THE RELATIONSHIP BETWEEN INTERNET USAGE AND THE MARKETING OF TOURISM IN JORDAN

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ABSTRACT

Since the Internet has been shown in recent literature to be a pervasive system in tourism it is important to understand its roles in more detail. The basis for this study regarding to the Internet is an important information source for participants in tourism and, as such, figures prominently in various tourism decision-making processes. Based on information systems acceptance literature, this study developed an integrated model to predict the relationship between internet usage and the marketing of tourism in Jordan. The results indicated that the attitudes toward behavior, subjective norm, perceived behavior control, internet usage are possible determinants of actual usage of e-tourism. This model hopefully provides a framework for future research, and will serve as a basis for our future survey and analysis of data.

Keywords: *Internet, Tourism, e-Tourism,*

1.0 INTRODUCTION

The Internet's increased popularity has had a major impact on the tourism industry over a relatively short period of time (Veronica et al., 2006). In the beginning, travel suppliers went on-line to provide information . Now, major on-line travel sites are much more likely to offer Internet-savvy consumers booking options which can go beyond simple transactions such as point-to point air, hotel reservations and tourism destination. In fact, travel packages are accounting for an increased share of on-line business in tourism industry (Veronica et al., 2006).

Today, advances such as booking meeting venues online and paying for events through secure credit card processing are a convenience both planners and attendees regularly enjoy. To streamline the planning process, today's online registration technology automates repetitive manual tasks and makes it easier for planners to deal with large amounts of information (Slevin, 2006). Event registration, for example, migrated from sole reliance on fax registrations and phone confirmations to the conveniences of online registration and Web based data management tools. Automated, real-time reporting processes give planners the power to track meeting logistics, analyze financials and evaluate event results across multiple meetings and departments. These tools simplify a long, complex procedure that could otherwise take anywhere from days to weeks to complete. Today's online registration solutions can even serve as a central repository for all event planning needs by merging with existing databases, such as CRM or financial systems (Slevin, 2000).

Additionally, online registration technology automates the process of booking hotel rooms and making travel arrangements. Event planners in the 2IS'century can easily manage hotel room blocks or let attendees book their own rooms. They can also reduce attendee hotel costs by eliminating the time and hassle of manually matching sleeping rooms. The ever-increasing numbers of people accessing the Internet and the recent explosion of e-commerce world-wide may have considerable implications for the tourism industry. Tourism suppliers are investing in the Internet via web pages, advertising and e-commerce, but what role does the Internet actually play in tourism promotion? Before more money is placed into this new 'e-economy', it is important to study the important of the usage of Internet as a promotion tool in tourism. In addition, societal implications of the Internet may stretch further than the marketing realm. Slevin (2006) asserts that "in a fundamental way, the use

of the Internet is creating new forms of action and interaction, and re-ordering the way in which individuals interpret and respond to the social world". The Internet is different than any other promotional medium. It functions in many capacities within tourism: as a social activity, an image formation agent, an information source, a means of comparing competitors and as a transaction source, providing opportunities to reserve and purchase travel products.

The Internet is a multi-dimensional medium, in contrast to most other media such as brochures, radio, television, magazines, guidebooks, or personal referrals which may target only one dimension. Galani-Moutafi (2000) suggests that "because electronically derived images are so powerful in framing one's perception of a place, the tourist does not resist this version of reality". Sorensen (2003) further argues enthusiastically that information technology, such as the Internet "is the backbone that facilitates tourism". As such, it is necessary to understand the extent to which the Internet is being used by potential and actual tourists.

Chandra and Menezes (2001) describes the multifaceted nature of tourism as a human experience, a social behavior, a geographic phenomenon, a resource, a business, and an industry. They is said that internet is an alternative to the traditional way of influencing the customer but it has seemed the there is a factor of unsatisfactory of information. That is tends most of the customer to be dissatisfied with the present tourism information, which result in post consumption product complaints (Ashworth & Voogd, 1994). In order to approach the community and try attract the local concerns and participation but does not shows that at what extent the communities can be effected by these products in the market to the wider world and thereby achieve the benefits sought from tourism development. There should be a contras between the past when were unlikely the have the resources to market themselves widely (Chandra & Menezes, 2001).

