
AGILE MARKETING AND ITS ROLE IN SUSTAINABLE TOURISM DEVELOPMENT: AN APPLIED STUDY OF A SAMPLE OF FIRST-CLASS HOTELS IN BAGHDAD

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Abstract

The aims of study to identify the dimensions of agile marketing and the requirements of transformation in hotel organizations towards agile marketing events and determine the size of the gap between the actual reality of traditional marketing and agile marketing in light of sustainable tourism development, and to know the marketing orientation to apply the principles of sustainable tourism development and the research problem is clear in the face of failures in the integration of the tourism program and scheduling tourism offers and reduce response time and move away from credibility in business and neglect of empowerment of skills and competencies and weak feedback in order to achieve Sustainable tourism development and sustainable management practices. The study highlights the importance of rapid marketing, which tourism organizations seek to apply into work and try to remain distinctive by following a number of strategies to achieve organized agile marketing in light of the goals of sustainable tourism development. As well as finding the correlation between agile marketing tools and the guidelines brought by sustainable tourism development, as well as focusing the research on the most important contemporary economic activity.

The researcher chose five first-class hotels in Baghdad's field of research, so the research sample was 150 valid for the preparation of the research because it suffers from multiple marketing problems and agile marketing is one of the existing solutions to overcome market dilemmas.

Keywords: Marketing, Agile Marketing, Sustainable Tourism Development, Sustainable Marketing.

Introduction

Agile marketing is an important input in developing marketing efficiency in competing companies, who aim to develop in the business environment, as meaningful change is based on achieving flexibility in the joints of companies to develop a level of organizational agility in them, including facing turmoil and uncertainties in environmental conditions, with an increase in the speed of innovation and faster new entries. Tourism is considered as one of the

phenomena of our time that stems from the growing need for comfort, the change of air, the generation of a sense of the beauty of nature, the growth of this feeling, and the feeling of joy and pleasure.(1)

The concept of sustainable tourism has emerged in the problem of the sustainability of tourism in the service of the national economy, without prejudice to the future of natural or heritage wealth, as a result of the exacerbation of three important factors as a result of the tremendous growth and expansion of mass tourism, and the increasing demand for tourism in areas and sites that enjoy With the elements of tourist nature.

Sustainable tourism development represents a distinctive sign in the way of interest in tourism activity by providing assistance and guidance to member states in this vital field. in reducing poverty in developing countries, especially the least developed and poorest, and inequality.

The Sustainable Tourism Development Goals focus on the theme of human development in its interdependence with sustainable development strategies, according to their economic, political and social requirements.

The methodological framework of study:

First: The Problem of study:

Tourism organizations face difficult challenges in directing their marketing events as a result of the intense competition they face resulting in policies and procedures that require their implementation to raise the level of marketing events at an agile level. Such as advertisements, the level of quality of tourism programs and the cost of the tourism program, and agile marketing comes as an administrative input to avoid failures in the integration of the tourism program, scheduling tourism offers, reducing response time, moving away from credibility in business, neglecting the empowerment of skills and competencies, inventory surplus, poor feedback to achieve sustainable tourism development and sustainable management practices that apply to all types and patterns of tourism, which demands the application of a set of international standards. Which has become an important global demand.

Second: The importance of study:

The importance of the research highlights the importance of the subject of agile marketing, which tourism organizations seek to apply to work and try to remain distinctive by following a some strategies to achieve organized agile marketing in light of the goals of sustainable tourism development. The research gains its importance from finding the interrelationship between agile marketing tools and the guidelines brought by sustainable tourism development, as well as focusing the research on the most important contemporary economic activity that achieves important economic returns in tourist attractions.

Third: the objectives of study

The research aims to identify agile marketing and the requirements to achieve this in hotel organizations in light of sustainable tourism development, and the objectives of the research come to identify the extent to which the requirements of agile marketing and their dimensions in hotel organizations are achieved and to know the marketing orientation to apply the principles of sustainable tourism development in the environment of tourism natural resources and the labor market.

Fourth: Research Hypotheses

The first main hypothesis is that there is a significant correlation between lean marketing and the requirements of sustainable development transformation.

The second main hypothesis There are significant impact relationships between lean marketing and the requirements of transformation towards sustainable development.

