

# Digital Marketing Channels: A Breakthrough Of Promoting Tourism Industry In The Kingdom Of Bahrain

**Andres Alegre Regondola, PhDBM**

College of Administrative and Financial Sciences, AMA International University-Bahrain

Salmabad, Kingdom of Bahrain

## Abstract

The study aims to deliver useful insight not only effective channels but solution for delivering a strong value application to build internet communication in the tourism industry in the Kingdom of Bahrain along with information center with visitor, destination websites and daily deal sites. The objective is to develop a greater strategy about the applications on online channels work the will help in the tourism industry. This study utilized applied method of research to find out solution for an immediate problem facing in a society especially in the tourism industries to develop innovative technologies. Research was conducted data were gathered using a questionnaire accomplished by the employees of Ministry of Tourism, Commerce and Industry and visitors. With the aid of SPSS (Statistical Package for Social Sciences), the Pearson coefficient of correlation was used to analyze the significant relationship on the effectiveness and of the level of awareness of digital marketing channels in tourism industry in the Kingdom of Bahrain along information center with visitor, destination websites and daily deal sites. On the basis of the research findings, conclusion and recommendation showed that the Ministry of Tourism, Commerce and Industry should evolve the website to employ effective electronic customer relations management components to encourage customers to keep coming back and this will create an impression consistent with the organizations desired image. Based on the recommendation evolve the website into an e-commerce tool and an international website which can be tailored for global markets. And lastly, Technical training is required in building e-commerce applications, e-commerce website security, electronic transactions and e-commerce system administration.

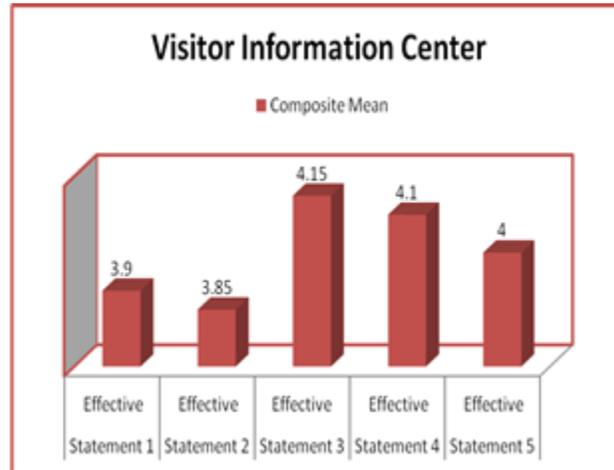
**Keywords:** Information Center with Visitor, Destination Websites and Daily Deal Sites.

## Introduction

Tourism is the world's largest industry, generating in 2003 over USD 514Billion in receipt from 697 million tourist and employing hundred million people worldwide. It is beneficial for an individual specifically and for the society to create niche for the country and build a competitive advantage in international market. Tourism industry support societal and economical welfare and development by attracting more financial investors, providing employment opportunities and infrastructure as well. Moreover it can implement a channel marketing strategy by which they can create awareness across the international borders for travelers and business (Walton, 2018).

At a global level, therefore, tourism industry has been a frontrunner in its digital transformation. Social media characterizes a huge change and new ways on how individuals interconnect with one another. This is motivation for business associations as it exhibits new channels and strategies for achieving purchasers. Social media communication have turned out to be a standout amongst the most normally utilized correspondence and data techniques for individuals, which has turned into a key factor, because of the inclination of power of learning as a major requirement for the achievement of the association. With the increase rate of growth, every business today needs to influence a legitimate web-based social networking that diverts in the most ideal way changing throughout everyday life, identities, and the ascent of innovation, constrained business associations to recharge their techniques and reexamine their showcasing into digital channel area. The

study aims at containing useful insights to deliver not only effective channels but solution for delivering a strong value application to build internet communication in the tourism industry in the Kingdom of Bahrain (Ministry of Tourism and Exhibition, 2015).



According to the Government of Bahrain has launched the e-Government Strategy 2007-2010 based on a strong focus on the initial interest in complementing the Government's efforts to provide quality services to citizens. The main objective of e-government was to provide all government services electronically through its channels. The United Nations Global Survey on e-Government, which ranked e-Government in Bahrain in first place, rewarded this achievement in 2010. In addition to the achievement of e-government in the Kingdom of Bahrain to the first place in the Gulf region, but in the Middle East, as well as the third place Asian and 13th in the world (Ministry of Tourism and Exhibition, 2015). The Bahrain Tourism and Exhibitions Authority started in the year of 2015, the objectives is attract and tourist that will boost the economy of Bahrain and achieving the Bahrain economic vision of 2030.

