

The Effect of Information Technology in Creative Marketing “Case Study- Jordan Tourism Board”

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Abstract

This study aims to assess the effect of information technology on the creative marketing at Jordan Tourism Board in order to provide recommendations and suggestions needed to improve the capacity of Jordan Tourism Board to reach a wider tourism markets worldwide, and market Jordanian tourism products in a high effectiveness through using new technological means. To achieve the study objective, a self-administrated questionnaire developed and then distributed to the employees of Jordan Tourism board to know their perspective toward the effect of information technology on the creative marketing.

The results revealed that there is a significant relation between sophisticated information technology and the ability to reach tourism markets, as well as a significant relation between developed technological software and creative marketing. They also showed a significant relation between trained and qualified human resources and creative marketing. Finally, this study emphasizes on the importance of having qualified and trained human resources and advanced technological means and software so as to increase the Jordanian tourism market share and reach new markets.

Keywords: Information Technology, Creative Marketing, Jordan Tourism Board

1. Introduction

Tourism sector has been witnessing many changes and developments on the international and regional levels since the onset of the present century, so it is viewed as the twenty-first industry beside the communication and information technology sector. The organizations involved in marketing tourist products are unable to live in isolation from those developments, so it is important to grasp the modern developments in tourism marketing to step into the global markets through acquiring the technical means that can deliver the touristic product to all types of tourists on the international level (jawabreh,2014; Mohammad).

Creative marketing in tourism domain depends on the capability to generate new applicable ideas that can contribute in the development of the Jordanian tourist industry.

Subsequently, utilizing the information technology will probably play a significant role in highlighting the natural, demographic and civilizational constituents in Jordan. This relies on the qualified and trained human resources in the tourism board through providing all the necessary means, instruments and competences to achieve creative marketing (jawabreh,2012).

The world is now witnessing a revolution in communications and information technology which leads to the rapid development in various spheres. Consequently, with this revolution the world has become as a small village where knowledge and information, Since the Internet is one of the most modern methods used to exchange and spread information and knowledge with a lowest cost, and at the present time it is hardly to find an institution, whether private or public, lacks of a section that deals with and manages the information technology or a website in order to present information and services which are provided by each organization for its reviewers and its interested people, and there are websites for all ministries, universities and institutions in the Kingdom through which the browser can get the information that he wants (ALSarayreh and Others, 2011).

2. Problem of the Study

The world is currently witnessing a technological revolution in all general walks of life, and despite the technological development in all ends of tourism industry, the effect of information technology on the creative tourist marketing, whether on the level of working labor in tourist institutions or on the level of tourism activating boards, is still not clear-cut because there is no clear visualization at the institutions in charge of tourist marketing to the importance of owning modern techniques to realize creative marketing to the touristic product. Therefore, the study's questions revolved around the following:

Dose the Jordan tourism board care for achieving a state of creative tourist marketing?

Do those in charge of tourist marketing at the Jordan tourism board recognize the importance of possessing the creative marketing skills?

Is there a real tangible effect for using information technology in creative marketing at Jordan tourism board?

3. Significance of the Study

The significance of the study emerges from the following:

- 1- The tourism sector in Jordan is considered as an important source of national income as it constitutes 15% of the total national income.
- 2- Creative marketing is an essential requirement to push the wheel of development in the Jordanian tourist sector and to increase the international market allotment by means of depending on technological tools.
- 3- The importance of tourism activating board to possess advanced technological software which contributes in improving the quality of the produced tourist services.
- 4- This study forms the starting point for a researching trend that concentrates on the studies related to creative marketing in the tourist sector.

4. Objectives of the Study

This study aims at identifying the actuality of using information technology in the Jordan tourism board and its impact on creative marketing through realizing the following objectives:

- 1- Recognizing the most important technological software and their levels and fields of using them in marketing the Jordanian tourist product.
- 2- Determining the level of creative marketing achieved by the tourism activating board.
- 3- Investigating the nature of the relationship between information technology and creative marketing.
- 4- Providing the tourist decision maker with the most important possible means through adopting the creative marketing concept to realize a bigger market share on the international level.

