



## **WAYS TO ACHIEVE THE PIONEERING TREND OF TOURISM ORGANIZATIONS BY ADOPTING THE DIMENSIONS OF BUZZ MARKETING**

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<b>Received:</b> 8 <sup>th</sup> April 2022 <b>Accepted:</b> 8 <sup>th</sup> May 2022 <b>Published:</b> 20 <sup>th</sup> June 2022	The research aims to know the effect of associative marketing in achieving the pioneering orientation of tourism organizations and the extent to which tourism organizations adopt this concept. The research community represents the managers of tourist hotels, as well as the following statistical methods were relied upon: the arithmetic mean, standard deviation and regression coefficient in order to give a statistical description of the sample surveyed. A set of conclusions was the most important The hotels under study is working to achieve the pioneering orientation in its dimensions by working within the rules of ethical behavior A set of recommendations was the most important The hotel management invests in buzz marketing tools in order to create a sustainable mental image for customers of the organization and the services it provides by preparing opinion leaders to influence prospective customers and transfer the characteristics of those services to them, whether word-of-mouth or using social media.
<b>Keywords:</b> Buzz Marketing, Pioneering Trend, Tourism Organizations	

### **INTRODUCTION**

The Buzz marketing is one of the modern and important topics, as it is one of the marketing mechanisms that work through the spread of Internet networks and their widespread use in the marketing process, specifically through word of mouth and social networks, which is the most prominent means in the marketing process and which organizations use in general, through events Advertising hype talking about banking services provided

As the main objective of organizations is to provide the best products, which are the basis for their survival and continuity in the market, using the Buzz Marketing method, whose basis is the selection of a number of specific customers who have loyalty and continuous dealing with the organization in order to be opinion leaders or as a promotional means for the products of that organization, and after Their choice is agreed with them to talk about those products to others, that is, they amplify the marketing message, or they transmit news between themselves and potential customers through social media, whether friends, at home or at work, in exchange for an incentive or a certain wage.

The developments and transformations that the world has witnessed at the present time, which affect various fields such as political, economic, social, technological and others, which are not expected to stop at a certain extent, make tourism organizations affected by what is

happening around them like the various sectors of society, and the reason for this is what It is exposed to growing pressures in order to improve the quality of products or services, work efficiently and effectively, and improve its operations and others. The pioneering trend came to increase the ability of companies or organizations to face these changes and invest the opportunities provided by the environment proactively. The research dealt with its own methodology from the problem, importance, goal and hypothesis, as well as the statistical methods used in data analysis, and focused in the second on the concept of interconnection marketing and its importance and also to its principles. Its dimensions, as for the practical side of the research, the characteristics of the sample and the data and analysis of the main variables of the research were described, and finally a list of recommendations was reached, the most important of which is working on formulating a strategy that fits with the potential of each tourism organization to reach the goals and leadership of these companies in the field her job.

### **SECTION (1) THE METHODOLOGY**

#### **1.1 The Problem**

The problem of the study for tourism organizations operating in Iraq can be determined by their weak awareness of the principles of buzz marketing and its role in achieving the pioneering trend of the modernity



of this topic, and we can also ask the following questions:-

1. What is buzz marketing?
2. Do Tourism organizations have a sufficient perception of the impact of buzz marketing on the pioneering trend?
3. What is the level of interest of tourism establishments in the dimensions of buzz marketing?
4. What is the level of awareness of tourism organizations about the pioneering trend and its dimensions?

### **1.2. The Importance of the Study**

The importance of the study can be determined as follows:-

1. Raising the interest of tourism organizations for the role of the buzz marketing in achieving the pioneering trend.
2. Uncovering the requirements for applying buzz marketing in tourism organizations and striving to improve and lead the performance of tourism organizations.
3. The research can develop solutions to the difficulties facing the tourism organizations and eventually lead to the efficiency of the work of these tourism organizations.

### **1.3 Aims of the Study**

The main objective of the research is to show the impact of buzz marketing in achieving the pioneering Trend of tourism institutions, as well as the following sub-objectives:

1. Introducing buzz marketing.
2. Knowing the extent to which tourism organizations rely on the concept of buzz marketing and its role in achieving the pioneering orientation.
3. Identifying the level of interest of tourism organizations in the pioneering trend and its dimensions.

### **1.4 The Hypotheses**

The study was built on a main hypothesis that there is a correlation and a significant effect of the dimensions

of interconnection marketing in achieving the pioneering trend of tourism organizations.

