



THE SUSTANABLE MARKETING IMMUNITY OF TOURIST OF BUSINESS IN LIGHT OF THE PANDEMIC-CORONA (COVID-19) AN APPLIED RESEARCH IN TRAVEL AND TOURISM COMPANIES IN BAGHDAD

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ABSTRACT

The research aims to how to deal with certain situation to ensure the continuous competitive excellence of business market under the situation of covid-19, especially how to deal with major challenges, identifying the capabilities of tourism industry, investigating the ability of tourism agencies to resist the dynamic change of both internal as well as external environment to ensure their sustainability.

The important here as the paper notice, is how to be efficient and trying to find solutions in order to grow and survive through choosing certain strategies that aligned the critical issues.

Thus to achieve this level, many scenarios planed that could adopt in case of such pandemic crises like (covid-19); certain techniques and methods drawn to re-engineer the process of tourism industry to ensure the sustain and sustain and survive. Tourism industry, like any other industries which affected either positively by unstable circumstances.

Keywords: Sustainable marketing, marketing immunity, tourism.



الحصانة التسويقية المستدامة للأعمال السياحية في ظل جائحة كورونا COVID-19 / دراسة تطبيقية في شركات السياحة والسفر في بغداد

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الخلاصة

يهدف البحث إلى كيفية التعامل مع موقف معين لضمان التميز التنافسي المستمر لشركات السياحة والسفر في سوق الأعمال في ظل جائحة كوفيد-19، وخاصة كيفية التعامل مع التحديات الكبرى، وتحديد قدرات صناعة السياحة لمواجهة التحديات، والتحقيق في قدرة الوكالات السياحية في المقاومة للتغيير الديناميكي لكل من البيئة الداخلية والخارجية لضمان استدامتها، وتأتي أهمية الورقة البحثية في الإجابة عن التساؤل كيف تكون فعالاً ومحاولة إيجاد حلول من أجل النمو والبقاء من خلال اختيار استراتيجيات معينة تتماشى مع القضايا الحرجة، ولتحقيق هذا المستوى، تم التخطيط للعديد من السيناريوهات التي يمكن أن تتبناها في حالة حدوث مثل هذه الأزمات الوبائية مثل Covid-19، بعض التقنيات والأساليب المرسومة لإعادة هندسة عمليات صناعة السياحة لضمان الاستدامة والبقاء، وغيرها من الصناعات الخدمية الأخرى التي تأثرت بالظروف غير المستقرة مثل جائحة كورونا. الكلمات المفتاحية: التسويق المستدام، الحصانة التسويقية، السياحة.

INTRODUCTION

The world now a day dealing with pandemic Covid-19 as inherently humanitarian especially the treatment among friends and their relationships with others; although many strategies have been adopted to face many crises in many aspect of industries but the scenario is completely different with tourism industries due to its direct contact with customers; this fact leads tourism management to push their ideas and thoughts toward novel strategies to manage (Salim 2007) the wheel of tourism industry especially after a period of "stagnation" that affect this industry around the world. Tourism characterized as a dynamic industry full of life, having talent human resources to insure its sustainability; and present as a great source of healthy economy in certain region; thus, maintaining this industry and finding novel strategies are very important to ensure survive under the situation of pandemic covid-19.

Tourism enterprises face a challenging competitive environment in most of their marketing directions (Salim et al., 2021), the major crises such as Covid-19, it may be difficult to make partnerships or aggregates to meet their survival or growth in the market to challenges their competitive attitudes and strategic directions, which calls for sustainable marketing immunity to face positions critical through regulatory processing, marketing plans and marketing programs, and successful exploitation to create ideas or develop new products or services in the elements of marketing and regulatory response to the search or new targeted markets as well as promote marketing awareness in maintaining the brand and promoting customer relationships down to an advanced level In the market share and this is done by macroeconomic preparation for Covid-19 and the real confrontation of environmental variables and new safety and safety measures with a view to limiting or reducing the risks caused by the spread of the epidemic and working to re-engineering operations to enhance the technologies of marketing content to correspond to the competitive position In the structure of the tourism industry, as a result of the services of tourism and travel services Large trend or negative attitude is significantly affecting the quality and level of its strategic performance depending on the rapid environmental changes to spread the Corona epidemic. The researcher looks forward to addressing the subject in order to reach scientific facts related to sustainable marketing



immunity in front of Corona pandemic Covid-19 and the search within the field of scientific systems:

FIRST: FORUM METHODOLOGY

1. Research problem

The problem would be as:

- a) The possibility of concentrating tourism and travel companies on the acquisition of marketing capabilities to acquire sustainable marketing immunity.
- b) What is the ability of tourism and travel companies to face the challenges of Corona, and seek to immunize their marketing sustainability continuously.
- c) What is the possibility of tourism and travel companies in the face of the circumstances of the epidemiology and promote resistance to change in its external and internal environment.
- d) What is the ability of tourism and travel companies in insisting and growing in her life cycle and their products to re-centered competitive.

2. Importance of research

Certain points are:

- a) Identify the importance of sustainable marketing of tourist business under Corona.
- b) Take over the possibility of tourism and travel companies to acquire sustainable marketing immunity.
- c) Identify the capabilities of tourism and travel companies in maintaining stay and growth in resistance to change.
- d) Learn the concepts and sustainable marketing applications.

