CHAPTER: II
LITERATURE REVIEW
CHAPTER- II
Literature Review

2.1 Introduction

Generally, a researcher conducts and surveys the related literature in order to review the present status of a particular research topic. From the survey of literature, a researcher is able to know the quantum of work already done on his research topic so far not touched, or yet to be undertaken. The overview of literature at the national or an international level is to be researched with the help of research reports, articles, books and other materials. The major benefits of literature reviews are: firstly, helps the researcher in avoiding duplication of efforts on the same research topic. Secondly, helps the researcher in adopting methodologies used successfully by other researchers, writers and policy makers. Thirdly, suggests new approaches in planning, organizing the investigation of research topic. Fourthly, helps to narrow down the research problem more clearly and sixthly, assists investigators to develop firm understandings of theoretical implications of proposed inquiries.

This study contributes to literature by focusing on integrated marketing communication, online facility for IMC and the effect of the Internet on tourism and different industries. The aim of literature reviews is to justify, rationale of an ensuring research study, provides an overview of historical perspectives and to bring to the light the research trends and problems.
The present study identifies a few research works which are related to internet in IMC and tourism industry. The contribution of so many researchers, policy-makers and writers to this area has focused on explaining the process of the internet and integrated marketing communications, their challenges, advantages, disadvantages and as exploring their role in companies and some of the industries, herewith, we study, in brief summary and present some of them in the subsequent sections below.

2.2 Integrated Marketing Communications:

Schultz, Tannenbaum and Latuerbon (1993) note that the IMC goal is to develop communication programs that either reinforce the present purchasing behaviour of customers or attempt to influence a change in the behaviour of prospects in the future. They argued that behaviour, in IMC terms is any measurable activity by the customer or prospect that either moves the person closer to purchase decision or reinforces a favourable existing buying pattern.¹

McArthur and Griffin (1997) have observed that integrated marketing communications (IMC) emerged as the dominant approach used by companies to plan and execute their marketing communication programmes. Many marketers as well as advertising agencies are embracing the IMC paradigm and developing integrated campaigns that use a variety ways to communicate with their target audiences. They remarked that the shift towards the IMC perspective has been hailed as one of the most significant changes in the history of advertising and
promotion and as the major communications development of the last decade of the 20th century.²

Schultz and Kitchen (1997) expounded the development of the concept of integrated marketing communications (IMC) in terms of its theoretical foundations through an exploratory study of IMC within a judgment sample of the United States of America advertising agencies. They argued that IMC is diffusing by providing an initial of data on how senior advertising agencies executive perceive integrated marketing communications use and development in the United States. Their study concentrated on three major objectives which are the understanding of how IMC concept is developing in united state and in which area exactly, measuring the practicing, developing or utilizing IMC by advertising agency executive on behalf of their clients and to understand the importance and value of traditional advertising agencies in a market place where IMC apparently becoming very important. Their study was based upon the “construct explication” approach. IMC was defined by the researchers both conceptually and operationally, real worked measurements were then developed through a series of questions. The research instrument was an 89 items, self-administered questionnaire. The findings of their study observed that most of the agencies are spending a substantial portion of their time assisting clients with IMC programs, agency executive believe client budgets will be positively affected by IMC activities. Moreover, from this study, it does appear that IMC has moved from the “what is it” to the “how can we do it”. They recommended some future researches in
compensation, measurement and IMC development in terms of execution and implementations of integrated programs.³

Duncan and Moriarty (1998) argued that IMC is the foundation of new customer focused marketing efforts for acquiring, retaining, and growing relationships with customers and other stake holder. However, despite the growing popularity of IMC, theory development and research in this area is still limited. However, recently more attention has been given to theory development in IMC with the goal of better defining with it is, what it does and how it can be used to guide the development and implementation of marketing communication programs.⁴