### **1.5 The Sample of the Study**

The search community is represented by hotels with classification (5, 4, 3) stars distributed over several governorates (Baghdad, Erbil, Karbala, Sulaymaniyah, Najaf). As for the research sample, the managers of these hotels.

### **1.6 Methodology of the Study**

The research was based on the descriptive approach to describe the research and analytical variables by looking at the sources associated with the subject of the study, as well as analyzing and interpreting the information and data obtained for the purposes of determining the results to enrich the theoretical aspect.

### **1.7 Statistical Methods**

The research relied on the following statistical methods:-

1. arithmetic mean,
2. standard deviation
3. Variation coefficient

In order to provide a statistical description of the research and in general, the researcher relied on the five-point Likert scale in the questionnaire form.

## **SECTION (2) BUZZ MARKETING**

### **2.1 The Concept of Buzz Marketing**

The secret of the discrepancy in the success and failure rates of banks in general depends on what they follow Tourist organizations are modern and contemporary strategies, and Buzz Marketing is one of those marketing strategies. It focuses on satisfying the needs and desires of customers and considers it the ultimate goal, whether this customer is a friend, a family member, or an Internet blogger, especially since marketers often They are looking for new techniques that can be adopted to influence and attract the customer in order to repeat the purchase process, and thus the link marketing method was designed (Abderrazak & Leila, 2013:5), which varied the views of writers and researchers about its concept. The table below shows some concepts:

Table (1) Some contributions of researchers to the concept of Buzz marketing

No.	researcher	concept
1	(Buttle's ,1998: 245)	Direct (face-to-face) communication about a good, service or brand between people who are perceived as having no connection with any business entity and potential customers.
2	(Holdford ,2004:388)	A promotional strategy that uses customers who are opinion leaders in relation to other customers to encourage word-of-mouth communication about a product, service, or idea.
3	(Gardner,2004: 27)	It is the practice of creating a conversation about a product, service, company or brand.



Source: prepared by the researcher

When looking at the concepts mentioned in the above table, we find that researchers differed in the concept of correlative marketing. For the organization through its work as an inexpensive promotional means, which will positively affect the organization and its reputation by achieving customer satisfaction by making him obtain adequate information about services and goods without the trouble of searching for them and the possibility of not reaching them. Accordingly, the current study considers that interconnection marketing. It is that marketing practice that aims to create a conversation about the goods and services of organizations or the brand by prompting specific customers to talk with their peers, either directly using word of mouth or using social media about the performance and reputation of the goods and services of an organization, with the aim of the customer realizing the value of those products thus increase the level of their promotion among the customers.

## **2.2 The Importance and Objectives of Buzz Marketing**

### **2.2.1 The Importance of Buzz Marketing**

The importance of association marketing lies in the following (Al-Taie et al., 2008:7):-

1. The main element of correlative marketing is its reliance on word of mouth, as users of social networks work to deliver messages to acquaintances and friends, especially since presenting and delivering the message from a trusted person is a recommendation and therefore this will have a much greater value for the recipient of that message. , and this indicates that trust in correlative marketing has an important role, given that the message came from a person close to and trusted by the recipient, so this recommendation is described as a motivating tool for the recipient to send it to other people they trust and trust who could be potential customers of that organization (Hausmann, 2012: 5).
2. The correlative marketing strategy is often carried out through electronic promotional campaigns, so in many cases it has a direct impact on the customers in the purchasing process, as well as other advantages enjoyed by the promotional campaigns of interconnected marketing is that the marketing message can spread more quickly and wider than the campaigns Traditional promotional marketing.
3. The dependence of correlative marketing on technology, allows customers to send recommendations and information to a large

number of people very quickly and faster than traditional marketing methods, as well as the time, cost or effort (Gardner, 2004: 22).

4. The link marketing in general is useful in terms of reaching new target market groups, and therefore in the future it is possible to win these groups and turn them into permanent customers by gaining their loyalty.

### **2.2.2 Buzz Marketing Objectives**

The primary objective of correlative marketing is to find influential people in the market and entice them to promote a product, service or idea with friends, family, colleagues and acquaintances in exchange for a certain reward (Holdford, 2004: 388). It helps to increase the adoption of the product throughout the market and thus enhance sales as well as increase market share and openness to other markets (Gardner, 2004: 27).