3. Research objectives

- a) Learn about the marketing capabilities of tourism and travel companies to acquire sustainable marketing immunity.
- b) Identify the possibility of tourism and travel companies in the acquisition of sustainable marketing immunity.
- c) Identify the capabilities of tourism and travel companies in resistance to change in their internal and external environment.
- d) Identify the directions of tourism and travel companies to maintain the life cycle of their products and re-centered competitive.

4. Research hypotheses

- a. The main hypothesis: There is a correlation between sustainable marketing immunity and the Corona pandemic.
- b. Alternative Hypothesis: There is an effect between sustainable marketing immunity and the Corona pandemic.

5. Research methodology

For the purpose of completing field scientific research requirements, a form included the details of the research variables that included the sustainable marketing immunity (markets fragmentation, quality of service, sustainable display, marketing communications and sensory marketing) and between the Corona pandemic crisis (marketing crisis, immune constraints with Corona, immune strategies, innovative solutions, and the questionnaire deployed 100 on tourism and travel companies in Baghdad, distribution between 1 April to 15 May in 2021 .

The researcher has adopted the writing of scientific research, the descriptive and analytical method in the presentation of data and test results for questioning data and the use of statistical methods such as percentages, repetitions, arithmetic and standard deviation, and regression treatments for search variables.

6. Factor methodology

A. Test relationships and impact for search variables

Test link relationship between search variables, the main hypothesis tested there is a significant relationship between sustainable marketing immunity and Corona pandemic crisis and on the basis of that prescription of the main hypothesis (there is a significant relationship between sustainable marketing immunity (retail markets, service quality, sustainable display, marketing communications, marketing Sensory) and between the two Corona pandemic crisis (marketing crisis, immune constraints with corona pandemic, immune strategies, innovative solutions) (Table 1).

Table (1): The link relationship between the independent variable (sustainable and approved marketing immunity) Corona pandemic crisis

Sustainable marketing immunity	Independent variable
	Variable Certified
0.539	Corona pandemic crisis

The source of the researcher is based on SPSS.

B. Test of effectiveness between search variables

The alternative hypothesis test was a significant impact relationship between the sustainable marketing immunity (market fragmentation, quality of service, sustainable display, marketing communications) and sensational marketing (Corona corps) (marketing crisis, immune constraints with corona pandemic, immune strategies, Innovative solutions) (Table 2).

Table (2): The strength of the influence between the independent variable (sustainable marketing immunity) and the approved variable (Corona pandemic crisis)

F		R ₂	Calculated tabular		Independent variable
Tabular	Calculated		B ₁	B ₂	Variable Certified
4.27	5.686	0.301 2.289	0.323 2.42	12.125 3.339	Corona pandemic crisis

Source: Preparing the researcher depending on the SPSS program

Illustrated the (Table 2) The existence of moral impact between sustainable marketing immunity and corona crisis 5.686, which were greater than F- test tabular 4.27 at a freedom 128 and a morale level 0.05 Selection Laboratories R₂ 0.301 as well as calculated B₂ 3.339 and testing B₂ 3.339 are greater than the value T tabular 2.42 and on the basis of that alternative hypothesis (there are no significant impact relationship between marketing immunity Sustainable (market fragmentation, quality of service, sustainable display, marketing communications, and sensual marketing) and two corona pandemic crisis (marketing crisis, immune constraints with corona pandemic, immune strategies, innovative solutions).

SECOND: ADVANCED MARKETING IMMUNITY

1. The concept of marketing immunity

Regulatory sustainability is an attempt to integrate social, environmental and economic considerations in strategic decision-making processes in the business model in which sustainable dimensions are interrelated in the implementation of sustainable marketing practices. This may be attributed to the disputed opinion that economic, social and environmental responsibilities are sometimes compatible with economic feasibility, (**Reefke et al., 2014**) and the immunity is a range of overlapping measures and tasks aimed at protecting the institution from changes in changes in the nature of activities and events submitted by the foundation through compliance with a range of policies, processes, procedures and culture that interact among them to address forced change, threats and challenges (**Simmons 2013**).

On the other hand, immunity is a set of practical measures and regulatory events to address existing and foreseen problems, risk treatment and threats to companies in competitive markets depending on the presence of a fungal immunity in the structure and policy of establishing or immunity through the renewal of capacities and capacity to resist change , The marketing immunity is also preparing the executive methods of the foundation in monitoring its marketing activities with a view to assessing the results of marketing strategies, plans and programs and taking corrective measures to resist threats and changes that negatively affect the performance and effects of existing and future institutional marketing, and work effectively over the effectiveness of marketing and evaluation the difference between effective and expected performance in the market and then exercises its immune role in the implementation of corrective actions that require or reduce the gaps between its performance and targets through the fight against vulnerabilities and strengthen the strengths of the internal environment and to capture opportunities and face threats in their external environment. Retailers are translated into sustainability performance suppliers in a category Consumers by arming consumers with transparent information on environmental costs for products, retailers turn consumers into decision makers who can account for suppliers for negative environmental external factors.

