

## The relationship among the Tourist Agencies' Marketing performance of and cities' Image quality

### Case study: Constantine city

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(Sincerity, Excitement, Competence, Sophistication & Ruggedness), which proves the relationship between the marketing efforts of tourist agencies and improve the quality of the Image of cities.

### III. Conclusion (Results & Discussion).

From the foregoing studies results, tests and analyzing the current study we can conclude that, all the hypothesis of this study - The main and the sub-hypothesis - are accepted, so there is a positive and strong correlation between the Marketing performance of tourist agencies (cost, quality, flexibility, creativity, time) and city's Image quality (Sincerity, Excitement, Competence, Sophistication, Ruggedness) through accepting all the sub-hypothesis as suitable points:

1. There is a positive and strong correlation between marketing performance of tourist agencies dimensions and Sincerity of cities image so the investment to improve the marketing performance of tourist agencies achieves and develops the Sincerity of cities image.
2. There is a positive and strong correlation between marketing performance of tourist agencies dimensions and Excitement of cities image, so we may say the investment in marketing activities of tourist agencies improves the Excitement of cities image.
3. There is a positive and strong correlation between marketing performance of tourist agencies dimensions and Competence of cities image, so the investment in the marketing activities and policies of tourist agencies improves the Competence of cities image.
4. There is a positive and strong correlation between marketing performance of tourist agencies dimensions and Sophistication of cities image, so we can say the investment in marketing performance of tourist agencies through developing the level of marketing activities and policies improves the Sophistication of cities image.
5. There is a positive and strong correlation between marketing performance of tourist agencies dimensions and Ruggedness of cities image so the investment in marketing performance "level of marketing activities and policies" of tourist agencies improves the Ruggedness of cities image.

Thus the modern management applications of different tourist companies become really necessary in the modern age when and where the several countries try to market and promote their image as a Tourist destination to maximize the benefits and returns from tourism activities. The importance of tourism activities has come from the characteristics of tourism field, seeking to minimize of the losses: money, efforts, time...to achieve interesting results and returns of tourism activities using the efficiency tools, ways and methods of modern applications of management and marketing in tourism sector. In this context the tourist companies are trying constantly to get benefit from the modern applications of marketing to achieve their goals and objectives of higher performance and different and excellent advantages through focusing on the soft and Hardwar tools to manage efficiently the tourist activities within the companies process and functions, to achieve the high quality of city's Image: Sincerity, Excitement, Competence, Sophistication, Ruggedness.

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#### 3.4 descriptive Statistics: Marketing performance and city's Image quality

At this stage we're going to describe all the dimensions of marketing performance of tourist agencies and city's Image quality by the main descriptive statistical indicators as the mean, Std. Deviation & Std. Error Mean.

Table (5) One-Sample Statistics

	Mean	Std. Deviation	Std. Error Mean
Cost	3.7146	.60274	.10492
Quality	3.6394	.63341	.11026
Flexibility	3.9879	.47154	.08208
Creativity	3.7694	.57666	.10038
Time	3.7667	.59301	.10323
Sincerity	3.7222	.62593	.10896
Excitement	3.6515	.64426	.11215
Competence	3.7273	.62057	.10803
Sophistication	3.8247	.56613	.09855
Ruggedness	3.9879	.47154	.08208

By researcher depends on SPSS V20 Results.

From the results above of descriptive indicators of the marketing performance of tourist agencies and city's Image quality dimensions. We may observe through the results the relatively existence of these indicators in the agencies studied. When the means of all the dimensions is high relatively of two variables "marketing performance of tourist agencies and city's Image quality", that indicates the agencies use the Marketing activities as a factor to achieve the high quality of the city image, the small standard deviations indicate the homogeneity of the answers and opinions about the availability of these indicators in the Management practices and the image achieved.

#### 3.5 The hypothesis of study

The following is the hypothesis of that study which we trying to test

**H0: There is no correlation between marketing performance of tourist agencies and city's Image quality**

To test the following hypothesis we're going to depend on "the correlation coefficient" in all the dimensions of "marketing performance of tourist agencies and city's Image quality" like a matrix of correlations through the following table.

Table (6) correlation between IT dimensions and Recruitment & Selection

Pearson Correlation	Cost	Quality	Flexibility	Creativity	Time
Sincerity	.819**	.839**	.970**	.759**	.774**
Excitement	.827**	.772**	.726**	.804**	.811**
Competence	.804**	.812**	.770**	.779**	.969**
Sophistication	.882**	.904**	.846**	.851**	.908**
Ruggedness	.847**	.812**	.795**	.802**	.773**

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

By researcher depends on SPSS V20 Results.