As well as many other goals such as reaching the largest number of potential customers as quickly and at the lowest cost, and this goal can be achieved and reached using the spoken word and the speed of its transmission between people or through the use of social media and as a result of the availability of the low cost advantage or sometimes the lack of it for the marketer. Thus, it is possible to reach global customers instead of local customers, as well as gain new customers (Hausmann, 2012:10), and this can be reached directly by dealing with them, face to face or indirectly through friends, colleagues and acquaintances, and thus gaining their satisfaction with the organization's products. Whether it is goods or services, and this will be the link for customers' loyalty to the brand or trade name and maintain their loyalty, and thus they will be a source and an effective promotional means for the organization's products, which will increase the audience or popularity of the organization and increase its market share (Taleb, 464: 2013).

### **2.3 Buzz Marketing Tools**

Both (Mohr, 2007: 397) and (Peltovuori & Westrin, 2014: 15) and (L,etal, 2008: 6) agreed that the tools of association marketing are represented by word of mouth and viral marketing, which can be explained as follows:

- movable word  
Oral means personal or face-to-face communication, telephone conversation, instant message, or e-mail from persons who are perceived as not having any contact with any business entity (Carl, 2006:11), and the primary purpose is to gain access to a chat Spontaneous and viral, so the words of this chat multiply and move from one mouth to another, as the real virus is transmitted, so this type of

marketing is called (word through mouth) or the spoken word (Edlund, 2005:18), and thus, associative marketing is distinguished from viral marketing or e-marketing. Or digital is that promotion or advertising in these types of marketing is done only through the Internet

and other means of communication and not by word of mouth. As for associative marketing, it is done by word of mouth in addition to the Internet and other means of communication. As can be seen from the figure (1):

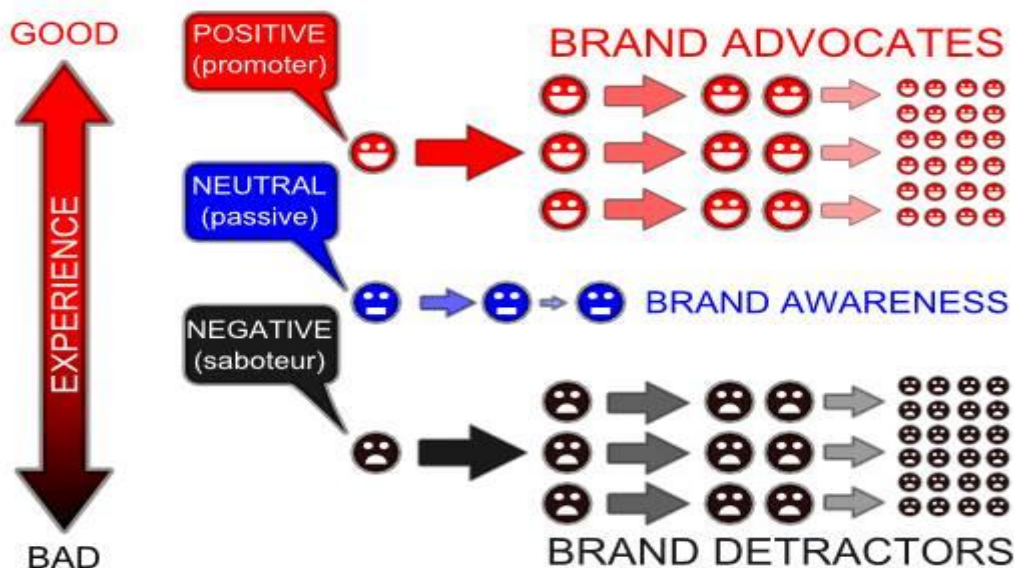


Figure (1) Transmission of the word through the mouth

Source: Friedman, Daved, 2007, "five question about viral marketing", Central region for Avenes razorfist.com.

- viral marketing

It is an Internet-driven strategy that encourages individuals to pass and pass the marketing message to others such as viruses to thousands and to millions using digital media (Marsden, Kirby & 2006: 190), an example of viral marketing is (Hotmail), which is the organization now owned by Microsoft (Mohr, 2007:280), and that the first to apply the concept of viral marketing was (Steve & Tom) through the free Hotmail email site to advertise this site and send the message to network users to broadcast it (Gardner, 2004: 27), as the recipients sent the advertising message to Relatives and friends, so that the number of participants reached about ten million users (Zalaan: 2015, 21), and Figure (2) below shows the mechanism of the spread of the viral message.