The nature of the immune system in marketing events requires questions how we can develop our confidence in our strength and strengthen our leadership position and market share and how we strongly spend the challenges of competitive market. Planning, implementation and control of products and trademarks and the extent to which client's loyalty and customer relations management for customer's profitability and customer ownership rights and ensure its loyalty to the brand of longer, and deliver the ideal value of customers, and matte enhance immunity through change in the actual procedures and change the marketing goals on the one hand Another to apply ideal solutions at record time. A way from the organizational suicide as a form of suicide organized by the organism by defending himself from its effectiveness, (**Yeğenoğlu 2012**).

It is also necessary for the organization's sensors to identify the type of change, change and effective change and work through the diagnosis of threats expected by competitors, innovators, suppliers and partners and those who have to find appropriate solutions because all institutions operating in a competitive market are set for each expected possibilities and Solutions then put forward to potential risks, or eliminate and eliminate risk.

2. Marketing immunology

Tourism organizations constitute a dynamic engine in many economies of the world, especially tourist countries (**Salim 2017**), the marketing immune system should be based on an organizational function based on the application of a set of defense and corrective action that could contribute to emergency crisis and changes by reducing risk and procedures and

controllers to discover effective work and immunity. The periodic review of the activities and events of marketing through the following:

- a) Defend the structure and build a marketing enterprise system by checking the marketing systems approved as a distribution of tasks, responsibilities and powers and the effectiveness of the marketing information system in supporting strategic decisions and verification of supported marketing strategies.
- b) Maintain the pattern of marketing effective marketing events by identifying the nature of goods and services provided and ensuring the effectiveness of channels and distribution outlets and monitoring the promotional mixture of customer relations and verification of their tastes, their changing needs and desires.
- c) Commitment of marketing risk management systems, crusts and disasters to reduce the size and risk space.

On the other hand when the organization's auto immunity may not be available in the face of events, attitudes, crises, reduced or neglect of their neglect. This enters into the destruction of immune system. Thus, he is a form of suicide, which is produced by the living organism that is fortified against his immunity (Yeğenoğlu 2012).

THIRD: SUSTAINABLE TOURISM MARKETING

1: Sustainable markets retail

The theme of market retailers exercises market division into homogeneous groups based on geographical and behavioral and behavioral demographics. The partition is usually targeted - an exercise to choose one or more sectors that adhere to the brand to follow up on the basis of its attractiveness and fit with the brand of the large tasks attached to marketing departments is important in the nature of the tourist business and their active marketing directions, It is based on choosing more of the classification and fragmentation of tourism markets based on a variables, targeted or benefits of repeating the tourist program or loyalty to the brand or giving value to each tourism or travel in a distinctive season, and here is immune to examination and scouring the main factors for tourist attraction and knowledge The level of the impact of tourism companies in the presentation of various tourism offers and the availability of alternative offers in tourist attractions and then estimate the possibility of logistical support as a vital antistatic to address the position of the company in competitive markets and actors in market attraction and changes in requests for tourists and the possibility of providing special offers for reconstruction, facilities and events tourist, travel to tourism or accommodation, length of stay and additives (Kotler *et al.*, 2017 ; Ferrante *et al.*, 2021)

2: Quality of sustainable tourism

The determination of the criteria for assessing the quality of tourism services is essential for the success of a tourist organization in the competitive business market for what it should be the services provided as a qualitative price for consumer price (Randazzo 2014) in each marketing activity and planned objectives) and a research model (Servqual) has developed to address gaps In the quality of service while determining the critical factors for service quality and its relationship with customer satisfaction and their loyalty (La 2014) The sustainable marketing immunity comes in processing existing gaps in meet the desired outlook for tourists. To make them sincere politics and high quality, by choosing the quality of the tourism infrastructure as a good indicator for the choice of tourist program (Seetanah & Nunkoo 2018) as well as generating good impressions to avoid traveling on the wrong track. (Woodside 2010) The tourist company may have to do marketing immunity through treatment attitudes when planning tours and other services and attract tourists by providing promises at the best prices, as well as tour presentations in various promotional channels, And then manage

travel costs in high efficiency (Jham & Puri 2014) and seeking to shift to find new markets. Slides and other target groups among the world (Lamont 2002) for expanding and effective events.

3: Sustainable display series

The supply chain management offers a huge range of economic activities from food stores, restaurant, office supplies, high-tech equipment, clothing, building materials and raw materials (Nagurney 2015). The chain can be used as economic and financial strength to pressure many harmonized suppliers on contracts, also connect people in unprecedented ways, class, age, sex, ethnic, ethnicity, religion and religion (Gregson & Reinecece 2015) and immunity in important marketing tools in determining the main factors that must be developed by the processing of sustainability. Improving the level of integration in the flow of information and adaptation to confront economic changes and address vulnerabilities in the administrative innovation process involving the emergence and development of sustainable practices in the supply chain (Koster *et al.*, 2020) within the framework of final delivery of final services according to the agreed time and investment of the best resources and the speed of submission High quality service.

