THE ROLE OF INFORMATION IN THE MARKETING OF TOURIST SERVICES COMPANIES CASE STUDY: PIONEER COMPANIES OF TOURIST SERVICES IN TEHRAN (CAPITAL OF IRAN)

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Abstract- purpose: This research has studied the importance of information marketing of Tourist Services companies in Tehran(capital of Iran). Methodology: This research was conducted using survey method, and questionnaire has been used to collect data. The statistical population includes 205 managers of Tourist Services companies in Tehran finally,148 questionnaires were analyzed as the research sample. Results: it can be concluded from the results that the importance of marketing information tourist services companies in Tehran according to the point of view of managers studied was significantly more than the average, and the managers of Tourist Services companies believe that the information marketing of these companies is necessary.

Keywords- information marketing, tourist services companies, Tehran. Iran

I. INTRODUCTION

If Tourist Services companies want to be survived in the turbulent world of Information and Communication, they must be sure about their role and mission and provide suitable context to serve the customers, satisfy them and have a close relationship with other organizations.(Nasiri, 2009) . In this context, Tourist Services companies have to be familiar with marketing and provide the products meeting the customer needs. In recent years, service providers have faced with lack of budget and facilities more than ever, while suitable economic situation is the best way to survive an organization (Alizadeh2006).

In recent decades, social and cultural developments and especially the development of technology has provided a new look at the role of this institution and its function. (Kotler, 2000)

Nowadays, along with the changes in technology and growing evolutions, social institutions have to use new methods and more effective approaches to be survived.

companies should adequately and effectively provide the services people need. (Evans, 2009)

In this regard, the Tourist Services companies have realized that they must compete with the changes form financial resources and the reduction of clients because of socioeconomic evolutions and developing technologies, this is why the financer may analyze whether the costs bring required profitability or not, and so financial resources of Tourist Services companies will be decreased (Basirian 2009).

The main problem is how these companies can successfully maintain their position and adapt with the new circumstances of the society? The answer is the effective use of marketing strategies. (Ostadzadeh2014) Marketing is a management process to effectively and profitably identify, predict and satisfy customers' needs. In fact, sales is focused on the seller's needs and marketing is focused on the customer's needs.(Maktabifard,(2008).

II. RESEARCH METHODOLOGY

The methodology used in this study is survey method, and questionnaire has been used to collect data. The statistical population includes 250 persons of Tourism Services companies finally 148 of them were selected as the sample.

Single-variable t-test was used to measure the importance of marketing.

III. RESEARCH FINDINGS

Of 148 statistical population in Tourist Services companies, about 61% (89 persons) were female and 39 percent (57 persons) were male. About 46.9 percent (69 persons) aged between the age of thirty-six to forty years, 28.6 percent (n = 42) aged between forty-one to forty-five years, and 21.8 percent (n = 32) aged between thirty one to thirty-five years. But 2% (n = 3) of the employee aged between forty-six to fifty years and only 0.7 percent (n = 1) aged between twenty-five to thirty years. More half of them, 65.3% (96 persons), hold bachelor's, 31.3 percent (46 persons) master's degree and finally 3.4% (5 persons) have an associate's degree.

The results in terms of frequency, percentage and means of the responses related to the marketing information necessity in Tourism Services companies given by the managers indicated that employees showed differences more or less to the questions. The highest mean was 3.76 in which the employees reported that information marketing can helps to attract new customers to large extent. The lowest mean was 1.8 in which the managers had demonstrated that income should also be considered

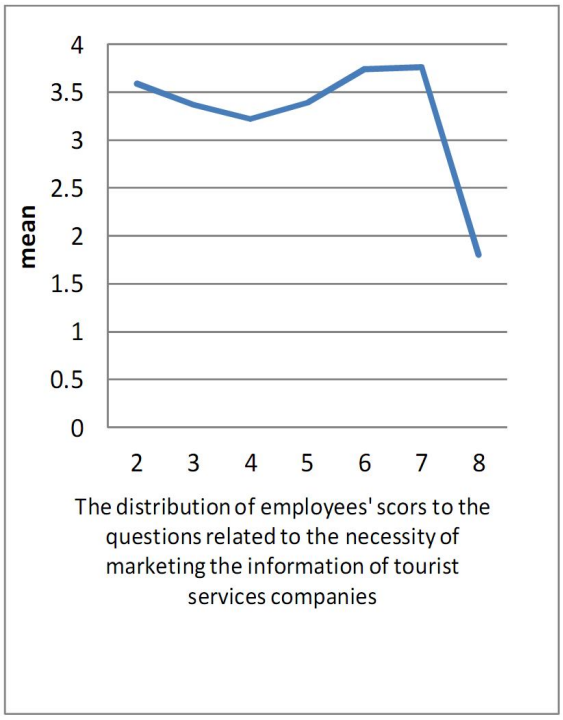
in marketing planning, in addition to the attraction of customer. Finally, based on these study results, we can say that the managers believed that information marketing in Tourism Services companies is very necessary.

Univariate t-test was used to assess the necessity of marketing the information of Tourism Services companies in Tehran from the managers ' point of view.

Since the necessity of marketing the information of tourist services companies studied in the research questionnaire included questions on Likert's five-point scale from 0 to 4, so it scores range between 0 to 28 with an theoretical mean of 14. The mean necessity of marketing the information of tourist services companies from managers ' point of view ($\bar{X}$ =22.87) was significantly higher than theoretical mean ($\bar{X}$= 14). In addition, univariate t-test results in this field showed that there is a significant difference between the mean observed and theoretical mean with error level less than 0.01 (01/0 P <and 39/50 t_147 =); according to this, it can be concluded that the need for marketing the information of tourism services companies from employees' point of view was significantly more than the mean and the Tourist Services companies' managers believed that marketing the information of tourist services companies (82%) is very necessary.

Table 1.the necessity of information marketing

Statistical features	Necessity of information marketing
Mean	22.87
Standard deviation	2.14
Number	148
Theoretical mean	14
difference of the mean	8.87
t-test	50.39
Degrees of freedom	147
Probability of Error	0



DISCUSION AND CONCLUSION

In the culturally and socially changing world and especially the development of technology, information and communications have got special places. Thus, we have to provide high quality services in the shortest time and with the most reasonable prices to attract customers to companies and gain access to information through a new look at the activities of Tourist Services companies considering the development of technology and severe competition in the communication area of cyberspace with the current status of the machine life. Shapoori, (2007). Marketing through the information of Tourism Services companies was investigated and the use of these companies by people can be increased by creating appropriate method of marketing so that the resources and information materials of these companies will be introduced and available for the public.

Ostadzadeh (2014) pointed out that the development of a marketing plan leads to the success of any of the operations and activities of companies and other non-profit organizations, and then noted the need to understand the entire process of marketing, which is consistent with the present research results.

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