Fifth: Research Methodology and Tools

The researcher relied on the descriptive and analytical approach

Sixth: Research Limits

- Spatial boundaries The search was conducted on the directors of departments and divisions in first-class hotels in the city of Baghdad, amounting to (5) hotels represented in Baghdad Hotel, Coral, Palestine, Ishtar and Babylon, and the number of random samples was intentional 150 male and female employees

- Time limits of study was conducted between March, April and June 2022

The Theoretical framework of the study

First: Agile Marketing

Agile marketing has become essential for competing companies around the world, who want to be able to add value to today's business environment, meaningful change is based on achieving flexibility in the joints of companies to develop a level of organizational agility in them to face turbulence and uncertainties in environmental conditions, with an increase in the speed of innovation and faster new entries. led to an increase in customer expectations and product demand (Mohamad F.ai et al,2021). Executives need to focus on strategic agility, operational agility and leadership agility (Joiner,2019). The need arises to escalate financial flows by enhancing sources of financing and reducing operational costs and spending through the distinctive use of information technology in activating marketing operations, and enough to withstand the continuous developments of its environmental business and to ensure the development, growth and sustainability (Lazar, 2019). The collaboration emerges as an effective strategy to achieve excellence and agility in line with the objectives of the World Tourism Organization in meeting the needs of current tourists and host regions while protecting and enhancing future opportunities (Fernandes &Almeida,2021). Agility is in marketing agility in determining the components of excellence to be the title of agile marketing. It is intrinsically valuable where managers can invest sustainably. (Homburg ai et al.,,2020), and an investigation into the emerging concept of marketing agility for its application. The definition of agile marketing speed refers to how quickly an organization understands the market and implements marketing decisions to adapt to the market. They are conceived to occur across different organizational levels and appear to be distinct from relevant concepts in marketing and associated fields. The authors highlight the company's challenges in implementing marketing agility (Kalaignanam,ai et al.,2020), including ensuring brand consistency and data quality rule set, methods for measuring conformity, expanding the resilience of the marketing ecosystem, managing data privacy concerns, pursuing marketing agility as a fad, and hiring marketing leaders (Lewnes,2021), and all are backed by speed and agility (Deighton , ai et al.,2021).

Technological infrastructures and processes contribute to the collection and analysis of market information at scale and marketing organizations contribute to discovering opportunities and

trends, experimenting, and responding or driving changes in the labor market (Holbeche, 2019), to make decisions related to administrative and technical agility perfectly (Prange & Hennig, 2019). Wading into the cycle of day-to-day operations makes it easier for marketing managers to turn to creativity and new technologies. (Venkatesan & Farris, 2021) , to improve marketing processes includes the concept of organizational flexibility through flexibility and adaptability.

An agile organization is not only "flexible" to meet expected changes to be able to also respond and adapt to unexpected changes quickly and efficiently. Moreover, speed is an essential quality of agility in marketing events.

To be identical, agility requires a transformation process that recognizes complexity and resembles the desired end state. Thus, when integrating new technologies and methodologies into how organizations are designed and operated, agile values must become a critical value in the measures through which change is conceived, implemented and evaluated, to work in a dynamic environment. (Brueller ,ai et al.,2014) Companies must do so in order to become more agile, at different levels and we must distinguish between flexibility, versatility and transformational agility patterns to be graceful patterns ready to apply (Findsrud ,2020).

Case studies can help even the most experienced professionals with more practical basic thinking, update your perspective and help you maintain peak creativity and agility when thinking about how best to use data for your company. It highlights that strategic sensitivity, unity of command, and fluidity of resources all contribute to the speed of the organization's strategic agility (Sati, 2020). They recognize the importance of mergers and acquisitions in enhancing overall strategic resilience. (Hinson, ai et al.,2022).

Agile marketing represents a very complex behavior that drives the ability of organizations to provide quick and effective responses to unexpected changes in market demands, ensuring their adaptability and flexibility, adopting freedom from daily routine and inertia, integrating continuous change into a variety of options for marketing operations, bypassing unity of leadership, strategic sensitivity and resource liquidity all contribute to the speed of the organization's marketing movement. Recognizing the importance of mergers and acquisitions in enhancing overall strategic resilience, Organizational flexibility means a competitive advantage for many organizations of the world's five largest IT companies with organizational agility such as Amazon, Apple, Facebook, Google, and Microsoft, thus focusing on two principles: focus on costs and customer value (Hsu & Powers ,2002).

The agile and graded framework adopted by the flexible institution is disciplined in the frameworks and best practices applied (Arnold ,2012). Organizational agility is an approach that challenges traditional processes and often assumes an ideal, predictable, and reusable solution to each problem to make the process effective and predictable or a rigorous procedural approach to solving independent problems.

Agile approaches represent continuous design, flexible scope, freezing design features as late as possible, embracing uncertainty and customer interaction, and organizing a modified project team. Feedback and changes are essential to agility and agile approach – embracing change rather than resisting it additionally, and unpredictable agile processes depend on people and their creativity (salim,2017).

Second: Sustainable Tourism Development

Tourism activities constitute a dynamic engine in many economies of the world, especially in tourist countries that possess elements of natural attractions (salim,2009) and the concept of sustainable tourism has emerged in the problem of tourism sustainability to serve the national economy, without prejudice to the future of natural or heritage wealth, as a result of the exacerbation of three important factors as a result of the tremendous growth and expansion of mass tourism, and the increasing demand for tourism in areas and sites that enjoy the elements of tourism nature.