The Internet can play various roles within this multifaceted tourism as a communicative tool, an information source, or a travel facilitator, to name a few. Direct relationships between the Internet and tourism can range from the very simple to the very complex. These relationships can also be examined more generally in terms of new communication technologies within society. The problem address in this study is since the Internet has been shown in recent literature to be a pervasive system in tourism promotion (Milne 2004) somehow it is important to understand its roles in more detail. Furthermore, localized tourism promotion should offer a high level of comfort and a standard access in the area of tourism industry, but most of users lack an online service and website. Thus not many tourist know of it is existence. For example, the company only depended on locals to come and stay at their accommodation. This market is limited to local customers and those who have come to visit tourism destinations. This is exactly the problem that many travel agencies in Jordan are facing now.

Tourists will choose hotel as accommodation for them to stay, to spend their leisure. Without enough information tourists find it difficult to know where they can stay. However, most tourists now prefer to know the real place of tourism destination (Jiang 1995). Localized website in tourism industry will give enough information where they can live in a traditional culture and discover relish the quiet calm of the rustic life, and also cultural experience that likely to be very different from anything experienced before than another hotel. The Internet permits marginal objective to avoid to some degree, at relatively low cost, the core suppliers, thus perhaps lessening "the technological superiority of the travel- generating, metropolitan areas" (Lundgren, 1972). Now if the use of the online technology is used in the tourist industry in Jordan, tourists will start to change the impression that they may have about it because pictures and information will be a click away from them so they can experience those places before they even go which will definitely encourage them to give it a try. The basis for the research questions lies in the assumption that the Internet is an important information source for participants in tourism and, as such, figures prominently in various tourism decision-making processes. From this, the goal for this dissertation is to examine the use of the Internet as a marketing tool in the tourism industry in Jordan.

It is the modernization of bringing businesses to business, creating network of organizations crossing borders and entering into boundaries where in the past deemed impossible without the intervention of intermediaries. E-networking brings business to consumers for such deployment of modernization in technology is critical as more and more industry players are emerging, taking the world by storm in the form of competitiveness where one should look at the need for an industry to grow and survive in the long run requiring introduction of key players resulting in the emergence of stakeholders where the rate of networking is high. Transgression of communication worldwide has made E-Tourism more favorable for travelers to browse for quick information where net utilization plays an important role on E-Tourism in promoting rapid information. Chulwon Kim defines that new technologies would be able to produce such contribution to the tourism development.

This research shows that the direct relationships between the Internet and tourism can range from the very

simple to the very complex. These relationships can also be examined more generally in terms of new communication technologies within society. However, with advancement in the IT and the power that the Internet offers, the traditional marketing approach was slowly replaced by Internet based tools such as websites of various tourism promotion agencies to develop tourism in India to attract more and more national and international tourists. As per discussion by (Poel & Leunis, 1999). Internet is a significant direction of allocation for customers. Recent studies show that the Internet is the most effective when used as an advertising and marketing tools. With the help of website and attractive content it can really make a significant effect on tourist through advertising and marketing. Now day the internet is one of the important aspect of the tourism industry and one can not imagine tourism without internet. As is factual for any other business promotion, a website is one of the most effective and contributing tools for communication in today's world.

2.0 RESEARCH MODEL
2.1 Attitude toward Behavior
An individual's positive or negative feeling associated with performing a specific behavior. According to Ajzen and Fishbein (1980), in general, an individual will hold a favorable attitude toward a given behavior if he/she believes that the performance of the behavior will lead to mostly positive outcomes; on the other hand, if the individual believes that mostly negative outcome will result from the behavior, he/she will hold a negative attitude toward it. Attitude toward a behavior determine the degree to which performance of the behavior is positively or negatively valued. According to the expectancy-- value model, attitude toward Subjective Norm It is determined by an individual's normative beliefs that significant others think he/she should or should not perform the behavior, coupled with motivation to comply with its referents. Significant others are individuals whose preferences about a person's behavior in this domain are important to him/her. Subjective norm is the perceived social pressure to engage or not to engage in a behavior. Drawing an analogy to the expectancy-value model of attitude (see attitude toward the behavior), it is assumed that subjective norm is determined by the total set of accessible normative beliefs concerning the expectations of important referents. A behavior is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attributes (ajzen, 1991).

2.2 Subjective Norm
It is determined by an individual's normative beliefs that significant others think he/she should or should not perform the behavior, coupled with motivation to comply with its referents (Venkatesh & Morris, 2000). Significant others are individuals whose preferences about a person's behavior in this domain are important to him/her. Subjective norm is the perceived social pressure to engage or not to engage in a behavior. Drawing an analogy to the expectancy-value model of attitude (see attitude toward the behavior), it is assumed that subjective norm is determined by the total set of accessible normative beliefs concerning the expectations of important referents (Venkatesh & Morris, 2000).

