The Brochures as a Tool for Tourism Marketing: The Case of Petra

Dr. Bashar Maaiah

Dr. Mousa Masadeh

Petra College for Tourism and Archaeology
Al-hussein Bin Talal University
P.O. Box 20 Ma'an
Jordan

Abstract

The current research focuses on Jordanian tourism brochures, particularly those concerned with the city of Petra, as one of the most important marketing tools that can provide tourism perception images and show the best attractions of tourism sites, products and services. In Jordan, tourism brochures are officially issued by: The Ministry of Tourism (public administration), The Office of Tourism (Tourism Association), tourist agencies and tourism institutions (Museums, Hotels). Since 2005 until present time, a huge amount of brochures have been published and edited by the three sectors mentioned above in order to market Jordanian tourist sites, products and services. It was noted that many deficiencies exist in the above-mentioned brochures from a marketing point of view. Therefore, this research seeks to make a contribution to the understanding of the proper knowledge required to produce brochures that are comprehensive and informative, and highlight existing deficiencies. In addition, this research seeks to show the necessity of continuous renovation and modernization of tourism brochures. Therefore the aim of this paper is based on an empirical approach by examining and analyzing tourist brochures of the city of Petra to find existing weaknesses and suggest how these weaknesses and deficiencies can be adjusted.

Keywords: Tourism, Marketing, Brochures, travel agencies and tour operators, Jordan, Petra

1. Introduction

The region of Petra is located on 1753.11 hectares and includes six local regions (Dlagh, Alrajv Al-Taybeh, Wadi Musa, Umm Sihon, and Baydah). The region of Petra has 28.511 inhabitants, according to estimates by the Department of Statistics for the year 2013. There are also six local road networks linking the six regions and are well maintained.

The most important public institutions such as banks and governmental administrative services are concentrated in Wadi Musa. Therefore the region of Wadi Musa has the best tourist and administrative infrastructure. Wadi Musa is also considered as the main transportation point in the region of Petra, from where most buses for different regions of Jordan depart.

The geographical area of Petra is very important for the development of tourism infrastructure according to previous studies that recommended and stressed its importance. The report of SIGMA 2000 for the city of Petra has identified three main areas A, B and C (serving the tourist road between Wadi Musa and Al-Taybeh). Area (A), which is near Wadi Musa, has many sites protected from any human or tourist construction in the ratio of SIGMA, to protect the environment its topography and natural beauty. Area (B) is considered as a sensitive location that allows strictly regulated modern development. Area (C) is close to Al-Taybeh and is considered as a less sensitive site where limited development is allowed under less stringent laws.

The Community of Wadi Musa has developed a cultural tourism pattern which is based on the city and the valley of Moses. The density of tourists is the largest in this region and helps to generate local market traders, restaurants, bars, and a variety of important attractions. Note that the city of Petra is classified or regarded as a cultural and an international heritage. All the elements mentioned above helped the city of Petra to be one of the largest and oldest world heritage sites, with a history that extends to the second century BC.

In spite of the growing Importance of Petra as a travel destination, the existing literature has no studies that have examined the touristic brochures of Petra, and to what extent, Petra has managed to survive, grow and succeed in this dynamic and ever-changing industry. More specifically, how organizations and individuals responsible of tourism in Petra make marketing decisions, promote their services and maintain competitiveness (Camprubi, 2011). Tourism industry is one of the last sectors to experience the change from a seller's to a buyer's market. A proper knowledge and understanding of the importance of brochures as a main marketing tool in tourism practice and activities reduces risk and contributes to understanding customer needs. Hence, this paper represents a first step towards understanding the proper knowledge regarding how to produce tourist brochures, to meet the growth of the hospitality and tourism industry in Petra. This study aims to provide an insight for entrepreneurs, policymakers, marketing practitioners, researchers and educators in Jordan by providing a clearer view and better understanding of the professional production of brochures as a very important issue related to the success of marketing efforts in Petra, to enable them to maintain their market share and remain successful in the future in the face of increased competition.