Smith (1999) points out that IMC may require a lot of efforts, but it delivers many benefits. IMC could create three main benefits first is creating a competitive advantage where IMC could wrap communication around customers, and helps them move through the different stages of the buying process. The organization builds dialogues and relationships with customers. Second benefit is boosting sales and profit where IMC increases profits through increased effectiveness. It could increase sales by stretching messages across several communications tools and make message more consistent and more credible. Third benefit is saving time, money and stress. IMC could save money, such as graphics and photography; they can be shared and used in advertising, exhibitions and sales literature. Fourth one is that IMC could help a brand to consolidate its image by developing a dialogue and nurture a relationship⁵.
Johnson (2000) suggested that integrated marketing communication is widely used by small businesses as well as large businesses. The suggestion of his study is verified by a random sampling of one thousand businesses were selected to receive a survey about their use of IMC and other related issues. The received responses from the businesses were very less, hence, initial mailing followed up with phone calls to increase the number. In the survey, it was found that smaller businesses tend to integrate their marketing communication to the same extent as do larger businesses. The data used from the state in which the research was conducted. Their advertising, public relation, and sales promotion are as likely to present a unified message, as though they had “one voice.” The challenge of small businesses to attract well-educated employees may be the largest obstacle found by this present study. Hence, the researcher recommended to preparing the students of marketing communication to be able to work in small businesses. It is also recommended that publishers and scholars work together toward the deliberate goal of including more examination of small businesses in their literature and lectures on the use of IMC.6

Low (2000) argued that there are some forces on organizations to closely integrate and coordinate their marketing communications activities. One of these is huge spread of internet advertising which growing rapidly and taking dollars away from traditional media, sales promotion, and public relations urging advertisers to manage marketing communications as a whole. Another is a search for greater productivity and value from marketing and media dollars, epitomized by Procter and Gamble’s drive to get
more results from their total advertising and promotion budget and to look for ways to be more efficient. His study focused on how IMC can be measured, factors influencing IMC and finally the correlations of integrated marketing communications. He came out with certain results and findings from his study, such as, firstly, the analysis identified the variables were significantly related to IMC $\text{(P}< 0.05$, that means five per cent of significant) without controlling for the effects of any other variable. Secondly, out of six industry groups, only one is significantly related to IMC the transportation and communications industry. The rate of customer and competitive change in the marketing environment are both relatively associated with IMC, indicating that IMC is more difficult to achieve when environmental change is rapid. Thirdly, researcher had conceptualized IMC as a continuum and developed a “three item likert- scale” to measure the degree of IMC consisting of the following components: (i) the extents to which communications tools are planned by the same manager, (ii) the strategic consistency of communications efforts, and, (iii) the commonality of the communications message. He suggested that, IMC should be included in efforts to measure marketing communication performance. Managers should focus more on the strategic objectives of their communications programs. Moreover, managers should focus on the strategic use of IMC, which will make managers be able to measure better the financial returns of communications programs as a whole.  

Pavlou and Stewart (2000) note that the goal of interactive advertising tends to be similar to the traditional objectives of advertising, which means that many of the traditional measures of
effectiveness remain relevant. However, they note that interactive media also have some properties that expand the range of responses that might be used to measure the effectiveness of these communications as the control of the information how is shifted from the marker to the consumer.\(^8\)

Schultz and Kitchen (2000) acknowledged that one of the major criticisms of IMC involves the problem of measuring its effectiveness by stating that: “We can’t measure IMC now and it may be some time before we can…. The problem is that many marketing activities can’t be measured and the value of communication effects and impacts are even more tenuous”. They noted that: “for the most part, marketing and communication measurement suffer from a attempt to measure “output” that is, what is sent out, not “outcomes” or what impact the marketing communication had”.\(^9\)

Weilbachen (2001) more attention must also be given to how a consumer responds to entire IMC campaigns rather than singular elements. Thus so far no model has been developed by how an entire integrated marketing communication program might impact the consumer response process and hierarchy.\(^10\)

Gabrilsson and Johansson (2002) observed that numerous new marketing communication options are today available to marketers due to rapid globalization and the development of new technologies. In 1993 a new concept called integrated marketing communication (IMC) was introduced. This concept provides new opportunities for agencies, large as well as small and medium-
sized ones. The purpose of such study gained a deeper understanding on how advertising agencies use integrated marketing communication in their campaign planning. It shall have focused interviews and direct observation looked at two campaigns as the cases to be studied. The study shows that integrating the client in IMC campaign planning creates benefits and is vital for a proper composition of the marketing communication toolbox. Furthermore, the study states that IMC is a prerequisite for the creation of an attained voice.11

