



THE ROLE OF MARKETING INTELLIGENCE IN ACHIEVING CUSTOMER SATISFACTION: AN ANALYTICAL STUDY OF THE OPINIONS OF A SAMPLE OF EMPLOYEES AT THE ROTANA RAYHANA KARBALA HOTEL IN THE HOLY CITY OF KARBALA

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Article history:	Abstract:
<p>Received: 18th October 2023 Accepted: 17th November 2023 Published: 23rd December 2023</p>	<p>The current research was interested in studying the nature of the relationship between the variables (marketing intelligence and customer satisfaction) in terms of correlation and influence. The research was applied in terms of the field aspect at the Rotana Rayhana Karbala Hotel in the holy city of Karbala and targeting the sample members represented by the group of workers in this hotel and seeking to obtain answers to the tool The research is a questionnaire in order to find out their opinions about its content. The answers were analyzed using the SPSS statistical program to determine the nature of the relationship and influence between the variables. The statistical analysis led to acceptance of the research hypotheses, which support the nature of the relationships between the research variables. In addition, the research was concerned with providing a set of recommendations that emphasize the importance of the research variables and serve the field aspect of the hotel.</p>
<p>Keywords: Marketing Intelligence, Customer Satisfaction, Hotel Management , Competation Threats , Rotana Kerbala</p>	

1 . INTRODUCTION

The environment in which the organization operates today is a turbulent environment with intertwined and complex variables, and we find in the introduction these are the intense competitive variables that organizations are experiencing, which require evaluating the market to adopt a strategy certain conditions, as well as using all possible marketing means to confront them in order to survive, continue

and preserve them competitive position and market share. Marketing intelligence is one of the modern concepts that was designed and adopted it was first introduced by Robert Williams in 1961 in the organization under study by Edward Dalton - which he considered to be the primary means which enables the marketing department to communicate permanently and regularly with current events in market conditions and environmental conditions marketing intelligence



seeks to transform data into information and knowledge.

Data is the basis of the structure of intelligence the marketing plan, which can be represented in the form of a pyramid, consists of three levels. The first level, which is the base of the pyramid, relates with data related to the internal and external environment of the organization, in the form of market research, product information, or the service, information about the customer, while the second intermediate level includes information resulting from data analysis the first level is understanding the market and the consumer, while the third level, which is the upper level of the pyramid, includes Information that helps the marketing manager to make decisions regarding the market and the consumer, and the primary goal of intelligence marketing is to help marketing managers make the decisions they face daily in different areas and for some Researchers define marketing intelligence as representing existing knowledge about the processes of the external environment, and it is clear that It is a complex process and has the ability to influence the quality of marketing decisions made within the organization's management (lekaa , 2020 : 122) .

The concept of competitive intelligence as a marketing practice emerged during the sixties of the last century, and is considered the mid-seventies in the same century there was a period of real and regular growth that occurred in this concept (walle , 1999 : 15 – 52) . The development of numbers business enterprises in the market; A prominent role in increasing the level of commodity satisfaction within it, and the transformation of these institutions to work in the international market, the volume of demand for its products increased, customers' needs and requirements diversified, and their search for leadership increased excellence, in addition to technical and technological development, and the spread of social media and the Internet, all of the above were his an important role in business organizations trying to adapt their activities, and making attempts to collect information about competitors and customers and the changes surrounding them. Change and development have become an important feature in the practices of business institutions, to the extent that their management has become permanent research and think about mechanisms and strategies; Which helps it to face the increasing competition in its business markets, and its consequences these institutions adopt

monitoring processes for the external environment and the information available therein. This trend contributed to reducing the situation uncertainty and conflict between the orientations of institutions and their work environment, as well as increasing their ability to create greater market values related to them in the concept of competitiveness, environmental control has also become used as a tool by these institutions to achieve margin (reduction). Competitive Edge, which ensures that it stays within the competitive framework and continues in the market profitably over time himself.

