

4 P's To 4E's – How To Avoid The Risk Of Unbalancing Marketing Mix To Bring Development In Tourism Sector Of Oman

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Abstract:

The topic covers the “4P's to 4 E's – How to avoid the risk of unbalancing Marketing Mix to bring development in tourism sector of Oman” this tries to measure the transcendent change from applying of marketing 4 P's to 4 E's. Tourism is one of the sources of income in Balance of payment statement. When the country is meeting the recession due to fall in oil price in the international market it requires focusing on other source of income generators. The marketing mix 4P's were: Product, price, place and promotion. These were the main focus in the field of marketing before twenty years but the focus has been shifted recently from 4P's to 4 E's that is Experience, Everywhere, exchange and Evangelism. This report is proposing to identify the risk of unbalancing marketing mix and as well as to increase the development of tourism in Oman.

Introduction:

Marketing is a greater tool that every business person adopts to improve the nations growth in the form of GDP. Particularly, Tourism sector in Oman need bring growth in its marketing strategies. Oman's economy is set to accelerate in 2019, with experts, surveys, and GDP growth forecasts all indicating another banner year for the country's development. A number of economic indicators have predicted Oman's GDP growing by 3.5 per cent, higher than the initial forecast of 2.5 per cent earlier this year. Additionally, with the nation's deficit continuing to fall, revenue is expected to contribute even more significantly to job creation, industrialization, and government revenues (Times of Oman, 2018). Tourism in particularly need to change its scenario to increase the GDP of the country. The tourists were on of the main source of income to increase the economy

of the country. The marketing mix 4 p's were focused on the growth of the tourism. But as per the need of this hour the trends were changing and the tourism need to adopt 4 E's.

Literature Reviews:

According to (AL:Shaibany, 2015) Tourism is still unexploited in the Sultanate of Oman largely because many local business people are not yet convinced that the huge natural resources available in the country are enough to attract quality tourists to visit its hidden treasures. Sustainability covers all elements that constitute a complete tourism experience. 'Sustainable tourism development' concerns an economic, social and environmental tourism development that aims at the continuous improvement of tourists' experiences. The tourism industry has the potential to contribute to sustainable development, particularly by job creating, including employment for women and marginalized groups (Cukier, [2002](#) Cukier, J. (2002). In conclusion, the private sector needs to do more with their investments in this sector. The government also needs to reach out to support towns and its people to expand the tourism industry instead of depending on filmmakers like Roth to make isolated video promotions for the country.

Purpose of the study:

The purpose of the study is to avoid the unbalancing marketing mix of 4P's by adopting 4 E's to develop the tourism of Oman. It would assist to investigate the way of improving the tourism in Oman in turn the Oman's economy can be increased.

Objectives of the study:

The study will be focused on the following objectives:

- To find out the satisfaction level of developing tourism in Oman when they adopt 4 P's.
- To adopt 4E's to meet the deficiency and reachability of information when the foreigners arrive to Oman.
- To identify the affordability of the foreigners which can improve the tourism in Oman by adopting 4 E's.
- To suggest suitable measures of implementing 4 E's for the development of tourism.

Research Methodology:

Research design:

A good research design is always focused on the objectives of the study which minimizes the bias and maximizes the reliability. In this study research design focus on the reasons of avoiding the risk of marketing mix and increase the development of tourism in Oman. So the research team has adopted descriptive analysis

as the research design in this proposed study. Which will help to identify the adoption of 4E's to develop the tourism.

Data collection methods:

The information will be gathered through various sources and by using distinctive instruments. A survey poll has been chosen to obtain the opinion of the tourist who was visiting to Oman on various tourist spots. In Online questionnaire will be circulated through Monkey survey to obtain the opinion of the localities from Oman with that the all the variables will be tested using deductive approach. Primary data will be obtained through questionnaires and the secondary data can be obtained through Newspapers, Journals, and Ministry of tourism reports, journals and from books.

Sampling frame and sample Size:

Survey questionnaire will be circulated through online and in person it will collected at various tourism places of Oman from the tourist. Opinion poll will be obtained from the localities. So that maximum sample can be obtained from the public. In this study 1200 respondents were approached through online survey, field research, professionals, department of ministry of tourism and so on.

Data Analysis and Interpretation:

In data analysis the researchers has draft questionnaire to know the impact of 4p's on the tourism development in Oman, the following results were as follows:

Table 1: Satisfaction level of promotional strategies adopted by Tourism Industry in Oman when adopting 4 p's.

