0.60 i.e. the variables (X7, X8, X9) could explain 60% of total changes occurred in the market share of Al Tyyar Travel and Tourism Company and these variables have a positive but insignificant effect in the market share and that is because the value (t) calculated is less than the spreadsheet which is (1.588). As for internal factors of consumer behavior (motives – perception – learning – personality) are concerned, its variables varied in having an effect on market share as the value (t) calculated is bigger than the spreadsheet which reached (2.220). It was (2.663) for the factor of motives and (2.306) for the factor of perception. This means that it has a positive and significant effect in the market share of Al ayyar Travel and Tourism Company and the value (t) calculated is less than the spreadsheet, which reached (2.220). It was (1.823) for the factor of learning and (1.839) for the factor of personality which means that it has a positive but insignificant effect in the market share.

Table No (8) Results of analysis of variables' regression related to consumer behavior in the market share*.

Dependent Variable	Market Share		
Independent Variable	t	R ²	D.F
Social	2.355	0.72	18.20
Civilizational	1.808	0.61	17.20
Economic	1.588	0.60	11.21
Motivations	2.663	0.53	11.11
Learning	1.823	0.67	12.21
Perception	2.306	0.56	18.20
Personality	1.839	0.61	11.11

*Source: Author's calculation based on responses of survey

Recommendations

This study aimed to analyze the effect of internal and external factors related to consumer behavior on the market share of Al ayyar Travel and Tourism Company. The analysis of questionnaire, assessments and statistical tests revealed following: the external factors of consumer behavior (social – cultural – economic) have correlation and an impact on the market share and the most effective factor is the social factor. In addition, it was revealed that the internal factors of consumer behavior (motives – learning- perception – personality) have correlation and an impact on the market share and most effective factor is the factor of perception followed by motives, learning and personality respectively.

Based on above, the study provided following recommendations: -

- 1- There is need to know and comprehend the external factors (social – cultural – economic) and internal factors (motives – learning- perception – personality) of consumer behavior and then harnessing them to achieve the objectives of Agencies of Travel and Tourism.
- 2- Emphasize on the importance traveller and tourist as he is the boss and he must be satisfied and then associate with the product and trade mark taking into consideration the following:
 - A. The management of Al Tayyar should increase its interest regarding importance of external factors of consumer behavior (tourist and traveller) as a determinant in achieving the objectives of the company including market share.
 - B. The management of Al Tayyar should increase its interest regarding importance of internal factors of consumer behavior as a determinant in achieving the objectives of the company including market share.

- 3- Continuous contact with tourists and travelers in order to know and identify the level of satisfaction regarding the services of company and to know their suggestions and views about the services provided and methods of its marketing.
- 4- Get benefit from the information, which is collected, through sales outlets, social networking and internet, about the nature of tourists and travelers, level of their income, population density and what are the specifications and characteristics they prefer in the travel and tourism services.
- 5- Study of behavior of tourists and travelers regarding the services that are offered by Al Tayyar Travel and Tourism Company. With the aim to know that what are the specifications and characteristics they want, that it must be provided in the services of tourism and travel and thus making efforts to develop these services in the light of desires and wishes of tourists and travelers.

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