Sustainable tourism development represents a distinctive sign in the way of interest in tourism activity by providing assistance and guidance to member countries in this vital field, as well as developing the economy in developing countries, especially the least developed and poorest, and inequality.

The Sustainable Tourism Development Goals focus on the subject of human development in its interdependence with sustainable development strategies, according to their economic, political and social requirements. And tourists must adhere to a set of duties and behaviors that must be observed Tourists show it in their visible behavior. (salim,2009)

There are several definitions of sustainable tourism, according to the World Tourism Organization, the guidelines for sustainable development and sustainable management practices apply to all types and patterns of tourism, and the principles of sustainability are concerned with the environmental, social, cultural and economic aspects of tourism development to ensure sustainability in the survival of natural resources for future generations based on rational and optimal consumption.

Sustainable tourism requires an interactive vision and the serious participation of all stakeholders to achieve their goals within the framework of sustainable development.

The Business Council for Sustainable Development has used the term eco-efficiency to describe companies that produce more useful products and services while at the same time reducing resource consumption and pollution. For example, reducing the exhaust of energy equipment is available and computers can be used to reduce paperwork. Allowing current technologies to control the lighting and temperatures in the lounges and guest rooms in hotels, the climate system can be transformed into an energy-saving situation. (salim,2009).

A lot of their stuff isn't suitable for recycling, even if it's made from sustainable sources, so why not reuse, simple thinking like this can say a lot about branding and encouraging tourists to choose the brand that gets ethical prestige (Housden ,2005). In preserving the natural tourist environment and establishing competitive and sustainable pricing strategies. (Jones,2004).

It allows an organization to focus its resources on optimal opportunities with the goals of increasing sales and achieving sustainable competitive advantages. Marketing strategy encompasses all core and long-term activities in the field of marketing that deals with strategic analysis, formulation and evaluation (Funk ,2008), as well as working to create a competitive sustainable advantage. (Garris & Mishra,2015).

This agile marketing orientation can lead to marginal competition and a level of commitment and well-being in a stable, long-term sustainable relationship through: (Kotler,2003)

- Create and maintain the highest value through the effective application of the marketing mix
- Establish a link between customer needs and organizational strength

- Consider the competition of the customer's impression
- Most features today do not remain relevant

The marketing race is a race without a finish line reflected in some marketing trends where a few are sustainable that come first at lower prices, then with better features, and then with better quality that we believe bodes well for sustainable growth and an exciting future for the world's largest industry (Middleton & Clarke,2001). The target audience of the brand gives a high reward for quality (Salt ,2011), while others are either less willing or less able to make a purchase or exchange, the best approach is to develop services with the intention to convert them into a sustainable plan and a sustainable competitive advantage that is not limited to customer satisfaction, (kerzner ,2001) but there is also pressure on your competitors to spend money to compete with you.

I realized that marketing is a race without a better quality finish line, then faster performance they have to achieve sustainable development a level of commitment and well-being in the long term and in a stable sustainable relationship the marketer must help the customer for loyalty constantly reconsider the reason for his passion for the product or service. Attendance or allowing the company to focus its resources on optimal opportunities with the goals of increasing sales and achieving sustainable competitiveness, marketing strategy includes all core and long-term activities with initial strategic analysis, company positioning, formulation and evaluation

For sustainable growth and an exciting future for the world's largest industry.

New economic model is difficult to know whether it is sustainable or not, whether it will follow a pre-existing economic theory or whether it will follow a new group. A sustainable competitive advantage is not only satisfying your customers, it also pressures your competitors to spend money to compete with you.

The second topic is the presentation and analysis of data for the sample and variables of the research

Table (1) Presentation of the research sample

Number of years of service			Academic achievement				Age					demographic traits	
-16 20	-11 15	10-5	Other	Master's	BA	diploma	bigger from 50	-41 50	-31 40	-25 30	-20 25		
22	38	35	5	17	27	46	5	20	16	19	35	95	Type social
15 %	26 %	24 %	4 %	12 %	18 %	%3 1	4%	14 %	11 %	13 %	24 %	60 %	Male
12	51	82	5	10	26	14	4	9	10	12	20	55	Female
%8	10 %	24 %	4 %	7%	18 %	10 %	3%	6%	7%	%8	%1 4	40 %	

The statistical results shown in Table (1) the primary data of the research sample were (5) tourist hotels in the city of Baghdad, as the number of questionnaires distributed (160) questionnaire has neglected (10) forms for lack of integration of information, as it can not be

used and used in the field of statistical analysis, and the questionnaire included personal information, which was represented by (60%) of males and (40%) and most of them within the age group (20-24) as the percentage of males (24%) while the percentage of females (14%), and their academic achievement varied As the research sample was holders of a bachelor's degree (18%) for males and (18%) for females, as well as the indicator of the number of years of service for the sample indicates within the category (11-15) years, as the percentage of males was (26%) and the percentage of females (24%)