Researchers aredivergentbetween two types oftourist images when analyzingit: the transmittedimage and collected image.However,the main attributesofa visited ornot visitedtourist destination,are summarizedas an imagein the minds oftourists by consideringits relevanceas a toolto position andpromote tourist destinations. Many researchers have analyzed the image of tourism from different perspectives (Camprubi, 2011;Echtner and Ritchie, 2001; Crompton, 2000; BramwellandRedwing, 2004,Jenkins, 1999; LarsenandGeorge, 2004).

The academic literature recognize that in any tourist destination there is a natural tendency to study the diversity of tourism images (Donaire and Gali, 2005). The tourist destination is a complex system (Butler, 2000; Pearce, 2003) where a large number of factors are involved in the provision of the tourism product, and can actually be considered as a reproduction of signs and meanings that have been socially constructed and disseminated (Gali and Donaire, 2005). It is here where the priority of tourism collaboration is essential. Hence, many researchers suggested that there should be a strong collaboration on the development of business strategies between a tourism firm and other tourism entities and related organizations involved in tourism destination (Jaafer et al., 2012; Telfer, 2001; Tinsley and Lynch, 2001; Augustyn and Knowels, 2000; Medina-Munoz and Garcia-Falcon, 2000). Page et al., (1999) suggested that the process of producing brochures necessitates that tourism private firms should become members of tourism organizations and other business associations in order to effectively market their products. Halme (2001) adds that collaboration may vary according to organizational type configuration. This is supported by Smith-Ring (1999) who recognizes that cooperation among business firms, governmental bodies or organizations, persons or other entities that are interconnected in various ways is a key element. From the researchers point of view, a priori, multi- image is not a problem if this is well managed, controlled and planned to give a holistic view of the destination. But problems arise when there are images with significant differences, and when fragmented images do not reflect the reality of the tourist destination (Camprubi, 2011).

The objective of this paper is to conduct a study that is similar to a study done by Camprubi, (2011), titled "Tourism fragmentation picture, the case of Perpignan" who analyzed 35 brochures of the city of Perpignan to study the fragmentation of tourist images, and assess the size of fragmentation to find out where the reasons for the malfunction are. In this paper, the researcher will explore the brochures of the city of Petra in Jordan as a tourist destination, by using 45 sample brochures published by the public and private sectors. Ward's method of clustering will be used in this research, in order to find evidence of fragmentation in tourism image and if present, to show causes of the malfunction. To the best knowledge of the author of the current study, this is the first study that investigates empirically touristic destinations brochures and there producers in Jordan.

2. Literature Review

A large number of the previous studies have found that the word-of-mouth (WOM) communication is the strongest marketing channel (Koth and Norman, 2001; Lee et al., 2003; Stokes and Lomax, 2002). Such communications exert a powerful influence on consumer's purchase behavior including tourist sites, products and hospitality service (Murray, 2000). Intangible services such as hotel services cannot be evaluated before the consumers experience the process; therefore, purchasing intangible products and services brings a higher risk, therefore customers are more dependent on the interpersonal influence of WOM (Lewis and Chambers, 2004). According to a study done by Dilley (2004), positive WOM is likely to increase customer's purchase intentions for new products because it reduces the risks involved in the purchase.

Donaire and Gali,(2005) indicated that positive WOM can help create a favorable image of the company and its brand and can eventually reduce promotional expenditure, Lee et al., (2003) observed that the marketing strategies used most frequently by small tourism operators in North America were WOM, followed by Chambers of commerce, brochures, visitor and convention centers, websites, articles in newspapers and magazines, and finally guidebooks. It appears that WOM and brochures arethe most often used marketing resource for both clients and owners. Therefore, a WOM and brochures strategy should be developed to promote customer loyalty, and more importantly, to minimize negative feedbacks, which will probably affect customer retention and customer acquisition (Stokes and Lomex, 2002). Recommendations from existing customers and the power of WOM and brochures influence the production and consumption cycle (Stokes, 2000).

