CHAPTER VIII
FINDINGS AND RECOMMENDATIONS OF THE STUDY.

8.1 Findings.

From analysis of questions of the questionnaire and testing the hypothesis of research, the researcher reached to group of findings, which are as follow:-

8.1.1 Findings of hypotheses testing.

1- First hypothesis is proved.

2- Second hypothesis is proved.

3- Third hypothesis disproved.

4- Fourth hypothesis is proved.

5- Fifth hypothesis is proved.

6- Sixth hypothesis is proved.

7- Third hypothesis is proved.

8.1.2 General findings.

1- The financial and banking system constitute the main hindrance for starting internet marketing on the travel and tourism organizations.

2- Local internet providers (Teleyemen, Yemennet) need higher techniques in order to use the services of internet in better manner.
3- Local laws and legislations that are relative to internet and information technology need more revision and development in order to be in line with the new developments in the field of information technology.

4- Internet network is considered as a unique marketing tool for business organizations of any size, so that the business organization must put the plans which push the organization to enter internet network and its services, or it will be out side the international competition.

5- Subscription of travel and tourism organization in internet network through local telecommunication is easy, but network structure and prices are not suitable.

6- Internet network is an easy marketing tool, which has two dimensions and entering it may be positive or negative for organization, so that the organization must be careful when they use the service of internet in marketing through the correct entering to this new marketing channel.

7- The workers in the field of marketing in travel and tourism organizations need periodical training and learning about the new techniques in the field of information technology and it must teach them foreign languages especially English.

8- Information systems in local travel and tourism organizations are suffering from weakness in structure, and inefficiency in use.

9- Local business organization can’t make their homepage on internet through Yemennet in an easy way in order to start marketing in a proper manner.

10- Internet network contributes in developing and increasing the services of travel and tourism organizations as a result of international competition.
11- Internet network contributes in decreasing the marketing problems and increasing the sales for the travel and tourism organizations.

12- Marketing through internet network in the local travel and tourism organizations doesn’t integrate with traditional marketing, which has resulted from the ambiguity of two concepts.

13- Present management manner in the local travel and tourism organizations doesn’t emphasize on using internet in marketing. This has resulted from absence of training for higher level manager of travel and tourism organizations and about the new concepts in the digital world.

14- The prices of internet subscription in the Republic of Yemen are not equal to the prices of it in the other countries in the Arab World. It is higher in the Republic of Yemen and there are different plans for the customer and there are different manners for it.

**8.2 Recommendations.**

In order to solve the problem of internet marketing in Yemen these recommendations should be taken place in the government’s and local organizations` plans.

1- Doing comprehensive survey for the electronic situation of tourism organizations in the Republic of Yemen in order to evaluate the current status of electronic infrastructure for information technology that uses in internet marketing.

2- Establish center for consultations and solutions to make accurate analysis for the needs of tourism projects from the side of using internet marketing. This center should follow in its work the general institution of tourism.
3- Information and communications` lows and legislations in the republic of Yemen are good for this period, but it must develop and revise for future development in the field of information and communications technology.

4- Laws and legislations that are related to internet marketing must achieve group of goals and priorities, the most important of it are that, save the citizens from internet related crimes, and attract the investments.

5- Local internet providers must reduce the daily cost of internet using, which will lead to encourage the travel and tourism organizations to enter and use the service of internet network.

6- Doing periodical training in the organization or out side the organization for marketing and sales people in the organizations, and those dealing with the internet network in order to keep them in line with the new development in the information and communications technology.

7- Establish center for development of human resources about the skills of using the techniques of internet marketing in order to offer the best techniques of training, which built on comprehensive plan of training that stands on to specify the needs of skills according to the comparison of current ability and wants of future.

8- The tourism organizations must give attention to the electronic training and these organizations must work to avoid and face the hindrances of training in view of its numerous benefits for individuals and organizations.

9- Establish points for continuous training in all tourism organizations.
10- The government of Yemen must develop the structure of information and support it by modern techniques, so that the information development will be easy and the country can enter the age of information.

11- The ministry of communication must develop the local communications networks according to the new digital techniques and it must also develop the ability of covering the new and mounting numbers of subscribers in the coming period.

12- The local financial and banking institutes must revise and develop the financial and banking systems in Yemen to make use of internet in the processes of selling, purchasing and payment easy. That will be happened through entering the modern techniques like, ATM card, e-cheque and e-Bill.

13- Entering the services of ATM in the whole governorates, towns and stations and not only in specific locations in specific governorates.

14- The local travel and tourism organizations must give more attention to the role of internet network in the process of decision making because it supplies the organization with new data and information that make process of decision making easy and correct.

13- The local travel and tourism organizations must give more attention to the news networks and information banks that are available on the internet network in order to make the necessary information for the process of decision making available at a wanted time and place.

14- The local travel and tourism organizations that haven't started internet marketing yet, must start planning for the process of internet marketing and enter the services of internet to the organization.
15- Necessity of integration of internet marketing, in the local travel and tourism organizations with the processes of traditional marketing in order to achieve the wanted targets and reaching to target markets and achieving larger market share.

16- It must develop and modernize the recent management systems in the local travel and tourism organizations in order to enter the marketing through internet for the local organizations to achieve higher efficiency in their performance.

17- We must think in a good manner before using the internet network, because we can't change our lives directly in one day in order to be in the main subject of internet marketing, where the internet is one tool from the many tools in our life, and its not the only thing but it's important thing, and we must know it and understand our position about.

18- The development of internet marketing in Yemen must come through development of new teams and groups of work as when are in governmental units or private organization but between them, these units draw the pictures of thinking and plan the future plans in order to achieve our policies and plans in a good manner for entering into the internet world for local organizations and insist on the local organizations to make their plans to integrate marketing between traditional marketing tools and internet marketing with out domination from one or other.

19- Coordination and cooperation between the different sectors in the country to share the information banks.

20- Study the current position of equipments and programs that are available in the present systems and planning what we need for new systems.
21- Give more attention to the students from the universities because they are interested in using the internet network more than other people so that the local organization can get qualified workers to deal with the new technology.

22- Internet network has positive side and negative side, so that we mustn't look only to the dark side and consider it as a barrier to do marketing through the internet network.

23- We must concentrate on the desired applications from internet without disperse our efforts on undesired applications of internet, and we must determent the plans and strategies of marketing on internet.

24- The managers of local travel and tourism organizations should be given freedom in taken there decision according to the new situations in order to be in one line with the change and development of internet network.

25- The local travel and tourism organizations must do enlightenment campaigns to educate customers about the benefits of buying through internet.

26- To develop the ability of speaking foreign languages of the staff in the local organizations in the field of tourism and travel agencies by arranging intensive and periodical courses in corporate with the ministry of higher education and universities.

27- This research considered as bases study for future studies so the researcher took internet marketing in the Republic of Yemen as whole, but for the future researches the researcher recommend that :-

- The researchers in the future must concentrate on the design of virtual market or on the advertising and promotion methods on the internet.
• The researchers must give a great attention to the banking system and electronic payments methods in the Republic of Yemen.

• The researchers also, must give attention to laws and legislations that are related to internet marketing and they must study it accurately.