2.3 Perceived Behavior Control
Perceived behavioral control refers to one's perceptions about the ease or difficulty in performing the behavior (Bhattacherjee, 2001). Perceived behavioral control is important in explaining human behavior since an individual who has the intentions of accomplishing a certain action may be unable to do so because his or her environment prevents the act from being performed. In the context of online shopping, computer access, Internet access, and availability of assistance are all behavioral control factors that are important in facilitating online shopping behavior. The influence of perceived behavioral control on the intention to shop online and the actual shopping behavior has been widely considered in the area of online consumer behavior. Most studies (Bhattacherjee, 2001, Limayem et al., 2000) found that perceived behavioral control significantly affects intention to shop online. Limayem et al. (2000) also found the link between perceived behavioral control and online shopping to be significant. Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior. Drawing an analogy to the expectancy- value model of attitude (see attitude toward the behavior), it is assumed that perceived behavioral control is determined by the total set of accessible control beliefs, i.e., beliefs about the presence of factors that may facilitate or impede performance of the behavior. Specifically, the strength of each control belief (c) is weighted by the perceived power (p) of the control factor, and the products are aggregated, as shown in the following equation. To the extent that it is an accurate reflection of actual behavioral control, perceived behavioral control can, together with intention, is use to predict behavior.

2.4 Internet Usage
Innovativeness refers to the degree and speed of adoption of innovation by an individual (Limayem et al., 2000). This construct has been of particular interest in innovation diffusion research in general (Roger, 1995). It has been applied to the domain of information technology (Agarwal & Prasad, 1998). Shopping on the Internet can

be considered as an innovative behavior because it is more likely to be adopted by innovators than non-innovators. Limeyem et al. (2000) found that innovativeness is a significant factor affecting attitude toward online shopping. Further extensive research has shown that innovativeness is a significant antecedent of intention to shop online (Goldsmith, 2002, Limayem et al., 2000) and that innovativeness is a significant factor of online shopping behavior Citrin et al. 2000, Goldsmith, 2001, Goldsmith, 2002).

2.5 Actual Usage on e-Tourism
Citrin et al. (2000) and Goldsmith (2002) found that consumers who are proficient in the use of the Internet for means other than work will be more likely to adopt the Internet for their daily. This link between Internet usage and internet adoption is substantiated by Eastin (2002), Goldsmith (2002) and Kwak et al. (2002).

Figure 1 describe the hypothesis model of independent and dependent variable. Based on the literatures mentioned above, the following hypotheses were formulated:

H1. *Attitudes toward Behavior is significantly related to Actual Usage of e-Tourism.*
H2. *Subjective Norm is significantly related to Actual Usage of e-Tourism.*
H3. *Perceived Behavior Control is significantly related to Actual Usage of e-Tourism.*
H4. *Internet Usage is significantly related to Actual Usage of e-Tourism.*
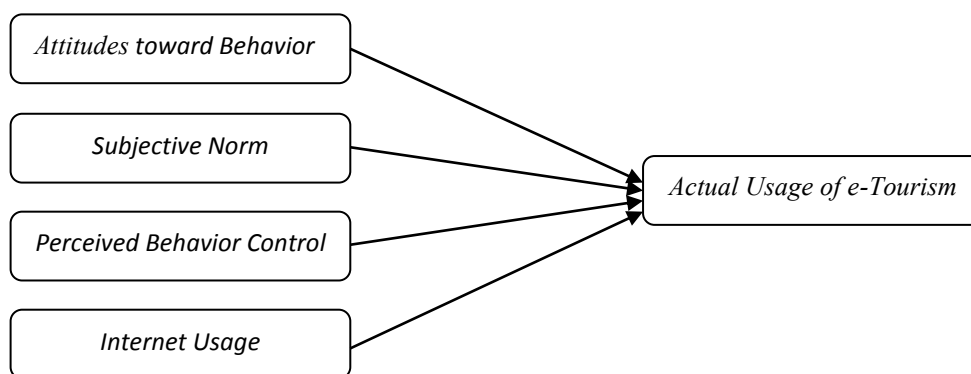
Figure 1: Hypothesis Model

3.0 CONCLUSION AND FUTURE WORK
Based on information systems acceptance literature, this study presented and validated an integrated model for predicting the relationship between internet usage and the marketing of tourism in Jordan. The results indicated that the attitudes toward behavior, subjective norm, perceived behavior control, internet usage are possible determinants of actual usage of e-tourism. The findings of this study provided several crucial implications for m- learning service practitioners and researchers.

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