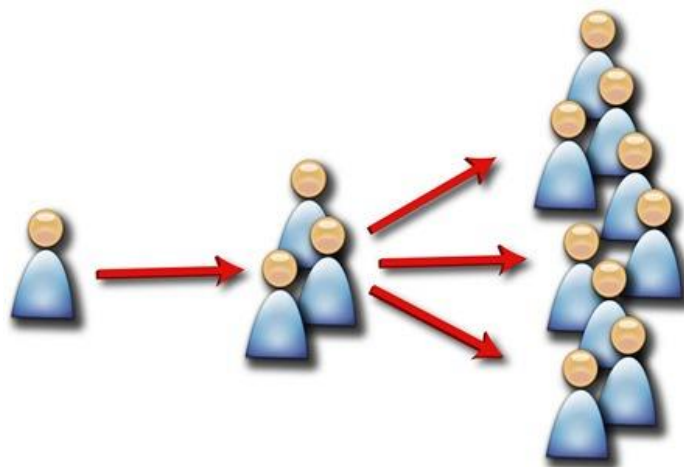


Figure 2 The spread of viral marketing





#### **2.4 Dimensions of Buzz Marketing**

The main dimensions of correlative marketing can be identified, which will be relied upon, and that these dimensions are (noise creation, seeding strategy or cultivating ideas and giving incentives for participation), which can be clarified as follows:

##### **1. Create Noise**

The creation of advertising hype refers to the possibility of benefiting and exploiting associative marketing of social networking sites and the Internet for the purpose of attracting and motivating the customer, using words emanating from the mouth that have a major role in amplifying and transmitting the advertising message that includes information about those goods and services (10: Haussman, 2012). , as well as the possibility of exploiting other advanced forms of information and communication technology that facilitate the marketers of goods and services to use highly effective means that depend mainly on interaction and direct contact with the customer, in order to create a marketing and media sensation aimed at delivering the product to the largest number of potential customers (Ahuja et al., 2007). :7), by attracting the customer's attention and arousing his purchasing motives to request those products, and creating a buzz around the goods or services is an effective tool for provoking the customer's discussions about the brand, the goods or services (Henry, 2003:3), and thus pushing them towards exchanging opinions among thousands or even millions of other customers very quickly, which indicates the possibility of the organization using social media in order to raise the content of this site Gat and dissemination of information about the nature and quality of those products (Rodrigues, et al, 2011:2).

##### **2. Seeding strategy or planting ideas**

By which we mean the strategies that the organization uses or follows for the purpose of cultivating initial ideas regarding the nature of its products, and thus, following this strategy is an effective element in relation to link marketing because of its impact on promotional campaigns, especially in emerging organizations with limited capabilities that need support to build a foundation for them A solid marketing that can rely on and reach its desired goal and not withdraw from the market (2012:30 Liu & Thompkins,)), the seeding strategy aims to identify an initial group of target customers who will be contacted and seeking to identify through them the nature of the products required by the public in An early stage of the marketing process for the purpose of providing it before competitors (2014:20, Westrin & Peltovuori), and that the seeding strategy requires that marketers choose the initial group of customers correctly, which is a critical decision for many organizations, especially at the beginning of the

launch of promotional campaigns, which is a factor Whatever contributes to the cultivation of the product in the market and striving to control the trends of a large number of customers in addition to the costume This has led to the demand for products, especially new ones (Liu & Thompkins, 2012: 31).

##### **3. Giving incentives to participate**

There are many organizations currently working in the field of association marketing, such as clothing stores, as they provide incentives or rewards to individuals in order to push them to publish information related to their product, and often these incentives depend on the nature of the products that the organization is looking to market in addition to taking into account the nature of markets and customers In the recent period, communication via the Internet has become increasingly important because there are many communication sites that provide marketing content from users such as videos, sharing illustrations, flyers, etc. (Shi & Wojnicki, 2014:20), so these social networks are platforms and platforms as well as tools Effective motivational contributes to accelerating the response towards effective adaptation to the nature of the products offered by the organizations, as most of the organizations allocate in their budgets allocated to the media in order to make marketing activities more effective towards the prospective customer through promotions, direct email and viral content or it can be personal or via By telephone or by any other means of communication (Silverman, 2011:52).