Hence, the importance of competitive intelligence appears in obtaining market information about all changes and developments what is happening in it, and trying to analyze it in a way that makes the organization able to confront and monitor the changes that occur in its work environment, The subsequent goal is to make sound strategic decisions that move it forward and help it achieve its market missions. So predicting and guessing market changes and developments; It is one of the most prominent goals of competitive intelligence, which under it, businesses can; The disposition or ability to take the correct reaction at the appropriate time to any change that may occurs in her work environment, It also becomes able to work in the environment with other organizations according to the rules and foundations it sets or she determines this for herself, as she becomes the maker of her future and not the recipient of events or changes outside her control. This competitive situation, which dominates most business markets, makes them constantly communicate and interact with the external environment around them, which has made them competitively oriented most of the time, which means their constant need to predict or anticipate the changes occurring in the market, and understand the factors that make up the marketing environment in which you operate. So the industry strategic decision, and trying to develop appropriate and effective marketing plans and strategies; It represents the essence of the intelligence process marketing, In addition to satisfying customers, and achieving the organization's goals related to survival, growth, and continuity in the market profitable (Iyad , 2017 : 219 – 220) .

2 . THEORETICAL FRAMEWORK

2.1. marketing intelligence



Competitive intelligence is a process carried out by business organizations to hide information about competitors and their business environment, and then using it in decision-making and planning its future strategies aimed at improving its market performance (Fleisher , 2008 : 115) .

The business environment in recent decades has been characterized by several characteristics that make it characterized by change and dynamism, perhaps the most important of which is the phenomenon of globalization and its accompanying continuous increase in the intensity of competition and rapid transformations and multiplicity the products offered and the rapid technological development, as well as increasing customer awareness and continuous change in their tastes and purchasing habits, and in light of this revolution of global changes, many concepts crystallized the first terms, especially in the field of business administration, included the concept of marketing intelligence, which is considered it is among the means that the organization resorts to to face its challenges, especially with regard to decision-making the strategy (zawaghi , 2017)

As for the concept of marketing intelligence, researchers within the framework of marketing studies have paid attention to this concept due to its effective role in the field of marketing, and the ongoing turmoil and challenges that the environment is witnessing today the emergence of the globalization of the economy and the increasing intensity of competition, as well as the spread of information technology and the Internet, have made it is difficult to control markets, so contemporary organizations resort to using means able to adapt to all these challenges, relying heavily on information and knowledge to search for all new goods and services, as well as using all possible methods that guarantee the most efficient and quickest access to customers and ahead of other competitors, ensuring the maintenance of a competitive position increasing market share, The need for knowledge seems clear and important in product design and development technologies used, developing strategic plans, making effective decisions, and evaluating results and achievements in addition to the need to know the customer's behavior and expectations, this requires making every effort to determine his needs and desires, with the need for this knowledge to be renewed according to the change that occurs in tastes and customers' desires (Angshayri , 2017)

From here, organizations needed a specific system to help them in obtaining information proactively from the external environment, which is called intelligence marketing, which is stated to be an activity aimed at monitoring current and future events that would enable to influence the work of organizations by conducting environmental scanning, whether formal or otherwise official (venter , 2009) .

Marketing intelligence seeks to transform data collected from the environment into information and knowledge, because this data is the basis of the marketing intelligence structure, which can be represented in the form a pyramid consisting of three levels, as shown in Figure (2), the first level of which represents the base of the pyramid it relates to data collected in the form of (marketing research, information about goods or services, information about customers), and the second level, which is the average, includes the resulting information about analyzing the data at the first level, which is understanding the market and understanding the customer, The third level represents the top of the pyramid, which includes information that helps marketing managers make decisions the final one that concerns the market and the customer (Ali and others , 2016) .

Marketing intelligence emerges due to the interaction between the equipment, techniques, people, and procedures used to collect information, analysed, applied, and distributed in a timely and accurate manner, as valuable and relevant information, is used in making targeted marketing decisions to achieve efficiency and effectiveness in performance (Tan & Ahmed, 1999). It also emerges essentially from actions undertaken by businesses, to obtain relevant, relevant and actionable information, It is linked to competitors and their intentions in order to stay close to them, and tries to use them in planning and making its strategic decisions (Huster, 2005).