Kulluvaara and Tornberg (2003) discussed that there is a very important need for the marketers to integrate their marketing communication and break through the obstacles to reach the target market. Furthermore, the huge competition within the tourism industry has made it imperative for organizations to concentrate more on marketing and in particular communication. The researchers have made their work to acquire and gain a better understanding of integrated marketing communication, which, its implementation was limited in the past. A case study of Ice hotel has been conducted to investigate how the IMC strategy and use of communication tools can be described. They come out with two main points, which are; Firstly e-commerce has been not implemented yet, due to various reasons. Hence, they recommend that the management should work on solution for the possibility to implement e-commerce effectively, Secondly implementation of clearly stated objectives to increase the awareness of weaknesses and strength.12
Bianco (2004) explains that the movement toward IMC is being driven by a number of factors including the evolution from mass to micro marketing, the fragmentation of consumer markets and media audiences; the increased use of sales promotions and public relations; the proliferation of new media and alternatives for reaching consumers, such as the Internet and other digital and wireless devices; and the rapid growth and development of database marketing. New technologies such as personal video records are threatening the traditional advertising model for television and leading marketers to turn to non-traditional media such as event sponsorships, product placements, and various forms of "advertisement" such as short films shown on the Internet. As marketers work to find the right way to send the right message to the right person at the right time they are looking beyond advertising and the traditional mass media focused approach to marketing communication.13

Wang, Yu-Ju (2009) explored the role of integrated marketing communications on visitor’s selection of a heritage destination. The survey was conducted in a popular heritage township in Taiwan. The results from the 197 usable questionnaires indicated that communication tools for message delivery can be placed into three types under the heading of “advertisement”, “direct sale and promotion”. The relationship between the three IMC factors and heritage tourist’s social and demographic characteristics where also explored. The findings are expected to help heritage administrators understand heritage visitors and formulate marketing strategies and quality management plans to cater effectively to target segments.14
Yoveva, I (2009) noted that the increase of communication possibilities in recent decades have contributed to increased and blurred situation as regard information dissemination and feedback among participants in various types of dialogues and communities. This is true especially in tourism industry where it is of vital importance for marketers to integrate their efforts in order to provide stronger influence to the customers, in order their offer to be heard and accepted. The role of IMC nowadays is even more powerful when combined with online distribution of tourist product.15

Goi. C. I (2009) studied the consumer perception on five main Integrated Marketing Communication (IMC) tools, which are sales promotion, advertising, public relations, direct marketing and sales force. His study analyses the perception of young consumers regarding whether these IMC tools have impact on promotion and the fitness of the model. The analysis of data shows that all the above factors are important. The means for these factors are between 3.45 and 4.325. The correlations for all the factors are positive and significant at the 0.01 level. Most of the factors are at weak positive correlation and moderate positive correlation, but the correlation between sales force and sales promotion and public relation are at moderate positive correlation and strong positive correlation. The correlation between direct marketing is a weak positive correlation. The study shows that all IMC factors have a statistically positive impact on promotion. Finally, the testing of the model shows that it is a good fit model.32
2.3 Integrated internet marketing communications:

The internet is a global network which enables connections among computers. It was built in 1969 by a Pentagon doomsday plan to keep U.S. military computers operating during nuclear war. An internet adopter refers to an individual or institutional user of the internet. Any internet adopter can retrieve and access information on the internet through the World Wide Web (WWW). A software application running on the internet for presenting hypertext, graphics, sound and other types of information globally.\(^{16}\)

Another popular device is the Home Page. It refers to a starting point, or simply a preliminary page, for “a service or an entity on the WWW that usually features a combination of text, graphics, sound and video that contain hyperlinks to other Web pages”\(^{ibid}\).

Internet users around the world can directly access and exchange information in the form of displayed text, images, sound and video through the information superhighway (IS). Some experts optimistically estimate that there were about 60 million internet users worldwide in 1996 with a 10 percent growth rate per month (“Business,” 1996). Most survey groups believe that the internet had 23.5 to 30 million international adopters (Kantor & Neubarth, 1996; Marlow, 1996).\(^{ibid}\)

In a panel discussion concerning marketing communications, professionals predicted the third quarter of the information life cycle will mature around 2020, during which businesses will expand their use of the information infrastructure (MSI, 1994). Powerhouses like Fidelity, BMW, ESPN, Federal Express, IBM,
Ford Motor, Apple and Nike have created home pages on the Web server. The majority of 50 global insurance companies surveyed believed the impact of increasing electronic commerce on the industry will be immense during this decade (West, 1996). After analyzing 1,140 World Wide Web sites using content analysis, Aikat (1995) came to the conclusion:  

"[T]he World Wide Web, within its global information universe, would be an important part of the information highway by functioning as a citizen-information utility which would serve people with a variety of information."

Marketers are beginning to consider the Internet as an important marketing communications tool because the Net provides plenty of benefits. These benefits includes 24-hour interactive communications, multi-cultural communications, information search, customized information, entertainment, cost reduction, revenue generation, value-added marketing, relationship marketing, market research and brand awareness as well as brand retention.