#### **Section (3) Pioneering Trend**

##### **3.1 The Concept of Pioneering Trend**

Some researchers point to the concept of the pioneering trend was presented for the first time in administrative thought in the early eighties of the last century through the ideas put forward by Gilder and Drucker, as their studies confirmed that the entrepreneur was able to emerge into the administrative arena through his ability to plan And regulation and control, as he is the one in control of all the elements of production. (Reported by Ismail, 2011: 73) and sees (Hortovany, 2009: 10) the entrepreneur as "the person who creates new value by identifying new opportunities and attracting the resources necessary to achieve them." According to (Batman & Snell, 2007: 226) the entrepreneur is "the individual who Establishes a new organization without benefiting from the sponsorship provided by the organizations." (Jones, 2010: 326) sees it as "the individual who recognizes and benefits from the opportunities available to use skills and competencies to create value.(Mattonvich & Ivance, 2002: 49) The pioneering role is to change the work unit or the organization for the better, and it has an active role in



the search for new ideas or new ways to improve the performance of the organization.

### **3.2 The Importance of Pioneering Trend**

Both (Mejia et al, 2008: 312 - 313) and (Coulter, 2010: 232 - 233) emphasize that the importance of pioneering trend revolves around:

1. Job creation: small and entrepreneurial organizations affect the creation of new jobs through the establishment of various new projects. According to the latest data, small business organizations provided three quarters of new jobs in the years 1999-2000 AD, and over the course of the nineties, the new jobs of these organizations have varied between 60-80% in America, and this is done by providing job opportunities for thousands of workers and this alleviates the suffering of individuals represented in the search for new job opportunities.
2. Creativity: Entrepreneurship is responsible for providing innovative and new products and services to reach markets, which often begins with the entrepreneurial individual who devises a way to do things faster and better. Creativity and innovation is the cornerstone of any organization's success and leadership, because it provides the organization with the means of success, because creativity is a process in itself of creation and change, and its role in technological development and social progress.
3. Providing job opportunities for different individuals: that is, non-discrimination between the sexes in entrepreneurial work, as entrepreneurship provides an attractive alternative for women to work in organizations. And a number of women who seek to balance work and family responsibilities, and get more challenge and independence, and this means providing opportunities for society as a whole

### **3.3 Dimensions of Pioneering Trend**

Three dimensions of the leading trend can be determined:-

1. Creative

It is the main component of the entrepreneurial approach because it represents the organizations' interest in adopting and supporting new ideas that contribute to the development of products, services or processes and procedures in the organization. Creativity also symbolizes the organization's strategic position to assess the environment, which indicates its willingness to create space to innovate new products, and to

identify innovative ways to discover The new markets. (Osman et al, 2011: 59) It represents the ability to develop and support new and innovative ideas and increase its ability to develop new processes and products that include broad knowledge activities. (Madhoushi et al, 2011: 311) and (Rauch et al, 2004: 6) explained that creativity is achieved for the organization through innovation and experimentation by introducing new products / services, as well as technological excellence and leadership through research and development R&D in the field of developing new processes.

2. Proactive

Proactive is the ability of organizations to anticipate the changes that may occur in the future, as well as the problems that they may face, as well as their ability to take initiatives to confront them. This means having a preconceived notion of the available and expected opportunities that could contribute to the development of new products or services in order to obtain the advantage of the first mover or the advantage of first entering the market. (Al-Sultani, 2011: 102).

3. Take Risks

Risk is always associated with business, and means the possibility of damage or loss, i.e. the uncertainty associated with cases in which a loss or loss (negative impact) may occur on the business. Business risks may include the possibility of loss associated with the organization's assets and potential profits, and assets do not include only inventory and equipment, but employees, customers, the organization's reputation and others. (Moore et al, 2008: 552) Decisions are always made in the presence of risks. The decision maker can face two types of risks, which are business risks, which are related to the nature of business and deal with cases such as uncertainty of future sales or the cost of inputs and others.

### **Section (4) Statistical analysis of the research**

The researcher relied on the questionnaire form in order to explore the opinions of the researched sample and find out their agreement with the paragraphs contained in the questionnaire and which is built according to the dimensions of the research variables. So (40) questionnaire forms were distributed, and only (30) forms were retrieved from them. The Likert five-point scale was also used to measure the paragraphs of the questionnaire distributed over five Paragraphs are Strongly Agree, Agree, Neutral, Do Not Agree, and Strongly Agree. The following is an analysis of the axes of the questionnaire:

1. The results of the descriptive analysis of the characteristics of the vocabulary of the study sample. The table below shows the characteristics of the research sample vocabulary.