Both (Angshayri , 2017:48-50) and (Latifa, 2018:154-155) pointed out that the importance of

The organization's marketing intelligence lies in the following:

1 - Marketing intelligence represents the cornerstone of the early warning system, which helps the organization in receiving warning signals and communicating them to decision makers in order to take the necessary actions.

2- Marketing intelligence is considered a preventive system because it provides better knowledge and



awareness to its users about what surrounding them from different environmental changes, it helps reduce the time needed to confront competitors and limit one of their dangers is that he constantly monitors their movements and strategic intentions, as well as their reactions to organization movements.

3- Marketing intelligence contributes to drawing an offensive strategy for the organization that enables it to enter markets new and gain potential marketing opportunities through what marketing intelligence provides through a study with an expert to competitors' customers and potential customers and the possibilities of changes in their desires and preferences.

4-Marketing intelligence represents one of the basic sources that the organization uses to achieve creativity and innovation .

5- Marketing intelligence is an effective tool for monitoring products, people, and sales, as well as recording adjust deviations, if any, in order to achieve optimal use of available resources.

-6 Contributes to satisfying customers' needs and desires efficiently by collecting information about them and designing marketing products suitable for them.

7 - It provides the organization with accurate information in a timely manner, at the lowest cost, and in a more complete manner organizational decisions in order to be used to enhance successful tactical and strategic decision-making this ensures the organization's competitive position is maintained.

8- It helps to achieve the cumulative knowledge of the organization's employees and increase their information skills this is through their awareness and understanding of the nature of the changes surrounding them, especially with regard to competitors.

2.2. Customer Satisfaction

Satisfaction is defined as the customer's feeling of happiness or disappointment resulting from comparing the product's performance with his expectations of it the benefits he obtains (Anis, 2016 : 14). Satisfaction is also the degree of emotional state in which he feels the individual is extremely happy and satisfied as a result of satisfying his psychological needs through harmony between what the customer expects and the amount what he actually gets (Badawi, Farah and Magdy, 2017: 58). It can also be said that customer satisfaction is the main focus for strengthening the permanent relationship between the customer and the

organization this is to achieve his conviction that the product presented to him is consistent with his expectations and needs and that the organization aims to build it long-term future relations based on the exchange of benefits between the two parties (Al-Taie and Al-Abadi, 2009: 222) .

Satisfaction is the feeling of happiness and joy that a person gets as a result of satisfying a need or desire he has satisfaction in the field of business and services, such as consumer satisfaction, is the benefit he achieves through his consumption of a commodity what or his benefit from a service. Customer satisfaction can be defined as the degree of his awareness of the extent of the organization's effectiveness in Providing products or services that meet his expectations and needs (Al-Hasaniyeh , 2009 : 287) . It also can be defined as a positive or negative reaction by the customer through his purchasing experience or consumption it is the result of a comparison between the customer's expectations of the product and its perceived performance (Philip , 2006 : 172) .

Customer satisfaction is of great importance and is therefore needed by all organizations wishing to achieve and continue and growth in the market, as customer satisfaction is a very important topic for achieving success in any business, whether traditional or online, and the importance of measuring customer satisfaction is highlighted through the following (Abdul Kadir and others , 2011: 1):

- To determine the extent of customer satisfaction.
- Presenting the results to partners in any organization, including, for example, all funders.
- It helps in diagnosing the reasons for not achieving the organizations' goals.
- Knowing whether the target group has benefited from the service provided.
- It helps supervisors to expand the scope of activities and services provided by the organization to include other communities.
- Avoid repeating the same mistakes in the activities and services that the organization will provide.
- Determine whether the management style followed achieves customer satisfaction or needs revision.

As for the challenges of customer satisfaction, they are represented as follows: (Laurent, 2004: 11)

A - The outlook on quality internally and externally: Previously, the quality standard was based on the organization's engineering techniques, human



resources and resources. Productivity and its availability constitute the quality of the product. While marketing studies have provided many related with products in order to develop the external perception of quality and built from customer to customer.