### Tables and Figures



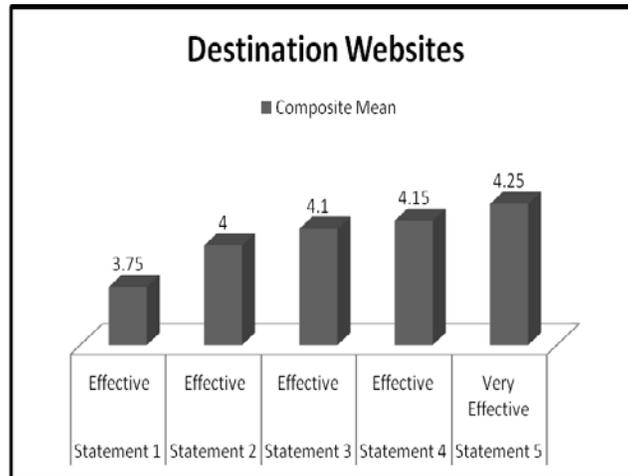
Figure 1.1 Theoretical Frameworks  
Sources: Digitalengagementframework.com

In figure 1.1 it involves all of the areas, but isn't quite covered by any individual element. "It's definitely about customer service (answering questions, handling enquiries, providing answers) but it's also about internal communication (helping staff adopt new tools for themselves, encouraging professionals to share knowledge with their colleagues and stakeholders). It's not just a 'marketing' thing, for sure: in digital engagement, organizations often have relatively little control over the channels and messages being communicated – and done well, digital engagement isn't just something run by a corporate Communications team."

**Graph 1: Part 1. How effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of visitors information center.**

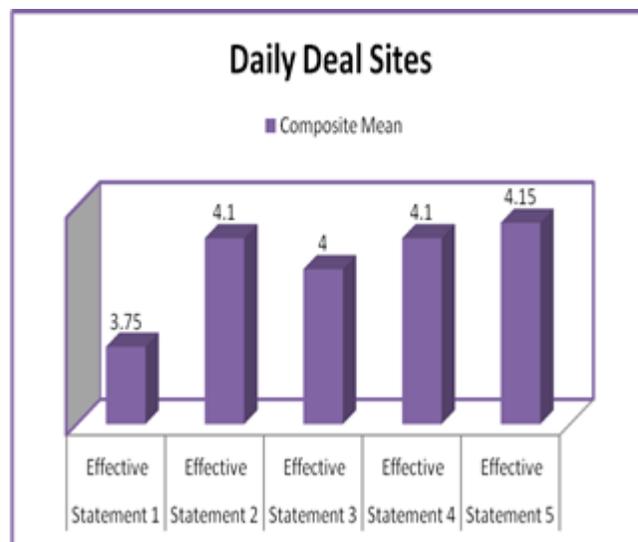
Graph1 presents the assessment how effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of visitor’s information center. Based from the overall weighted mean of 4.00, respondents are effective in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of visitor’s information center.

**Graph 2. How effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of Destination Websites.**



Graph 2 presents the assessment how effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of destination websites. Based from the overall weighted mean of 4.05, respondents are effective in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of destination websites.

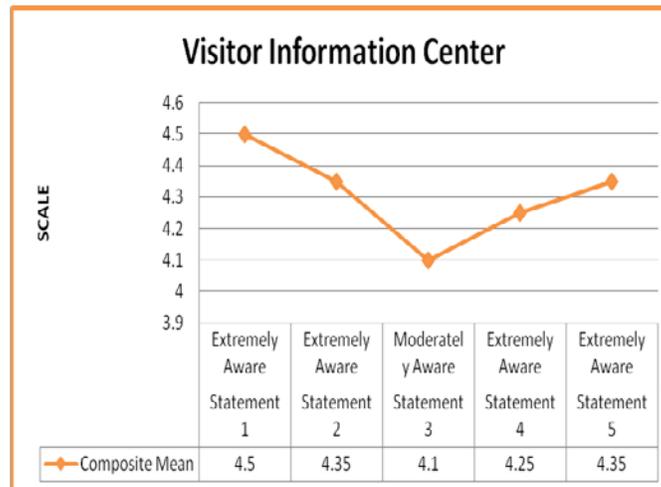
**Graph 3. How effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of Daily Deal Sites.**



Graph 3 presents the assessment how effective is digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of daily deal sites. Based from the overall weighted mean of 4.02,

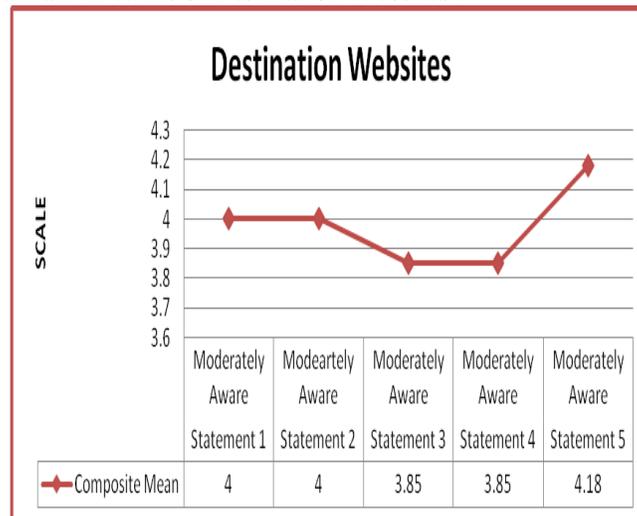
respondents are effective in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of daily deal sites.