Emergence of IIMC: Because the internet can provide full-time access, highly detailed information, interactive communications, narrow-casting communications, instant marketing research, relationship marketing and most importantly, strong brand personality or identity, it is considered to be a great tool for IMC (Barney, 1995; Booker, 1995; Clayton, 1996; Goltz, 1995; Rosen, 1996). Several corporations started integrating the internet as one of their important communications media and began planning it at
a strategic level. Some famous agencies such as CKS and Ketchum integrated their businesses into the electronic marketplace.\textsuperscript{16}

Clayton (1996) reported the internet or cyber media has become more and more an integral part of the media mix and marketing communications planning in the agrimarketing communication industry. Some other successful examples are Federal Express, Reebok, Toyota and BMW (Booker, 1995; Martin, 1996; McCarthy & Taylor, 1995; Mullich, 1995; Rosen, 1996). In short, they are all similar in one goal, to cement a brand identity or personality in the minds of targeted customers on the Internet backed with an integrated communications strategy (Booker, 1995).\textsuperscript{\textit{ibid}}

Daniel (1996) pinpointed that companies now should pull representatives from information systems, marketing and communications together to understand the practical reasons for using the Net. Komenar (1997) contended that" one of the great benefits of an integrated marketing campaign is that it is possible to repurpose digital media for many different formats and platforms". A successful integrated internet marketing communications strategy relies on consistent brand identity, synergy at all levels in term of tone of voice, visual elements and communications strategy, and all media which communicates a similar corporate image.\textsuperscript{\textit{ibid}}

Rosen (1996) also provides several principles critical for successful internet marketing communications:
As a new medium, the internet and other on-line services (like video conference, interactive CD-ROMs, etc.), needs to be integrated into the marketing mix. More important than the product is the coherence with which the elements marking up the brand are integrated. In the case of all successful brands, the name, logo, advertising, public relations, promotion, design, packaging, distribution and even manufacturing (the Body shop, for example) have been blended into a unique personality and position.\textsuperscript{ibid}

Huang, P-C (1997) measured if IMC and multi-cultural core elements are present in internet home pages. He used content analysis and a simple question e-mailed to Home page companies, he investigated a sample of fortune 500 Home pages. The result indicate that fortune 500 Home pages;
1. Featured an average interactive/ dynamic function but are more likely to interact with their customers through e-mail.
2. Featured a few customized and search services.
3. Did not possess a distinctive/ consistent personality image.
4. Favoured marketing public relation tactics.
5. Contained much information about products and services.
6. Demonstrated an active interaction with internet users.
7. Rarely provided globalized information or services. It is proposed that a more elaborated internet marketing communication strategy should be established.\textsuperscript{16}

Lagrosen (2005) explained how traditional service companies combine internet to their marketing communications and what effect the internet has had on their use of other marketing
communication channels. Since his study of an explorative nature, qualitative methods were taken for the collection of data. Furthermore, his study depends upon intangible, variable and volatile nature of services due to that qualitative methods are particularly valuable because they are able to handle ambiguous data precisely. Multiple cases studies carried out at 19 Swedish service companies. He analyzed the empirical data with the help of constant comparative method. His study showed that the internet communication strategies of Swedish service companies can be characterized according to three options. Firstly, mass transaction communication strategy which adopted by some of the large companies. Under mass transaction communication strategy, large companies have the option of either using a mass relationship communication strategy or mass transaction communication strategy. Firms using either the two options have little importance on interaction with customers over the internet. Instead, concentration will be more on the contact stage and aim to create the maximum number of transactions with the help of internet communication. Secondly, mass relationship communication strategy where firms have more focus on creating profitable relations through the internet with large numbers of customers. Finally personalized relationship communication strategy, which adopted by firms whose main objective, is to create a limited number of very profitable relationships; it is likely to be used by decentralized or small firms. Thus, the presentations of the strategies are very important for managers of service companies while planning their communication activities. Furthermore, features and implications come from the manager’s conscious choice between the strategies.17
Niazi, R. (2008), highlighted that advertisements are quite popular and a big business on the Internet, sales promotions on the Internet have not caught up yet. The aim of the researcher’s study is to provide better understanding on the use of sales promotions for customer products in an online environment. To reach this purpose, research questions on the types of sales promotion used online, as well as describing the environment in which the existed, were stated. Based on these research questions, a review of literature was conducted, resulting in a conceptual framework. This framework became the guide for the study’s data collection. A qualitative approach was used, consisting of two case studies. Data was collected by interacting with specific websites. The findings indicate that firms use “games” as major type for online sales promotion of customer products. Firms also use adver-games, contests and sweepstakes for online sales promotions. It was been found also that firms take necessary aspects to make their websites effective and ensure transactions security for online sales. Overall the study shows that firms have clear approach in adopting online sales promotions and making their website more effective.18