B - Quality of service: The organization undertakes the process of monitoring the quality of the product or service provided, as the customer is not the only one involved obtains the service, so it must take effective measures and means to provide the service in the required manner in the event of a malfunction, it must convince the customer to correct the defect and alleviate the situation.

c - Quality brings profit:

After conducting many studies from organizations, it was confirmed that there is a relationship between quality and profit, as quality is considered a source of competitive advantage for the organization that leads to :

- Pleasing the customer.
- Increase the degree of loyalty.
- Increasing the organization's profitability in the medium and long term.

This means that the following relationships are achieved:

* Quality leads to satisfaction: Quality expresses the customer's expectations, when the difference between expectations is greater he will actually have great satisfaction.

* Satisfaction leads to loyalty: The customer tends to repeat the purchase process again from services which it achieved his satisfaction, and thus he will not turn to other competing organizations or services, thus achieving customer loyalty.

* Loyalty leads to profit: A loyal customer brings profits to the organization through the following:

- The customer comes to the organization to repeat the purchasing process and thus does not pay any amounts with the aim of attracting him.

- He advertises by speaking positively in the environment in which he lives, so it is considered a free means of promotion for the organization.

- The customer pays a higher price and is not sensitive to it because, from his point of view, he achieves comfort and trust in the brand (Abdul Kadir, and others , 2011:1) .

3. THE IMPORTANCE AND OF THE RESEARCH

The problem represents the cornerstone upon which the research methodology is built in a logical, sequential manner with successive events leading to analyzing the collected information to ultimately form realistic conclusions related to the organization under research and possible recommendations it constitutes a logical solution that helps the organization overcome its problem. The problem was represented by the following questions.

A - What is the reality of marketing intelligence in the organization under study?

B - What are the most important factors for the success of marketing intelligence?

C - Does marketing intelligence contribute to supporting and developing customer satisfaction?

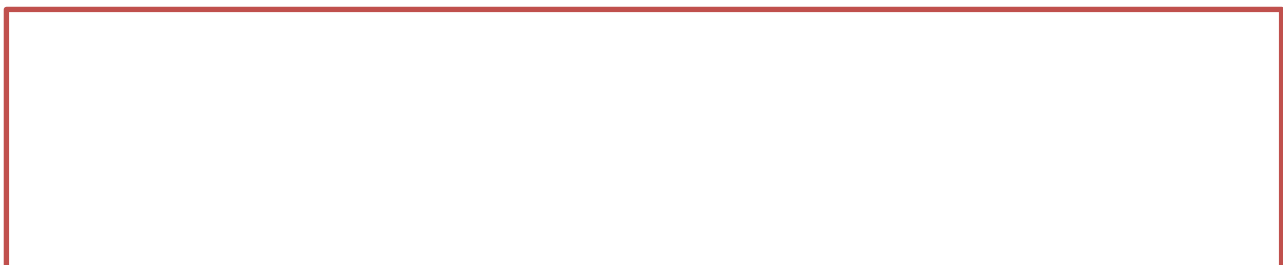
The importance of this research lies in highlighting the importance of marketing intelligence

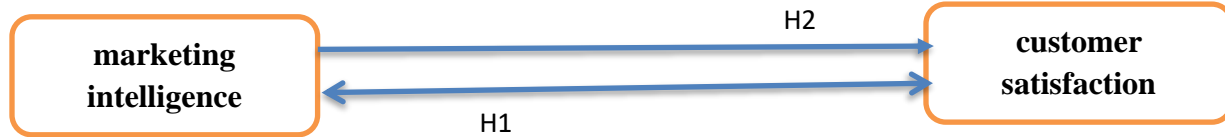
Explaining the importance of the role played by marketing intelligence in improving customer satisfaction in organizations as well the importance of this research from an academic perspective is represented in presenting literature related to the study of marketing intelligence in organizations and the role they play in supporting and developing customer satisfaction.