4: Sustainable marketing communications

Sustainable marketing communications are taken greatly in creating permanent clients, working to create a balancing between economic, social and environmental issues, and attracting customers for tourism purposes to create great value for tourists. The images allowed to be defined (Cranzet *al.*, 2014) in order to build sustainable relationships with customers, and the organization of sustainable relationship with society as part of social responsibility is affected by several factors of the company's council, operating industry and stakeholders, industry pressure and legal complexes (Tewari & dave2012) and this is highlighting the need to collect more data on the environment, outside evaluation data, to ensure program readiness and reluctance to be sustainable as a marketing immunity in the face of crises and accidents in the tourism environment, and apply a range of technologies digital tools and organization of solutions challenging the status quo with the recruitment of artificial intelligence and automated learning (George *et al.*, 2020) as well as protection of Environment and preservation of the ecosystem, achieve prosperity and prosperity of the organization and shareholders.

5: Sustainable sensory marketing

The emergence of sensitive marketing concept as a contemporary concept, reflects the modern marketing philosophy, was the result of upgrading the level of tourism services provided to high levels of luxury in the implementation of various marketing activities. Sensitive marketing is a newly and growing trend within the philosophy of marketing, focusing in its application by broadcasting messages for media and transmission, (Arora & Jentjens 2015) express and impress and stimulating via tourist promotion, and keeping away from the physical noise (McCabe 2009) can give power The customer has to ensure loyalty to the brand and quality of service. Sustainable sensory marketing is based on the use of the five senses to remind the consumers of interesting experiments, as well as the consumption of fun for multi-sensual consumer behavior, ie tastes, sounds, smells, visual images, visual images and emotional images, (McCabe 2014) and sustainable marketing also highlights the consumer aspects of customers and encouraging the quality of services provided, levels, prices and access to which human beings and their senses (Hulte 2011).

FORTH: CORONA PANDEMIC AND TOURISM SERVICES

1. Corona Pandemic (COVID-19)

The Corona pandemic is one of the most serious crises in human beings at the time despite scientific and technological progress as specific types of viruses affecting the respiratory. Several diseases, ranging from colds and pneumonia to severe acute respiratory syndrome (SARS). Covid-19, the new coronary virus was labeled in Wuhan, China, at the end of December 2019. On March 11, 2020, the World Health Organization (WHO) officially announced that the new coronary virus became an epidemic, when the virus arrived at more than 206 countries or restrictions on travel and close limits in many countries of the world, Currently, we live in a context of uncertainty, with the Pandemic caused by the new Corona virus, SARS-CoV-2, which causes the disease identified as COVID-19. It is transmitted through the respiratory system, through droplets of the nose and mouth. (Abreu *et al.*, 2021) and regions to reduce their spread and cause more people's death in the day, and with Covid-19 expansion all over the world, researchers seek In both medicine and health.

Science and social sciences reaching sharing in time in a timely manner aimed at enlightenment of all sectors of society with the seriousness of the epidemic. This is pushing the necessary measures to confront the economic recession and consumer behavior through the executive methods based on marketing trends in resistance and changes in resistance which in turn negatively affects the performance of marketing and the current and future activities of the organization and the sewage Innovation in the marketing immunity as a strategic option for selecting new services to prevent the spread and effectiveness of the pandemic and its effects on the future of tourism. Between companies and users in the corresponding tourism links and public relations with partners, suppliers, tourism events and events on the Internet through the publication of the culture of electronic tourism and maximize awareness among society. Software In satellite channels or the use of Seychelles media as facilitate internal psychological stress, compliance with social and tourism and advocacy for business partnerships and cooperation with different brands to make different promotions between tourism companies.

2. Contribution of the tourism and travel sector under the Corona pandemic (COVID-19)

All countries have been negatively affected by the repercussions of Corona virus. Among the most affected areas of the decline of tourism because of its dependence on revenue from visitors, perhaps global tourism, has achieved losses in the first quarter of 2020, and the crisis can lead to an annual decline of 60-80% compared to last year, The decrease 57% in March alone has led to a loss of 67 million international expatriates and an estimated 80 billion dollars 80 billion dollars, the world tourism organization has modified its 2020 foreign tourism forecasts from an expected increase in growth of 3 To 4%, it has become a negative representation of 1 and 3%. While Spain contributed 14.3% in GDP in the year before and 13% for Italy, according to the world travel and tourism council. Thus provided for the tourism industry.

An unprecedented opportunity to re-form and an opportunity to re-develop them in line with the principles of sustainability and to dispose of various 'dark aspects' in tourism growth due to the deterioration of the environment, economic exploitation or congestion. However our framework outlines four prominent factors for building resilience in the industry: government response, technology innovation, local belongingness, and consumer and employee confidence. We argue that using such inclusive resilience; the tourism industry may transform into a new global economic order characterized by sustainable tourism, society's well-being, climate action, either in the Arab countries is very essential in all tourist events in the corona pandemic Then they have shown a significant difference in low gross output rates and the labor market in

a number of Arab countries, as shown in (Figure 1) which came through the surveillance of tourism markets and to follow the movement of tourism and travel, which is mitigated in reducing minimizing tourism events to a minimum By reducing expenditure in any way by dispensing any activity can be dispensed with. And miss this in reducing the marketing budget and dispense with the marketing team if the crisis continues longer, without having stopped marketing activities, on the Internet, requiring Non-stop on customers' ambitions, the discontinuation of attention to customers in the current time is absent from the Customer's interest and thus leaves the opportunity for competitors to gain your customers (Sharma *et al.*,2020).