Bendzovsk, D., Rubenstein, S. and Blomqvist, M. (2008) conducted a study on one company within the automotive industry in Sweden. The case study was performed on Jaguar Cars in Sweden and assessment of their use of online marketing communication. The study indicated that Jaguar Cars in Sweden only invest moderately in online marketing communication activities. It is also indicated that it is important for Jaguar to invest more economic resources into online marketing communication.
The focus for Jaguar should be on creating the perfect synergy between online vs. offline marketing by deploying more involved integrated marketing communication approach in order to utilize the Internet more effectively. The researchers suggested for the benefit of Jaguar, to increase the paid research engine optimization, create a forum etc.¹⁹

Gurau, C. (2008) investigated the particularities of integrated marketing communication in the online environment. The paper identifies the specific opportunities and challenges raised by the internet for integrated marketing communication, and proposes an original model for the adaptation of online messages to core corporate values, communication strategy and tactics and targeted audience/ communication channels. In the methodology, both secondary and primary data (face to face interviews with 29 marketing or communication managers of UK online consumer retail firms) are analyzed in order to identify the various meanings of the integrated online marketing communication and the structure of an efficient integrated online marketing communication system. Findings of the research indicate that the transparency, interactivity and memory of the internet force the organization to adopt a proactive-reactive attitude in online communication, and to combine consistency and continuity with flexibility and customization.²⁰

Issac, A. (2009) introduced the concept of a comprehensive integration of the various Marketing Communications tools as a formalized approach to aligning manufacturing, service delivery and selling an organization's product with communications
functions focusing on the customers. Marketing Communication tools include advertising, sales promotion, public relations, direct marketing etc. previously; most companies concentrated mostly on advertising to communicate to their target customers and rarely used the other communication tools. Even in the usage of the others, they were used individually. This did not help firms communicate in a holistic manner to their customers and resulted in poor corporate and brand image. The modern firm uses a comprehensive integration of marketing communications tools which enhances success through synergistic execution of manufacturing, service delivery, product sales and other marketing processes through increased focus on developing relationships with stakeholders, developing a favourable brand image and effective communications to customers. It is being found that an effective IMC program bridges the variance between Product/service image as well as corporate image and actual corporate image and product image seen by the target customer. It therefore maximizes the expected probability of corporate and product/service acceptance and subsequent target market brand loyalty.  

American productivity and quality centre of Houston conducted a study about the best integrated marketing firms and it has been indicated that four stages are involved in designing an effective integrated marketing communication system. The first stage is to identify, coordinate, and manage all forms of marketing communication. The objective is to bring all of the company’s communication elements together under one umbrella. This includes advertising, promotions, direct marketing, internet and e-
commerce programs, public relations, sponsorships, and other marketing activities. Second stage, examined communications from customer’s perspectives. Marketing team should study employees who work at the company, the firm’s web site and the product itself. In the third stage comes information technology. Company leaders should find ways to apply information technology to IMC programs. This provides the basis for identifying and evaluating the impact of communication programs with respect to key customer segment. The fourth and final stage of IMC development occurs when the organization uses customer data information and insights to drive corporate strategic planning.22

