



Adoption of International Standards and Their Impact on The Effectiveness of The Marketing Strategies of Tourism Institutions

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ABSTRACT

The research aims to know the impact of the international standards ISO 9000 in achieving the Effectiveness of marketing strategies of tourism institutions and the extent to which tourism institutions adopt this concept. In order to give a statistical description of the sample surveyed, and the research reached a set of conclusions, the most important of which was that the application of the internationally agreed upon quality system (ISO 9000) in tourism institutions enables these institutions continuity in the market and to a set of recommendations, the most important of which was the need to pay attention to continuous improvement and put customer satisfaction in the list of priorities to achieve satisfactory goals.

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Introduction

The ISO 9000 series includes a consistent set of international quality assurance standards applicable to any company, organization or institution, whether large, medium or small. Total quality and its continuous improvement, the concept of the ISO series is one of the important topics that have attracted a lot of researchers' attention in the field of total quality management and the requirements for quality improvement presented to the customer. That its products (goods or services) meet or exceed the needs, desires and expectations of customers.

The transformations, changes and developments that the world is witnessing today, which affect various areas of political, economic, social, technological and other life, and which are not expected to stop at a certain limit, make institutions affected by what is happening around them like the various sectors of society, and the reason for this is what they are exposed to From growing pressures to improve the quality of the product or service, to work efficiently and effectively, and to improve its operations and others, the marketing strategies came to increase the ability of companies or institutions to face these changes and invest the opportunities provided by the environment proactively.

The research dealt with its own methodology of the problem, importance, goal and hypothesis, as well as the statistical methods used in data analysis, and focused in the second section on the concept of international standards and their importance, as well as their principles. In the third section, the researcher explained the concept of the effectiveness of marketing strategies, their types and indicators for measuring them. As for the analytical coverage of the research, the characteristics of the sample were described and the data of the main variables were analyzed, and finally the researcher came up with a set of recommendations, the most

important of which was working on the formulation of a strategy. It is commensurate with the capabilities of each tourism institution to reach the goals and leadership of these institutions in their field of work

Section (One)

The Methodology

1.1 The Problem

The problem for tourism Institutions operating in Iraq is their poor awareness of the principles and rules of the international standard ISO 9000 and its role in Effectiveness of marketing strategies of the modernity of this standard, which is no less important than the rest of the other specifications that most organizations and institutions seek to reach. The research problem is embodied in asking the following questions:

1. What are the international standards ISO 9000?
2. Do tourism Institutions have a clear vision of the impact of the international standards ISO 9000 in Effectiveness of marketing strategies.
3. What is the level of interest of tourism Institutions in the principles of the international standards ISO 9000?
4. What is the level of interest of tourism Institutions in the measuring indicators of Effectiveness of marketing strategies?

1.2 The Importance of the Study

The importance of the research can be determined in the following-:

1. Raising the interest of tourism institutions for the role of the international standards ISO 9000 in achieving Effectiveness of marketing strategies.
2. Disclosure of the requirements for implementing the ISO 9000 series of international standards in tourism Institutions and striving towards leadership and improving the performance of tourism Institutions.
3. The research can develop solutions to the problems faced by the tourist Institutions and thus lead to the efficiency of the work of these tourist Institutions.

1.3 Aims of the Study

The main objective of the research is to show the impact of the international standards ISO 9000 in Effectiveness of marketing strategies of tourism institutions, as well as the definition of the international standards ISO 9000, as well as knowing the extent to which tourism institutions adopt the concept of international standards ISO 9000, as well as identifying the level of interest of tourism institutions in the Indications of Effectiveness of marketing strategies

1.4 The Hypotheses

The research was built on a main hypothesis that "there is a significant impact and correlation relationship with the international standards ISO 9000 in the Effectiveness of marketing strategies of tourism Institutions".

1.5 The Sample of the Study

The research community is represented by the General Directorate of Tourism in the Kurdistan region of Iraq and the research sample included a sample of 40 managers and employees working in it.

1.6 Methodology of the Study

The research relied on the descriptive analytical approach by looking at the literature related to the subject of the research and then analyzing and interpreting the data and information to enrich the theoretical aspect. On the field side, the researcher relied on a questionnaire.

