

# The Effect of the Tourism Product Pricing on the Purchasing Decision of the Tourist

Abdul Hussain Moussa Mohammed Moussa<sup>a</sup>, M.M. Taha Mahdi Mahmood Ahmad<sup>b</sup>, M.M Najem Abdul Aali Abas<sup>c</sup>, <sup>a,b,c</sup>Al-Furat Al-Awsat Technical University - Technical Institute of Karbala Tourism Techniques, Email: <sup>a</sup>[Abda8133@gmail.com](mailto:Abda8133@gmail.com), <sup>b</sup>[TH\\_mahdi@yahoo.com](mailto:TH_mahdi@yahoo.com), <sup>c</sup>[najem@yahoo.com](mailto:najem@yahoo.com)

The aim of present study is to analyse the importance of the price of the tourist product and its effect on the purchasing decision of the tourists. For providing a better understanding, a deductive research approach was adopted to examine the concepts like tourists' products and related concepts. Meanwhile, an inductive approach was applied to observe the effect of tourist products' price on the decision of tourists through questionnaire distribution in the city of Karbala, Iraq. For empirical investigation of tourist product purchase price and its impact on the purchasing decision, Likert Pentagon measure was applied. The findings show that the tourist product price is a factor of competition to win the purchasing decision by the tourists. Additionally, researchers found that the product price is one of the factors that influence the purchasing decision of tourists. Whereas, when the tourist product is produced according to the tourist's wishes, it helps in making the purchasing decision of the tourist. However, tourist product (marketed according to the tourist's financial ability) helps to win the purchasing decision of the tourist. It is also observed that the tourism product is one of the competition means to win the tourist's purchasing decision.

**Key words:** *Purchasing decision, tourism products, pricing strategy.*

## Introduction

The price of the tourist product is one of the important factors which affected the purchasing decision of the tourist, because of the relation of the financial ability and the amount of monthly income. Whenever the price of the tourist product is within the price the tourist

could spend, it was a goal to get it and turn it to demand; this will be identified through our research (Komppula, 2005).

### **First: The Importance of Research:**

The price of the tourist product has a great effect and knowing this effect helps workers in the public and private tourism sector, and even at the level of government administration, to design a tourism product in an orderly manner that meets the approval of visitors and tourists. The process of organising the tourist demand and providing it in a thoughtful way gives sufficient opportunity to the consumer to achieve his tourist demand according to their financial ability (Mwangi,2018).

### **Second: Research Problem**

1. The lack of a clear methodology for studying the price of the tourist product and controlling it, can give the tourist countries the opportunity to benefit from it and create a positive competitive opportunity.
2. The lack of the continuous development study in the wishes of the tourist and how to achieve it, makes the tourist product unable to cover the wishes of the tourist, which leads to not satisfying the consumers.
3. Ignorance of the pricing policy can reduce the achievement objectives of the sale of the tourist product.
4. Failure of studying the product price and how to manage it, can make the product unable to compete with another product in the domestic and global market.

### **Third: The Research Hypothesis**

Since the tourism product depends heavily on providing to the tourist consumer on how to price, where the identification on the patterns of this demand is and how to manage it, provides the foundations of tourism development; therefore, studying the price of the tourist product is a key role in the sales development in the tourism sector.

### **Fourth: Research Objectives**

The aim of this research is to know the importance of the price of the tourist product and its effect on the purchasing decision of the tourist.

### **Fifth: Research Methodology**

The researchers used the deductive approach to identify some of the concepts of the tourist product and some of the tourist concepts. The researchers used the inductive method by studying the effect of the tourist product price on the decision of the tourist through a questionnaire distributed on a sample of tourists in the holy city of Karbala.

### **Sixth: Research Boundaries**

The boundaries of this research is the holy city of Karbala, which is geographically characterised by a location in the Middle Euphrates region of Iraq, while the social boundaries will be researched within the Karbalai community through interviews with tourists; the time limitations for this research is the current time, and the reason for choosing Karbala city, being a tourist city characterised by a number of millions of tourists and visitors, is because it is one of the most important cities in the Islamic world, but in the world of the religious tourist.

### **Seventh: Sources of Gathering Information**

For gathering information that contributes in the statement of research objectives, we depended on the following sources:

1. Theoretical aspect: Based on books, Arabic and foreign sources, letters and theses that are interested in the study subject.
2. Data analysis: the researchers used the spss program.