	Frequency	Percent	Valid Percent	Cumulative Percent
Highly Dissatisfied	20	1.7	1.7	1.7
Moderately Dissatisfied	40	3.3	3.3	5.0
Satisfied	100	8.3	8.3	13.3
Moderately Satisfied	410	34.2	34.2	47.5
Highly Satisfied	630	52.5	52.5	100.0
Total	1200	100.0	100.0	

Interpretation:

From the above table it is clearly understood that 52.5 % of the respondents were highly satisfied with the promotional strategies adopted by tourism industry in Oman. Whereas 34.2% of the respondent tourist feel moderately satisfied with this. Only 5% of the total respondents were dissatisfied or highly dissatisfied with the promotional strategies adopted. In pre awareness among the respondents approximately 47.5% of the respondents were not satisfied much. To improve this the awareness need to be created more by providing information centers and distributing pamphlets.

Table 2: Likingness to Visit Oman

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	1090	90.8	90.8	90.8
Valid No	110	9.2	9.2	100.0
Total	1200	100.0	100.0	

Interpretation:

90.8% of the respondents like to visit Oman again as they were highly satisfied about the tourist places and information about the tourism in Oman. Only 9.2% of them were not willing to visit again.

Table 3: Clarity of Tourist Spot Information once reach Oman

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	1090	90.8	90.8	90.8
Valid No	110	9.2	9.2	100.0
Total	1200	100.0	100.0	

Interpretation:

90.8% of the respondents feel that the tourist spot information provided to them once they reach Oman is very clear. Only 9.2% of them were not having clarity about the places to visit in Oman. This can be effectively

improved to 100 percent by providing guides, raiders through cars, camel and other means of transport. The people coming from abroad will be sophisticated with almost all the facilities through tourism information system. The details about popular hotels, resorts, restaurants, monuments, museums. Fishing, diving, about turtle beach and so on need to be clarified by tourism information spots and information system this can be highly achievable only through 4 E's.

Table 4: **Satisfaction Level of Tourism Information Got**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly Dissatisfied	20	1.7	1.7	1.7
Moderately Dissatisfied	40	3.3	3.3	5.0
Satisfied	100	8.3	8.3	13.3
Moderately Satisfied	410	34.2	34.2	47.5
Highly Satisfied	630	52.5	52.5	100.0
Total	1200	100.0	100.0	

Interpretation:

From the above table it is clearly understood that 52.5 % of the respondents were highly satisfied with the satisfaction level of Tourism related information in Oman. Whereas 34.2% of the respondent tourist feel moderately satisfied with this. Only 3.3 and 1.7 % of the total respondents were dissatisfied or highly dissatisfied respectively with the tourism related information they got in Oman once they reach Oman.

Table 5: **Feasibility of the cost spent on Oman Tour to know the affordability during adoption of 4 p's**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Too costly	20	1.7	1.7	1.7

Moderately costly	40	3.3	3.3	5.0
Less Costly	100	8.3	8.3	13.3
Feasible Cost	410	34.2	34.2	47.5
affordable cost	630	52.5	52.5	100.0
Total	1200	100.0	100.0	

From the above table it clearly depicts that 86.7 % of the respondents feel that the cost of tourism in Oman as feasible and affordable whereas only 1.7 % that is 20 respondent out of 1200respondents feel that it is too costly to visit to Oman. To ensure that the visitor in Oman should be well aware of everything and everywhere they get more fun instead of frustration it is essential that their affordability and how much they can spent the focus should be given to everyone.

Pearson Correlation:

Table 6: **Descriptive Statistics**

	Mean	Std. Deviation	N
Likingness to Visit Oman	1.0917	.28976	1200
Satisfaction Level of Tourism Information Got	4.3250	.89031	1200

Table 7: **Correlations**

	Likingness to Visit Oman	Satisfaction Level of Tourism Information Got
Likingness to Visit Oman	1	-.377**
	Pearson Correlation	
	Sig. (2-tailed)	.000

Satisfaction Level of Tourism Information Got	N	1200	1200
	Pearson Correlation	-.377**	1
	Sig. (2-tailed)	.000	
	N	1200	1200

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

Interpretation:

As per the Pearson Correlation Test it is statistically shown that the two variables Likingness to visit Oman and the Tourism Information got once reach Oman were negatively correlated with -.377 values with .000 significance at a level of 0.01 level.

This indicates that likingness and obtaining information about the tourism details were two different aspects among the tourist and they both were not related to each other.

