

**Sudan University of Science and  
Technology College of Graduate Studies**

**Incorporating Internet - based  
marketing information systems to  
improve marketing intelligence  
(The case of tourism and hospitality  
SMEs in Jordan)**

**Dissertation submitted to the College of  
Graduate Studies in fulfillment of the  
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in Business Administration.**

**By  
Bashir .A. Mahmood Al-Alak  
Supervised by  
Professor Izzeldin Mohammed Othman**

**بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ**

**بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ**

**وَاللّٰهُ اَخْرَجَكُمْ مِنْ بُطُوْنِ اُمَّهَاتِكُمْ لَا تَعْلَمُوْنَ شَيْئًا وَجَعَلَ لَكُمْ السَّمْعَ وَالْاَبْصَارَ  
وَالْاَفْئِدَةَ لَعَلَّكُمْ تَشْكُرُوْنَ.**

(النحل: 78)

**صدق الله العظيم**

# **Dedication**

I dedicate this work to my wife, my children, and true friends for their prayers, support and continual faith in my abilities as a humble researcher.

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**Bashir.A. Al-Alak**

## **Abstract**

This study investigates the nature of marketing information systems (MkIS) within tourism and hospitality small- and medium- sized enterprises (SMEs) in Jordan and focuses on the importance of external information and marketing intelligence. The sources of marketing intelligence are investigated with particular emphasis on understanding the usefulness of the Internet as an enabling technology for external information gathering. The empirical research to support the study uses survey methods to investigate marketing information systems, marketing intelligence and Internet within accommodation and attractions subsectors in Jordan. Out of a total of three hundred and fifty questionnaires posted to the selected sample of SMEs in these two subsectors, ninety-six usable responses were received (27%). Only independently run businesses were surveyed. The objective was to screen out those who may have access to the marketing information system of a larger organisation. The response rate obtained is typical of similar postal surveys within this field.

A number of hypotheses were formulated to realize the objectives of this study. The aims of this study were to: (1) identify the current form of MkIS used within tourism and hospitality SMEs in Jordan and to measure the awareness within this sector of the information available via the Internet; (2) determine if and how these firms use the Internet for obtaining marketing intelligence; and (3) gather the opinions of information users within the group on the usefulness of the Internet for marketing intelligence gathering and to discover what problems have been encountered or are anticipated with Internet use for marketing intelligence.

The findings indicate that SMEs in this sector of the economy of Jordan make use of informal marketing information systems which mainly concentrate on internal and immediate operating environmental data. Important wider marketing intelligence is

underutilized owing mainly to the resource constraints of these smaller businesses. The Internet has not yet been recognized as an important source for marketing intelligence despite having the benefits of providing much of the necessary data more quickly and at a lower cost than many other sources. The findings of research suggest that there is a need within smaller organisations in the tourism and hospitality sector in Jordan for a MkIS which incorporates both internal and external data from various sources and which is not resource intensive. The study concludes by developing a ' best practice ' model for incorporating Internet usage into the MkIS of tourism and hospitality SMEs in Jordan.