Crompton (2000) states that tourism image is a sum of beliefs, ideas and impressions that a person collected or gained from a place. This definition is widely accepted by the academic literature and reproduced by many authors such as Govers et al (2004). When discussing tourism images and tourism places, which includes tourism products. This leads us to define the tourism product; in any industry a product is developed to meet the needs of potential customers. The development of the tourism industry has triggered the development of tourism products. In the relevant literature, there is no consensus on the definition of a tourism product, but there is a common understanding that such a product must appeal to travelers seeking either business or leisure activities (Xu, 2010). Mittal and Baker (2002) conceptualize tourism products as a bundle of activities, services and benefits that constitute the entire tourism experience. This bundle consists of five components: destination attraction, destination facilities, accessibilities, images, and price. All the above-mentioned components must be introduced in the touristic brochures. According to Christopher (2002), the first tourism product that needs to be sold is an entire city, or at least areas within the city that could attract customers. Although according to Ritchie and Crouch (2003) tourism destination policy is regarded to be under the responsibility of public sector actors, tourism products are integrated together and all tourist services providers should aim to satisfy their customers by offering excellent products and services (Cooper and Buhalis, 2002)

Bramwell and Rawding (2004) stated that the image output can be considered as the ideas and impressions that are available in a touristic place, and can actually be thought of as a reproduction of signs and meanings, which were socially constructed and disseminated. Gali and Donaire (2005) determined that the image is a collection of messages that are created consciously or unconsciously. On the other hand, perceived images are created in the mind of the individual, and are an interaction between these projected messages and specific consumer needs, motivations, prior knowledge, experience, preferences and other personal characteristics (Bramwell and Rawding, 2004). The integration of all these elements results in an image that is always very personal (Govers et al, 2004). Researchers have made efforts to identify the factors that influence the image formation process (Echtner and Ritchie, 2003; Baloglu and McCleary, 2003; Gallarza et al., 2002; Govers and Go, 2004; Camprubi et al., 2008; Pike & Ryan, 2009), to recognize and understand the various factors involved in the process.

The tourist brochures play a key role in advertising hotel services as tourism services. Hilmi and Ngo (2011) suggested that hotel should advertise their services since advertising is one of the most important marketing tools used to attract customers. The marketing activity in the form of advertising helps to create intangible value to firms (Hsu and Jang, 2008). Traditionally, advertising activities aim to create awareness and to persuade consumers by establishing brand identity, creating demand and positioning the brand (Mittel and Boker, 2002). According to Glancey and Pettigrew (1997) 28 % of small hotel sector in the United Kingdom rely solely on the tourism board and 24 % use three or more forms of advertising, such as specialized journals, newspapers, and brochures to promote their hotels. In a study concerned with small accommodation businesses, Hair, (1998) has identified owner-manager perceptions of the usefulness of various types of advertising and were ranked as follows: (a) word-of-mouth, (b) brochures, (c) chambers of commerce, (d) mobile and AAA guidebooks, (e) B&B guidebooks and (f) websites.

The process of image formation can be understood as a series of steps that involve a relationship between tourism image and perception expressed by tourists (Camprubi et al., 2008). In this sense, Govers et al (2004) explains the process of image formation through the model of the seven stages of the tourism experience, where tourists initially, animate or produce images based on general information about a place through books, magazines, television, etc. This image will evolve into an induced image when the tourist begins to actively seek information about a place through brochures, guidebooks, websites, etc. Both images are complementary and result in a perceived image of a front seat travel.

Finally, Govers et al (2004) states that this picture may change after a trip to a destination by becoming a complex picture. Another example is the model developed by Baloglu and McCleary (2003), which basically focused on identifying factors that influence tourists at the time of receiving a tourist image, taking into account factors such as personal characteristics and demographic, motivations, information sources or previous experience.

From the point of view of imaging process emission, attention should be drawn to the conceptual model (Camprubi et al., 2008). This model starts with the idea that the tourist destination is a complex system configured as a relational network, where several agents (local institutions, hotels, restaurants, attractions, transportation, etc.) interact to form a satisfactory tourism product. Advantages that arise from the network of relationships (social capital and absorptive capacity) allow for the generation of induced tourism image. However, induced Image formation process is not always perfect, as malfunction may occur which is influenced by the coordination and structure of the relational network.