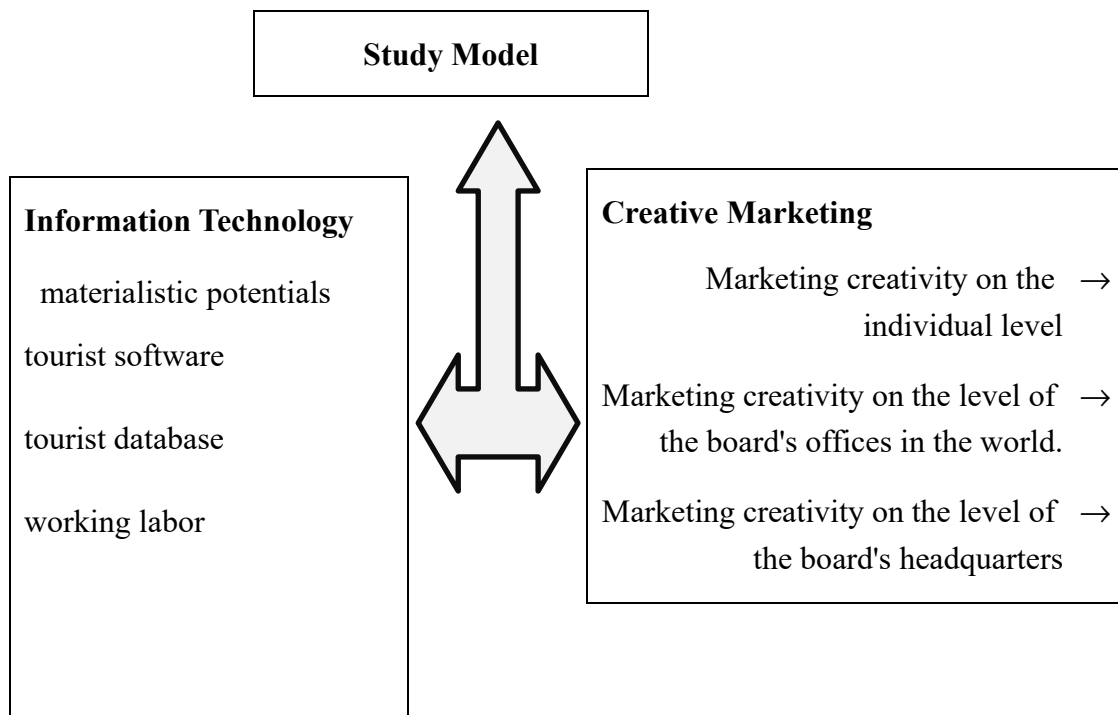


Figure 1. Study Model

5. The Study Population and Sample

The study population consists of all the employees and managers of the Jordan tourist board whereupon (100) questionnaires were distributed from which (75) questionnaires representing (88%) were retrieved. All the collected questionnaires were fit for statistical analysis. This means that the actual number of questionnaires that were subjected to statistical analysis was (75) questionnaires.

6. The Study Methodology

The methodology used by the researcher depended on the study design, the study population and sample, method of preparation, validity and reliability indicators, in addition to data collection and analysis and the statistical treatments used in analysis.

The designing process related to scientific studies depends on the nature of the problem under study and the objectives expected to be achieved when treatment is accomplished.

The researcher followed the descriptive analytical approach and the field study method being the most corresponding to the current study. The researcher also touched on the available references and resources to prepare the theoretical framework of the study. As for the field side, the researcher used the questionnaire as a basic instrument to collect data and analyze it statistically reaching at analyzing the study hypotheses. The questionnaire was built up by reviewing the literature related to the science of tourist management, referring to previous studies and researches and through holding discussions with a large number of academics and experts specialized in tourism, in addition to the researcher's experience in this field, and the

tool was subjected to the validity and reliability tests.

Likert five point scale was used for the closed questions (from 5 to 1) expressing the degree of the respondent's approval where the score (5) was given to 'strongly agree', (4) to 'agree', (3) to 'neutral', (2) to 'disagree' and (1) to 'totally disagree'. By redistributing the scale according to the length of category through applying the equation of category length: (maximum limit – minimum limit) divided by the number of categories $(5-1) / 5 = 4/5 = 0.8$. The following table shows the scale's scores according to the length of category of the respondent's approval degree and assessment degree, the technology usage level and its impact on the creative marketing in tourist domain.