### **The First Section**

#### ***General Concepts***

##### ***First: The Concept of Tourist***

In 1937 the Committee of Tourist Experts of the United Nations League took great attention to determining who were called the tourists and the committee defined who were the tourists by the following (Holloway,2006; Lloyd,2014):

1. People who travel for entertainment, health reasons or special reasons.
2. Persons who travel for meetings or representing different aspects such as scientific, administrative, political, religious, sports, etc..
3. People travelling for work and trade

4. Travelers on sea voyages, even if they spend less than 24 hours, this group shall be registered as a private group, regardless of their usual place of residence, if necessary.

Groups that do not apply as the special definition of tourists are:

1. Persons who wish to obtain permanent residence in the State.
2. All persons who come to the country with the intention of finding work.
3. Students who attend scientific institutes and internal departments.
4. Border residents and persons residing in the State but performing their duties in other countries.
5. Transit passengers who cross the country, even if the duration of their crossing takes more than 24 hours.

This definition is aimed at the criticism, both rationally and effectively, however the international united the official tourist organisations endorsed it (Jenkins,1999). On the occasion of opening the General Assembly of the United Nations in 1950, if there is a change in the definition, is that students and learners which are living abroad are registered as tourists and therefore included the Committee of Tourism Experts entrusted by the United Nations body to prepare special programs of the International Tourism Conference which was held in Russia in August/September 1963; the issue of redefining the term of "tourist" in the schedule of the conference works, team of Austrians tourist experts proposed the definition as follows: a tourist is one who do a temporary visit in a foreign country for not less than 24 hours and not more than three months and the visit not is a non-tourist visit such as employment (Laws,1995) .

The tourist is also known as the main actor in the tourist operation, in which the tourist is the main corner of the tourist operation; the goal of the tourist operation is to satisfy the tourist, work on his comfort, providing all available services and his staying for a temporary period. There is no specific time for the stay, and the duration does not exceed the temporary residence (Bigné,2019).

A tourist is defined by the United Nations at the Rome Conference in 1963 AD, as a person who travels to another country other than the country of his original domicile and resides there for a period not exceeding 24 hours without prolonging his stay to the extent that it is considered the home country to him.

### ***Second: The Concept of Purchasing Decision***

The study of consumer behaviour in the purchasing decision-making process has a great importance since ancient times because of its trying to identify the affecting factors.

The purchasing decision plays an important positive or negative role in the family, national, domestic or even global economy, where the purchasing decisions of customers or consumer behaviour did not affect the demand and supply side of various goods and services; this is as well as having a certain impact on the size of employment or unemployment and the distribution of resources between classes or individuals, and the success or failure of the industries (Bigné,2019).

The purchasing decision has been defined as the behaviour that highlights the consumer in researching the purchase and the use of the goods or services, ideas or experiences that expect to satisfy their desires and needs according to the available purchasing possibilities (Lambros G., and Socrates,2001).

The purchasing decision was also defined as all steps taken by the consumer in order to buy a particular good to meet the needs and desires; the purchasing decision passes many stages of need, then a search for the product, then reducing the choices and comparison between them and then the purchase process after the persuasion.

The actual purchasing decision is made after the availability of a lot of information of the characteristics and advantages of the offered products that can achieve the total satisfaction of consumer as well as information of the sources of distribution, price, marketing policies, and the most appropriate times to buy them; here should be noted the impact and role of marketing people in the decision of the consumer (Lambros G., and Socrates,2001).

### ***Third: The Concept of the Tourist Product***

The product is defined as a mixture of tangible and intangible properties and a combination of tangible and intangible benefits aimed to satisfying the needs and desires of the consumer (Fernando, and Paulo,1997).

The term of "product" is composite and includes in the term "service" which is defined by the American Marketing Association as "intangible products exchanged directly from producer to consumer and not transported and stored, it is almost annihilated quickly and it is also activities or benefits that are offered for sale or that are associated with a particular commodity”.

The term "product" also includes in its mean the term of "commodity", which is tangible products such as food, food, clothing, tickets, gifts, etc

The tourism product represents the first element of the tourist marketing mix and is a mixture of natural conditions (eco-climatic geography) and human components (religious, cultural

and archaeological), in addition to tourism services and facilities such as basic public facilities (transport, hotels, restaurants). The tourist product is a set of elements that exist in the state serves as an important sources of tourist attraction that depend on it to exciting the foreign tourist demand (Sarah, et al.,2016).

#### ***Fourth: Product Concept***

Of course, it is not limited to physical objects to satisfy a need called a product; in addition to tangible goods and services. The term of the tourist product includes people, places, organisations, activities and ideas; the client decides to go to a restaurant and where he wants to spend his vacation, any airlines he uses, which organisations he wants to contribute to, and what ideas he supports which suit him/her. These terms are all aimed at a value of something to someone (Rong-Da Liang, and Chen,2019).

