

THE IMPACT OF THE CONTENT OF ELECTRONIC COMMUNICATION MEANS ON THE ATTITUDES OF CUSTOMERS TO ACCEPT DEALING WITH THE TOURISM PRODUCTS OF TRAVEL AGENCIES

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ABSTRACT

This study aims towards knowing the impact of the content of E-Communication means on the attitude of customers to accept dealing with tourism products of travel agencies by checking many factors which have been inserted within this study model that has been developed according to literature related to the subject, and that are described in six dimensions being (E-Communication content, information, Reliability, Trust, Attitudes and accept dealing with tourism products). Six hypotheses were constructed for each dimension which collective represent the first category of hypotheses, the second category was constructed to know if a signification relationship between the contents of study model (the six dimensions) exists and this is the seventh hypothesis.

A questionnaire has been developed collect data consisting of (17) questions, distributed in Amman (114) questionnaires were valid to be analytically analyzed. These questions covered the six dimensions of the study.

May statistical analysis methods were used in the statistical analysis of data. Obtaining results and the testing of hypotheses, these methods were descriptive analysis, one-Sample T-test, Cronbach's alpha and spearman's correlation coefficient.

The most important of these results indicate that the content of E-Communication means has an effect on customer's attitudes with a mean value of (3.34) and that customers accepted dealing with tourism products of travel agencies is the result of his attitude with a mean value of (3.61), and the content of E-Communication means with mean value of (3.47).

KEYWORDS: E-Communication Means, Attitude, Customers, Accept Dealing, Tourism Products, Travel Agencies

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