Table (2) Vocabulary of the study sample according to demographic elements

Gender			Age			Academic achievement			Years of Experience		
G.	R.	P.C	A.	R.	P.C.	A.	R.	P.C.	Y.	R.	P.C.
male	22	74	21-30	6	20	Phd.	5	16	Less 5	9	30
female	8	26	31-40	8	26	master	9	30	6-10	5	17
			41-50	8	26	B.Sc	16	54	11-15	5	17
			51-60	7	24				16-20	9	30
			60 over	1	4				20 over	2	6
total	30	100 %	total	30	100 %	total	30	100 %	total	30	100 %

It is noted from the above table that the sample items according to gender are distributed in varying proportions, as the percentage of males responding to the questionnaire items was (74%), which is greater than the percentage of females who answered the questionnaire items, where the percentage of females was (26%).

It is noted from the above table that the sample items according to age were distributed in varying proportions as well. The percentage of people who answered the questionnaire and their average age between (21-30 years) (20%) and the percentage of people who answered the questionnaire and their age (31-40) reached (26) %, which is the largest percentage, and the percentage of people who answered the questionnaire with an average age of (41-50 years) was also (26%). Their percentage (4%).

The table above shows the sample of the study by academic qualification, as the percentage of those who

obtained a bachelor's degree was (54), while the master's degree was (30%), while the percentage of people who obtained a doctorate was (16%).

The table above shows the vocabulary of the study sample according to experience, the percentage of those with less than (5) years of experience (30%), while the percentage of those whose service ranged from (6-10) years (17%), and those with experience (11-15) years amounted to (17) % also, as for those with experience (16-20) years, their percentage reached (30%), while those with experience of 21 years or more reached (6%), which is the lowest percentage.

2. The results of the statistical analysis of the response of the research sample vocabulary to the independent and dependent variable.

In the table below, the analysis shows the sample's answers to the independent variable (**Buzz marketing**)

Table (3) Results of the descriptive statistical analysis of the independent variable (**Buzz marketing**)

No.	Questionnaire paragraphs	Variation coefficient	standard deviation	Arithmetic mean
1	Hotel management uses social networks to influence hotel customers to convey its services.	<b>0.141</b>	<b>0.65</b>	<b>4.6</b>
2	The hotel management uses verbal means to convey the advertising message among customers that includes information about the hotel's services.	<b>0.155</b>	<b>0.69</b>	<b>4.44</b>
3	The hotel management seeks to create marketing and advertising value to attract	<b>0.053</b>	<b>0.81</b>	<b>4.3</b>

	the attention of customers and arouse their purchasing motives.			
4	The hotel uses a strategy of planting ideas to familiarize the customer with its services and install them in the customer's mind.	<b>0.183</b>	<b>0.73</b>	<b>3.97</b>
5	The hotel targets specific categories of customers who are contacted to know their needs and desires.	<b>0.180</b>	<b>0.76</b>	<b>4.2</b>
6	The hotel provides its services according to the needs and desires of its customers.	<b>0.123</b>	<b>0.55</b>	<b>4.47</b>
7	The hotel rewards its customers and motivates them for the purpose of spreading its services in their locations.	<b>0.185</b>	<b>0.78</b>	<b>4.2</b>
8	The hotel pays attention to the nature of the product, the market, and the customer when building an incentive system.	<b>0.174</b>	<b>0.79</b>	<b>4.54</b>
9	The hotel uses social networks as motivational tools to spread its services to the market.	<b>0.177</b>	<b>0.85</b>	<b>4.78</b>
10	The hotel reinforces every response from customers, even if it is weak.	<b>0.210</b>	<b>0.91</b>	<b>4.33</b>
	Total		<b>7.52</b>	<b>43.83</b>
	Average response for all items		<b>0.752</b>	<b>4.383</b>

the table above shown that the trends of the research sample are positive towards all paragraphs, because the arithmetic averages for the performance of the individuals of the research samples are greater than the average of the measurement tool, the standard deviation is less than half of the arithmetic mean is high, and the level of the answer that represents the agreement of the sample and its consistency with the paragraphs of the questionnaire is high, where the average response to the buzz marketing variable is (4.383) and the standard deviation (0.752), and this indicates that hotel management seeks to create marketing and advertising value to attract the attention of customers and arouse their purchasing motives