2.4 The Internet in Tourism and Different Industries:
The rapid advancement of information technology notably the internet has created challenges and opportunities for the tourism industry. Internet communication technologies have considerably changed the role of each player in the value creation process of the industry. Evidence indicates that effective use of information technology is crucial for tourism businesses competitiveness and prosperity, as it influences their ability to differentiate their offerings as well as their production and delivery costs. Nowadays, using of internet in marketing fields provides the tools of communications directly between producers and consumers in many marketing procedures. It allows the sales to bypass agents and to promote businesses directly with buyers. It also makes significance savings on commissions paid to middlemen as well as reducing the cost of incentives and bonus for retailers. Tourism marketing industry as facilitated by various information technologies such as electronic business markets, E-marketing.
Many tourism destination marketing organizations have developed websites with varying levels of interactivity. An interactive website provides a good opportunity for the multiple suppliers involved in a tourism destination to uniquely fashion together the specific components of a destination offer which are sought by individual visitors. The role of information integration and brokerage is especially applicable to destination marketing organizations as they rarely have a product of their own to sell. Instead, their role is to match buyers with sellers, demand with supply and producers with consumers by positioning and promoting a place as a tourism destination brand. The issue of simplifying consumers' choice process raises two important concerns in the adaptation of electronic commerce: first, the ability of electronic commerce to learn about the needs of individual consumers, and secondly, the ability of individual tourism suppliers to link together their websites to present a complete “virtual” or “integration” tourism experience which is appropriate to individuals’ needs. Many tourism destination marketing groups have achieved success in representing diverse business interests through media of exhibitions, advertising and joint promotional brochures. A new challenge for tourism groups is developing co-operation in a way that is meaningful for electronic commercial business through business-led strategies. Tourism destination present an ideal scenario for the development of virtual organizations, linked together by information technology. It should be possible for all business within a tourist destination to link their websites so that a visitor to one site would easily be able to find out about related facilities at other companies' websites.
Hoffman and Novak (1996) have remarked that electronic commerce has facilitated the development of virtual organizations. They defined as “virtual” any organization that is continuously evolving, redefining, and reinventing itself for practical business purposes. The virtual organization is characterized by the lack of a physical presence and recognizable hierarchies. The aim of such organizations is to deliver services through structures and processes that are fast, flexible and flat. Virtual organizations are more flexible and responsive than traditional organization structure because of “compute-mediated communication”. They can allow small businesses to collaborate with minimal bureaucracy and can create value cost effectively. The virtual organization has particular relevance to individual business within the hospitality and tourism industry- particularly within the small business section whose limited resources require the outsourcing of many specialist functions. By drawing together essentially, freelance individuals, virtual organizations can benefit from an interest responsiveness to change in the business environment.31

Kate (1998) observed that the outcome of the co-operation is the composite tourism destination product which consumers experience recent growth in accessibility to information technology has fuelled the development of virtual tourism destination organization, with particulars rapid growth in travel-related sites.23

Connolly et al (1998), Sussman and Baker (1996), Archdale et al (1992), Millman (1998), Underwood (1996) have found that electronic marketing of tourism destinations of the tourism related services have emerged as a leading product category to be
promoted and distributed to consume markets through the internet, the nature of consumers’ search activity, involving multiple choice of suppliers and comparison of facilities prices and availability is facilitated by the search capability of the internet. Increasingly, information intermediaries are able to profile consumers and provided a selection that is based on their needs. Electronic commerce (Internet) offers great flexibility for tourism suppliers operating in the volatile markets. The promotional message can be changed much more quickly than is the case where the need to print documents leads to long lead times between a policy decision being made and the implementation of that decision. Electronic commerce (Internet) is very good at handling clearance of perishable capacity close to the time of use and for Managing fields effectively. Customers benefit from such Channels by gaining immediate gratification of their requests, greater choice, multi-sensory, accurate and up-to-date information and easy to use interface. Similarly, the costs of obtaining information are reduced for customers and travel agents and the wide diversity of information can be represented on one terminal, which further reduced the information search costs for potential tourists.4

Palmer and Mc-Cole (2000) expounded that the development of electronic commerce (Internet) now offers new opportunities for collaboratively marketing tourism destinations. There is the potential to create “Virtual co-operation”, whereby potential tourists can browse through websites of individual facilities at a destination and develop and coherent picture of the destination experience on offer. The creative linking of websites facilitates the profiling of
enquiries in a way that allows potential tourists to develop their own package of experiences from a visit to a destination. Electronic commerce (Internet) is a medium for developing cooperation between organizations that make up a tourism destination. Hence, cooperation is crucial to the successful marketing of tourism destinations, and electronic commerce/business offers exciting new opportunities for cooperation among tourism suppliers. A very simple starting point in the formation of virtual destination marketing organization is the linking of individual suppliers' websites, so that a visitor arriving at one site can click through to complementary sites, which contribute to the total destination offer.23

Barnet and standing (2001) argue that a rapidly changing business environment, largely, brought about by the internet, requires companies to quickly implement new business methods, develop new networks and alliances and be creative in their marketing. Information communication technology (ICT) particularly the Internet stimulates radical changes in the operation, distribution and structure of the tourism industry. Structural changes in the tourism industry involve the necessity to elaborate an appropriate response to communication and transaction needs within a given nexus of market forces and opportunities. Therefore, there is an imperative need for tourism businesses to actively select between business models or frameworks that can best support effectively, the web give rise to a new and very effective tool and changes the way marketers define marketing mix variables a plethora of tourism products and services are easily available over the web. However, tourism is a highly competitive industry and consumers
have many choices as to how and where they allocate time and money to their preferences.\textsuperscript{24}