1.7 Statistical Methods

The researcher relied on the following statistical measures:

1. Arithmetic mean
2. standard deviation
3. Relative importance

And the researcher also relied on the five-point Likert scale in the questionnaire.

Section (Two)

International standards ISO 9000

2.1 The concept of international standards ISO 9000

Specifications mean the characteristics and features of the product to fulfill a specific purpose. Specifications are a language of understanding and a means of communication with all circles dealing with the product or its inputs. Specifications are considered one of the most clear and acceptable means for all segments of society because they depend on transparency and include the following specifications (Kurdi: 2011, 6) :-

- A. Product descriptions mean all the descriptions needed during production processes such as dimensions, weights, volumes, tensile strength and others.
- B. Specific descriptions of the materials used in the product such as physical, chemical and engineering properties.
- C. The method of production, which is one of the parts of the specification, where the materials differ from each other to be subject to the appropriate production method.
- D. Specifications specify the methods of measurement and calibration required to test the product or the necessary materials, as well as the types of devices and reference methods for tests and analyzes.
- E. Specify the specifications, types of preparation and processing required, and how to store and handle.
- F. The standard specifies acceptable tolerances in products that can be used to determine the degree of product quality as is evident in the fields of vegetables and fruits.

The ISO international standards consist of five specifications related to quality management and assurance, which are as follows:

- i. ISO9000: It is the guide that defines the areas of application of all other standards in this group and provides us with a quality assurance specification model that consists of the elements and requirements that must be met by the facility or institution (Al-Tai: 2003, 352).
- ii. ISO9001: This level is achieved in quality applications and ensure that they have passed through design control as well as through after-sales services. Amendments implemented by the engineering department (Al-Ali: 2018, 331).
- iii. ISO9002: It includes what the quality system should be in service or production companies whose work is limited to production and installation without design or after-sales service, and it includes (18) elements of quality. The products and services in this standard have been designed, tested and marketed. Therefore, this standard is concerned with maintaining existing quality systems rather than developing quality systems for new products (Hutchins: 1994, 2)
- iv. ISO9003: It includes a model for quality assurance in inspection and final testing, and it includes (16) elements. This specification is suitable for small workshops or distributors of devices and equipment through which the final examination and testing of products is satisfied. This specification is a specification of limited use.
- v. ISO9004: defines the elements and components of a quality system and is a guide to how quality is managed. Thus, it differs radically from the specifications (9001-9002-9003) in that the latter is contractual or includes a form of commitment from the supplier or manufacturer towards the customer, and the contractual character here requires obtaining a certificate. The specification (9004) is contractual only (Hutchins: 1994, 2).

2.2 The Importance of the International standard ISO 9000

The application of ISO specifications by service or industrial institutions has led to an increase in demand for their products, which leads to increasing their profitability and creating a good reputation for them in the markets, as well as improving their relations with the internal and external environment of the institution. Its importance lies in the following (Mustafa: 2013, 16-20):-

- Its importance to the organization
 1. Contributes to increasing the company's ability to compete, which helps it to export its products to foreign markets.

2. Raising the operational efficiency of the organization by improving manufacturing processes and increasing the productivity of employees.
 3. Clarity of responsibilities and authorities for employees in the organization, which contributes to the formation of clear and specific work policies, which contributes to creating awareness and awareness of quality.
 4. Improving awareness in the decision-making process by providing management with the information it needs to make sound decisions based on internal reviews and proper documentation of data.
 5. Closer relationships between customers and suppliers by creating a common ground for discussing quality issues.
 6. Achieving continuous quality improvement and the operations of the organization as a whole by establishing corrective measures that prevent errors rather than discovering them after they occur.
 7. The institution can use the obtained certificate for advertising purposes in order to obtain new customers to increase the volume of sales.
- Importance for employees
1. Contributes to raising the morale of the workers by raising their efficiency through guidance, training, and the development of their personal capabilities in a way that reflects positively on production.
 2. The ISO quality system gives workers the ability to control their production processes, and the standard enables them to identify and plan tasks and other methods of performance to obtain correct results.
 3. The job description process, allows employees to obtain a clear vision and the objectives required of them, enabling them to raise their production and improve the quality of their performance.
 4. Developing a culture of quality in the organization, creating a better working atmosphere, and strengthening cooperation and communication between the various employees.
- Importance to customers
1. Achieving products of the required quality through the organization's understanding of customers' needs and desires and providing them in the required place and time.
 2. Assisting clients in being able to choose between alternative institutions and products.
 3. Giving the customer confidence that what he gets from the products meets the required characteristics, in addition to increasing confidence in the organization's abilities to raise the level of its commitments related to quality.