## ملخص

تبحث هذه الدراسة في طبيعة نظم المعلومات التسويقية المستخدمة في منظمات السياحة والضيافة الصغيرة الحجم والمتوسطة في الأردن، وتركز على أهمية المعلومات الخارجية والذكاء التسويقي (الاستخبارات التسويقية) في مثل هذا القطاع الحيوي من قطاعات الاقتصاد الأردني. كما تحقق الدراسة في مصادر الذكاء التسويقي، مع التركيز على فهم واستيعاب فائدة الإنترنت كتكنولوجيا تمكينية في مجال تجميع المعلومات الخارجية. ولدعم هذه الدراسة، فقد تم استخدام طرق الاستطلاع في هذا البحث التجريبي/ الميداني بغية الوقوف على نظم المعلومات التسويقية، والذكاء التسويقي، والإنترنت المعتمدة في قطاعين فرعيين أساسيين من القطاع السياحي، هما قطاع الضيافة وقطاع الجذب السياحي في الأردن. ومن بين ما مجموعه ثلاثمائة وخمسون استبانة تم إرسالها بالبريد إلى عينة مختارة من منظمات السياحة والضيافة الصغيرة الحجم والمتوسطة في الأردن، تم استرجاع ست وتسعون استبانة كاملة، أي بمعدل استجابة بلغ 27% من إجمالي أفراد عينة الدراسة. وتعدّ هذه النسبة معقولة ومقبولة في مثل هذا النوع من الدراسات. ومما تجدر الإشارة إليه أنه قد تم إدراج المنظمات المستقلة فقط في الدراسة وذلك بهدف استبعاد المنظمات الكبيرة التي تمتلك نوعاً من الوصول إلى نظام المعلومات التسويقية التابع للمنظمة الأم.

وقد تم صياغة عدد من الفرضيات لأغراض الاختبار، وبما يحقق أهداف الدراسة. وتتلخص أهداف الدراسة بالآتي: (1) تشخيص شكل وطبيعة نظم المعلومات التسويقية المستخدم حالياً من قبل منظمات السياحة والضيافة الصغيرة الحجم والمتوسطة في الأردن، وقياس مدى إدراك هذا القطاع للمعلومات المتوفرة عبر الإنترنت؛ (2) تقرير ما إذا كانت هذه المنظمات تستخدم الإنترنت، والوقوف على كيفية استخدامها للإنترنت كتكنولوجيا تمكينية وذلك للحصول على الذكاء التسويقي (الاستخبارات التسويقية)؛ (3) الحصول على آراء مستخدمي المعلومات ضمن هذه المنظمات حول فائدة الإنترنت لأغراض الحصول على الذكاء التسويقي، والتعرف على المشاكل والمعوقات التي تواجه عملية استخدام الإنترنت لتجميع الذكاء التسويقي.



وتشير نتائج الدراسة إلى أن المنظمات الصغيرة الحجم والمتوسطة العاملة في هذا القطاع الحيوي من قطاعات الاقتصاد الأردني تستخدم نظم معلومات تسويقية غير نظامية من حيث كون هذه النظم تركز على البيانات الداخلية والبيئية التشغيلية المباشرة. فقد اتضح من نتائج الدراسة أن الاستخبارات التسويقية (الذكاء التسويقي) غير مستثمرة بشكل صحيح وذلك بسبب الافتقار إلى الموارد الضرورية والتقنيات التمكينية الداعمة لعملية تجميع وتخزين والانتفاع من هذا النوع من الاستخبارات التسويقية. ومن الملفت للانتباه أن معظم أفراد عينة الدراسة لا يعتبر الإنترنت بمثابة مصدر مهم من مصادر الذكاء التسويقي وذلك على الرغم من الكثير من المنافع التي تقدمها الإنترنت كأداة تمكينية لتسهيل عملية الحصول على البيانات الضرورية بسرعة فائقة وبتكاليف منخفضة بالمقارنة مع العديد من المصادر الأخرى. ومن خلال النتائج التي تمخض عنها البحث تتضح وتتأكد الحاجة لنظام معلومات تسويقي ملائم للمنظمات الصغيرة الحجم والمتوسطة، بحيث يكون قادراً على دمج كل من البيانات الداخلية والخارجية المتأتية من مصادر عدة، شريطة أن لا يكون هذا النظام معقداً من حيث استنزافه لموارد مكثفة ومكلفة. وفي نهاية الدراسة، يتم تطوير نموذج "الممارسة الفضلى"، وهو نموذج يحقق نوعاً من الاندماج ما بين استخدام قدرات الإنترنت ونظام المعلومات التسويقية الخاص بمنظمات الضيافة والسياحة الصغيرة والمتوسطة الحجم في الأردن.

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