Rayport and Jaworski (2001) suggested that in order to complete in the electronic era, businesses must be prepared to use technology-mediated channels, create internal and external value, formulate technology convergent strategies, and organize resources a round knowledge and relationship. On the marketing side, communication and customization are among the new demands of the knowledge economy, whereby mass markets are a phenomenon of the past and interactive markets are for the future.\textsuperscript{25}

O’Connor (2001) investigated the pricing strategic of hotel companies. The bookings made on some of the major web based hotel distribution channels have been analyzed to establish if logical pricing strategy is recognizable. Moreover, the investigator defined the electronic channel of information to customers. The emergence of new information and communications technologies presented opportunities to make booking easier than ever before. His research study concentrated on two main things the first is the role of new technology (internet) in pushing forward the hotel industry to prosperity. Secondly, hotels are pricing on the web which is very important to be offered to consumer over the site. The companies to be analyzed were chosen based on the ranking of the top 50 hotel brands published in hotels magazine in July 1999. The companies, which do not offer on line reservation facilities on their own website and not also listed in any of the other selected distribution channels, were eliminated from the list.
His study revealed that the majority of hotel brands are utilizing multiple web-based distributor channels, thus making their product available to as wide an audience as possible. The hotel brand’s own website was the most frequently used channel, with nearly 19 out of 20 companies making their product available for sale in this manner. Furthermore, the majority of hotel companies are offering multiple rates to their customers over each distribution channel. Although, there was no channel appears to be a cheaper one than others. The study reveals that there is a link between the market segment being targeted and the prices offered on the hotel brand’s own website.26

Shropshire, A. (2004) investigated colligate sports Website with the purpose of gaining deeper understanding of how sports team’s Websites are used as a public relations tools. In addition, the issue of Website design on sports Website was a point of focus. Data was gathered through personal interviews with internal and external stakeholders. The researcher found that improving communication amongst the organization, its leadership and other publics is a more important objective of sports Website than communicating with stakeholders and the media. Moreover, the closer the stakeholder is to the point of sports action, the more these stakeholders are saved by sports Website. Finally, the provision of strong, relevant content was found to be more important on sports Websites than bulletin boards and chat line discussion groups.27

al-Qarum (2005) highlighted the managers attitudes of the commercial banks’ marketing services in Jordan while using the
internet, she also highlighted the aims to determine factors affecting banking marketing services through the internet in Jordan, the population of the study included all marketing managers or their deputies in the working commercial banks in the main branches in Jordan and a random sample of banks customers. She used well-known statistical techniques such as descriptive statistic, one sample T-test, and ANOVA. She concluded by saying that there is a statistical relationship between using the internet in marketing banking services and the cost of banking services marketing through the internet in Jordan, and There is a statistical relationship between using the internet in marketing banking services and the level of competence in banking services and geographical expanding, and meet customer requirements of banking services, and the infrastructure of the internet in Jordan, and the information security related to using the internet in Jordan. She also recommends the necessity for the commercial banks in Jordan to give more attention to develop a higher level of banking services quality that provided through the internet according to the latest development in the field of electronic banking services in order to foster the competence privilege in these banks in accordance to the Jordanian banks, and attention in follow up the customers complaints and notes and suggestions in a way that participate in solving the fostering, the notices and recommendation that provided by the customer, and good media coverage to introduce the bank and its electronic services with all available means and supporting other un-electronic banks to create a balance in the banking markets according to the available financial, technical and human resources potentials.28
al-'Ashmawe (2006) studied and evaluated the effectiveness of internet marketing of companies in Jordan. His study aims at examining the efficiency of the e-marketing role in the commercial sector in Jordan. Where the main objective of the study was undertaken to examine the efficiency on internet marketing in some Jordanian companies by studying the competitive advantage, promotion and promotion status, market share and commercial regulations and financial laws where boarded the e-marketing process. To achieve the objectives of his study, two questionnaires were designed by the researcher for both producers and consumers. Fifty managers were selected and four hundred consumers answered the second questionnaire. The empirical result of his study showed that the efficiency of the e-marketing in the Jordan is growing at high speed and both producers and consumers positively acknowledge e-marketing. Thus, there is a relationship between e-marketing and the coverage for internal and external markets. Hence, the e-marketing gives the organization a competitive advantage and high responding to consumer’s orders. He recommends that developing of skills in the marketing departments and all persons involved in the marketing process in order to enhance e-commerce process through the internet and use innovation thinking in the e-marketing in order to compete other companies in external and internal environment. Furthermore; to find a suitable method to contact customers by studying external and internal strength and weakness points for the organization and find a secure database enabling to safe transport data through internet and use the right process to get the feedback from customers to reach their expectation for the e-marketing process and determine a
al-Shishani (2006) investigated the impact of using electronic commerce on hotel services marketing in Jordan. He also highlighted the proliferation of the World Wide Web gives birth to new phenomena in our daily lives, one of which is e-commerce. He accepted the electronic commerce, which is commonly defined as transactions between two or more parties through an electronic medium, and he acknowledged the volume of the e-commerce market is predicted to grow at rapid speed and it is expected to play an important role as the major transaction medium in the digital economy. His study aims at recognizing the impact of using electronic commerce on hotel service market in Jordan. Twelve first class hotels in Amman were chosen by the researcher as a sample for his study so as to achieve the objectives of this study a questionnaire was developed aiming to measure the impact of using electronic commerce on hotel service market in Jordan, this questionnaire oriented to the specialists who deal with e-commerce issues among the hotels included in this research sample. He investigated some variable such as increasing the market share and geographical expanding, to evolve hotel service, increasing costs of hotel services, shorten distribution channels. His study consists of theoretical aspect; meanwhile the represent the field study and after carrying out the statistical analysis of the collected data, he found the following results: firstly, there is positive relationship between using electronic commerce and increasing of market share and expanding in service market. Secondly, there is positive relationship between using electronic commerce and...
commerce and evolving hotel service. Thirdly, there is positive relationship between using electronic commerce and increasing costs of hotel service. Fourthly, there is positive relationship between using electronic commerce and shorten distribution channels. He offered a number of policy recommendations, such as: direct the consideration of the management toward e-commerce as it's a new way for conducting business and to reach customers and lead them to you, the important of continually information availability and easy access for information about the services, and in addition the importance of putting into practice a pricing policies that in result will boost the roll of the direct distribution channel within the hotel own website, and finally to conduct more studies which related to the same subject (e-commerce) and its impact on different economic sectors in Jordan.30