Table (4) Results of the descriptive statistical analysis of the independent variable (**Pioneering Trend**)

No.	Questionnaire paragraphs	Variation coefficient	standard deviation	Arithmetic mean
1	Tourism organizations should look at creativity and innovation as a source for achieving excellence in their various activities and activities.	<b>0.115</b>	<b>0.53</b>	<b>4.58</b>
2	It is necessary for tourism organizations to be keen on adopting new ways and methods in performing various work and activities.	<b>0.176</b>	<b>0.76</b>	<b>4.30</b>
3	Tourism organizations must know the needs and desires of customers and meet them in a way that exceeds their expectations.	<b>0.128</b>	<b>0.55</b>	<b>4.28</b>
4	The adoption of modern technology in tourism organizations leads to the improvement of their performance.	<b>0.161</b>	<b>0.69</b>	<b>4.27</b>
5	Tourism organizations encourage their employees to present new and risky ideas.	<b>0.25</b>	<b>0.91</b>	<b>3.64</b>
6	Tourist organizations achieve a competitive advantage by taking risks in business.	<b>0.243</b>	<b>0.93</b>	<b>3.82</b>



7	Tourism organizations must make continuous improvements in their systems and procedures in order to improve their performance in providing products or services.	<b>0.146</b>	<b>0.67</b>	<b>4.58</b>
8	It is essential for tourism organizations to turn the challenges they face into opportunities for development and improvement.	<b>0.170</b>	<b>0.72</b>	<b>4.22</b>
9	Tourist organizations should follow changes in the external environment to avoid sudden changes.	<b>0.130</b>	<b>0.56</b>	<b>4.28</b>
10	To consider tourism organizations that take risks as a positive feature.	<b>0.251</b>	<b>0.95</b>	<b>3.77</b>
	Total		<b>7.27</b>	<b>41.74</b>
	Average response for all items		<b>0.727</b>	<b>4.174</b>

The results of the descriptive statistical analysis of the questionnaire items related to the variable (**Pioneering Trend**) in Table No. (4) showed that the trends of the research sample were positive towards all items, because the arithmetic averages are greater than the mean of the measurement tool and the standard

deviation is less than half of the arithmetic mean, where the average response reached for the pioneering trend variable (4,174) and the standard deviation (0.727), and this indicates the Tourist organizations achieve a competitive advantage by taking risks in business.

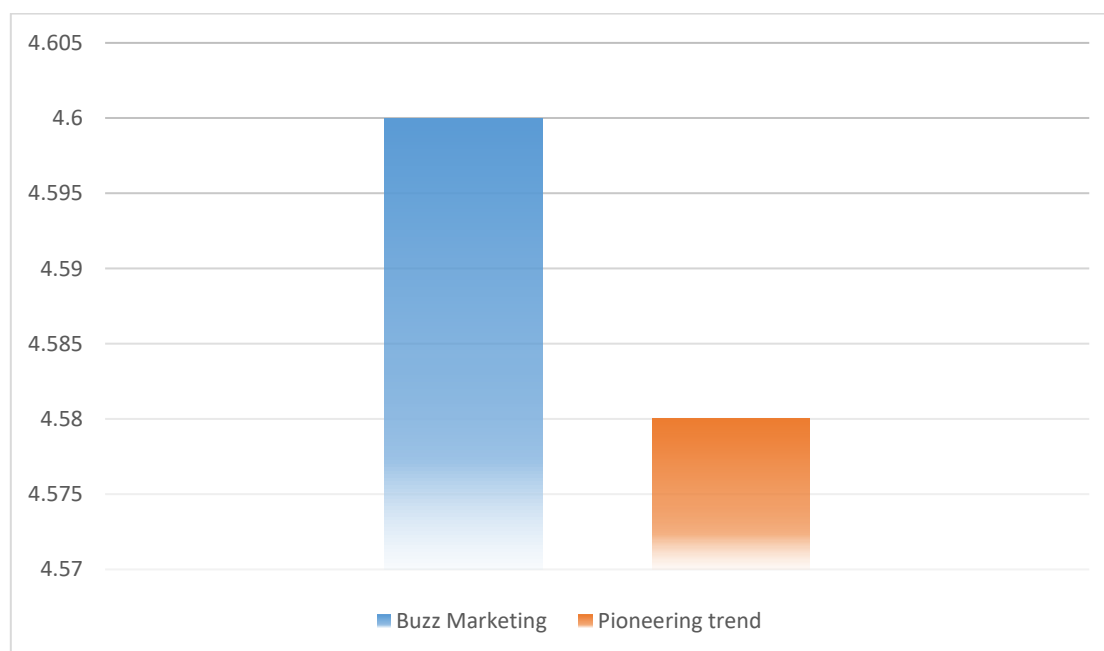


Figure (3) Average of the answers to the independent and dependent research variables