2.3 The Principles of ISO 9000

Among the most important principles of the international standard ISO 9000 are as follows: - (Hammoud, 2007: 43):-

1. Organizing: Quality assurance specifications require the organization to specify the responsibilities and powers of each person and the organizational interactions between him and others, so as to ensure that work is always done correctly
2. Documenting the quality system: includes preparing a quality manual, procedures, and work instructions, ie documenting how to carry out all work activities that affect quality in the institution.
3. Controlling the quality system documents. This includes controlling the development of these documents, reviewing them, approving them, issuing them and modifying them in order to avoid carrying out activities or works in ways that are contrary to what is approved.
4. Maintaining quality records: It aims to enable the institution to track what happened in the event of any problem, and work instructions, as should external parties (customers, or bodies granting conformity certificates), and internal bodies (internal auditors).
5. Verification of implementation of activities covered by the quality system/periodic audit: includes design verification and approval, product inspection during manufacturing processes to ensure compliance with specifications, quality system audit to ensure that it is operating as it should, and management review of this system, to ensure its effectiveness.
6. Determining cases of non-conformity, and taking appropriate corrective actions: that is, when any non-conformity related to the product or quality system appears, the reasons for its emergence are

determined, and appropriate corrective actions are taken to prevent this from happening again and to ensure the effectiveness of these actions.

7. Improving communication, understanding and cooperation: This applies to the transaction between departments, and to the relationships within the same department, and aims to prevent errors from occurring by ensuring that each person knows what is required of him.

Section (Three)

Effectiveness of Marketing Strategies

3.1 The Concept of Effectiveness of Marketing Strategies

Effectiveness is the organization's ability to survive, adapt and grow, regardless of the goals it achieves (Al-Shamma and Hammoud, 1989: 342).

(Robbins, 1990: 49), (Daft, 1992: 46) and (Ahuja, 1993: 520) agree on the definition of effectiveness as the degree to which the organization achieves its goals.

And he defined it (Ghurab, 1995: 7) as the degree of proportionality of the actual outputs of the system with its planned outputs.

And defined (Robbins, 1998: 23) as the ability of the organization to achieve its goals, through its ability to meet its needs successfully.

(Al-Dewaji, 1999: 123) sees it as the degree to which the organization achieves its goals, and he has identified different types of goals, formal and practical, real and declared.

It appears from the previous definitions that there are those who view it as achieving goals, and some of them put the organization in front of the problem of any of the goals it achieves, formal, informal, long, medium, short ... etc., and others viewed it through its ability to adapt to the environment and obtain resources, Another saw it as doing the right things, yet it represents the organization's use of all the energies available to it in order to reach the planned goals.

Kotler views marketing strategy as the organization's identification of market segments that can be served effectively rather than competing ubiquitously (Kotler, 1997: 466). As for (Al-Sumaida'i, 1999: 45), he refers to the marketing strategy as the way through which the marketing goals are reached in the long and short term.

(Obaidat, 1997: 377) and (Al-Duji, 1999: 378) agree that the marketing strategy is a term used to describe the project program as a whole in choosing a specific market division and working to satisfy this division through the appropriate use of the elements of the marketing mix. The marketing strategy is the project's plan to reach To the consumer, and represents the marketing strategy from the point of view of (Darymple & Parsons, 2000: 46) is a plan for business design and the achievement of long-term goals for organizations through the access of products and services to markets, with expectations of competition, and the marketing strategy seeks to achieve goals and objectives, whether these are Objectives at the functional level or at the main level, and these objectives are determined on the basis of strengths, weaknesses, opportunities and threats affecting the organization.

In light of the foregoing, the marketing strategy can be viewed as the method and means that competitors cannot withstand.