4 - MATERIALS AND METHODS

Figure (1) below shows the hypothesis diagram of the research, which refers to the total of the two hypotheses that explain the relationship and effect between the research variables.

Figure (1) Hypothesis Diagram of the Research





H1–There is statistically significant correlation at $\alpha = 0.05$ between marketing intelligence and customer satisfaction .

H2- There is statistically significant effect at $\alpha = 0.05$ to marketing intelligence in customer satisfaction .

5- RESULTS

A – Study Population and Sample

The research tried by studying the nature of the relationships between the variables to identify the extent of the correlation and effect between the research variables, and the research targeted a sample consisting of (25) workers at the Rotana Rayhana Karbala Hotel in the holy city of Karbala , as the questionnaire was distributed to the sample members in order to know the level of their opinions and ideas about the variables the research, and the answers were collected from the sample and analyzed statistically through the statistical program SPSS.

B- Reliability and Validity of the Survey Instrument

The research tool includes (38 items) that depends on two variables, which are marketing intelligence as an independent variable and includes four dimensions which are (Competitor information , Market opportunities , Threats from competitors , and Competitive risks) and Customer satisfaction as a dependent variable and includes three dimensions, which are (Satisfaction with the progress of the procedures , Satisfaction with employees , and Satisfaction with hotel services) .

Table (1) Descriptive statistics and Reliability for marketing intelligence’s dimensions

	Competitor information	Market opportunities	Threats from competitors	Competitive risks
Mean	1.97	2.30	2.36	2.31
Std. Deviation	.767	1.007	.868	.760
Reliability : .842				

The values in Table (1) above indicate that threats from competitors obtained the highest mean value of (2.36) and Std. Deviation with a value of (.868), which indicates the importance of this dimension and its high value among respondents in the institution. And came Competitive risks with value mean and std. Deviation (2.31) , (.760) . Followed by the dimension Market opportunities with value mean and std. Deviation was

equal to (2.30) and (1.007), respectively. Finally came competitor information with value mean and std. Deviation (1.97) , (.767) . As for measuring the extent of realism and credibility of the dimensions of marketing intelligence , the Alpha Cronbach index was used, which came with a value of (.842), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (2) Exploratory Factor Analysis for marketing intelligence’s dimensions



Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.741	68.514	68.514	2.741	68.514	68.514
2	.606	15.138	83.652			
3	.464	11.605	95.258			
4	.190	4.742	100.000			

Extraction Method: Principal Component Analysis.

The results contained in Table (2) refer to the exploratory factor analysis of the marketing intelligence's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the four dimensions of the marketing intelligence were reduced to a single component with a value of (68.514), which explains the variance in the

variable. We also note from the above table that the first component has obtained the highest percentage of (2.741) and a variance value of (68.514) , then the second ,third , and fourth component comes with a value of less than one, which means that they cannot be considered as strong components in terms of influence.

Table (3) Component Matrix for Sustainable Marketing's dimensions

Dimensions	Component 1
Competitor information	.878
Market opportunities	.885
Threats from competitors	.814
Competitive risks	.724

Table (3) shows the percentage of the contributions of each of the four dimensions to the formation of the marketing intelligence variable , as Market opportunities got the highest value of the variable formation with a value of (.885) , then came

Competitor information in second level with values (.878) . finally , came in third and fourth levels threats from competitors and Competitive risks with values (.814) , (.724) respectively .

Table (4) Descriptive statistics and Reliability of Customer satisfaction's dimensions

	Satisfaction with the progress of the procedures	Satisfaction with employees	Satisfaction with hotel services
Mean	2.07	2.04	2.08
Std. Deviation	.768	.785	.792
Reliability: .778			

The values in Table (4) above indicate that Satisfaction with hotel services obtained the highest mean value of (2.08) and Std. Deviation with a value of (.792), which indicates the importance of this dimension and its high value among respondents in the institution . Followed by the dimension Satisfaction with the progress of the

procedures with a value as mean and std. Deviation was equal to (2.07) and (.768), respectively. Satisfaction with employees dimension came in third place In terms of importance to the respondents, it obtained a mean of (2.04) and std. Deviation was equal to (.785) . As for measuring the extent of realism and



credibility of the dimensions of Customer satisfaction's, the Alpha Cronbach index was used, which came with

a value of (.778), which is an acceptable percentage as an indicator of the credibility of the questionnaire.