6.1. Hypotheses of the Study

To achieve the objectives of the study, and to measure the relationship between information technology and creative marketing in Jordan tourism board, a set of hypotheses were adopted as follows:

The First Main Hypothesis: There is a moral correlative relationship between information technology and creative marketing.

The Second Main Hypothesis: There is a moral influential relationship between information technology and creative marketing and the following points emerged from this hypothesis:

- 1- There is a statistically significant relationship between the materialistic potentials and creative marketing.
- 2- There is a statistically significant relationship between the tourist technological software and creative marketing.
- 3- There is a statistically significant relationship between the working labor in the tourism activating board and creative marketing.
- 4- There is a statistically significant relationship between the tourist database related to tourist attraction potentials and tourist facilities and creative marketing.

Table 1. The scale's scores according to the length of the variables category

Value in scale	Length of category	Degree of approval	Performance assessment
1	1 – 1.6	Totally disagree	Very low performance level
2	1.41 – 2.3	Disagree	low performance level
3	2.51 – 3.5	Neutral	medium performance level
4	3.91 – 4.5	Agree	High performance level
5	4.11 - 5	Strongly agree	Very high performance level

As for the open questions, the researcher depended on the method of frequencies in localizing the responses of the sub-categories of the study's population.

7. Validity and Reliability Tests

Prior to adopting the study's tool – the questionnaire – by the researcher, in addition to the incorporated questions which were directed to different sides, the quality of the scale had to be tested through what is called testes of validity and reliability. The valid tool is the one that measures what it is designed to measure. What is intended by the validity of the tool is the validity of the collected results using that tool. It is possible to distinguish between external validity and internal validity.

The external validity of the tool is connected to the extent of the results validity by using that tool for generalization; it is also connected with the accuracy in applying the tool, the accuracy in designing the study, the accuracy of taking measurements or collecting data and producing a main interpretation to the correlative relationships.

In order to measure the reliability coefficient, chronbach's alpha coefficient was used. The test was made for each of the study's variables separately. The statistical rule for this test states that the acceptable rate is 60% or more (Sekearan).The outcomes of the tests came as follows:

Table 2. The results of Chronbach's Alpha Test for the Study's Questionnaire

No.	Main variables	No. of sub-variables	Coefficient value
1	The materialistic potentials and their effect on creative marketing	4	0.845
2	Tourist software and its effect on creative marketing	3	0.847
3	Tourist databases and their effect on creative marketing	4	0.844

Table (2) shows that the coefficient value of chronbach's Alpha test for the first part of the questionnaire directed to the materialistic potentials and their effect on creative marketing and contained 15 sub – clauses was high and statistically acceptable with the value of (0.734). The value of the second section of the questionnaire which contained 17 sub – clauses related to tourist software and its effect on creative marketing reached at (0.736) and this is similarly acceptable statistically. As for the third section of the questionnaire which contained six sub – clauses about the tourist databases and their effect on creative marketing, the coefficient value of chronbach's Alpha test was (0.733) which is also statistically acceptable. This generally means that the questionnaire enjoyed a high level of validity and reliability.

8. Previous Studies

A number of studies handled the importance of electronic software and information technology in creative marketing in general, but very few of them dealt with creative marketing in tourism.

The most prominent studies is the study of (Asters:2012) under the title, "The Role of Information Technology in making the Touristic Decision". This study aimed at identifying the role of information technology in improving the process of taking tourist decisions. For that purpose, the researcher conducted a comprehensive survey for all the workers at the New Zealand Ministry of Tourism who count (300) employees.

The study revealed that the use of information technology improves the process of decision making. In addition, there are no differences in the trends of the employees at the New Zealand Ministry of Tourism concerning the role of information technology in the effectiveness of taking tourist decisions due to gender, experience and academic qualification, while there are differences due to age, position and training courses.

The study of (Ragertu: 2012) under the title "comparison between the tourist institutions of the public and private sectors in India in possessing technological software and their effect in creative tourist marketing". The study showed the lack of interest of the two sectors with any

of the stated aspects except for the care of the private sector's institutions for the digital technology related to marketing tourist products without connecting it to the concept of creative marketing.