3.2 Types of Marketing Strategies

(Meidan, 1996: 300-305) agrees with (Kotler, 1997: 393-395) to classify marketing strategies into three types:

1. Defensive Marketing Strategies.

This strategy means the organization's defense of its market share and business control, as well as the introduction of new products to make it the choice and the leader in the market and divides it (Kotler, 1997: 377-382) as shown in Figure (1) into six strategies:

- A. Position Defense
- B. Flank Defense
- C. Mobile Defense
- D. Preemptive Defense
- E. Contraction Defense
- F. Counter offensive Defense

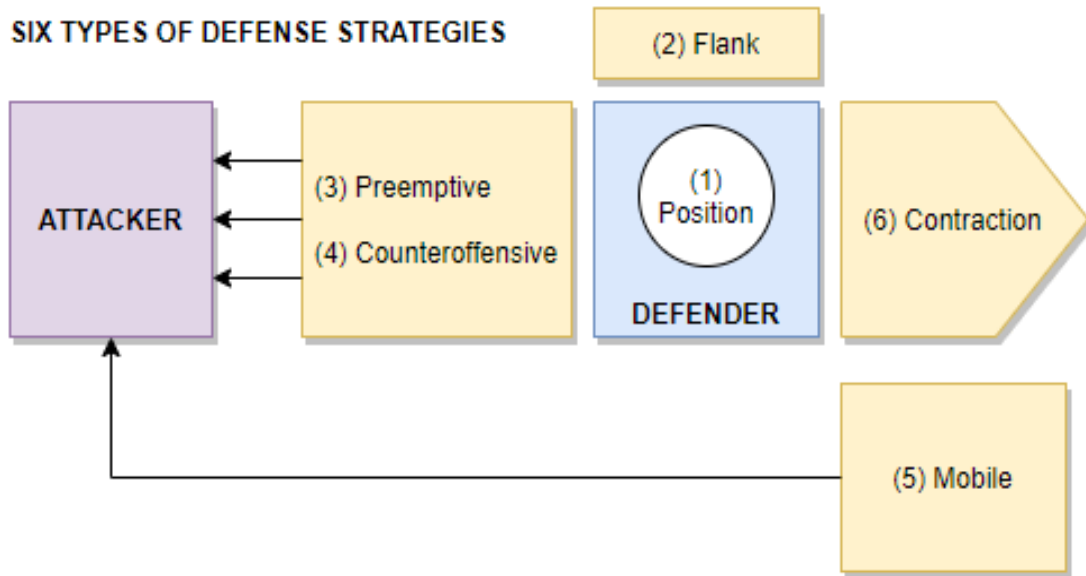


Figure (1) Defensive Marketing Strategies
 Source: (Kotler, 1997: 379).

2. Offensive marketing strategies.

Organizations can use these strategies to expand their market share and gain new customers. These strategies focus on highlighting their strengths while amplifying the weaknesses of competing organizations in order to attack them. The strengths aim to create a beautiful and effective image of organizations and customers, especially current and prospective customers, and classify them (Kotler, 1997: 388-391) as in Figure (2) to five Strategies are:-

- A. Frontal Attack Strategy
- B. Flank Attack Strategy
- C. Encirclement Attack Strategy
- D. Bypass Attack Strategy
- E. Cuerrilla Attack Strategy