Second: Measuring the stability of the resolution, its structural validity and its natural distribution

1: Coding and Dimensions of Search Variables Contained in the Questionnaire:

The research questionnaire included two main variables, namely (agile marketing), and the first part was measured through four dimensions (marketing effectiveness, determinants of competition, continuous improvement trends, process automation) as an independent variable, while its second part was measured (sustainable tourism development) through three dimensions (environmental and cultural, customer satisfaction, economic growth), so the number of paragraphs of the questionnaire was (28) paragraphs,

Table (2) Coding the questionnaire according to the standards and the selected model for research

Code	Section	Dimension	Variable
-X1 x4	4-1	Marketing effectiveness	Agile Marketing
-X5 x8	8-5	competition determinants	
-X9 x12	12-9	Directions for continuous improvement	
-X13 x16	16-13	Process automation	
-X17 x21	21-17	environmental and cultural	sustainable tourist tourism
-X22 x26	26-22	Customer satisfaction	
-X 27 x30	30-27	Economic growth	
Code	Section	Dimension	Variable
-X1 x4	4-1	Marketing effectiveness	Agile Marketing
-X5 x8	8-5	competition determinants	
-X9 x12	12-9	Directions for continuous improvement	
-X13 x16	16-13	Process automation	
-X17 x21	21-17	environmental and cultural	sustainable tourist tourism
-X22 x26	26-22	Customer satisfaction	
-X 27 x30	30-27	Economic growth	

2: Test the normal distribution of data

The natural distribution is the most famous and used among all distributions, as it approximates many natural phenomena well, for the normal distribution is by far the most important probability distribution, being one of the main reasons in the theory of the central

end (CLT), as the data were distributed in a natural distribution that facilitates the researcher to adopt parametric statistics methods and facilitates the conduct of (confirmatory factor analysis, exploratory, arithmetic mean, standard deviation, Pearson correlation coefficient, simple and multiple linear regression), and through the statistical package (SPSS V.28), The test morale appeared for agile marketing (0.200 *), while its value for tourism teams was (0.023), which is less than (0.05). The researcher has adopted the method (BOX PLOT) to identify abnormal data to modify it in line with the requirements of normal distribution, and it is clear that the values of flattening and torsion coefficients for the data of the three variables are confined within (1.96 +/-), and this confirms the moderation of data distribution, as its value was (-0.073, -0.057) for agile marketing while its value was for sustainable tourism development (-0.490 < 0.889). It is clear that the values of the arithmetic mean converge with the values of the median and the values of the mode, as the values of the arithmetic mean of the two variables respectively (3.53, 3.56) for ethical leadership, and sustainable tourism development respectively (3.56, 3.61, 3.60),

Table (3) shows the distribution of data in a graph that takes the shape of a bell, which supports the distribution of data naturally.

Table (3) Normal Distribution Test of Search Variables Data

Colm Croff-Smirnoff test for a normal distribution		
The main variables	sustainable tourism development	Agile Marketing
degrees of freedom	179	179
Test statistic	0.094	0.073
significance level	0.023	0.200*
Skew ness	-0.490	-0.073
flattening	0.889	-0.057
missing values	0.00	0.00
standard deviation	0.411	0.409
Arithmetic mean	3.5605	3.5310
Mediator	3.611	3.5625
vein	3.62	3.60
Standard deviation	0.182	0.182
error	0.361	0.361

Source: SPSS V.28 outputs.

Third: Presentation, analysis and discussion (agile marketing and its role in sustainable tourism development)

The review aims to present the analysis and diagnosis of the level of availability and practice of variables (agile marketing and sustainable tourism development) among workers in first-class hotels in Baghdad, as well as answers (195) views of the paragraphs of the questionnaire (28) paragraphs represented the dimensions and paragraphs of the underlying variables, as the researcher adopted the standard of the arithmetic mean, standard deviation, coefficient of variation and relative importance of each paragraph of the paragraphs, to make a comparison

between the calculated mean and the hypothetical mean in tables (4,5), which represents the categories, to identify availability, adoption and practice and the attention of the workers in the first-class hotels ,

1. Presentation and analysis of data of the first variable of Agile marketing:

The statistical results of the Agile marketing variable showed a calculated mean of (3.53) high-level, to indicate the employees' endeavor to activate marketing operations within the framework of the existing competition and the trend towards continuous improvement and automation of marketing operations to achieve administrative success so that agile marketing gets a standard deviation (0.951), relative interest (70.537%) good, and a relative coefficient of difference (29.701%) indicating homogeneity and convergence of opinions on activating marketing operations through (16) paragraphs and through answers (195) views for hotel workers as shown in the results of Table (4),