How COVID19 affected the Arab tourism sector

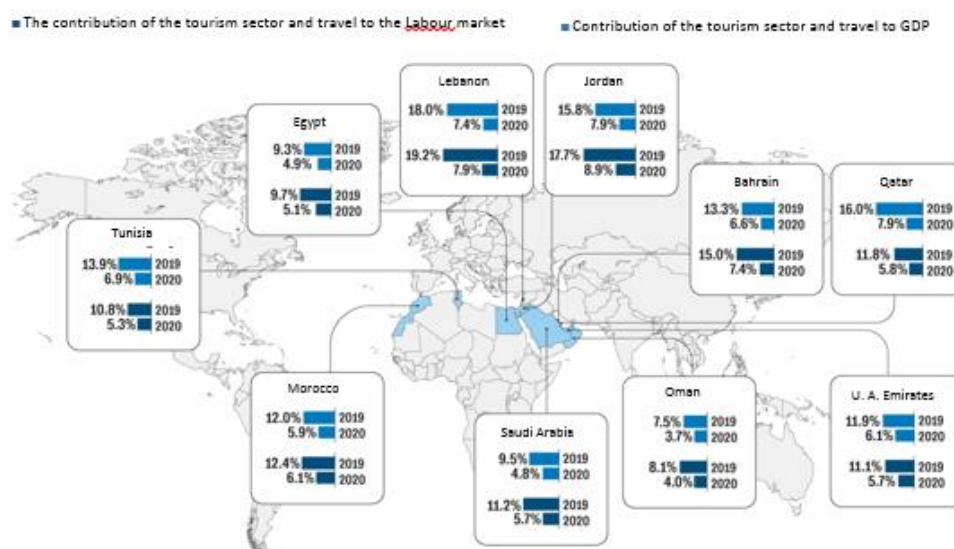


Figure (1): The effect of Corona pandemic on Arab tourism

Reference: <https://aarabic.cnn.com/business/article/2020>

3. Marketing immunity under Corona pandemic (COVID-19)

It seems clear that marketing tools under regular circumstances are inevitably vary under global crisis as in Corona virus crisis (COVID-19), which calls for the marketing immunity in front of the broad loss of exceptional marketing events and from the following:

- Focus on digital empowerment organizations urge the right to deliver and innovate and promote the best talent to provide new services, (Thurau & Houston 2019) and seek innovation of new services that meet the need for tourists by launching new and distinct services as in information exchange, insurance and effective health security for tourists Which are integrated with joint targets between tourist and tourism and society.
- Strengthen the brand of the tourist organization and ensure its sustains in the foreground, with a view to preserving the crisis. Kay is a marketing and administrative procedure requires moderation skills (Thurau & Houston 2019) by harnessing the diverse energies and potential so as to remain the brand accessible to tourism promotion as a result of its distinctive services and remains a relationship management and more reliable.
- Support for public relations activities to improve the image of services and brands of the institution and support mutual relations with customers, enterprise and media. America, to be the social responsibility of companies closer to public relations of real community

participation., (Lenssen & Smith 2019) insurance in the events, humanitarian and national events, which fight the spread of the epidemic and face lacking crises, and remain a partnership with competitors and suppliers in follow-up developments in the industry structure to add features such as agility to deal with the continuous transformation of people, processes and technology; Multiple talents in business. Find new relationships in tourist markets and build practical partnerships to overcome vulnerabilities and reduce threats to ensure stay and grow in tourist markets.

- d. Cooperation with multiple tourism companies to ensure a new program or tourist services according to standard safety measures and submit joint tourism offers with a view to sharing potential risks and reducing new and organizing new joint action movement
- e. Intensify communication through social media and websites with a view to survival of existing and rapidly improving the mental image to optimize joint cooperation with institutions and earn new and marketing of tourism services through the media channels such as the YouTube channel or live broadcast through Face book.
- f. Provide free hospitable facilities or discounts for a limited period as booking for a certain period or hotel reservation for a specific months with a view to enhancing marketing status and avoiding cases of participation or travel experience.
- g. Insurance of feedback to ray beneficiaries from tourism services provided, identify their visions, problems and demands to add or modify tourism services.
- h. Plants, animals, building quality and cultural resources add value to respond to tourist wishes according to the possibilities available for competitors.
- i. Intensify the use of digital means in the exchange of direct information, marketing, tourist knowledge, organization of prior bookings, updated travel and travel instructions, explanation and introduction of digital interpretations and introduction in mobile applications to be widely and communicate via email to provide customers with events and tourism offers.

4. Sustainable tourist marketing and corona pandemic (COVID-19)

The role of market research has not been taken real in the face of Covid-19, which has been subjected to instructions and procedures by the World Health Organization (WHO) as a result of most countries and institutions to guiding instructions, resulting in the closure of border and airports and imposing strict travel, mobility and gatherings In order to reduce the spread of Corona virus. The purpose of relieving the burden and loss of (COVID-19) in front of the weakness of its medical processors, and this general and tourist institutions, especially as they face pandemic through sustainable marketing immunity through the following:

- a) You are preparing marketing studies in the face of crises.
- b) Identify customer needs and how to satisfy the new client's .wishes under quarantine.
- c) Meet its requests in the light of supplementary services added to the safety of beneficiaries through the management of marketing mix operations.
- d) Build new marketing strategies and marketing plans for new reality in light of the scarcity of reservations and aviation for the calamity and execution of migrants in countries.
- e) Convert tourist hotels to stone places as well as tight measures for the return of two citizens to their countries under medical examination for the purpose of ensuring the position of their health situations.