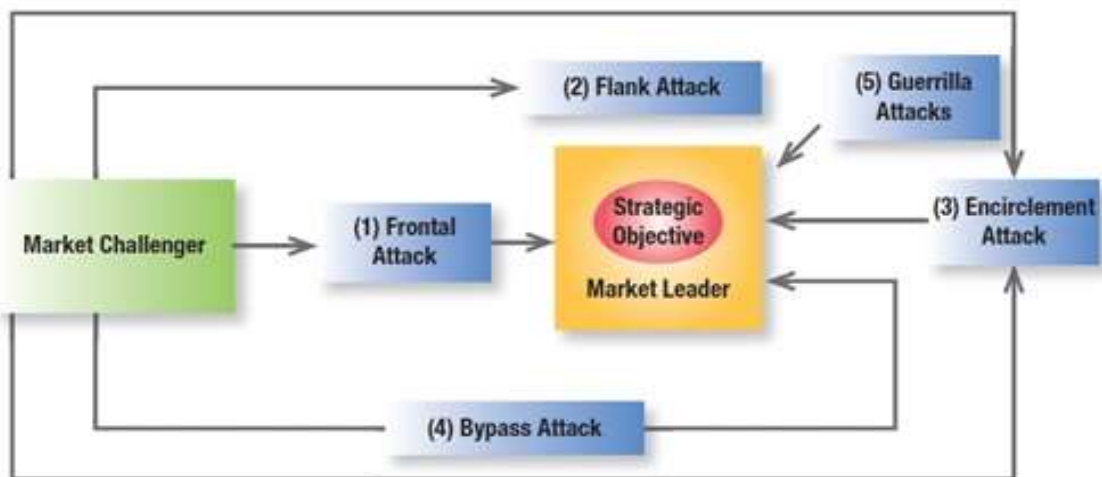


Figure (2) Offensive Marketing Strategies
 Source: (Cravens, 2000: 251)

3. Rational strategies (marketing advice).

The need for these strategies has arisen due to the rapid changes in the local and foreign markets, and the economic fluctuations in all its forms. These strategies are based on reducing costs to a minimum and maximizing profits to the maximum extent possible. They are of two types:-

- A. Cost reduction strategy: Reducing all cost components and stopping the provision of high-cost services.
- B. Profits maximization strategy: Expansion of profitable operations and adopted by specialized organizations that provide special services so that their customers are from the categories that do not consider price at the forefront of their priority as much as they look at the quality of service and its features, and they can increase their profitability in their field of specialization to the extent that they draw for herself and in her field.

3.3 Indicators to Measure The Effectiveness of the Marketing Strategy

Both (Al-Sumaida'i, 2000: 119, 127) and (Al-Afaishat, 2001: 68-69) agree in classifying the criteria used to measure the effectiveness of the marketing strategy as follows:

- 1. Internal compatibility: ensuring that the marketing strategy is compatible with the organization's mission and marketing objectives.
- 2. External compatibility: Knowing the extent to which the marketing strategy is compatible with the conditions of the external environment. The strategy of providing a high quality service at a high price is not suitable for a market whose consumers care about the low price.
- 3. Appropriate time horizon: Marketing strategies are compatible with the time frame of the marketing objective you are seeking to achieve.
- 4. Risk component: If the marketing strategy fails, does this result in the overall goal being at risk of not being achieved.
- 5. Taking competitors' reactions: Organizations should take into account the necessary precautions to confront competitors' actions in terms of time, place and capabilities to confront them.

Section (Four)

Descriptive Analysis of the Questionnaire Data

The researcher relied on the questionnaire form in order to explore the opinions of the researched sample and to know the extent of their agreement with the paragraphs contained in the questionnaire, 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 scale was used to measure the paragraphs of the scale distributed on five Paragraphs and each paragraph weighed strongly (5 degrees), agreed (4 degrees), neutral (3 degrees), disagree (2 degrees), and strongly disagree (1 degree), and the following is an analysis of the axes of the questionnaire:

4.1 The Results of The Descriptive Statistical Analysis of the Characteristics of the Vocabulary of the Research Sample: -

This section aims to describe and diagnose the opinions of the researched sample about the research variables, which are the ISO series as an independent variable and the effectiveness of marketing strategies as a dependent variable, within the following paragraphs:

Table (1) Distribution of sample vocabulary according to demographic Elements

By Gender			By Age			By academic qualification			By years of experience		
gender	R.	%	age	R.	%	academic qualification	R.	%	years of experience	R.	%
male	22	74%	21-30	6	20%	B.Sc.	14	46%	less than 5 years	9	30%
female	8	26%	31-40	8	26%	master	9	30%	From 6 - 10	5	17%

			41-50	8	26%	PhD	7	24%	From 11 - 15	5	17%
			51-60	7	24%				From 16 - 20	9	30%
			61 over	1	4%				21 or more	2	6%
Total	30	100	Total	30	100	Total	30	100	Total	30	100

Source: Prepared by the researcher

It is noted from the above table that the sample items according to gender are distributed in varying proportions, as the percentage of males who answered 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%). Also, as for people aged (51-60 years), their percentage was (24%), and people aged (61 years and over) reached 4%.