Human needs and desires suggest that the products and services are available to satisfy. The product is something that can be put on the market. The consumer shall pay attention to owning the consumption or using a product, which may satisfy a need or desire.

When referring to the tourist product, one must pay attention to the needs of consumers and financial and technical capabilities of the tourist organisation; all marketing experts agreed to define the tourism product as it provides a tourist service in the market of this attraction of attention and its motivation in the customer to own and buy tourist goods and services .

The product passes several stages during the product life cycle:

1. Progress Stage.
2. Growth stage.
3. Maturity stage.
4. Regression and deterioration stage.

It must be noted the need to harmonise each stage of the life cycle of the product and take appropriate decisions at each stage of these stages (Rong-Da Liang, and Chen,2019).

The price is the only element of the marketing mix that generates revenue and the price is one of the most flexible elements of the marketing mix, while the other elements represent a cost to the organisation and the price is the most complex. At the same time, there is a reason for the large number of variables that effect determination of the best prices, and there are several definitions of price that can be summarized as follows (Maria, and Daniele,2017):

1. The definition of Ahmed Shaker Al Askary: price is the value paid by the consumer to sell the goods or services in return for obtaining it. Also: the price of the goods is the value that was determined by the seller.
2. The depositor's definition: Price is the sum of all values which the consumer bases on the benefits of owning and using the financial service product.
3. Simple definition: Price is the monetary value or service of the product paid by the consumer to obtain the goods or services.

The price is the given value of particular goods or services which are expressed in theoretical form. The act of the consumer of buying particular goods or services, is expressed in a certain value form translated by the institution in the form of a certain price paid by the consumer for this benefit. Thus the paid price not only reflects the physical components of the commodity but can also include many aspects such as the psychological stage of the product and the group of resistors provided and associated between the goods or services (Meyerson, 1989).

There is a comprehensive definition of the price of all its three aspects by the producer side and the consumer side as well as by the market; on the one hand the producer represents the price of the assets which is the foundation for production and marketing, while from the consumer side the price reflects the financial ability and purchasing power; on the market side, the price reflects the level of supply and demand and it is also a measure of product quality. The importance of price to the buyer is an important element in the purchasing power as a deductible part from the real income and also influential in the volume of purchases expressing of the required saturation volume for his first revenue; it is a puzzle expressed in the number of paid monetary units and addresses a measurement that enables him/her to buy a number of goods and services, so that the consumer compares his cash income and the price which he is required to pay for getting the goods or services. He may often have to reduce some of his purchases as a result of the prices of the goods and services he wants to obtain, but it is the price more than the ability of achieving the need and what required of deductions from that income to cover all purchases.

Therefore, the level of satisfaction of consumer needs will be affected by the result of the price and the consumer may resort to search for alternatives that are cheaper or re-prioritised in the order of necessary and semi-essential needs and perfectionism, to reach the required balance between the size of income and prices set in the purchase of goods and services. Thus, the level of welfare of the individual will be affected by the prevailing prices in the market in a certain period of time; the cash income does not reflect real income since prices are an indicator that reflect the size of real income and the amount of the goods and services that can be obtained compared with his cash income. This varies from one time to another and from one market to another according to the current prices of the time and place (Valbuena, 2010).

## ***The Tourist Product***

### ***First: What are the Tourist Products?***

The tourism products here mean the extent of the elements' diversity of its natural elements (geographical location, climate, terrain, seas and rivers) as well as industrial and human components (historical monuments, modern human civilisational achievements...) in addition to tourism services and facilities that can be provided by the country (ZheGen, et al.,2000).

It is known that products are goods or services that are the axis that concerned all economic activity and some believe that the products are the descriptive name of a group of natural and chemical properties and this group directs our thinking of the product in the light of its natural properties and performance.

The product is defined as tangible and intangible benefits which the sectors of economic and humanitarian activity in a society provides, which leads to satisfy the needs and desires of consumer markets in this community

The product in the tourism industry: it is defined as a complex compound consisting of several tangible and intangible elements provided to tourists during their visit to another country (Artal-Tur,2019).

The tourist product can also be defined as the group of goods and services offered in the tourist market which is consumed by tourists. They include the following:

1. Industrial products: such as handicrafts, antiques, fabrics, clothing and furniture.
2. Special services: such as tourist transport services, restaurants and tourist accommodation.
3. General services: such as health, cultural, scientific, political, cognitive, educational and insurance services.