The study of (Sarbem: 2011) with the title, "The economic effect of information technology in the tourist sector". The study investigates the connection between using information technology and the marketing ability of the tourist sector and moving into new marketing. The researcher found that the pioneering tourist institutions use technological software to achieve higher levels of investment returns in the tourist sector. The study indicated that the tourist institutions that use information technology more than other institutions obtain high organizational dimension and higher competitive capability.

The study of (Cardsa: 2011) under the title, "The effect of using information technology on creative marketing: applied study on tourism offices in Greece". The researcher pointed out the reality of using information technology in tourism offices in Greece and its impact on creative marketing to recognize the level of creative marketing in travel and tourism agencies. The researcher referred to the existence of a positive relationship between information technology and creative marketing, and methods of applying the effective creativity at tourist offices, in addition to the presence of a positive relationship between information technology and the competitive advantage of tourist offices in Greece.

This study comes as a complement to what was initiated by researchers in this domain through concentrating on the role of information technology in realizing the concept of creative marketing in reference to Jordan Tourism Board as a Study Case.

9. Analyzing Results and Testing Hypotheses

9.1. Materialistic Potentials:

The statistical results that rely on the replicative distribution of the materialistic potentials' clauses point out that the highest rate of the employees of tourism activating board believe that the tourism board, as an institution, cares for possessing the best materialistic components available on the international tourism level, as the rate reached at (39.0%). In the same direction, we notice that (12.4%) of the sample's members rather agree on this variable while (42.6%) expressed their disagreement on their company's attention to the materialistic components and their relevant aspects. Those responses came with an arithmetic mean of (12.18) and a standard deviation of (.761).

Table 3. Replicative Distributions, Arithmetic Mean and Standard Deviation of the Materialistic Potentials Variable

S/N	Response										Arithmetic mean	Standard deviation
	Strongly agree		agree		Rather agree		disagree		Strongly disagree			
	T	%	T	%	T	%	T	%	T	%		
X1	11	14,8	23	41,0	1	3,4	9	31,7	2	1	4,0636	1,0460
X2	1	1	11	32,9	8	22,5	21	36,8	3	7,7	3,4770	,6593
X3	5	20,9	11	12,9	5	15,0	19	35,8	1	5,3	2,4683	1,1481
X4	1	1,2	13	34,3	9	31,7	19	34,7	2	1,1	2,4321	,8300
indicator											2,3631	0,4609

9.2. Electronic Tourist Software:

The results of table (4) point out that the responses of (66.4%) of the sample's members agree on the attention of the tourist activating board with the electronic tourist software and the use of the most modern software, while (13.9%) of the subjects rather agree. The arithmetic mean pointed to (4.120) with a standard deviation of (.431).

Table 4. Replicative Distributions, Arithmetic Means and Standard Deviations of the Tourist Software Variable

S/N	Response										Arithmetic mean	Standard deviation
	$\frac{1 + 5 \text{ maximum limit} + \text{minimum limit}}{2}$											
	Strongly agree		agree		Rather agree		disagree		Strongly disagree			
T	%	T	%	T	%	T	%	T	%			
X5	12	34,2	22	44,2	1	7,1	6	13,1	1	1	2,9834	,56783
X6	9	32,6	12	45,4	3	6,6	7	12,0	2	1	2,4325	,75463
X7	11	33,1	19	39,4	7	17,5	3	7,3	1	1	2,1568	,96543
X8	5	56,0	23	49,1	6	15,3	5	11,0	2	3,3	2,3453	1,3245
indicator											2,3421	0,2764

9.3. Working Labor

The results of table (5) indicate that (55.5%) of the sample's members agree that the tourism activating board has a clear vision to train and develop the working labor, through which it seeks to develop, diversify and improve their skill and capability to realize a suitable work environment. We also find that (15.3%) of the sample's members rather agree on that, while we notice that (14.3%) of the subjects do not agree on the importance of this variable. This was demonstrated by the arithmetic means (5,6570) and (4,981) with standards deviations of (.463) and (1.562) respectively.