Table (5) Exploratory Factor Analysis of Customer satisfaction's dimensions

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.084	69.466	69.466	2.084	69.466	69.466
2	.606	20.202	89.668			
3	.310	10.332	100.000			

Extraction Method: Principal Component Analysis.

The results contained in Table (5) refer to the exploratory factor analysis of the Customer satisfaction's dimensions, which aims to explain the amount of variance and reduce the dimensions to a specific value, as the three dimensions of the Customer satisfaction's variable were reduced to a single component with a value of (69.466), which explains the

variance in the variable. We also note from the above table that the first component has obtained the highest percentage of (2.084) and a variance value of (69.466), also the rest of the components, they had values of less than one (.606) and (.310). which means that they cannot be considered as strong components in terms of influence.

Table (6) Component Matrix of Customer satisfaction's dimensions

Dimensions	Component 1
Satisfaction with the progress of the procedures	.835
Satisfaction with employees	.896
Satisfaction with hotel services	.764

Table (6) shows the percentage of the contributions of each of the three dimensions to the formation of the Customer satisfaction's variable, as Satisfaction with employees got the highest value of the variable

formation with a value of (.896), then the Satisfaction with the progress of the procedures dimension with a value of (.835), and finally Satisfaction with hotel services with a value of (.764).

C- Hypothesis testing

H1—There is statistically significant correlation at $\alpha = 0.05$ between marketing intelligence and customer satisfaction

Table (7) corellation between marketing intelligence and customer satisfaction

		Marketing intelligence	Customer satisfaction
Marketing intelligence	Pearson Correlation	1	.567**
	Sig. (2-tailed)		.003
	N	25	25
Customer satisfaction	Pearson Correlation	.567**	1
	Sig. (2-tailed)	.003	
	N	25	25

** . Correlation is significant at the 0.01 level (2-tailed).



It is evident from the results in Table (7) above that there is a positive significant correlation marketing intelligence and customer satisfaction , which was valued at (.567), in addition to that was the value of the sig. (.003) less than 0.05, which means the

relationship between the two variables marketing intelligence and customer satisfaction is statistically significant at $\alpha = 0.05$, and therefore the first hypothesis is accepted.

H2- There is statistically significant effect at $\alpha = 0.05$ to marketing intelligence in customer satisfaction .

Table (8) ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.260	1	3.260	10.874	.003 ^b
	Residual	6.896	23	.300		
	Total	10.156	24			
a. Dependent Variable: Customer satisfaction						
b. Predictors: (Constant), Marketing intelligence						

It is clear from the results presented in Table (8) that there is a statistically significant impact of marketing intelligence in customer satisfaction, as the value of sig. was (.003) which less than (0.05) and this indicates

the accept of the second hypothesis, which refers to there is statistically significant effect at $\alpha = 0.05$ to marketing intelligence in customer satisfaction .

Table (9) Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
	.567 ^a	.321	.292	.548	.321	10.874	1	23	.003	.567 ^a
a. Predictors: (Constant), Marketing intelligence										
b. Dependent Variable: Customer satisfaction										

Finally, the results presented in Table (9) indicate the total correlation value of the model by considering that marketing intelligence as independent variables have a correlation with the dependent variable customer satisfaction , as the correlation value was positive by (.321) and at a significant level of (.567)) Which is more than (0.05), which not supports the correlation between the research variables, in addition, the value of R. Square indicates the amount of variance that occurs in the value of the independent variable will affect the interpretation of the variance in the dependent variable with a value of (.292).