There is a positive and strong correlation between the "Marketing performance of tourist agencies dimensions" (Cost, quality, flexibility, creativity & time) and city's Image quality

**The relationship among the Tourist Agencies' Marketing performance of and cities' Image quality****Case study: Constantine city****Table (2) One-Sample Kolmogorov-Smirnov Test**

		cost	quality	flexibility	creativity	time	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Normal Parameters <sup>a,b</sup>	Mean	3.7146	3.6394	3.9879	3.7694	3.7667	3.7222	3.6515	3.7273	3.7694	3.8247
	Std. Deviation	.60274	.63341	.47154	.57666	.59301	.62593	.64426	.62057	.47154	.56613
Most Extreme Differences	Absolute	.151	.125	.203	.112	.189	.184	.149	.139	.112	.156
	Positive	.122	.089	.139	.103	.189	.184	.108	.128	.103	.116
	Negative	-.151-	-.125-	-.203-	-.112-	-.165-	-.149-	-.149-	-.139-	-.112-	-.156-
Kolmogorov-Smirnov Z		.866	.718	1.165	.641	1.084	1.058	.853	.797	.641	.898
Asymp. Sig. (2-tailed)		.442	.681	.132	.806	.191	.213	.461	.550	.806	.396

a. Test distribution is Normal.

b. Calculated from data.

By the researcher depend on SPSS V20 results.

Every coefficient in the table (2) of the variables studied 'Marketing performance and city's Image quality 'are significant according to One-Sample Kolmogorov-Smirnov test of distribution normality, because they're higher than 0.05. That shows the distribution of observations is normal according the test of Kolmogorov-Smirnov, for that we could use parametric tests for testing the hypotheses.

**3.3 Structure validity****3.3.1. The correlations between Marketing performance dimensions and Marketing performance:****Table (3) Correlations between Marketing performance and its dimensions**

		Cost	Quality	Flexibility	Creativity	Time	Marketing performance
Marketing performance	Pearson Correlation	.935**	.909**	.909**	.920**	.917**	1

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

There is a strong positive correlation between the marketing performance and its dimension so they're real its components. "it's representative of them".

**3.3.2. The correlations between Image of city and its dimensions:****Table (4) Correlations between Image of city dimensions and Image of city**

		Sincerity	Excitement	Competence	Sophistication	Ruggedness	Image of city
Image of city	Pearson Correlation	.903**	.904**	.921**	.957**	.909**	1

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

There is a strong positive correlation between the Image of city and its dimension so they're real its components "it's representative of them".

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dimensions of the variables (Marketing performance of tourist agencies and city's Image quality).

**Figure (1): The proposed model**  
The correlation between the marketing performance of tourist agency and city's image quality



*By the researcher depend on the previous studies*

### 3.1 Reliability Statistics: Marketing performance & city's Image quality.

At the first stage we are going to test the reliability of research tool by following indicators of Cronbach's Alpha.

**Table (1) Case Processing Summary & Reliability Statistics**

S	Variables	N of Items	Cronbach's Alpha
X	Marketing performance	5	,776
Y	city's Image quality	5	,865
	All the variables	10	,787

*By the researcher depend on SPSS V20 results*

The coefficient of Cronbach's alpha value is good for all the parts of marketing performance and city's Image quality, which shows the high reliability coefficient, therefore the tool is able to address the phenomenon studied.

### 3.2 Normality Test: Marketing performance and city's Image quality.

At that stage, we're going to test the normality of observations in order to identify the kind of the tests used in hypotheses testing.

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image, destination attraction and destination loyalty allow a wide range of possible applications to the evaluation of performance and development of destinations, and enable the identification and consolidation of competitive advantages towards an evolution to a future scenario of economic sustainability.