The workers in first-class hotels showed their orientation to the effectiveness of marketing operations first, so it won an arithmetic average (3.6) high-level, and with relative interest (2%7) about intensifying collective efforts and monitoring the improvement of marketing results with high efficiency, so their answers indicated agreement and standard deviation (1.66%), and a relative coefficient of difference (29.6%), either at the level of paragraphs (1-4) in the research questionnaire, I got an arithmetic mean (3.72-3.52) high-level, With a standard deviation (1.106-1.001) indicates convergence in the level of answers, and a relative coefficient of difference (30.96%-26.60%) and to give relative attention (30.96%-70.4%) good to medium in its ability to design its marketing operations in a way that suits marketing trends and aspirations Implementation in its marketing events, as it was keen to set ethically specific standards and proceeded to adhere to them through marketing performance in the company, as well as seeking to monitor marketing operations and intensify collective efforts in the implementation of marketing plans and programs.

While the statistical results showed the orientations of the opinions of workers in first-class hotels about the determinants of competition, as the dimension got an arithmetic mean (3.45) high-level, and with relative interest (69%) good in the intensity of competition in which it mainly gives the possibility and ability to confront competitors with marketing ingenuity, which identifies marketing gaps and supports marketing decisions to address them and achieves a kind of excellence, so their answers indicate agreement and standard deviation (1.043), and a relative coefficient of difference (30.58%),As for the level of the paragraphs that appeared under the sequence (9-6) in the research questionnaire, we got an arithmetic mean (3.61-3.31) slightly high, with a standard deviation (1 -1.087), while the relative difference coefficient was (28.3-32.83%) and relative interest (74.266.2-72.2%) from medium to good in the direction to address the lack of knowledge and seek excellence in marketing business as well as support marketing decisions to face competitors.

The leaders of first-class hotels showed in the dimension of continuous improvement trends and in a way that contributes to improving marketing events, so that the dimension gets arithmetic mean (3.50) at a high level, and the relative importance (70.5%) was well in measuring waste and getting rid of errors and exhausts, as well as comparing the results with plans and programs, so the standard deviation of the dimension was (0.635), and with a relative difference coefficient (29.705%),As for the level of paragraphs (5-11) in the research

questionnaire, we got arithmetic mean (3.62-3.36) high level, and a standard deviation (0.969-1.097) indicating convergence in the level of answers and their harmony, and a relative coefficient of difference (31.79% - 27.62%), as it received relative attention (72.4%-67.2%) Good in getting rid of failures and reducing spending at all stages of production and marketing and working on auditing marketing events

Finally, the statistical results of the research sample showed in the fourth dimension

It got an arithmetic mean (3.605) high-level, and is relatively interested in it (71%) well, by updating its marketing operations and linking it to information technology, so their answers were consistent with a standard deviation of 1.06), and a relative coefficient of difference (29.46%), either at the level of paragraphs (19-16) in the research questionnaire, as it got arithmetic mean (3.71-3.38) from moderate to high-level, and a standard deviation (1.094-1.023), with a relative coefficient of variation (31.98%-27.57%) and a relative interest (72.4%-67.2%) good to average in working to improve efficiency and effectiveness in the use of resources, monitor customer needs and work to meet the needs of marketers.

Table 4 Presentation and analysis of Agile marketing data (n=195)

priority	coefficient of difference%	Relative importance%	standard deviation	SMA	sections	s
4	30.55	72.4	1.106	3.62	Collective efforts are intensified in the implementation of marketing plans and programs	1
1	26.60	74.4	1.064	3.72	We monitor production stages to improve marketing results	2
5	30.96	70.8	1.096	3.54	We work efficiently in marketing operations according to marketing plans	3
2	28.43	70.4	1.001	3.52	Collective efforts are intensified in the implementation of marketing plans and programs	4
Third	29.06	72	1.066	3.6	Marketing effectiveness	
2	28.03	72.2	1.012	3.61	We contain competitors' challenges with marketing ingenuity	5
3	29.06	68.8	1.000	3.44	We work to transfer knowledge and share it in supporting the marketing decision	6
5	32.83	66.2	1.087	3.31	We focus on quickly identifying and addressing knowledge gaps	7
4	31.27	68.8	1.076	3.44	We get excellence in marketing business results	8
the first	30.29	69.0	1.043	3.45	competition determinants	
3	30.58	71.6	1.095	3.58	We monitor waste reduction levels on an ongoing basis	9
4	31.79	69	1.097	3.45	We are working to reduce spending in all stages of production and marketing	10
1	27.62	72.4	1.000	3.62	We rely on the principle of eliminating waste to improve production rates	11
2	28.83	67.2	0.969	3.36	We periodically monitor the measurement of results and compare them to plans	12
fourth	29.705	70.05	0.635	3.50	Directions for continuous improvement	
4	31.98	67.6	1.081	3.38	We are working to improve the efficiency and effectiveness of the organization's performance	13