### ***Second: Types of Tourist Products***

1. The Item: tangible products that can be seen and touched. Like cars, phone, camera, etc. (Gianna, et al.,2019).

2. Service: This is an intangible product (cannot be seen or touched) and is linked with human or initial efforts to produce and deliver to the customer such as health, hotel, educational, banking, financial and other services.

1. The idea: It starts from the concept when an organisation markets its product offerings (goods or services); it basically represents the main ideas such as the benefits that meet the needs and desires of customers.

2. Events: Important events such as trade galleries, festivals, sports competitions and others (Gianna, et al.,2019).
3. Persons: are the marketing efforts which are designed to attract attention. The product may be of a political or artistic character to attract the public attention and support.
4. Places: Places are attractive attractions for tourists and they may be archaeological, religious, natural, therapeutic, healing and other places.
5. Organisations: represented by various organisations, commercial companies and others.
6. Information: the level of ideas, information and cultures in universities as well as guidance information, etc.

### ***Third: Importance of Tourism Products***

Productive organisations satisfy the needs and desires of customers by offering products; tourist products and services represent a link between the organisation and the customer/client.

Hence the importance of the product as the driving force and guiding the capabilities of the organisation to achieve its objectives of survival, continuity and growth; its development and growth reflects the customers satisfaction of the product and its quality for the benefit and desired benefit and satisfaction of their desires. This is a return on the organisations and institutions producing the economic outcome, but there is a rush to the development, modification and improvement of their products which is the constant changes to the wishes and aspirations of customers / clients (Guzel, et al.,2015).

Tourist products represent the essence of the tourist industry, as the tourist industry is an industry which interferes with a variety of different products and services and are formed to form an integrated tourist program that fulfills the desires of the client.

### ***Fourth: Characteristics of Tourist Products***

1. Tourist products are composite products: the tourism sector is characterised by the existence of a group of different and overlapping sectors which complement each other; these tourist products are a combination of several components such as: All kinds of tourist transportation, accommodation, entertainment, nutrition, hospitality, heritage, touristic guidance and other elements of the tourist product which are presented in an integrated tourist experience form (Su, Na, et al.,2018).
2. Tourist products invisible exports: Tourism as an industry of particular importance derives from its impact on the national economy; tourism is a dynamic activity.

3. Mutual and effective effect including the economy of the country and abroad; it is affected and by the production and consumption activity, transportation, flights, communications, ports, airports, banks and domestic and foreign trade operations.
4. Tourist product is perishable: When the expected benefits of the product are lost, this adversely effects the tourist industry; the unsold hotel rooms or empty seats on board cannot be stored or sold on another occasion. It is customary in the tourism field as a service product that the lost income today is lost forever and cannot be compensated
5. The existence of auxiliary facilities in the sale of the tourist product: it requires the preparation of the service and provides it with assistance facilities, development and preparation at the appropriate level to the wishes and tastes of customers, such as accommodation, where the main essence of the service is the accommodation and the rest of services are considered auxiliary or complementary services such as reception, safe, food and drink, room service and others
6. The tourist product is vulnerable to fluctuation in demand levels: There are many factors that make the tourist product vulnerable to fluctuation of demand level, including seasonal, during the different seasons, holidays, special events, etc. Also affected by natural factors, climate and political change of the host country, which leads to the closure or opening the border. Tourist demand for the tourist product is vulnerable to fluctuations in demand rates and of course this is caused by many overlapping and diverging factors (Peña,2018).

### **The General Services**

A- Infrastructure: This consists of main roads, bridges, power stations, means of communication, water sources, sewage companies and other services that support the protection and security.

B - Structures of the upper buildings: Includes the facilities and necessary services to tourist attraction to an area such as mosques, hotels, hospitals, restaurants, youth hostels, shops, information centres, security services and others.

### **Purchasing Decision of the Tourist**

#### ***First: Characteristics of the Tourist Consumer***

Every individual's (tourist's) personality reflects his purchasing behaviour; the definition of personality is a set of distinctive psychological characteristics, in which there is a stable and appropriate reaction with the environment (Mills,2004).

Personality is also defined as the organisation of the behavioural characteristics associated with each individual (34), and we can distinguish the personality and its relations with others through the following points:

1. Positive orientation of the other direction.
2. Aggressive orientation of the other direction.
3. Separation from the other direction.