**Graph 4. What are the respondent’s perceptions in the level of awareness of digital marketing channels in tourism industry in the Kingdom of Bahrain in terms of Visitors Information Center.**



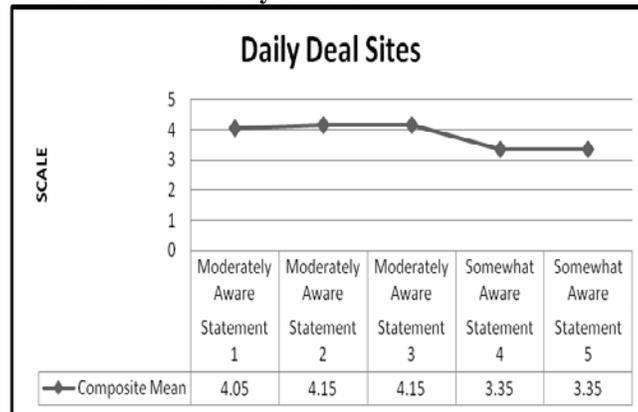
Graph 4 presents the level of awareness of digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of visitor’s information center. Based from the overall weighted mean of 4.31, respondents are extremely aware in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of visitor’s information center.

**Graph 5. What are the respondent’s perceptions in the level of awareness of digital marketing channels in tourism industry in the Kingdom of Bahrain in terms of Destination Websites?**



Graph 5 presents the level of awareness of digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of destination websites. Based from the overall weighted mean of 4.31, respondents are extremely aware in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of destination websites.

**Graph 6. What are the respondent’s perceptions in the level of awareness of digital marketing channels in tourism industry in the Kingdom of Bahrain in terms of Daily Deal Sites?**



Graph 6 presents the level of awareness of digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of daily deal sites. Based from the overall weighted mean of 3.81, respondents are moderately aware in digital marketing channels in tourism industry as perceived by the respondents in the Kingdom of Bahrain in terms of daily deal sites.

## Conclusions

On the basis of the significant findings of the study, the following conclusions are drawn Based from the findings, first it is evident that there are visitors who suggested the issues that need to be addressed in the Ministry of Industry, Commerce and Tourism. Second, the findings also lead to the conclusion that they are effective and extremely aware with the three variables in the performance perceived by the respondents in assessing the digital marketing channels in tourism industries in the Kingdom of Bahrain. And lastly, It is concluded that some of the respondent’s issues that need to be address to evolve the website to employ effective electronic customer relations management (CRM) components to encourage customers to keep coming back and this will create an impression consistent with the organizations’ desired image.

## Recommendations

On the account of the salient findings and conclusions of this research, the following recommendations are offered:

1. The government should encourage employees of the Ministry of tourism in their respective areas of responsibilities, such as providing work materials, conducive place of work, recognizing excellence, appreciating staff hard works soon as possible among others. These will help to motivate the employees positively towards their work.
2. Future research works in the area of intervention strategies need to be developed to enhance digital marketing in the concept and improve employee’s skills.
3. Evolve the website into an e-commerce tool and an international website which can be tailored for global markets.
4. Evolve the website to employ effective electronic CRM components to encourage customers to keep coming back and this will create an impression consistent with the organizations’ desired image.
5. The Internet can be used to promote products and services as it provides, at modest cost, an unprecedented level of connectivity and the ability to communicate efficiently and effectively directly with customers.

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## Author

An Assistant professor of College of Administrative and Financial Sciences and Chairman of Research in College of Administrative and Financial Sciences in AMA International University-Bahrain, and formerly Department Head of Accounting and Control and e-commerce. He is teaching in the undergraduate and also in the Graduate Studies, several international research publications and attended local and international conferences.

He began his teaching career at PATTS College of Aeronautics as full time faculty member in the College of Business Administration, Office Administration, Air Transportation, Avionics, Engineering and Tourism and Hotel and Restaurant Management from 1990 to 2008. He was appointed as Department Head of Social Sciences, Director for Alumni Affairs, VP Director for Research and Development and Dean/Chairperson of Bachelor of Science in Tourism Management. He is also a consultant to private colleges and companies, guest speaker, and a lot of conventions, seminars, trainings and conferences attended.

Aside from that he is an Advisory Board Global Research Development and Services and Eurasia Research. Member of organization affiliations such as of United States Association for Small Business and Entrepreneurship (Hayland Hall, Whitewater, WI53190), World Cultural Tourism Association WCTA (Honan University, Korea), Philippine Institute of Certified Public Accountants, Bahrain Chapter, the Association of Strategic Marketing (Lorman Business Center Inc.), United States of America Member, Association of Administrators of Hospitality, Hotel and Restaurant Management Educational Institution (AAHRMEI) Philippines, Member, Technical Panel for Business and Management, Philippines, Philippine Teachers Association in Bahrain, and PICPA Bahrain Toastmaster.