The table above shows the distribution of the sample items according to the educational qualification, where the percentage of those who obtained B.sc degree reached (46%) and a master's degree reached (30%), while the percentage of people who obtained a doctorate was (24%).

The above table shows the distribution of the sample items according to years of experience, so that a percentage of their years of experience amounted to less than (5) years (30%), while the percentage of those whose experience ranged from (6-10) years amounted to (17%) and those with experience (11-15) years amounted to Their percentage is (17%) as well. 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.

4.2 The results of the statistical analysis of the response of the items of the researched sample to the research variables.

Table (2) The results of the descriptive statistical analysis of the independent variable (International Standard ISO 9000)

NO	Questionnaire paragraphs	average values	standard deviation	Relative importance
1	Tourism Institutions must define the strategic goals of the establishment and unify the orientation of employees towards achieving the goals and the success of the establishment by creating a positive and stimulating environment for creativity and excellence.	4.3	0.70	5.97
2	It is necessary for the tourism establishment to focus on understanding and identifying the current and future requirements and desires of the customer and meeting them and exceeding their expectations.	4.46	0.65	5.87
3	The tourism establishment must work on the participation of its human resources in managing and improving quality and introducing them in a way that leads to the success of the quality system and the success of the organization in achieving its goals.	4.5	0.86	5.66
4	It is desirable that the tourism establishment manage	3.91	0.81	5.28

	its activities on the basis of operations by organizing several departments in one operation.			
5	It is necessary for the tourism establishment to identify and identify the interrelated processes and manage them as a unified system that contributes to achieving the effectiveness and efficiency of the establishment to achieve its objectives.	3.98	0.79	5.15
6	The tourism establishment should seek continuous improvement of all operations as a permanent goal of the organization through work teams and by listening to the customer's opinion and effectively managing complaints and suggestions.	4.48	0.59	5.83
7	The tourism establishment must take its decisions after collecting and analyzing information and identifying defects and methods of repair, and thus these decisions are more correct and less wrong and not based on guesswork and intuition.	4.2	0.78	5.69
8	That the tourism establishment seeks to establish a permanent relationship with suppliers based on the principle of participation and mutual benefit, thus ensuring the loyalty of the supplier and his keenness to gain the satisfaction of the establishment.	4.3	0.77	5.69
	Total	34.13	5.95	%100
	Average response for all items	4.266	0.74	

Source: Prepared by the Researcher

The results of the statistical analysis of the paragraphs of the questionnaire related to the independent variable in the table above show that the trends of the research sample were positive towards all paragraphs, because the arithmetic averages of the performance of the study samples are greater than the average measurement performance (the hypothetical arithmetic mean equal to 3 for the five-point Likert scale), and the standard deviation is less than half The arithmetic mean and the relative importance was close and high, where the average response to the first variable was (4.266) and the standard deviation was (0.74).

Table (3) Results of the descriptive statistical analysis of the dependent variable (Effectiveness of The Marketing Strategies)

NO	Questionnaire paragraphs	average values	standard deviation	Relative importance%
1	The marketing strategy is in line with the general strategy of the organization.	4.61	0.59	5.98
2	The company's marketing strategy is in line with the qualifications of the individuals working in the marketing department.	4.39	0.76	5.71
3	There is a compatibility between the company's marketing strategy and marketing objectives.	4.35	0.55	5.62
4	The marketing strategy in the organization is prepared in the light of the available opportunities.	4.28	0.71	5.58
5	The organization's marketing strategy is prepared in light of the	3.83	0.75	5.79

	knowledge of customers' needs and desires.			
6	There is a temporal alignment between the marketing strategy and the objectives that the organization seeks to achieve.	3.88	0.78	5.05
7	Marketing strategy seeks to achieve clear and achievable goals.	4.57	0.69	5.98
8	Marketing strategy responds to changing customer needs and desires.	4.30	0.74	5.62
	Total	34.21	5.57	%100
	Average response for all items	4.27	0.69	

Source: Prepared by the Researcher

The results of the statistical analysis of the paragraphs of the questionnaire related to the variable adopted in Table (3) show that the trends of the research sample were also positive towards all paragraphs, because the arithmetic averages of the answers of the sample members are greater than the mean of the measurement tool (the hypothetical arithmetic mean equal to 3 for the five-point Likert scale), and the standard deviation is less than half of the arithmetic mean, and the relative importance was close and high, as the average response to the leadership variable was (4.27) and the standard deviation was (0.69).