**11. Study of Fernández & Meethan (2014). The Relationship of City Branding and Tourist Promotion: The Case of Plymouth (UK) and Malaga (Spain).**

In the global market cities compete in the brand image they create, this message has to be convincing and precise. In order to build - images just a few urban features are chosen, which can be material such as built heritage, infrastructure or iconic architecture. However, non-material aspects like historic references, an attractive way of life and cultural values are becoming crucial when trying to link local economic strategies and tourist promotion, particularly when specializing in urban tourism segments such as history and culture, meetings, incentives, conferences and events. To create this symbolic world, guidebooks, marketing material and tourism planning documents play a key role. We have analyzed this process in the cities of Plymouth and Malaga Plymouth concentrates on presenting itself as a city of discovery, while Malaga focuses on showing its relationship with the locally-born painter Pablo Picasso. In both cases there has been a shift from totally different aspects depending on the period. We have analyzed the symbolic identity of both cities throughout guidebooks starting from mid-19th century, and we have compared these messages with the one included in current information given to visitors and tourist plans.

**12. Study of Camprubí (2015). CAPITAL CITIES TOURISM IMAGE: IS IT FRAGMENTED?**

Tourism destination image is increasingly viewed as a strategic issue that can contribute to the competitiveness of tourism destinations. On the one hand, academic literature recognizes the intersubjective character of tourism image, and the possibility that various agents coming from the same place could simultaneously project different images. In this sense, there is little research that tries to analyze image fragmentation. On the other hand, in recent years, the Internet has been gradually becoming a powerful information source that can influence tourists' perceptions of places. Therefore, the aim of this paper is to analyze image fragmentation of capital cities on the Internet. In order to achieve this aim, it has been carried out a comparative case study of two capital cities: Paris and New York. Findings suggest that image fragmentation behaves differently in these two cases, although some similarities have been detected, especially depending on the role played by the local DMO.

**II. Framework applied.**

We are going to test the hypotheses in this part through surveying method by design a proper questionnaire based on the Likert scale to collecting the data. The population of this study includes of all the tourist agencies of Algerian east zone .The Sample studied is the "Simple random sample" includes of 22 agencies.

The following figure is the proposed model that shows the variables, dimension and the relationship between them, where the variables of that study defined as follow: the first variable is the Marketing performance of tourist agencies (cost, quality, flexibility, creativity, time), the second variable is city's Image quality (Sincerity, Excitement, Competence, Sophistication, Ruggedness). In order to analyze the data we are going to use the correlation coefficient to test the main and sub hypotheses, before that we are going to test the Reliability of the tool, Normality of observations , structure validity, and the descriptive Statistics of the different

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**7. Study of Al Saleem (2012). Factors Affecting the Quality of Services of the Tourism Companies in Jordan from Tourists Perspective.**

This study aims to identify the factors affecting the quality of services provided by the travel and tourism companies in Jordan from the tourists' point of view. This study was conducted on (100) tourists dealing with travel and tourism companies who have good travel experience. The results of this study showed that all travelers have sufficient information about travelling and can assess the quality of services provided by the travel and tourism companies depending on their past experiences. Through hypotheses testing, the results showed a strong correlation between the quality of services and the factors influencing them, and this was clear from the test the first hypothesis, the other assumptions proved the existence of an influential relationship between staff performance, speed of service, price of the service and the continuous improvement.

**8. Study of OROIAN (2013). EXPLORING THE RELATIONSHIP BETWEEN SATISFACTIONS AND DESTINATION LOYALTY IN BUSINESS TOURISM.**

This paper explores the relationship between tourist satisfaction (with accommodation and with city as tourism business destination and regarding its endowments) and destination loyalty intention. The research was conducted with 259 tourists visiting Tîrgu-Mure\_ (a city in the center of Transylvanian, Romania) for business purposes. Taking as basis the use of structural equation modeling (SEM), the results substantiate the importance of tourism satisfaction as a determinant of destination loyalty. The findings provide a useful background in the planning of future tourist business marketing strategies.

**9. Study of Mu Zhang (2013). Research on the Tourism Effect and Marketing Strategy of Convention & Exposition Industry: A Case Study of Shenzhen City of China.**

There is a close natural connection in tourism and Convention & Exposition (C&E) since they are mutually affected and promoted. This study attempts to theoretically analyze the tourism effect and marketing tactics of the C&E industry. To do this, the inductive method and value train theory are introduced to analyze the supply and demand of tourism. Findings reveal that not only can C&E produce positive influences such as synergistic effect and cluster effect on tourism, but also negative result which is characterized by spillover effect. Taking Shenzhen city of China as an example, several marketing strategies are found. It is concluded that such strategies on C&E and events exhibition can meet the needs of Shenzhen, and improve the tour image of this city, so as to help expand its influence on tourism.