Generally speaking, tourist destinations have a natural tendency to produce more than a single image. It should be taken into account that the agents of a tourist destination, some more than others, produce images induced from different perspectives and interpretations of reality. In this context, quoted by Salt et al. (1998) acknowledge the inter-subjectivity of touristic images as a factor that can influence the existence of various images for a unique destination. This is particularly significant when one considers that each agent (tourists, locals, tourism, local institutions, industry, etc.), has his own image of the destination. Thus, this fact can contribute more to an image. Often these substantial differences between different induced images are a way to present the reality of the destination or partially fragmented, emphasizing those specific aspects of the destination and forgetting other elements that could contribute to a more comprehensive picture of the destination.

This image dysfunction is observed when the tourist destination images are fragmented completely or partially, as well as being body managed. These images are inconsistent with each other, the origin of this inconsistency can arise from different interpretations of reality by agents of tourism, especially when they try to deceive tourists by promoting specific tourist products or needs, avoiding the reality of destination (Camprubi, 2011).

The existence of various induced images in a tourist destination is not always a negative phenomenon. On the one hand, the academic literature, supports the existence of multi- image as a habitual tendency that easily occur, in addition Pike (2004) mentions that General Tourism Organizations (GTOs) have a coordinating role in the sector of tourism in improving the destination image. On the other hand, it seems logical that each tourism agent, especially in the private sector (hotels, restaurants, entertainment, etc.), produces the image of a tourist destination from the point of view of its producers. In this context, action is necessary to properly manage and control the fragmentation of images, in order to avoid the negative effects of this phenomenon. Moreover, when images generated are induced for appropriate segments, the image will not be a malfunction problem.

3. Research Methodology

In order to achieve the proposed objectives of this study, we presented the city of Petra as an example of a tourist site in Jordan to highlight the importance of our study. The current study will show how there is a lack of proper and necessary knowledge regarding the production of tourist brochures for a very important international heritage site such as Petra by the responsible tourist organizations and offices.

In this paper, the touristic images (brochures) of the city of Petra were analyzed, these images have presented as a tool to promote tourist destinations and provide relevant information to tourists. The final study sample consisted of 45 brochures; the brochures were published by agents of local and regional tourist destination and the public sector represented by The Ministry of tourism and tourist offices in Jordan (Table 1).

A total of 2841 images were found in these 45 brochures, including 65.80 percent (1870) photos of Treasury of Petra which shows an image of a small tourist attraction. In addition, 34.20 per cent (971) of the images were photos of regional tourism resources from outside the administrative boundaries of the rose-red city (Petra). Therefore, all these images were excluded from the final analysis.

Table 1:Brochures Editedby the Tourism Sector in Jordan (2005-2013)

Brochure Issuers in Jordan	Number	Percentage
Ministry of Tourism (PublicAdministration)	20	44%
Tourisme office (touriste associations)	16	36%
The tourist office and other regional institutions Petra (e.g. museum and hotels)	9	36%

A content analysis of images in the 45 brochures was performed, taking as reference the previous studies that have used this method to analyze the touristic destination image (Camprubi, 2011; Dilley,2004; Donaire and Gali, 2005). According to literature, seven categories were created (the destination icon, heritage, nature, tourism activities, tourist services, people, and the orientation of the destination (a map)). The author of the current study suggests the addition of another category (multilingual category) since the author strongly believes that language contributes to the transmission and perception of the tourist image to several types of tourists, Arab and foreign (Maaiah, 2012) (Table 2). To classify each image in the correct category, "eye attractions" were considered in each image. Donaire and Gali, 2005define the attraction of an eye in the image as "an illustration where 50 percent or more of the image is occupied by an eye-catching device to capture the attention." The content analysis of brochure images of created a database, where the profile of each brochure has been summarized.