2	28.52	73.2	1.044	3.66	We use resources efficiently to reduce emissions	14
1	27.57	74.2	1.023	3.71	We monitor customer needs and modify the product	15
3	29.80	73.4	1.094	3.67	We work to meet the needs of marketers and facilitate their tasks	16
Second	29.46	71.1	1.06	3.605	Marketing process automation	
		70.537	0.951	3.53	Agile Marketing	

2. Presentation, analysis and diagnosis of the dependent variable Sustainable Tourism Development:

The statistical results of the approved variable showed sustainable tourism development for research through three dimensions (environmental and cultural, customer satisfaction, economic growth) and through (12) items, and through answers (195) views among workers in first-class hotels, as it won a calculated mean of (3.62) high-level, to indicate the possession of a set of activities and events provided by workers during the performance of their tasks entrusted to them efficiently, effectively and productively to achieve environmentally friendly initiatives through a series of activities for digital transformation, which reduces the use of paper and the conservation of trees in nature, participation in the use of alternative energy as well as increased opportunities to participate in supporting a green economy, providing green jobs, managing green operations, and green marketing., received a standard deviation (0.337), and relative interest (72.4%) Good, The coefficient of relative difference (9.30%) indicates the agreement on its availability and practice in the form that the sample realized when answering it, and as shown in the results of Table (5), either at the level of dimensions were arranged according to the coefficient of relative difference.

The administrations in first-class hotels have tended to adopt the cultural environment in the first order when targeting them to improve their ability to build and achieve job performance, so the overall dimension got an arithmetic mean (33.6) high-level, and practiced with relative interest by (672%) Good, as they showed their adoption of maintaining the safety of the environment and adhering to the instructions and guidelines of the Tourism Authority, as their answers indicated agreement and convergence with a standard deviation (710.), and a relative coefficient of difference (30.66%), either at the level of paragraphs (17-20) in Questionnaire, I got a high arithmetic mean (43.85-3.4), A standard deviation of (1.071-0.966) indicates the convergence in their agreement on it to be the coefficient of difference of the four paragraphs (77%-68.08%) and relative interest (77%-69%) in emphasizing the need for high attention to the cultural, civilizational and natural heritage, which represents the authenticity of civilization of the visited country, and stressed the safety and cleanliness of the environment from epidemics and diseases, protecting it from depletion and extinction, and not excessive use that distorts its aesthetic features, in addition to the diversity of services and environmentally friendly products to reduce energy exhaust and market safe products for tourists and preserve the environment in a way that supports the civilized concept of rational consumption, as well as grafting tourism services with cultural and heritage .

While the administrations of first-class hotels expressed their adoption of customer satisfaction in the second order when they seek to improve the service performance of their customers, to get the dimension in general on the mean of my account ((3.61 high level, as it

received its relative attention (72.3%) good and stemming from their provision of innovative and practical services continuously with access to data for the level of satisfaction of customers, their answers confirm the agreement and standard deviation (0.926), and a relative difference coefficient (25.62%), either at the level of paragraphs (26-23) in the questionnaire, to get a mean My account (3.74-3.40) is high, with a standard deviation of (1.039) indicating agreement in the level of answers, as the paragraphs got a relative coefficient of difference (27.78%-23.78%), as they received relative attention (77%-68%) Good in its ability to provide services that achieve a level of satisfaction and continuously befitting the reputation of hotels and their management in the field of embodying green marketing. This comes from the keenness of hotel management to obtain updated data on the level of customer satisfaction for all services provided or for a specific service such as Food & Beverages. Finally, it became clear that the administrations of first-class hotels adopted economic growth in the third order, which contributes to improving their orientation and economic role in reviving economic development because of their vital role in the balance of payments and its continuous support for the tourism market by preserving tourism natural resources and introducing green human resources management at work, reducing pollution and depletion, reducing pressure on the environmental resource that attracts tourism events, as well as participating in supporting the national economy and actively participating in economic development plans. The arithmetic mean (673.) is high, as it received relative attention (73.45%), so their answers confirmed the agreement with a standard deviation (1.003), and a relative coefficient of difference (27.35%)