**10. Study of Moreira & Iao (2014). A Longitudinal Study on the Factors of Destination Image, Destination Attraction and Destination Loyalty**

Destination loyalty is identified as a universal concept with links to destination image. These links are derived from shared fundamental attributes that generate positive or negative effects on the attractiveness of a travel destination. This research study approaches the concept of destination loyalty in relation to the factors of destination image and destination attraction through a longitudinal comparison of data of 2012 and 2013. A destination factors model is proposed. From the analysis, the integrator 'Personal overall image of the destination', the ultimate factor that reflects the destination image as a holographic complexity of perceptions, is confirmed as a regression target for a number of factors of the proposed theoretical model. Against the theoretical expectations, a significant effect of the integrator on travel decisions was not confirmed. Destination attributes associated with higher rankings and lower rankings revealed significant effects on the integrator. These attributes show the degree of perceived attraction on travelers and tourists and highlight the development priorities and the development performance of the destination. The proposed model and the isolated factors of destination

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#### **3. Study of Molina et al (2010). Tourism marketing information and destination image Management.**

Destination image is commonly accepted as an important aspect in successful tourism management and destination marketing. The information about a specific destination is an important means of promotion for the tourism industry and influences destination image. In this context, the purpose of this paper is to identify those destination features which contribute to build a positive destination image and to analyze the relationship between those features and the image induced by brochures. Accordingly, this study is based on previous research on the impact of tourist information sources in destination promotion, and argues that brochures, as tourist information sources, have an important influence on destination image. Based on previous theoretical discussion regarding image, an empirical research was conducted to test the relationship proposed here. Multiple item indicators from previous studies were employed. Results indicate that there is a relationship between information sources and destination image.

#### **4. Study of Lin (2011). How the environment affects travel agency performance**

This research examines the performance of travel agencies in Taiwan by using a market orientation framework. The study examines the impact of market orientation and financial performance and identifies the importance of competitive environment in the relationship between market orientation and financial performance. The study controls for factors associated with the external competitive environment, and the research model is analyzed using moderated regression analysis (MRA). The primary data were collected through a questionnaire survey completed by 249 managers of travel agencies in Taiwan. The results revealed that one element of the competitive environment (technological turbulence) influences financial performance.

#### **5. Study of STĂNCIOIU et al (2011). Tourism Heritage – An Important Dimension for Assessing/Shaping a City's Image. Case Study: Bucharest.**

In a world where, lately, on one hand, more destinations can be “replaced” one for the other and the tourists' desire to find a mean of expressing their own identities (Morgan, Pritchard, 2004, pp. 50-80) is more and more evident, and, on the other hand, the image is gradually replacing the identity, leads to the fact that the authenticity of every single aspect that one community has needs to be assessed and reassessed from an economical and socio-cultural point of view.

#### **6. Study of Chiu & Ananzeh(2012). THE ROLE OF MICE DESTINATION ATTRIBUTES ON FORMING JORDAN TOURISTIC IMAGE.**

The attributes of a MICE destination have been shown to have a vital role on the formation of its touristic image. This study examines the role of MICE destination attributes on the formation of the touristic image of Jordan from the perspective of local and international MICE event participants. Amman and the Dead Sea were the study site of this study. Push-Pull theory was utilised to show the importance of pull attributes on forming the destination Image. The relative importance of six attributes of MICE destination is determined. The results revealed significant differences between participants on their perceptions on the importance of MICE destination attributes and that MICE destination attributes influence the destination image formation. The findings also provided implications for event planners, event organizers, and other MICE stakeholders in Jordan as well as for academic researchers in MICE tourism.



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#### I. Introduction.

Tourism is the most attractive and the fastest growing industry in the world. According to the World Travel and Tourism Council (WTTC), tourism in 2005 turned out to be the second largest industry, accounted for 3.8 per cent of global Gross Domestic Product – GDP (*Pazim & Rosli, 2011*). In recent years, rapid advancements in information technology, particularly the Internet, have created enormous opportunities for traditional travel agencies to target their tourism offerings to a wider market. In response to the increasing demand for tourism information by the travelers, many travel agencies have established websites to promote their services and products. These websites play an important role in mediating between customers and companies as a channel for information acquisition and business transactions (*Lin et al, 2009*). A strong, unique image is the essence of destination positioning for its ability to differentiate a destination from competitors to get into the consumers' minds, which simplify information continuously (*Hanzaee & Saeedi, 2011*). In that stage we're going to present some studies about Marketing performance of tourist agency and city's Image to build a clear idea about the subject, which transformed to a model explains the correlation between Marketing performance of tourist agency and city's Image. We're going to present all the studies offered Temporally (According to time)