Table 5. Replicative Distributions, Arithmetic Means and Standard Deviations of the Working Labor Variable

S/N	Response										Arithmetic mean	Standard deviation
	Strongly agree		agree		Rather agree		disagree		Strongly disagree			
	T	%	T	%	T	%	T	%	T	%		
X9	2	4,3	19	44,6	11	25,3	8	14,5	2	2	2,8765	,7786
X10	7	16,5	33	76,4	4	7,5	2	6,1	1	1	3,3245	,3456
X11	3	6,5	25	55,8	7	11,0	3	4,7	3	6,7	3,7896	1,2356
X12	11	32,3	6	16,3	11	25,1	8	15,7	3	7,6	2,3245	1,9087
indicator											2,4521	11278,

9.4. Databases:

The results of table (6) point out that (45.3%) of the sample's members agree that the tourism activating board has databases. We also see that (16.2%) of the members rather agree on this idea, while (18.6%) of the subject members do not agree on the importance of this variable. Those responses were with an arithmetic mean of (,4533) and a standard deviation of (,567).

Table 6. Replicative Distributions, Arithmetic Means and Standard Deviations of the Databases Variable

S/N	Response										Arithmetic mean	Standard deviation
	Strongly agree		agree		Rather agree		disagree		Strongly disagree			
	T	%	T	%	T	%	T	%	T	%		
X16	4	9,3	22	76,8	5	7,6	9	43,8	2	3,2	4,6754	2,5643
X17	3	7,8	19	65,0	8	17,5	8	43,4	1	1	4,3245	,2345
X18	4	9,6	27	45,5	3	7,3	4	23,7	3	7,7	3,8765	2,8798
X19	5	11,0	16	34,7	13	36,5	5	67,5	3	5,4	4,1765	1,1289
indicator											3,8324	0,9820

9.5. The Creative Marketing Variables

Adopting the concept of creative marketing at the tourism activating board:

The results of table (7) showed that (12,7%) agree that the tourism activating board pays great attention to enable the workers to possess the technological means that help in creative marketing whereas the study showed that (22,1%) rather agree with it. However, the percentage of the members who do not agree was (45,2%) with an arithmetic mean of (2,786) and a standard deviation of (,789).

Table 7. Replicative Distributions, Arithmetic Means and Standard Deviations of the Creative Marketing Variable

S/N	Response										Arithmetic mean	Standard deviation
	Strongly agree		agree		Rather agree		disagree		Strongly disagree			
	T	%	T	%	T	%	T	%	T	%		
X20	2	5,4	18	33,4	8	32,6	4	13,1	4	12,4	2,6543	1,9865
X21	1	3,4	7	12,3	6	56,7	23	33,7	4	7,7	1,9870	,4467
X22	3	3,4	2	1,5	6	32,3	32	45,7	23	32,6	4,2345	,0986
X23	2	2	3	3,2	4	21,7	43	55,4	54	35,8	2,6783	,1245
X24	2	1	4	3,1	12	87,3	12	34,2	12	34,4	1,4356	,7690
X25	4	5,3	6	11,1	6	32,3	67	23,2	3	6,3	1,2789	,2375
X26	1	3,2	12	21,7	12	54,6	43	45,6	5	23,2	4,2356	1,2765
X27	2	1,1	2	4,7	11	12,7	23	33,0	9	16,1	2,1765	,2367
X28	1	3,1	2	5,5	14	56,7	13	23,8	12	20,9	36578	,8763
indicator											4,2356	,23467

This paragraph aims at testing the moral correlations between the study's variables at the Jordan Tourism Board depending on the values of the simple correlation coefficient and the moral correlation test among the study's variables.

Table (8) shows the results of the statistical tests which were carried out to determine the correlation between the information technology variables and creative marketing.

Table 8. The Correlation Matrix between the Variables of Information Technology and Creative Marketing

Information technology	Materialistic potentials	software	Working labor	Databases
Creative marketing				
Creativity on the level of the international offices of the board	** ,653	-456,	** ,766	,345
Creativity on the level of tourism activating center	234,**	234,	** ,234	-,0654
Creativity on the level of the institution	**768,	455,	** ,234	,345
Organizationalcreativity	**543,	234,	**125,	,076

Table (8) shows the existence of eleven direct correlations with moral significance out of twenty-six relations and form (55%) of the total relations, and the presence of three morally insignificant positive correlations which are creativity on the level of the international offices of the board and software dimension and creativity on the level of the institution and database dimension. Table (9) about analysis of variance reveals that the model is moral according to the calculated F value (12,098) which is higher than the spreadsheet value at a moral level of (0.05) and two degrees of freedom (1,33). The explanatory power of this model was ($R^2 = ,342$). This refers to the ability of the independent variable to explain (54%) of the differences that take place in the dependent variable and that about (74%) of the variables were not included in the present model and that they are related to random uncontrollable variables which were not included within the study's variables.