Non- Parametric Independent Sample Test:

Table 8:

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Satisfaction level of promotional strategies adopted by Tourism Industry in Oman is the same across categories of Feasibility of the cost spent on Oman Tour.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
2	The distribution of Satisfaction Level of Tourism Information Got is the same across categories of Feasibility of the cost spent on Oman Tour.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Interpretation:

Based on the Independent sample test with 1200 sample size. The null hypothesis is rejected which indicates that the alternative hypothesis is accepted. There is significant relationship between the distribution of satisfaction level of promotional strategies adopted by tourism industry in Oman and feasibility of the cost spent on Oman tour. The tourist were really willing to spent more as they feel that it is affordable cost to visit Oman and they were able to get sufficient information about the place to be visited.

Findings:

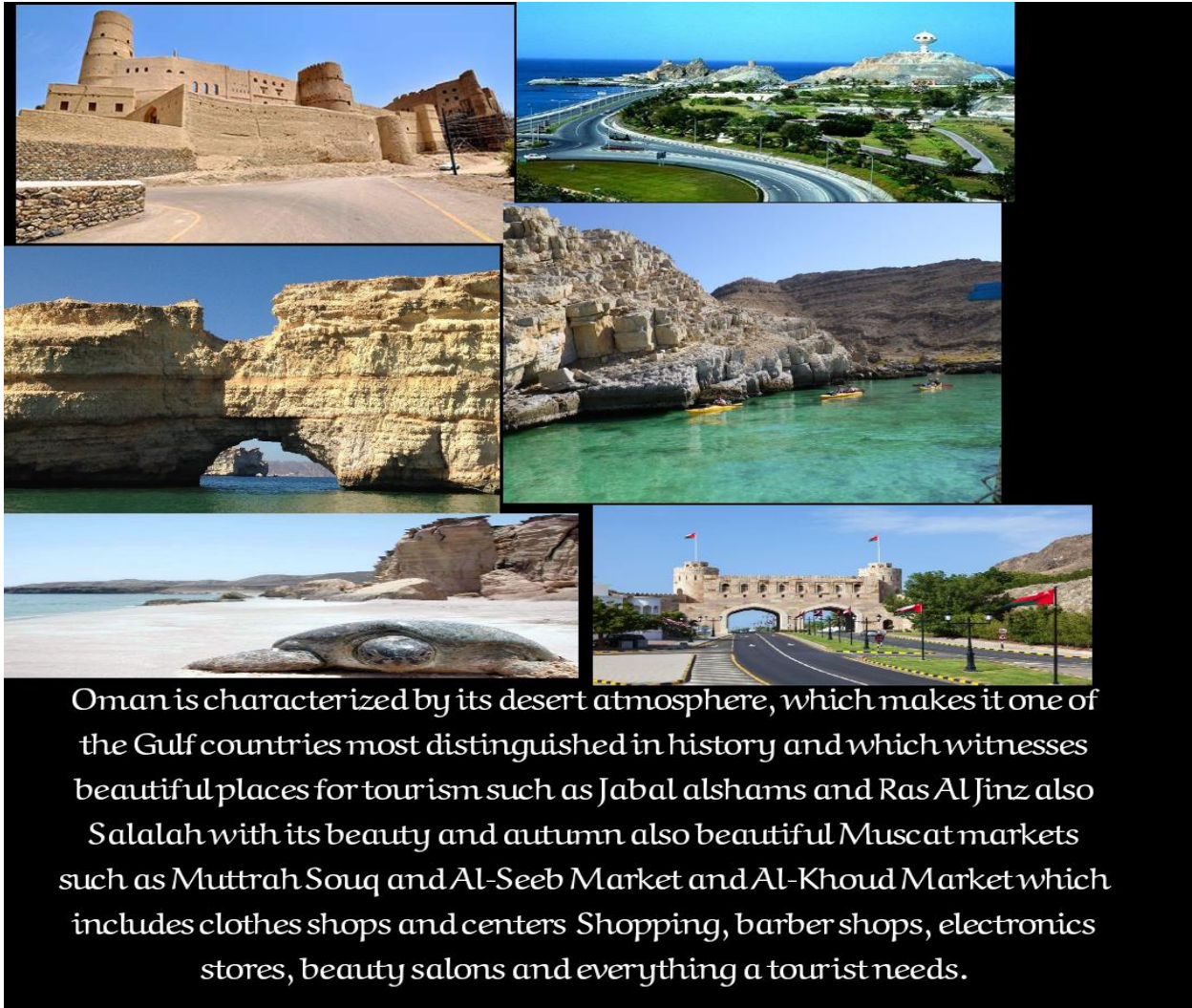
The major findings were as follows:

- 52.5% of the respondents were highly satisfied with the Tourism based information received once they reach Oman. As well as the same percentage of the respondents felt that visiting Oman is affordable.
- The satisfaction level can be increase with the adoption of 4E's as the reachability of information will be high.
- Likingness and obtaining information about the tourism details were two different aspects among the tourist and they both were not related to each other as it is least negatively correlated with -0.377 Pearson Correlation score at .000 significance with 0.01 Level.
- There is confirm need to increase more tourism spot information centers and it will also increase more job opportunities to Omani's to have more Omani Guides. Need to improve the Tourism information site will provides maximum of information at a lesser cost.
- There is significant relationship between the distribution of satisfaction level of promotional strategies adopted by tourism industry in Oman and feasibility of the cost spent on Oman tour as the null hypothesis were rejected at 0.05% with .000 significance level.
- The distribution of pamphlets in airports, port and other tourist spots can also increase more tourist in upcoming years.
- Due to pandemic even there were very few flights. This situation could change in future where it is required to provide information to new tourists such as beach resorts, restaurants, resorts, play areas, swimming pools, diving, fishing, camping in deserts, camel riding and so on.

Suggestions:

From the study it clearly indicates that majority of the respondents were highly satisfied with the tourism in Oman and they were also willing to visit Oman. Only very few of the respondents were dissatisfied with it due to lack of information about the tourism spot. No proper guidance how to visit the particular places. It is suggested that instead of promoting the tourism based information in some places it should be available

everywhere. Any place the tourist visit he should get bunch of information about other places to explore. This will help to increase more tourism in Oman. The research team suggested that due to pandemic the pamphlets can be given to experts who are coming in chartered flights to create awareness about the tourism spot through that we can publicize and create knowledge. The sample was given below as output of research outcome.



When circulated the pamphlets there were enormous positive response from the respondents. They share their opinion through word of mouth that it's overwhelming and they were able to get to know about more places in Oman through the Pamphlets given by the research team.

Conclusion:

This study focus more on the impact of 4 p's in the tourism development in Oman. Which is found to be highly or moderately satisfied? About 50% level of high satisfaction is provided where if the tourism Industry adopts 4'Es then the 50% of highly satisfied can be increased to 100 percent and the level of dissatisfaction can be

eradicated. At higher level of confidence the study testing like Pearson Correlation and Kruskal Wallis Test proves that the data obtained were highly significant at .000 values. Thus finally to conclude attracting the tourist and retaining them is quite challenging task and making them to visit again and again to increase the tourism in BOP is must for this the 4 E's Strategy will definitely work very well.

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Topic: 4 p's to 4E's – How to avoid the risk of unbalancing Marketing Mix to bring development in tourism sector of Oman

Dear Respondents,

We are doing a research at TRC (The research Council, Oman). This study is carried out in the intension to bring growth and welfare in Tourism sector of Oman by adopting 4 E's of marketing mix. This is carried for research purpose and we are the students of Gulf College Oman.

Thank you for your time and prompt responses.

BY: Gulf College students

Questionnaire.

- 1. State your level of Satisfaction about promotional strategies adopted by Tourism Industry in Oman when adopting 4 p's.**

☐ Highly Dissatisfied

☐ Moderately Dissatisfied

☐ Satisfied

☐ Moderately Satisfied

☐ Highly Satisfied
- 2. Will you visit Oman again?**

☐ Yes

☐ No
- 3. Do you get clear information about tourism places in Oman?**

☐ Yes

☐ No
- 4. State your level of Satisfaction got about tourism information adopting 4p's**

☐ Highly Dissatisfied

☐ Moderately Dissatisfied

☐ Satisfied

☐ Moderately Satisfied

☐ Highly Satisfied
- 5. Feasibility of the cost spent on Oman Tour to know the affordability during adoption of 4 p's**

- ☐ Too costly
- ☐ Moderately costly
- ☐ Less Costly
- ☐ Feasible Cost
- ☐ Affordable cost

6. Provide your opinion to improve the tourism in Oman.

7. Is the pamphlet provided to you is useful and how do you like it?

- ☐ Yes
- ☐ No

8. Will you recommend others to come back to Oman, Provide what you like the most in few words.

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