



ملخص البحث السادس - بحث مشترك

Exploring permission based tourism marketing drivers and challenges from the customer perspectives	عنوان البحث
تحديات التسويق السياحي القائم على الإذن من وجهة نظر العملاء	
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<p>Abstract</p> <p>In present commercial life, companies use new technology tools grounded on computer-founded mechanization systems with web and mobile-oriented applications in their business marketing, one of these technical tools is permission marketing which is considered a technique to make marketing events more proficient. Furthermore, to measure its effectiveness as a consequence of the deduction, regular marketing methods that were used to create interaction between firms and customers were costly and yet away from achieving the preferred conclusion. Hence, permission marketing occurred as an indication that visualized companies to use permission marketing that meets their conditions rather than as a legal requirement. Although permission marketing is useful for the customer and companies, there are many difficulties influence customers' readiness to give permission. Therefore, the current research aims to identify the most important challenges faced by customers for the application of marketing based on permission related to tourism services provided by tourism firms in Egypt. So, the study depended on applying a quantitative research with deductive approach through using mono method quantitative (field survey) through a structured questionnaire from filled by 609 people all over Egypt. Statistical analyses were completed by using Statistical Package for Social Sciences (SPSS version 23) software and WarpPLS version (7). The findings of this study conclude that there are important drivers and challenges which are relevant to customers' behavior towards giving</p>	

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permission. The study findings can support the tourism organizations which are planning for using internet marketing.

Keywords: Permission tourism marketing; Privacy concern; sign up process; Perceived annoyance; information sensitivity; and perceived severity.

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