The personality is a set of characteristics that distinguish an individual from another, and pushes him to make this decision without another, so it is considered one of the most important factors affecting the purchasing decision of the individual (tourist); the marketing person should pay attention to this field and link between personality and product or mark with different characteristics of the individual (tourist). Personality varies the type of product or brand requested by tourists (Mills,2004).

The personality characteristics are divided into several elements, including: intelligence degree, tendencies, trends, feeling, unconsciousness, emotion, motivation, needs, ability to learn, cognition .... and others, in addition to other factors from the external environment.

The factors that affect the characteristics of the consumer personality (tourist) vary from subjective to social, cultural and even economic, all characterised in determining the characteristics of the tourist personality as a consumer of different tourism products or services and prompts him to choose another religion as follows:

1. Compare between different brands and marks to evaluate the best option that combines quality and price as this reflects the individual characteristics and personality style in the attempt to find the most suitable among the various tourism products and services (Guzel, et al.,2015).
2. Selection of brands affiliate it when the consumer is used to buy certain products and achieve trademarks in order to satisfy his needs or desires; these are favourite products and he/she will not be satisfied with a replacement (36).
3. Avoids the wasteful rational consumer and assumes that he is fully aware of all the problems that may be faced before, during or after obtaining the service; he/she also knows all the available alternative solutions in front of him/her before making a purchase decision. As he/she pays for the tourist service they in this time are irreplaceable and he/she has to carefully choose the available and most economical alternatives.
4. Prefer to be a part of the problem as it involves the individual personality, must adapt himself with the group and try to shape his/her habits and needs according to the group circumstances and may vary the individual's personality within the group in terms of religion, belief, respect, ethics and behaviours reflected in the tourist personality.
5. Pay special attention to the security element (or guarantee) when he/she purchases as it guarantees him to obtain the benefits expected from the product or service. The warranty may be for the product performance, free from technical or mechanical defects or provide a certain characteristics.

People are affected by those who they love and admire; the consumers determine their actions and are influenced by celebrities, as they tend to buy products if they are associated with a particular person they like; so marketers or advertisers and promoters use these characters in order to increase consumer awareness and awareness of a particular brand in order to achieve certain competitive advantages.

### ***Second: The Importance of the Tourist (Client)***

In fact, there are many reasons and motives that highlighted the importance of tourists/ consumers and the need to strengthen the relationship with them; the most important are these reasons:

1. Increasing competition and the diversity of its forms and methods.
2. Government pressures and legislation.
3. The emergence of customer protection movements.
4. Press and media pressure.
5. Adopting the philosophy of the modern concept of marketing.
6. High expectations and demands of tourists: clients.
7. View the relationship with consumers as a competitive advantage.
8. The client in the end is only the controller of the success of the organisation and its ability of continuation in the market.

In light of the above, we can see the importance of the tourist (Crook,1999):

1. Tourist: The client is who drives the organisation's life cycle.
2. Tourist: The client is who issued the orders with production of the commodity for him/her and the order to prepare the service for him/her.
3. Tourist: The client is who finances the organisation's budget.
4. Tourist: The client is who judge on the quality of the item or quality of service.
5. Tourist: The client is the main reason for the organisation's profits.
6. Tourist: The client is who markets the goods or services of the organisation to those around him and these are the most powerful types of marketing for these goods or services (40)

### ***Third: Introduction to Tourist Behaviour***

In our current time, consumption is no longer just a process that comes at the back of the economic cycle, mainly related to the tourist being a consumer; but more than that, with the beginning of the twentieth century and the emergence of modern marketing, it has become the orientation of institutions to relate to the new consumer, whose conditions and desires are

increasing and complicated day after day, from the requirement of quality at the lowest prices to seeking to preserve the environment and even his desire to be an essential and effective social individual (Crook,1999).

With these developments and these demanding consumers, organisations had to pay more attention to the consumer because of this need; there emerged a study of consumer behaviour (tourist) as part of the sociology to fill the vacuum, and institutions have taken better performance to understand the consumer well and then try to affect them by various means of advertising, reduction in prices and persuasion by sales force.

The basic purpose behind the preparation of the marketing plan at the level of any organisation is reflected in the attempt to persuade the consumers to prefer their products; so the consumer is an important factor that must be studied carefully; focusing on it also requires discussion of consumer behaviour and it must define its concept as a human behaviour in particular and the concept of tourist behaviour in order to study scientific perspectives.

Human behaviour is represented in a successive group of actions and reactions issued by a human in his continuous attempt to achieve his/her goals and satisfy his/her evolving and changing desires, as well as the actions and responses in which a human expresses his/her acceptance or rejection of attempts to affect him from the elements of the surrounding environment, whether human or material elements.