### 3. Testing The Research Hypothesis

This paragraph relates to knowing the relationship between the independent variable (**Buzz Marketing**) and the dependent variable (**Pioneering Trend**) of the research sample. Pearson's correlation coefficient to determine the type of relationships between the

research variables using the statistical package that tests the association between the main variables..

#### First hypothesis test:

This paragraph aims at testing the impact hypothesis for the purpose of determining the possibility of its acceptance or rejection according to what is specified for it in the research methodology, as it will be

investigated using the statistical package (Spss) as follows:-

Table No. (5) Estimating the parameters of the multiple linear regression model to measure the impact of Buzz marketing on pioneering trend

Standardized Coefficients	R2	significant T regression coefficient	The calculated T value of the regression coefficient	pioneering trend		dependent variable
				$\beta$	constant	independent variable
0.603	0.385	0.004	3.480	0.257	1.358	Buzz marketing

It is clear from the above table that there is a significant effect relationship for the Buzz marketing in the pioneering trend calculated for the coefficients, as the value of the regression coefficient amounted to (257). On the validity of the second hypothesis, as it is inferred from the value of the coefficient of determination of (0.385) that the model explains the rate of (34%) of the changes that occur in the Buzz marketing variable. As for the percentage of (66%) it is attributed to the contribution of other variables that are not included in the research model. By tracing the path of the Standardized Coefficients, it is found that the buzz marketing variable had the greatest impact on the pioneering trend variable, as the value of the standardized coefficient of regression was (0.603). Accordingly, the main research hypothesis will be accepted, which is that there is a significant influence relationship Buzz marketing in achieving the pioneering orientation of tourism organizations.

## SECTION (5) CONCLUSIONS AND RECOMMENDATIONS

### 5.1 CONCLUSION

1. It is clear that the hotel management seeks to provide the best services to attract the attention of the customer, provoke his purchasing motives, provoke discussions, and use word of mouth to influence its customers.
2. It appears from the results of the analysis that the hotel management targets the final or prospective customer in its work in order to attract his attention to its services provided.
3. It appears from the results of the analysis that the hotel allocates a financial budget in its work to deal with the media in order to deliver its services to the customer through electronic and media means.
4. The hotels under study is working to achieve the pioneering orientation in its dimensions by working within the rules of ethical behavior.

5. The pioneering trend with its competition, development, creativity and expansion is a positive trend for the institutions operating in the tourism sector and thus leaves an impact on the country's economy because it focuses on adopting international standards that allow tourism organizations to obtain a share in the competition market in an innovative manner and according to solid foundations.
6. Adopting the entrepreneurial approach in the tourism establishment that can take on high-risk opportunities and thus gain a larger market share.
7. Adopting dimensions of pioneering trend that allow tourism organizations the possibility of continuous development and improvement and expansion of their work locally and internationally.

### 5.2 RECOMMENDATIONS

1. The hotel management's interest in launching special programs to reward efficient customers, especially those it considers opinion leaders in the market.
2. The hotel management should involve the workers in training courses to develop their skills in the field of marketing, especially those who are in direct contact with customers, whether they are department managers or employees in them, so that they have access to all that is new in the world in the field of hotel services.
3. The hotel management invests in buzz marketing tools in order to create a sustainable mental image for customers of the organization and the services it provides by preparing opinion leaders to influence prospective customers and transfer the characteristics of those services to them, whether word-of-mouth or using social media.



4. Increasing the interest of the hotels under study in the pioneering trend in order to prepare the strategy adopted by the organization in its distinction and uniqueness from competitors.
5. Improving the hotel's ability to obtain new opportunities, identify needs, anticipate problems that may occur in the future, and proactively develop appropriate solutions to them.
6. The necessity of forming a clear and common understanding among hotel managers of the hotel's orientation and strategy by involving them in the hotel strategy formulation process that supports its orientation towards creative works.

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