Table 5 Presentation and analysis of sustainable economic development data (n=195)

priority	coefficient of % difference	Relative %importance	standard deviation	SMA	sections	s
5	30.66	68.8	1.055	3.44	We support our services with cultural and cultural heritage	17
4	29.30	72.4	1.061	3.62	We maintain the safety of the environment by adhering to the guidelines of the Tourism Authority	18
2	27.81	77	1.071	3.85	Our services are classified as environmentally friendly and mostly safe.	19
1	27.59	72.2	0.996	3.61	We design some of our services to be heritage and encouraging to revive the heritage	20
Third	28.84	72.6	1.045	3.63	cultural environment	
5	27.78	74.8	1.039	3.74	Our services receive continuous customer satisfaction	21
1	23.78	72.4	0.861	3.62	We continuously provide our services in an innovative and practical way	22
2	24.51	74	0.907	3.70	We seek continuous data for the level of satisfaction	23
4	26.44	68	0.899	3.40	We analyze the data and interpret its implications in a rational way	24
Second	25.62	72.3	0.926	3.61	Customer satisfaction	
1	25.09	77	0.966	3.85	Our organization contributes to supporting the local economy through development projects	25
2	27.44	74.4	1.021	3.72	We reduce energy consumption, exhaust and waste	26

4	28.96	73.2	1.060	3.66	We are trying to make a just transition to a green economy and provide green jobs	27
3	27.94	69.2	0.967	3.46	We are committed to development plans and programs that support the economy	28
the first	27.35	73.45	1.003	3.67	Economic growth	
<u>27.27</u>		<u>72.78</u>	<u>1.003</u>	<u>3.63</u>	average	

3. Presentation and analysis of the results of the descriptive analysis and the order of their variables

From the researcher's review of the results of the descriptive analysis of the research variables in Table (6), it was found that the determinants of competition obtained the lowest relative coefficient of difference among the variables surveyed (69), which indicates the compatibility of the sample on its availability and practice in the first order by the departments of first-class hotels, as it was keen to provide a range of activities and events that help agile marketing efficiently, effectively and productively and in a way that qualifies them to achieve the goals, as shown in Table (6) The contribution of marketing effectiveness in second place because the coefficient of its variation (72) and its availability in an arithmetic mean (3.6), while the trends of continuous improvement were in the third order and the automation of marketing operations in the fourth order, and this was reflected in the extent of the application of digital transformation and its applications in a total arithmetic mean (3.6) approaching the general average of the variables.

Table (6) The results of descriptive analysis and the order and dimensions of variables

Order	coefficient of difference%	Relative importance%	standard deviation	SMA	Variables
Second	29.06	70.05	1.066	3.6	Marketing effectiveness
First	30.29	69.0	1.043	4.53	competition determinants
Third	29.705	71.1	0.635	3.50	Directions for continuous improvement
Fourth	29.46	72	1.06	3.053	Marketing process automation
V	28.84	72.6	1.045	3.63	cultural environment
Sixth	25.62	72.3	0.926	3.61	Customer satisfaction
Seventh	27.35	73.45	1.003	3.67	Economic growth

4. Matrix of correlations between search variables and their dimensions

The matrix aims to know the type of correlation between the two research variables (agile marketing) as an independent variable, and (sustainable tourism development) as an approved variable, after the researcher surveyed the opinions of the sample, and reaped the inferential statistical results generated by the research questionnaire, the researcher conducted an analysis of the research data extracted for the independent variable and its dimensions (marketing effectiveness, determinants of competition, improvement trends, automation of marketing processes) in a community-based manner, with the dependent variable Sustainable tourism development and its dimensions (environmental, cultural, customer satisfaction, Economic Development), as the researcher aimed to test and discuss

the main research hypotheses in first-class hotels, by identifying the hypothesis of correlation and finding the relationships between the variables and their dimensions, as well as the direction and strength of the relationship, through the adoption of the Pearson correlation coefficient,

Table (7) Correlation Matrix of Research Variables and Dimensions

Marketing process automation	improvement directions	competition determinants	Marketing effectiveness	economic development	Customer satisfaction	environmental and cultural	dimensions
				0.267** (0.000)	0.241** (0.001)	0.239 ** (0.001)	Marketing Effectiveness
			0.357** (0.000)	0.259** (0.000)	0.183* <td>0.277** (0.000)</td> <td>Determinants of competition</td>	0.277** (0.000)	Determinants of competition
		0.500** (0.000)	0.287** (0.000)	0.331** (0.000)	0.095	0.155* (0.043)	Improvement Trends
	0.229** (0.003)	0.357** (0.000)	0.374** (0.000)	0.248** (0.001)	0.276** (0.000)	0.276** (0.000)	Automation of marketing processes
0.385** (0.000)	0.369** (0.000)	0.549** (0.000)	0.497** (0.000)	0.374** (0.000)	0.283** (0.000)		Environmental & Cultural
				0.389** (0.000)		0.278** (0.000)	Customer satisfaction
					0.111	0.323** (0.000)	economical development

P*<0.05, P<0.01**

It is clear from the results of Table (7) as follows:

It is clear that the independent variable achieves agile marketing and its dimensions (marketing effectiveness, determinants of competition, improvement trends, automation of marketing processes) positive correlation relationships with the dependent variable Sustainable tourism development and its dimensions (environmental and cultural, customer satisfaction, economic development) Positive relationships ranged from weak and medium to strong, as well as the fact that the strength of correlation relations did not exceed (0.90), it was not clear in the research a kind of linear overlap, and the independence of dimensions and variables in their measurement of phenomena individually.