#### ***Fourth: The Purchasing Decision***

Until the tourist decides to buy tourist products or purchase tourist programs, several stages are gone through:

1. Need feeling: Studies refer that daily routine is always born of change and emergence of the need to do service and the individual need for a tourist commodity and this motivation is either logical, rational or emotional.
2. Searching for information in this stage guides the individual to making the purchase decision by knowing the tourist products, their types and knowing the prices and tourist programs. We draw this information from several sources, including:
  - Individual personal experience.
  - Friends', family's and acquaintances' experiences and experiments.
  - Various means of mass communication.
3. Evaluation: After collecting information, the consumer starts to evaluate the alternatives (goods) before making a purchase decision.

4. Making the buying decision: Before, during or after the information, evaluation and selection, the consumer will decide whether to buy or not.
5. Post-purchase behaviour: The consumers reaction after they purchase the tourist product has an effect on their behaviour in the later stages of time as their reaction will be either negative, i.e. it will not re-purchase this tourist product, or be positive, and both cases will give the consumer a positive or negative impression of the tourist product and will be transferred to friends, relatives and parents.
4. Memory: Memory enables the individual to retrieve the information acquired and about the products when needed, and the information is in the memory depending on the date of retrieval, i.e. in the long, medium or short term. Here it shows the institution's role by recalling continuously or periodically.

### **Analysis of the Impact of the Tourist Product Price on the Purchasing Decision of the Tourist**

#### ***First: The Used Statistical Methods***

The researcher used the Likert pentagon measure, which is distributed between the highest paragraph weight (very high effect) and was given degrees, to the lowest paragraph weight (strongly agreed and given (1) degree) not strongly agreed and the other weights are agreed (4) (grades, some sort agreed grades, not agreed (2) grades, to represent other answer fields (Guzel, et al.,2015).

After that the frequency distribution table of the study variables was then adopted to adopt this type of table for statistical analysis process to obtain the weighted arithmetic means and standard deviations. The researcher also depended on the hypothetical arithmetic mean of 3 as a stander in order to measure and evaluate the obtained degree for the factors influencing paragraphs.

After processing and statistical analysis, the researcher obtained the weighted arithmetic mean, standard deviations, and the relative importance of the individual's responses of a sample. This is what the table indicates. It includes the weighted arithmetic means, the standard deviations and the relative importance. This is what we will see by presenting and analysing the results in this aspect of the research.

The arithmetic mean: 
$$\frac{\sum XiFi}{\sum Fi}$$

Ie fi = paragraph answer = Repeat paragraph X

$$\text{Standard deviations} = \sqrt{\frac{\sum F_i(X_i - \bar{X})^2}{F_i - 1}}$$

S = standard deviation. X = individual sample answers xi. = Frequency Fi. = Arithmetic mean of responses (50).

The answers of the individual's sample on all the questionnaire questions as in the following table:

Relative imporatance	deviation	Average	total	1	2	3	4	5	questions
0.876	0.740	4.380	21	0	0	3	7	11	x1
0.923	0.497	4.619	21	0	0	0	8	13	x2
0.904	0.511	4.523	21	0	0	0	10	11	x3
0.895	0.749	4.476	21	0	0	3	5	13	x4
0.828	0.853	4.142	21	0	2	0	12	7	x5
0.780	1.091	3.904	21	0	3	4	6	8	x6
0.704	1.123	3.523	21	0	5	5	6	5	x7
0.8	0.948	4	21	0	2	3	9	7	x8
0.857	0.717	4.285	21	0	0	3	9	9	v9
2.068	0.923	10.342	105	1	6	39	64	140	<b>Arithmetic mean, standard deviation and Relative importance</b>

### *Sources of Researchers Number Based on the Questionnaire Results*

From the table results above, we notice that there is an increase in the general weighted arithmetic mean of the question: what does the price effect of the product on the purchasing decision of the tourist if the arithmetic mean is 10.342? With a general standard deviation of 0.923, and the relative importance of these factors (2.068), it is clear from these results that the weighted arithmetic mean is higher than the hypothetical mean of 3. This means that the price of the product on the purchasing decision of the tourist has a significant effect on the study sample; there is a variation in this importance and this will be shown at the detailed level of each sub-question as follows:

(A) The tourist product price is a factor of competition to win the purchasing decision by the tourist (X1): It is clear that the factor (X1) has achieved an increase in the weighted arithmetic mean, which shows the strength of the knowledge management effect on the researched sample members. The results showed that the relative importance of this factor

was 0.876 and the standard deviation was 0.740. The tourist factor was a factor of competition to win the purchasing decision by the tourist, more precisely, whenever the product price fit the tourist's physical potential, it was more effective in making the purchasing decision towards the tourist product. So there was an inverse relationship whenever the price was less the demand increase of the tourist product (Guzel, et al.,2015).