2.5 summary of the literature reviewed:
The literature stated above seems to indicate that one of the major advantages of the Internet as an IMC supporter is its ability to convey sufficient information to consumers, where, it is not bound to a time or place. Moreover, the interactivity of the internet makes it possible for consumers to pick-up any type of information they need. Thus, the internet can be particularly able for providing consumers with information and thus creating higher order beliefs and affect. It is important for IMC planning’s to consider affective responses to various forms of marketing communication as studies show these constructs are positively related to brand attitudes and purchase through internet. It is also important to recognize that a fundamental premise of integrated marketing communications is
that consumers perceptions of a company. In fact, only a few articles express concerns about IMC tools and the Internet which support our distinctive research.

Some of the literature shows that the use of the Internet enables tourism and other businesses to improve their flexibility interactivity, efficiency and competitiveness. The new economy is radically changing distribution patterns and traditional customers' behaviours. A key issue for all tourism business is how to evolve their companies from an old economy to a new economy business. No doubt that, the internet, both as a channel and technology has created a desirable change in the tourism and hotel industry. Integrated marketing communication is no less importance than the internet but the role of IMC nowadays is even more powerful when combined with online facility.

The review of literature highlights the importance of theoretical and also empirical studies which are related to integrated marketing communications, integrated internet marketing communications and internet in tourism and different industries. Though, it is not exhaustive survey the literature and findings of empirical works which have gone into this area. However, it does provide analytical framework for enabling us to undertake the burden of present study and a little or no research has been dedicated to examining the most important part of IMC which is the IMC tools and how it got affected by the new media in this new era on hotel service market development. From this point it has been decided to dedicate this research to examining IMC tools over the website and how it affects the development of hotel service market.
### 2.6 References:

<table>
<thead>
<tr>
<th></th>
<th>Reference</th>
</tr>
</thead>
</table>


<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>AL. Qarum, A.F., (2005), “Managers attitudes of the commercial</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>32</td>
<td><a href="http://www.google.co.in/#hl=en&amp;q=Goi.+C.+I+%2C+%25a&amp;q=f&amp;aqi=&amp;aql=&amp;oq=Goi.+C.+I+%2C+%gs_rfai=&amp;fp=512ad225cd72f159">http://www.google.co.in/#hl=en&amp;q=Goi.+C.+I+%2C+%a&amp;q=f&amp;aqi=&amp;aql=&amp;oq=Goi.+C.+I+%2C+%gs_rfai=&amp;fp=512ad225cd72f159</a>.</td>
</tr>
</tbody>
</table>