Apply exceptional measures in stone in border and airports to prevent the spread of infection through movement and transportation for individuals and individuals.

In the same context, routine and marketing immunity for the foundation must be conducted by the comprehensive decision-making process at the total level to discover non-



sustainable areas, the discovery and learning result in a strategic formulation of the introduction and implementation of sustainable practices, and the strategy is translated into a successful design of persons, processes and regulations.

Most institutions are usually to protect their organizational structure by following systems and applications that allow them to protect their formation from any damage, as they classify their actions, directions and strategic plans in a safe and strong position on any interventions or challenges or competition for others. Its market and marketing activities, and on the other hand, they are subject to the position to the competitors through a series of practical measures that can maintain the safety and trade of their business and quality in their services as in Covid-19, and those procedures for preventing To fall into problems or crises, for example, tourism companies are implementing health measures by making their customers and employees by taking immunity doses for valid diseases in those countries that are going to provide protection and immunity from injury and documentation of the completion of routine vaccines, travelers may expose travelers can prevent vaccines.

Fifth: Practical side

• First axis: initial data

The statistical results in (Table 3) Initial data Sample of the study were 61 tourist company in Baghdad, as the number of distributed pollutants 105 has shown 5 forms for not integration and use in the field of statistical analysis. The questioning of personal information 58% of males and 42% of female has been included and male and female reconstruction has been concentrated in the age group 25-30 as the ratio 19% for males, while females were by 13%, their academic collection was dispersed by the research of the Certificate of Bureau 16% for the male category and its bachelor's 21% and the majority of females, as well as the number of years of service for the majority 11-15 years The percentage of males 21% and the same class for females were 11% .

Table (3): Description of the research sample.

Number of years of service			Educational attainment				Age					Demographics	
٢٠-١٦	١٥-١١	١٠-٥	Other	Master	Bachelor	Diploma	up of ٥٠	٥٠-٤١	٤٠-٣١	٣٠-٢٥	٢٥-٢٠	Type	Social
٥	٢١	٩	٢	٥	١٦	٧	٥	٨	١٠	١٩	١٦	٥٨	male
٥	٢١	٩	٢	٥	١٦	٧	٥	٨	١٠	١٩	١٦	٥٨	(%)
٤	١١	٨	٠	٢	٢١	٥	٢	٧	٩	١٣	١١	٤٢	female
٤	١١	٨	٠	٢	٢١	٥	٢	٧	٩	١٣	١١	٤٢	(%)

The second axis: the paragraphs of the questionnaire for sustainable marketing variable, sustainable marketing immunity has been identified through research efforts and scientific resources with five dimensions (market fragmentation, service quality, sustainable offer, marketing communications, sensational marketing) and each of the dimensions included 4 Frequently asked questions for digital ads we will review the most important results as follows:

First: Retail markets

The statistical results showed in (Table 4) , the highest was for the first question 50%, answered neutral on the question: accurate for accurate management of the foundation and risk in the tourism market and the second question 40% answered the question (we are investigating marketing events in order to evaluate the results of marketing strategies, plans and programs) and appears there is a focus of reviewing marketing events in accordance with the strategies implemented by the foundation, either the fourth question 39% (agreed) on the question (marketing management is rapidly confirmed to face competitors). On the other hand, the values of the normative deviation were the third question 1.0860 and the rest all over the correct one, which indicates an agreement on those views and not displaced.

Table (4): Repetitive distributions and percentages in the retail markets in sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	Pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.7035	3.010	4	22	50	23	1	X1	Market segmentation
0.7987	3.222	3	20	32	40	5	X2	
1.0860	3.5500	23	22	32	23	0	X3	
0.7951	3.2100	2	21	32	39	6	X4	

Second: Quality of service

The statistical results were shown in (Table 5), which was the highest. Question 6 (Tourist Persons) Standard specifications are dependent on its services) as well as presented 38% for the fifth question (assessing tourism services in accordance with qualitative standards), and the eighth question (marketing strategies to upgrade the value of the needs and desires of tourists and from another country From the correct one, which is indicated by an agreement on those views and not displaced.

Table (5): repetitions and percentages of the quality of service in sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	Pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.79512	3.2100	6	20	29	38	7	X5	Quality of service
0.42295	2.230	5	18	32	39	6	X6	
0.81501	3.320	3	19	33	41	4	X7	
0.67412	3.010	1	22	31	38	8	X8	

Third: Sustainable offer

The statistical results showed in (Table 6), the highest was for the 11th question. The locations are aware of the possibility of contributing to its employees in building the value of the customer), as well as managed 51%. Agreement on those opinions and not displaced.

Table (6): Illustrates repetitive distributions and percentages of the sustainable display of sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	Pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.82505	3.310	8	15	23	41	13	X9	Sustainable supply
084393	2.570	15	51	19	11	4	X10	
0.62893	2.2200	6	17	61	13	3	X11	
0.42295	2.2300	7	57	13	14	9	X12	

Fourth: Marketing communications

The statistical results were shown in (Table 7), The fourth question (we are working to create a great value for tourists in our communication) as well as managed (41%) for the last question (we recognize the construction of sustainable relations with customers), and on the other hand, the values of the standard deviation are all less than the right one, which is indicated an agreement on those views and not dispersed except for the sixteenth question.