(B) The product price is one of the influencing factors on the purchasing decision of the tourist (x2): It is clear that the question (x2) has achieved an increase in the weighted arithmetic mean, which shows that the influence force of knowledge management on the researched sample members. With a weighted arithmetic mean of 4.619, which is clearly higher than the hypothetical mean of 3, the results showed that the relative importance of this factor was 0.923 and the standard deviation was 0.497. Based on the results, it is clear that the study sample agreed that the product price is one of the factors that influence the purchasing decision of the tourist. So, there is an inverse relationship; the tourist product price has increased whenever there is an increased demand for it (Peña,2018).

(C) When the tourist product is produced according to the tourist wishes, it helps in making the purchasing decision of the tourist (x4). It is clear that the question (X4) has achieved a relative increase in the weighted arithmetic mean, which showss the power of knowledge management impact on the members of the sample. The relative deviation of this factor (0.828) and the standard deviation of 0.853, based on the results in the above, it is clear that most of the members of the study sample agreed that when the tourism product is produced according to the tourist wishes, it helps in making the purchasing decision of the tourist, meaning that it helps them to achieve their goals, by achieving the institution goals.

(D) When the tourist product simulates all the tourist wishes, then he makes his purchasing decision as soon as x5. It is clear that the question (X 5) has achieved an increase in the weighted arithmetic mean, which shows the strength of the knowledge management effect on the sample members. The weighted arithmetic mean is 3.904, and it is clear that it is higher than the hypothetical mean of 3. The relative deviation of this factor (0.780) and the standard deviation has reached 1.091, and based on the results in the above, it is clear that the members of the study sample have agreed mostly when the tourist product simulates all the desires of the tourist, then this makes his purchasing decision as soon as he/she contributes to achieve the objectives of the institution by increasing demand for the tourist product (Peña,2018).

(E) The tourist product marketed according to the tourist's material abilities helps to win the purchasing decision of the tourist (x6). It is clear that the question (X6) has achieved an increase in the weighted arithmetic mean, which shows the impact of knowledge management on the members of the studied sample members. From the weighted arithmetic

mean of 523.3, it is clear that it is higher than the arithmetic hypothetical mean of 3; the results are clear that the relative importance of this factor (0.7 04) and the standard deviation reached is 1.123. Based on the results above, it is clear that the members of the study sample have mostly agreed that the tourist product which is marketed according to the tourist's financial ability helps to win the purchasing decision of the tourist, precisely, whenever the market of a tourist product is in accordance to the tourist's financial abilities, whenever it acquires his/her purchasing decision (Crook,1999).

(F) The tourism product is one of the means of competing to win the tourist purchasing decision (x7); it is clear that the question (x7) has achieved an increase in the weighted arithmetic mean, which shows the power of knowledge management effect on the researched sample members; the weighted Arithmetic mean is 4. It is higher than the hypothetical arithmetic mean of 3; the results showed the relative importance of this factor (0.8) and the standard deviation was 0.948. Based on the results in the above it is clear that most of the members of the study sample agreed that the tourism product is one of the means competition to win the tourist purchasing decision; more precisely whenever the market of tourism product is in accordance with the tourist's financial abilities, he/she acquired his purchasing decision (Peña,2018).

(G) The various tourist product with a price within the tourist potential attracts the purchasing decision of the tourist (x9) it clear that the question (x9) has achieved an increase in the weighted arithmetic mean, which shows the power of knowledge management impact on the researched sample members; the weighted arithmetic mean reached 4.285; this is higher than the hypothetical arithmetic mean of 3. The results showed that the relative importance of this factor (0.857) and the standard deviation was 0.717. Based on the results in the above it is clear that most of the members of the study sample agreed that the tourist product diversified the services at a price which simulates the tourist financial ability and this wins the tourist purchasing decision, meaning whenever the tourist product is marked according to the financial abilities of tourist, whenever he/she acquired his purchasing decision (Crook,1999).