Table 9. Analysis of Variance to the Model of Influence between Software and Creative Marketing

MODEL	Sum of Squares	Df	Mean Square	F	Sig.
Regression	15,654	2	4.67	12,098	,000
Residual	13,89	43	,654	-	-
Total	33,435	65	-	-	-

$R^2 = 0,568$

Based on the aforementioned, we realize the acceptance of the second sub-hypothesis of the

second main hypothesis which states the existence of moral effect between software and creative marketing.

The results of regression stated in table (10) indicate the model's morality level pursuant to the analysis of variance which showed that the model was moral according to the calculated F value ($F= 54.467$) at the morality level (0.05) and two degrees of freedom (34,1). This confirms the acceptance of the third sub-hypothesis of the second main hypothesis which indicates a moral influence relation between working labor and creative marketing.

Table 10. Analysis of Variance to the Model of Influence between Working Labor and Creative Marketing

MODEL	Sum of Squares	Df	Mean Square	F	Sig.
Regression	43,87	5	13,765	45,21	,000
Residual	23,876	45	,345	-	-
Total	23,345	67	-	-	-

$$R^2 = 0,346$$

The coefficient of determination for this variable (working labor) was ($R^2 = ,349$) and this value indicates the ability of the independent variable to explain (87%) of the differences in the dependent variable and that about (54%) of the changes are related to the random uncontrollable variables.

The regression results of table (11) point out the model's morality level according to the analysis of variance which revealed that the model is moral according to ($F=13,567$) calculated at the morality level (0.05) with two degrees of freedom (43,1).

The coefficient of determination for the variable (databases) was

($R^2 = ,765$) and this value indicates the ability of the independent variable to explain (34%) of the differences in the dependent variable and that about (32%) of changes are related to the random uncontrollable variables. This asserts the acceptance of the fifth sub-hypothesis of the second main hypothesis which states that there is a moral influence relationship between databases and creative marketing.

Table 11. Analysis of Variance to the Model of Influence between Databases and Creative Marketing

MODEL	Sum of Squares	Df	Mean Square	F	Sig.
Regression	54,789	2	4,67	23,766	,000
Residual	3,567	45	,765	-	-
Total	23,89	23	-	-	-

Table 12. Correlation Coefficient for the Most Important Variables

MODEL	R	R2	F
Working labor	,567	,678	23,9877
Materialistic potentials	,5467	,123	65,345

10. Results

By analyzing the results of the tests, we find that there is a statistically significant relationship between using modern technological software and creative marketing which contributes in creating a strong competitive advantage for the Jordan tourism board on the international level.

The results affirmed the existence of statistically significant relationship between materialistic potentials and creative marketing as the provision of technological machines and equipment and the effective communication networks contribute in marketing the Jordanian tourist products positively.

The results ascertained the existence of statistically significant relationship between modern technological software and creative marketing, and their diversity contributes in creating a quantum leap in marketing the tourist product reaching the optimal creative marketing and increasing the market share.

The results revealed a statistically significant relationship between the trained qualified working labor and creative marketing.

The results showed a statistically significant relationship between tourist databases and their availability on the website of the tourism board and creative marketing.

When the data is plentiful, accurate and easy to modernize and access in time, this increases the creative marketing and leads to different categories of tourists on the international level.

11. Recommendations

Creating an independent unit within the organizational structure of the Jordan Tourism Board called "Creative Marketing Department" to contribute in preparing innovative marketing policies to market the Jordanian tourist product.

Establishing a joint database between the tourism activating board and all the tourist sector's institutions in order to unify the data and information among those institutions is to place a mutual ground to adopting the concept of creative marketing.

Preparing training programs for all levels of workers at the tourism activating board is to train them on the effective methods of dealing with information technology and modern software in tourism industry.

The tourism activating board should pursue all forms of technological development and modernize the techniques used in the board in addition to training the employees on those techniques to increase creativity and market share.

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