4.3 Testing the research hypothesis

In order to test the main hypothesis of the research, which states that “there is a significant effect relationship of the international standards ISO 9000 in the impact of the effectiveness of marketing strategies, and in order to accept this hypothesis from not being accepted, the (F) test was used to determine the significance of the simple linear regression model, as shown in Table (4), which was built according to the following formula: -

$$* X 0.59 + 0.21 = Y$$

Y represents the dependent variable

(The effectiveness of marketing strategies).

And X represents the independent variable

(International Standard ISO 9000).

Table (4) Simple linear regression model to measure the impact of international standards (ISO 9000) on the effectiveness of the marketing strategies of tourism enterprises

R²	VALUE) F(ISO 9000	Constant	X Y
	TABULAR (F) VALUE	COMPUTED VALUE)F(β	A	
0.446	7.06	48.95	0.57	0.22	Effectiveness of marketing strategies

It is evident from the results in the above table that :-

- ❖ The calculated value of (F) for the simple linear regression model of (X) reached (48.95) greater than the tabular value of (F) (7.06) at a significant level (1%), which indicates the stability of the

regression coefficient ($0.57 = 1b$), i.e. A change of one unit in ISO 9000 affects the effectiveness of the marketing strategies of tourism Institutions by (0.57), and this means that the significance of the simple linear regression model is proven, meaning that the international standard ISO 9000 has a significant effect on the effectiveness of marketing strategies.

- ❖ Also, the value of the interpretation coefficient (R^2) was (0.446), which means that ISO 9000 explains (47.50%) of the changes that occur in the effectiveness of marketing strategies, and the remaining percentage (52.50%) is due to the contribution of other variables not included in the current search.

Accordingly, the main sub-hypothesis will be accepted, which states that "there is a significant impact and correlation relationship of the international standard ISO 9000 in the effectiveness of the marketing strategies of tourism Institutions.

Section (Five)

Conclusions and Recommendations

5.1 The conclusions

1. The results of the analysis showed that the application of the internationally agreed quality system (ISO 9000) in the tourism Institutions enables these Institutions to continue in the market.
2. The study showed a compatibility between the marketing strategy and the qualifications of individuals working in the Tourism Authority and other functional strategies in the institution, through understanding the marketing strategy and working with it to achieve the objectives of the institution.
3. Through the application of the (ISO 9000) system in the tourist Institutions, customer satisfaction and loyalty can be achieved.
4. The study showed that the institution strives to abide by the factor of time when preparing its marketing strategy, which led to the interest of officials in preparing programs, procedures, plans and policies according to a specific time standard.
5. The adoption of the ISO 9000 system for tourist Institutions allows these Institutions to develop, continuously improve, and expand their business locally and internationally.
6. Adopting the correct marketing strategies in the tourism establishment can take on high-risk opportunities and thus gain a larger market share.

5.2 Recommendations

1. The necessity of achieving compatibility between the marketing strategy and the strategy of other functional departments in the tourism establishment, because this compatibility achieves effectiveness and the compatibility depends on the level of interdependence between senior management and marketing management and the relationship between them.
2. Emphasizing the need for the organization's senior management to formulate its marketing strategy in an undisguised way to competitors, because its success lies in its lack of clarity in front of its competitors, which does not allow them the opportunity to draw up an appropriate strategy for it.
3. The necessity of preparing a marketing strategy in light of the available opportunities in order to contribute to meeting the needs and desires of customers.
4. The need to pay attention to continuous improvement and to put customer satisfaction in the list of priorities for the work of any tourist institution, in order to reach customers to happiness and happiness and its repercussions on its work.
5. Work on formulating a strategy that is compatible with the potential of each tourism institution in order to reach the goals and leadership of these institutions in their field of work.
6. Spreading the culture of what international standards are ISO in general and ISO 9000 in particular and how to apply them through holding training courses and seminars and involving the largest possible number of workers in tourism institutions, with the need to emphasize the modernity of the programs of those courses.

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