Table 2: The Definition of Tourist Image Categories

Category	Description
Destination icones	Shows the categories and cultural identity of the tourist destination
The heritage	Contains all types of cultural heritage destinations: historical monuments, museums, etc.
The nature	Includes natural views as mountains, beaches, coastal urban planning, Fauna and Flora
Tourisme activistes	Refers to leisure activities, sports activities, and availability of goods consumable by tourists....
Tourism services	Includes infrastructure facilities for tourist facilities services such as accommodations, transportation, catering ...
The services of people	Tour guides, security, responsible for animals
The orientation of the destination	Well established maps and routes road signed for tourist destination
Multilingual	Tourist brochures must be present in two or three languages (Arabic, English and French or Spanish)

To determine if there is a fragmentation in the induced tourism image, a cluster analysis was performed. Cluster analysis is a multivariate technique for data classification, which aims to bring images together in a small number of clusters and groups which must be mutually exclusive (Cea, 2004).

The cluster analysis, involves taking some methodological decisions. Firstly, considering that the study case does not exceed 200 cases, a hierarchical approach was considered suitable. Secondly, Ward's method of clustering algorithm was selected because this method optimizes the minimum variance intra- group (Cea, 2004), for the formation of clusters with a hyper-spherical shape and a similar number of objects (Aldenderfer and Blashfield, 2002;Hair, 1998; Cea, 2004). Thirdly, the Euclidean distance was used considering that Cea (2004) argues that this measurement tool is most appropriate when the Ward's method is used. In addition, it is pertinent to mention that the variables were normalized Z score automatically using SPSS 17.0, to avoid the possible influence of the squared Euclidean distance in the resulting cataloging. Finally, the results have been analyzed in groups of two and three, given the option of three groups, as a coherent and suitable option, depending on the analysis of variance (ANOVA). Considering the importance of each variable, the final model included eight variables.

4. Results

Results of Cluster analyses where examined by groups of two and three, with the option of three groups which being coherent,in function of the reality of the case study.

As it is shown in (Table 3), the first and second groups included the biggest number of brochures (44% and 36% respectively), the third group included 20% of thebrochures.

Table 3:TheNumber ofClustersbyBrochures

Cluster	Brochures	Percentage
Group 1	20	44%
Group 2	16	36%
Group 3	9	20%
Total	45	100%

The results ofthe analysis of variance, once %imageicon representing thedestination' and % image data representingthe image ofPetra' were excluded; showed that thesignificance of the modelwashigh forall variables, as shown in(Table4).

Table 4:ANOVAnalysisforthe caseofPetra

Variables	F	Sig.
%Imagerepresenting theheritage WardMethod	6.516	0.003
%Imagerepresenting natureWardmethod	6.304	0.004
%ImagerepresentingtourismWardMethod	10.111	0.000
%Imagerepresenting the tourismservices WardMethod	15.400	0.000
%Imagerepresenting the orientationof thedestinationWard method	16.424	0.000
%Imagerepresenting themultilingualWardMethod	7.834	0.002

When paying attention to measures of association, it is interesting to note thatthe variables thatdominatethe construction ofclustersare: % imagerepresentingtouristactivities, imagerepresenting the tourismservicesandimagerepresenting the orientationof thedestination. However attention should be drawn to the fact that the two main variablesthat dominateon allbrochuresin Jordan are the iconof thedestinationandthe image ofPetra. However, it should be notedthat other variablesalsohave high significance,which means that theyalsoplay an important rolein the construction ofclusters(Table 5).

Table 5:Measures of Associationin the Case ofPetra

Variables	E	ε^2
%Imageiconrepresenting thedestinationWardMethod	0.98	0.89
%Imagerepresenting the heritageWardMethod	0.51	0.256
%Imagerepresenting natureWardmethod	0.458	0.210
%ImagerepresentingtourismWardMethod	0.458	0.210
%Imagerepresenting the tourismservicesWardmethod	0.343	0.118
%Imagerepresenting the orientationof thedestination Wardmethod	0.599	0.358
%Imagerepresenting themultilingualWardMethod	0.420	0.177
%Image data representingthe image ofPetraWard method	0.99	0.91

Eachclusterwas characterized byan analysis of the mean of eachvariable compared withother clustersandthe overall average (Table 6).