6. DISCUSSION

It became clear through the results of the statistical analysis that there is a relationship of correlation and influence between the research variables, and this means accepting the first and second research hypotheses. It was also indicated to identify the arithmetic mean of the independent variable in order to know the importance of the dimensions in order in terms of the sample answers. The results indicated that Threats from competitors had the highest average score of (2.36) among the other average scores. In terms of the dependent variable, Satisfaction with hotel



services obtained the highest mean of (2.08). Which indicates its importance to the respondents. The research also addressed the extent to which each of the dimensions contributes to the formation of the variable. The extent to which the dimensions contribute to the formation of the independent variable was explained, and the matrix showed that Market opportunities had the highest contribution to the formation of the above variable by (.885). As for the dependent variable, the dimension obtained Satisfaction with employees had the highest contribution to the formation of the above variable (.896). This means the great importance of these dimensions in the formation of the independent and dependent variables. As for the research hypotheses, the first hypothesis indicated the existence of correlations between marketing intelligence and customer satisfaction, and the results indicated the existence of a positive relationship of (.567), which supports the acceptance of the first hypothesis. As for the second hypothesis, which indicates the impact of marketing intelligence on customer satisfaction, the results confirmed the acceptance of the second hypothesis at a significant level (.003).

7. RECOMMENDATIONS

In this part, the researchers seeks to present a set of recommendations that can be of interest to the hotel administration, the research sample in order to achieve the best results in terms of improving performance and achieving positive relations in the field of work:

- 1 – The need to benefit from available information about new investments occurring in new markets, such as ownership, possession, or direct entry, and benefiting from information available for companies in the local tourism market.
- 2 – Activating interest in the concept of customer relationship management and marketing long-term profitable relationships term of target consumers in marketing departments within hotel establishments.
- 3 - Marketing, research and development departments focus on reviewing and evaluating advertisements producers in various advertising media, taking advantage of social media to anticipate customer trends.
- 4 – Attention to developing marketing control systems based on intelligence and information market, constantly update available information systems, and try to use modern means of doing business.

5 - Review and evaluate competitors' strategic plans, and benefit from the information they provide include information about their future directions.

6 - Focus on strategic alliances made by competitors in the two local markets and international, and trying to understand them in a way to develop their ability to compete.

7 - Benefiting from government directives or legislation in the field of environmental protection and responsibility social, to design innovative products capable of meeting the needs and trends of society first and customers second.

8 - Activating and updating the information technology in the hotel to meet the requirements of the marketing intelligence methodology, as it is considered a technology - Information and communications are among the most important success factors critical to the success of the marketing intelligence methodology. Activating integration mechanisms and coordination between the hotel's service and marketing departments to improve their ability to achieve optimum dissemination and exchange information relevant to the success of implementing the marketing intelligence methodology.

9 - It is necessary for the hotel management to pay attention to providing the infrastructure and material and human requirements to improve the indicators of the success of implementing marketing intelligence methodology.

10- Developing and updating the capabilities of the organization's employees to adopt the marketing intelligence methodology, which is then a vital approach to improving indicators of success and excellence.

11 - Hotels should adopt the idea of creating marketing intelligence whose mission is to follow up on new ideas in all production, administrative and marketing fields with the aim of benefiting from these creative ideas in providing services new and developing existing services for existing and new markets.

12 - The hotel management should pay great attention to customer satisfaction by selecting skilled workers how to provide the service and gain customer satisfaction, either by introducing them or by designing a training program for them with the aim of gaining them knowledge and skills required to provide services.

13 – The hotel management should be interested in how to facilitate work procedures and reduce the time of providing service to the customer by motivating



employees and giving them the required empowerment to perform their work with quality, and working on guidance all hotel employees must respect customers and deal with each other on the basis of the company employees try to obtain information, suggestions or problems with the aim of improving service delivery and gain customer satisfaction.

14 – The hotel under study must pay attention to listening to customers' opinions about the services provided this means knowing the types of services they need, by providing designated places for reception complaints and opinions of customers and work to take them into account in order to meet their requests and desires.

15 – The importance of transferring the services provided in the practical field reality in the researched hotel to the virtual world this is done by using the Internet to facilitate the process of obtaining it.

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