Table (7): The repetitions and percentages are illustrated by the marketing communications in sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	Pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.80873	2.6500	4	21	51	18	6	X13	Marketing communications
0.68165	3.0000	7	16	23	46	8	X14	
0.82505	3.3100	4	22	20	41	13	X15	
1.17529	3.0500	17	33	11	23	16	X16	

Fifth: Sensitive marketing

The statistical results were shown in (Table 8) the highest was the seventeenth question. Answer (neutral) has been using the five senses to remind customers of interesting experiments). On the other hand, the values of the normative deviation for questions (18,20) were lower than the correct one, which indicates an agreement on those views and not dispersed while the normative deviation was higher the correct blind for questions (17,19).

Table (8): Repetition and percentage distributions to the sensual marketing in sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
1.05883	3.9900	5	15	16	39	25	X17	Sensory marketing
0.81222	3.3700	8	35	12	32	13	X18	
1.08521	3.7900	12	17	29	36	16	X19	
0.07850	3.300	4	19	39	30	8	X20	

Third Axis: Marketing dimensions under Corona pandemic

First: The marketing crisis

The statistical results were shown in (Table 9), The twenty-third question we have access to marketing immunodeficiency in front of the Corona pandemic), and on the other hand, the values of the normative deviation were less than one in the correct one, which indicates an agreement on those views and not displaced.

Table (9): Repetitions and percentages of the marketing crisis in sustainable marketing.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	Pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.63333	2.2300	9	35	31	14	11	X21	Marketing crisis
0.57022	4.0900	7	17	49	19	8	X22	
0.42295	2.2300	19	47	15	12	7	X23	
1.07923	3.6300	21	11	41	18	9	X24	

Second: the obstacles of marketing immunity

The statistical results were shown in (Table 10), The thirty-ninth question (continued marketing activities under Corona pandemic gives us a better market share), as well as for the twenty-eighth question (possible to succeed when traveling instructions under the Corona pandemic) and another of all the values of the standard deviation are all less than one There is an agreement on those views and not dispersed.

Table (10): Repetitive and percentage distributions for the immensity barriers under the corona pandemic.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
1.07923	3.6300	١٩	١٤	٤٤	١٥	٨	X25	Impediments of marketing immunity
0.5590	2.2900	٧	٦١	١١	١٢	٩	X26	
0.57022	4.0900	٥	٩	٦٧	١٦	٥	X27	
0.65874	2.4800	١٢	٤٨	٢٢	١٠	٨	X28	

Third: marketing immunity strategies

The statistical results showed in (Table 11), the highest man was for the thirty question and was 49%. (Neutral) The second question (continued to communicate with marketing events under the Corona pandemic gives us a better market share), as well as 42% . From the correct one, which is indicated by an agreement on those views and not displaced.

Table (11): Repetitions and percentages of the marketing immunodeficiency strategies under the Corona pandemic.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.83720	2.8100	11	35	29	16	9	X29	Marketing immunity strategies
0.6723	3.3500	9	6	33	42	10	X30	
0.46883	3.3200	19	49	24	5	3	X31	
0.55958	4.1000	13	11	47	7	12	X32	

Fourth: Innovative solutions

The statistical results were shown in (Table 12), Question 4: The instruction of tourism and travel gives us a branch in the market), as well as (45%). Which indicates an agreement on those opinions and its dissemination.

Table (12): Repetitions and percentages of innovative solutions in the corona pandemic.

Standard deviation	Arithmetic mean	Strongly disagree	I do not agree	Neutral	Agreed	Strongly agree	pointer	Standard
		(%)	(%)	(%)	(%)	(%)		
0.48889	3.9901	9	39	25	16	11	X33	Innovative solutions
0.88372	992.81	8	47	29	4	12	X34	
0.99468	5083.3	21	45	23	7	4	X35	
0.65874	2.4800	14	12	49	13	21	X36	

Axis Four: Relations between the research variables using Amos

The relations between the research variables were explain in (Figure 2) by use Amos.

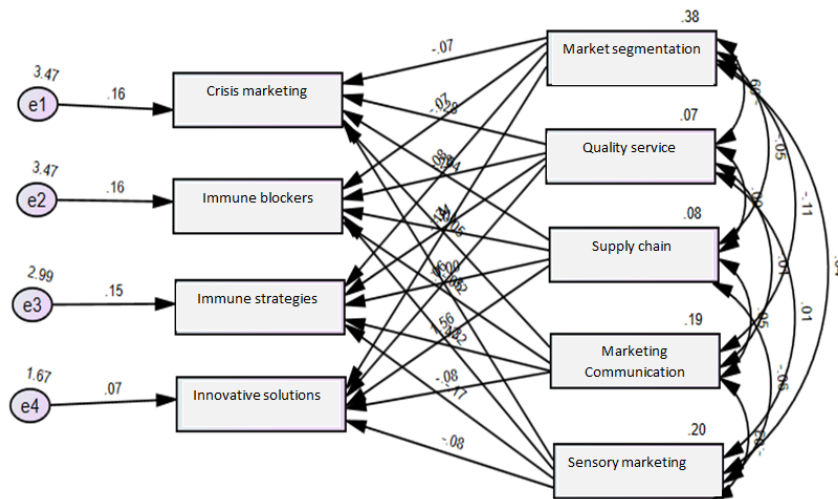


Figure (2): Relations between the research variables using Amos.



Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P Label
y1 <--- x1	-.070	.075	-.929	.353
y2 <--- x1	-.070	.075	-.929	.353
y3 <--- x1	.076	.066	1.150	.250
y4 <--- x1	-.145	.024	-6.125	***
y1 <--- x2	-.283	.164	-1.726	.084
y2 <--- x2	-.283	.164	-1.726	.084
y3 <--- x2	-.340	.145	-2.355	.019
y4 <--- x2	.064	.052	1.240	.215
y1 <--- x3	.042	.128	.326	.744
y2 <--- x3	.042	.128	.326	.744
y3 <--- x3	-1.004	.113	-8.888	***
y4 <--- x3	1.564	.040	38.833	***
y1 <--- x4	-.054	.088	-.615	.539
y2 <--- x4	-.054	.088	-.615	.539
y3 <--- x4	.422	.078	5.434	***
y4 <--- x4	-.081	.028	-2.935	.003
y1 <--- x5	-.317	.077	-4.136	***
y2 <--- x5	-.317	.077	-4.136	***
y3 <--- x5	-.175	.067	-2.595	.009
y4 <--- x5	-.082	.024	-3.431	***

1. There is a significant impact of (less than 0.01 moral level) for X1 on Y4, so if X1 increases by one unit, the Y4 is reduced by 0.145 and vice versa.
2. There are 0.05 significant effect for X2 on Y3, if X2 increases one unit, the Y3 decreases 0.34 and vice versa.
3. There is a significant influence (less than 0.01 moral level) for X3 on Y3, so if X3 increases by one unit, the Y3 will drop 1.004 and vice versa.
4. Found an overwhelming effect (less than 0.01 moral) for X3 on Y4, if X3 increases by one unit, Y4 increases by 1.564 and vice versa.
5. There is a large significant effect of (less than 0.01 moral level) for X4 on Y3, so if X4 increases by one unit, Y4 increases by 0.422 and vice versa.

6. There is a significant effect of (less than 0.01 moral level) for X3 on Y4, so if X3 increases by one unit, Y4 increases by 1.564 and vice versa.
7. There is a large significant effect of (less than 0.01 moral level) for X4 on Y4, so if X3 increases by one unit, the Y3 decreases by 0.081 and vice versa.
8. There is a significant impact of (less than 0.01 moral level) for X5 on Y1, so if X1 increases by one unit, the Y1 decreases by 0.317 and vice versa.
9. There is a large significant effect of (less than 0.01 moral level) for X5 on Y2, so if X1 increases by one unit, the Y2 will drop by 0.317 and vice versa.
10. There is a large significant effect of (less than 0.01 significant level) for X5 on Y3, so if X5 increases by one unit, the Y3 decreases by 0.175 and vice versa.
11. There is a significant impact of (less than 0.01 moral level) for X5 on Y4, so if X5 increases by one unit, the Y4 decreases by 0.082 and vice versa.

CONCLUSIONS

1. The global tourist market has become more deteriorating than the emergence of wars and the terrorist risk is due to the outbreak of the Corona pandemic because of potential risks and strive to maintain the integrity of the international community from dangerous epidemics.
2. The circumstances of Corona were transmitted, which changed marketing operations to lower and the abandonment of most operational operations in tourist markets and sectors supported because of the discontinuation of tourism and travel.
3. Procedures and tourism facilities have become severe in secure travel procedures from dispute and complexity of giving visas in border ports, airports and ports to reduce the spread of the Corona epidemic.
4. The issue of sustainable marketing immunity came under COVID-19 to identify marketing capabilities of tourism and travel companies to acquire sustainable marketing and identify the capacities of tourism and travel companies in resistance to change in their internal and external environment
5. The trend towards sustainable marketing is called for critical attitudes and organizational processing of sustainable tour objectives, plans and marketing programs.
6. It may be difficult to do partnerships or aggregates to address their aspirations for survival or growth in the market to the challenges of its competitive positions and strategic directions under Corona.

RECOMMENDATIONS

1. There is a great opportunity to adjust marketing systems in updating their programs and the relationship with the tourist by responding to development in transport, tourism and travel systems.
2. Provision for electronic systems in the restructuring of booking, transportation and safety measures that are compatible with international tourism and travel systems.
3. Restoring the mental image of tourists and visitors to facilitate the safety of the movement transport and develop its horizons with the aim of re-activating tourism and travel for coming years.
4. Facing critical attitudes through regulatory processing, plans and marketing programs, and successful exploitation to create ideas or develop new products or services in the elements of marketing.
5. Implementation of corrective actions requiring removal or reducing gaps and obstacles between their performance and strategic objectives by reducing vulnerability and

strengthening the strengths of the internal environment and capturing opportunities and confronting threats in their external environment.

6. Returning the marketing mix, which achieves marketing goals after the tourism stagnation through an analysis, planning, implementation and control of tourism services and the extent of its impact on the client's loyalty and tourist relationships when lifting restrictions and gauze in tourism and travel movement.

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