Table 6: Percentage of Each Variable by Group

Variables	Average			
	Cluster1	Cluster2	Cluster3	Total Av.
% Of the imageofthe icon of thedestination	1.00	1.00	1.00	1.00
%Imageof heritage	0.55	0.31	0.67	0.49
% Of the imageof the naturekind	0.10	0.44	0.44	0.29
% Of the imageof tourism activities	0.25	0.38	0.22	0.29
%Imageof tourist services	0.20	0.13	0.65	0.13
% Of the imageorientationof the tourist destination	0.63	0.33	0.25	0.58
% Of the imageof theTrilingual	0.25	0.25	0.11	0.22
%ImageofPetra	1.00	1.00	1.00	1.00

5. Discussion

We found the results of the three groups as follow:

The results of group 1 show that the dominant variables are: % image of the icon of the destination, % Image of Petra and % of the image of the orientation of the tourist destination. Qualitative study shows that these brochures were edited by the public authorities (Ministry of Tourism), which suggests that the city of Petra is not well presented by the public authority, and was just presented in a general context, without paying attention to other very important resources around Petra. In addition, it can be seen that the brochures produced for the purpose of marketing the city of Petra as a tourist destination lack several key elements that are necessary to achieve this goal. Considering all these factors, this group is called "Petra in a small context."

The dominant variables in group 2 are % image of the icon of the destination, % Image of Petra and % image of nature. Generally, it was found that brochures of this group were published by the Office of Tourism (Tourism Association), which is responsible for Jordanian tourism marketing abroad. In this group the same defects exist as in the first group but the difference is the concentration on nature, which is the green face that can be used in marketing. Despite the fact that concentrating on using nature to attract tourists is beneficial, however, the tourist office ignored other key elements of tourism marketing in Jordan and abroad (good promotion and publicity). In addition, the focus of these brochures is nature. Given this situation, the group is named (The nature of Petra).

As shown in Table 6, Group 3 is characterized by brochures that include % image of the icon of the destination, % Image of Petra and % image of inheritance. Brochures of this group were published by the tourist office and other regional institutions in Petra (museums and hotels) and they concentrated in most of the pictures in the brochures on the image of the heritage of the city of Petra. Hotels and museums added this value of intangible assets, where we find that most of the activities that are highlighted in these brochures are guided tours to historical monuments, museums and other places of interest in the city. Taking into account this context, this group is called (the legacy of Petra).

6. Conclusion

The substantial increase in the number of tourists visiting Jordan, aiming to visit Petra in particular every year, provides a very good tourism business opportunity for Jordanian economy. As reported, Petra is one of the most important international heritage site and the most popular important touristic site in Jordan. However, due to intense competition within the tourism industry in and out of Jordan the brochure is one of the key aspects that need to be emphasized and highlighted. The government's long-term economic development strategy is focused to give more attention to the tourism sector to generate additional income in order to maximize GNP. The success of tourism sector is highly dependent on the crucial role played by the government, local authorities and its overseas agencies. This study which is the first in Jordan, suggests that renewal and renovation should be made by the government to support the progress and development of Jordanian tourism brochures in general and the brochures of the rose city (Petra) in particular as it form an important part of tourism economic sector in Jordan. It can be concluded from this paper that, the induced image of Petra can be described as incomplete rather than fragmented, since the three sectors of the most important tourism sites in Jordan have published brochures showing small aspect of Petra. In this sense, we can say that there is no true honest fragmentation of tourist image of Petra. This affirms that the authorities responsible for tourism in Jordan may find it useful to consider the eight important categories mentioned in table 2 of the current study. In addition, public and private tourism sectors in Jordan should take into account our results and our analysis and have to try to improve touristic marketing for the city of Petra in particular and other tourist sites in Jordan, these touristic sites really deserves a lot of attention and efforts.

7. Future Research Directions

Future research in this area can include a large-scale quantitative and qualitative study of touristic marketing brochures of many other touristic Jordanian sites. Also, comparative work in a similar context in different countries is suggested to observe the numerous similarities and dissimilarities related to the marketing brochures. This should prove to be beneficial for the possible validation of the findings as brochures in other locations, particularly in other Middle East regions, may experience somewhat different business environments.

Nevertheless, this study can be seen as a major step towards systematically examining the association between public and private sectors to acquire the best and most developed knowledge of producing touristic brochures in Jordan, and thus adding knowledge to this important area of research.

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