5. Test the impact factor and verify the research hypotheses

The researcher used inferential statistics methods to test the validity of the main impact hypotheses that were identified in the research methodology, aimed at determining their acceptance or rejection according to the outputs of testing each hypothesis of the main and sub-hypotheses emanating from them, as it tested the impact of the model of independent variables Agile marketing and its dimensions (marketing effectiveness, determinants of competition, improvement trends, automation of marketing processes) in the dependent variable Sustainable tourism development and its dimensions (environmental and cultural, customer satisfaction, economic development) in the dependent variable Performance Functional in total and its dimensions separately, and then resort to testing the impact of agile marketing and its combined dimensions, which affect the dependent variable and according to the coefficient of determination and effect and their acceptance across the level of significance (Sig<0.05), the value of (T>1.962) calculated, and the value of (F>3.849),

The first main hypothesis of the research was identified: There is a statistically significant effect of lean marketing and its dimensions (marketing effectiveness, determinants of competition, improvement trends, automation of marketing processes) on sustainable tourism development and its dimensions (environmental and cultural, customer satisfaction, economic development) and to verify the validity of the hypothesis or not, the multiple linear regression model was implemented according to the following two main hypotheses:

1. The first main hypothesis There are significant impact relationships between lean marketing and the requirements of transformation towards sustainable development
2. The second main hypothesis is that there is a significant correlation with between lean marketing and the requirements of sustainable development transformation (1-1) Verification of the first hypothesis: There are significant impact relationships between agile marketing and the requirements of transformation towards sustainable development
3. The results of Table (8) showed that the value of (F) calculated for the model (886.4) at the level of significance (0.000), which is more than its tabular value (3.849) at the level of significance (0.05) to indicate the significance of the model and its statistical acceptance, as well as the presence of a coefficient of determination (30.13) at the level of significance (0.000), and a corrected coefficient of determination (0.111),
4. It was also found that there was a positive effect of the determinants of competition (0.179) at the significance level (0.019), and with a calculated value of (T) (2.363), and a positive effect (0.163) at the significance level (0.031) and with a calculated value of (T) (2.177),

Table (8) Testing the impact factor of lean marketing in sustainable tourism development

sustainable tourism development							The independent variable
F	T	Sig	A R ²	R ²	B	α	
6.488 (0.000)	1.958	0.052	0.111	0.133	0.140	1.959 (0.000) (5.877)	Marketing effectiveness
	2.363	0.019			0.179		competition determinants
	0.303	0.762			- 0.021		improvement directions
	2.177	0.031			0.163		Marketing process automation

First: Conclusions

1. Agile marketing is one of the modern topics on tourism organizations that can occur qualitative transition in the nature of marketing events, there are many marketing methods and methods through which many problems can be solved
2. The agile marketing performance contributes to raising the efficiency and performance of employees in that institution, you necessarily need to analyze performance gaps, and discover the skills gaps of employees in hotels in the development of the marketing system
3. An agile tourism organization be flexible in meeting expected changes that are able to respond and adapt to unexpected changes quickly and efficiently in moving to respond to environmental variables.

4. The agile marketing model is more agile, at different levels and we must distinguish between flexibility, versatility and transformational agility patterns. In order to be graceful patterns ready to apply.

5. The basic thinking of agile marketing is to maintain the peak of marketing magnificence, creativity and agility in marketing events.

Second: Recommendations

1. The researcher recommends that tourism companies should adopt agile marketing as an approach and organizational behavior that contributes to changing the modern marketing trend in seizing opportunities for change for the better.
2. Participation of workers in development courses in the field of agile marketing in order to change concepts, intellectual proposals and practical applications in tourism marketing.
3. The need for hotel organizations to adapt to agile marketing in order to provide quick and effective responses to unexpected changes in market demands, ensuring their adaptability and flexibility.
4. Agile marketing provides solutions to many problems faced by hotel organizations in the face of protecting tourist resources and reducing waste and attrition to protect the historical and cultural heritage.
5. Directing tourism departments to adhere to the so-called green marketing, through green packaging of the product, changing sustainable business practices, and focusing on agile marketing in conveying the message of the positive effects of green products
6. It is recommended that hotel management check the unaware expectations of customers by knowing their renewed needs and preferences and trying to build a database based on practical experiences and experiences that raise the level of marketing performance.

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