#### 1. Study of Cecilia (1996). CITY IMAGE – AS TOURISM DESTINATION.

Tourism is a competitive industry, even on a global scale. If access to a destination or attraction is too complicated, time consuming, expensive or not providing adequate capacity, even the most spectacular attraction will remain a secret to most tourists, as they will prefer competitive alternatives" (Smiths, 2003). And to continue this, it is considered that „that cultural differences and uniqueness are important if one wants cultural products to become a commercial success" (Lindenberg, 2004). When cultural tourists are looking to experiment or to improve their knowledge, the question is: "Which are the best strategies and practices to market that experience and knowledge for the cultural tourists" (Kantanen, 2005). This paper will be dedicated to presenting city tourist destinations, their marketing and market positioning, also to analyze the way in which potential customers' perception is built and how the process can be influenced, and to analyze the way the tourist product is assembled.

#### 2. Study of Richards and Wilson (2004). The Impact of Cultural Events on City Image: Rotterdam, Cultural Capital of Europe 2001

Cities are increasingly using cultural events to improve their image, stimulate urban development and attract visitors and investment. As part of its event-led regeneration strategy, Rotterdam staged the 'Cultural Capital of Europe' event in 2001. The aims were to attract visitors and to stimulate cultural consumption among residents, while positioning Rotterdam as a cultural destination. Over 2000 questionnaire responses by resident and non-resident visitors to the Cultural Capital event were used to evaluate the image effects of the event. In depth interviews were also undertaken with policy-makers and cultural managers, to permit evaluation of survey findings in the context of richer qualitative material. The image of the city as a cultural destination did improve in 2001, but the physical and tangible elements of the city's image (modern architecture, water) and its character as the working city of the Netherlands continued to dominate.

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**Abstract**

We aim through this study mainly to measure the correlation between the Marketing performance of tourist agencies and city's Image quality through their dimensions. For that we have put a model that shows the relationship between the Marketing performance of tourist agencies (cost, quality, flexibility, creativity, time) and city's Image quality (Sincerity, Excitement, Competence, Sophistication, Ruggedness). This study has been conducted on a sample of 22 tourist agencies of the Algerian east area, depending on survey method and discipline to collect and analyze the data by a set of statistical indicators such Cronbach's Alpha, One-Sample Kolmogorov-Smirnov Test, structure validity, descriptive statistics such (Mean, Std. Deviation, Std. Error Mean) and correlation coefficient for testing the hypotheses, with SPSS V20. The main result of that study is: there is a positive-high correlation between Marketing performance of tourist agencies of the Algerian east area dimensions and developing the Image quality of Constantine city.

**Keywords:** Marketing performance, city's image, image quality, tourism, tourist agencies.

**ملخص**

نهدف من خلال هذه الدراسة أساسا لقياس العلاقة بين الأداء التسويقي للوكالات السياحية و جودة صورة المدينة من خلال أبعادهما المختلفة، وذلك بوضع نموذج يوضح العلاقة بين الأداء التسويقي للوكالات السياحية من خلال (التحكم في التكلفة، تحسين الجودة، تطوير المرونة، تحسين الابتكار، التحكم في الزمن) و جودة صورة المدينة المتمثلة في (الإخلاص والإثارة، والكفاءة، الرقي، الوعورة)، وقد أجريت هذه الدراسة على عينة مكونة من 22 وكالة في منطقة الشرق الجزائري، حيث تم الاعتماد على المنهج التجريبي وذلك بجمع وتحليل البيانات من خلال مجموعة من المؤشرات الإحصائية مثل ألفا كرونباخ، اختبار كولموغوروف سميرونوف لعينة واحدة، الصدق البنائي، الإحصاء الوصفي مثل (المتوسط، الانحراف المعياري، الخطأ المعياري المتوسط) ومعامل الارتباط (ارتباط بيرسون) لاختبار الفرضيات، باستخدام برنامج الحزم الإحصائية للعلوم الاجتماعية SPSS V20، حيث أن النتيجة الرئيسية لهذه الدراسة تبين العلاقة الموجبة القوية بين أبعاد الأداء التسويقي للوكالات السياحية لمنطقة الشرق الجزائري و جودة صورة مدينة قسنطينة.

**الكلمات المفتاحية:** الأداء التسويقي، صورة المدينة، جودة الصورة، السياحة، الوكالات السياحية.