### ***Conclusions and Recommendations***

After God helped in writing our research, it is clear to us that there are many conclusions and recommendations as follows:

#### **Conclusions**

1. The price of the tourist product is one of the factors that affect the purchasing decision of the tourist.

2. Whenever the tourist product is compatible with the wishes of the tourist and within the limits of the available material possibilities, the tourist's purchasing decision is won.
3. When marketing a tourist product, the income level of the target tourist must be taken into account.
4. The tourist product price is a means of competition of a tourist's purchasing decision.
5. Whenever the tourist product price was varied and had an appropriate price for the tourist's financial capabilities, it had the ability to influence the tourist's purchasing decision.

### **Recommendations**

1. The price of the tourist product must be taken into account according to the aimed tourist potential.
2. When marketing a tourist product it is necessary to know the behaviour of the aimed tourist and what are his wishes and the financial income level.
3. It is necessary to produce a tourist product with a favourable price and a variety of services to meet the approval of the tourist.
4. A competitive pricing policy must be drawn up for the tourist product to win the tourist decision.
5. It must be put that a tourist product simulates the psychological and financial tourist wishes.



## REFERENCES

- Artal-Tur, A., Metin, K. and Nazmi, K. (2019). *Trends in Tourist Behavior*. Springer International Publishing.
- Bigné, E. and Alain, D. (2019). Paradoxes of Postmodern Tourists and Innovation in Tourism Marketing. *The Future of Tourism*. Springer, Cham, 131-154.
- Crook, D. S. and Anne, M. J. (1999). Traditional irrigation and its importance to the tourist landscape of Valais, Switzerland. *Landscape Research* 24(1): 49-65.
- da Conceição, G., Vitor, F. and Paulo, M. R. Á. (1997). The concept of life cycle: an application to the tourist product. *Journal of Travel Research*, 36(2): 12-22.
- Dangelico, R. M. and Daniele, V. (2017). “Green Marketing”: an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production* 165: 1263-1279.
- Guzel, F., Kozhevnikova, N., Kashipova, G., Zinurova, G., & Egorova, E. (2015). Factors of functioning and development of tourist clusters at regional level. *European Research Studies Journal*, 18(3), 91-102.
- Holloway, J. Christopher, and Neil, T. (2006). *The business of tourism*. Pearson Education.
- Jenkins, O. H. (1999). Understanding and measuring tourist destination images. *International Journal of Tourism Research*, 1(1): 1-15.
- Komppula, R. (2005). Pursuing customer value in tourism—a rural tourism case-study. *Journal of Hospitality & Tourism*, 3(2): 83-104.
- Laios, L. G. and Socrates, J. M. (2001). The influence of enterprise type on the purchasing decision process. *International Journal of Operations & Production Management*, 21(3), 351-372.
- Laws, E. (1995). *Tourist destination management: issues, analysis and policies*. Routledge.
- Lloyd, D. W. (2014). *Battlefield tourism: Pilgrimage and the commemoration of the Great War in Britain, Australia and Canada, 1919-1939*. A&C Black.
- Meyerson, M. I. (1989). Efficient consumer form contract: Law and economics meets the real world. *Ga. L. Rev.*, 24, 583.



- Mills, J.E. and Rob, L. (2004). *Handbook of consumer behavior, tourism, and the Internet*. Psychology Press.
- Moscardo, G., Murphy, L., Hughes, K., & Benckendorff, P. (2019). 15 Shopping on the Edge: Identifying Factors Contributing to Tourist Retail Development in Heritage Villages. *The Future Past of Tourism: Historical Perspectives and Future Evolutions*, 31.
- Mwangi, D.W. (2018). *The Effect of Value Added Tax Act 2013 on tours value chain in Kenya's tourism industry*. Diss. Strathmore University.
- Peña, M. Á. T. (2018). Characteristics and development of Dominican touristic product. Analysis of the opinion of the university students: the tourist entrepreneurs of the future. *Rosa dos Ventos* 10(1): 85-105.
- Pyke, S., Hartwell, H., Blake, A., & Hemingway, A. (2016). Exploring well-being as a tourism product resource. *Tourism Management*, 55, 94-105.
- Su, N. et al. (2018). Cultural characteristics and tourist shopping spending. *Journal of Hospitality & Tourism Research*, 42(8): 1210-1231.
- Valbuena, (2010). Freddy Alexander Barrera. *An Evaluation of Global Brand Perception on Consumer Buying Behaviour: Virgin Group*. Diss. University of Wales.
- Xie, Z.G. et al. (2000). Study on tourist products of forest parks. *Journal of Beijing Forestry University*, 22(3): 72-75.
- Yu, S. M.-F., Austin, R.-D. L. and Chen-Ju, L. (2019). The effects of relative and referent thinking on tourism product design. *Tourism Management*, 73: 157-171.