Exploring Permission Based Tourism Marketing Drivers and Challenges from The Customer Perspectives

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ABSTRACT

In present commercial life, companies use new technology tools grounded on computer-founded mechanization systems with web and mobile-oriented applications in their business marketing, one of these technical tools is permission marketing which is considered a technique to make marketing events more proficient. Furthermore to measure its effectiveness as a consequence of the deduction, regular marketing methods that were used to create interaction between firms and customers were costly and yet away from achieving the preferred conclusion. Hence, permission marketing occurred as an indication that visualized companies to use permission marketing that meets their conditions rather than as a legal requirement. Although permission marketing is useful for the customer and companies, there are many difficulties influence customers' readiness to give permission. Therefore, the current research aims to identify the most important challenges faced by customers for the application of marketing based on permission related to tourism services provided by tourism firms in Egypt. So, the study depended on applying a quantitative research with deductive approach through using mono method quantitative (field survey) through a structured questionnaire from filled by 609 people all over Egypt. Statistical analyses were completed by using Statistical Package for Social Sciences (SPSS version 23) software and WarpPLS version (7). The findings of this study conclude that there are important drivers and challenges which are relevant to customers' behavior towards giving permission. The study findings can support the tourism organizations which are planning for using internet marketing.

1. Introduction

To achieve more effective tourism marketing, using new technologies is a must. As it allows the staff to get rid of minor tasks and employ more time on personalized customer services. The Internet transforms the tour agents' role from operation processor to adviser (Murphy & Tan, 2003). The huge evolution of online marketing has been widely constructive for marketers for the past decade. With the ongoing

quick progress of this region, customers' are becoming gradually exposed to marketing activities. In present commercial life, companies use new technology tools grounded on computer-founded mechanization systems with web and mobile-oriented applications in their business procedures. Obviously, companies use these technical tools for marketing grounded activities (Gulbahar & Yildirim, 2015). Recently, many marketers tend to use online permissions marketing which means that customers permit to join online marketing activities. (Karimi, Stoev & Zander, 2017).

The increased need for permission-based marketing happened because of the increasing complaints of customers about disturbing customers with the other communications that doesn't disturb the customer (Dave& Vyas, 2000). In today's customer-centric business era, the significant responsibility of the markets is to see whether the data sent to the customers are beneficial only or welcomed by the customers. Often, similar data seeming very useful and receptive by the marketers is not required, and customers do not want this data at that time. The customers might be concerned with identifying more about the same data later. So, gathering complete data about customers helps marketers to raise permission levels. Knowing customers' favorites through the Internet allows them to offer improved services to the customers. Acquiring permission from subscribers looking forward to obtaining the company's operations is the leading stage to build a successful list of visions to send the marketing communications. A marketer has to recognize the significance of permission and how to secure it (Kaur, 2017). However, customers get annoyed and do not prefer to be bothered by repeated messages or e-mails. To solve this problem, former permission could be taken from the customers who desire to get promotional data (Bhatia, 2020).

Therefore, permission marketing allows the marketing to be effective, and it also enables the marketers to generate and preserve long-term cooperative relationships with the customers (Kaur, 2017). Permission marketing allows the marketer to use minor cost techniques efficiently. It also makes testing easy and tracing, moreover it confirms fewer misused marketing's because only the interested customer will receive the marketing message (Ström, Vendel& Bredican, 2014). It similarly helps marketers raise their earnings (Dave& Vyas, 2000) .

Moreover, it upsurges customer period value (Kaur, 2017), allowing customers to make better selections for themselves. Moreover, It develops the relationship with the acquired brand after acquisition (Ström, etal, 2014). The customers' concern is the primary variable influencing the contribution level. On the different side, the customer's experience is determined positively by the importance of the message and financial profits, and negatively by the loss for getting/adjusting data, for handling and confidentiality concerns (Grubor, Đokić & Milićević, 2018). Customers get annoyed and do not prefer to be bothered by repeated messages or e-mails. To get rid of this problem, receive central permission from customers who desire to get marketing data (Bhatia, 2020).

Accordingly, this study targets to recognize the most significant challenges that customers confronted for implementing marketing grounded on permission associated with tourism services that tourism firms present in Egypt.

Gaps in literature continue that: a) yet no study improves and checks an academic model with a massive amount of theory-based elements of the determination to grant permission; b) To the best of our knowledge, Studies of permission marketing infrequently focus on the tourism sector in Egypt.

2. Literature Review
2.1. Permission marketing

According to globalization, progresses completed in data and communications technologies allowed companies to fast, cheaply, and effectively reach customers. Remarkably, quickly evolving these technologies have delivered the companies opportunity to use commercial messages for marketing purposes which have data, audio, and visual content through SMS, MMS, and E-mail simply during the day. Though, companies can reach customer 24 hours via these means and send messages frequently led to cause companies irritation of customers. These irritations cause boredom to customers who get annoyed with commercials during the day. They have turned into a mechanism which is defined as permission based marketing and require companies to get customers' approval for the commercial and marketing messages they will send (Kalyoncuoglu & faiz, 2015).

Recently, potential customers can only receive significant and adjusted messages. However, customers get annoyed and do not like to be bothered by repeated messages or e-mails. To solve this problem taking previous permissions from customers who prefer receiving marketing data is the suitable solution. This solution is known as permission based tourism marketing, and Godin created it in 1999. (Bhatia,2020).

The term permission marketing is explained as the following "customers approve to (choose) join a group's marketing events, usually as a result of a motivation." (Chaffey & Ellis-Chadwick, 2015, p.44, and karimi & zander, 2017).

The idea of permission marketing occurred as an indication that visualized companies to use permission marketing that meet their conditions rather than as a legal requirement. The idea of permission marketing was established as a technique to make marketing events more proficient. Furthermore to measure its effectiveness as a consequence of the deduction, regular marketing events that were used to create interaction between firms and customers were costly and yet away from achieving the preferred conclusion (Kalyoncuoglu & Faiz, 2015). Permissions do not only have an encouraging effect on customers' reactions towards collaborative marketing activities, but they are also an authorized obligation and, therefore, vital for firms that use straight marketing media (Krafft, Arden, & Verhoef, 2017).

The original procedure of permission based marketing was attached to the thought of opt-in e-mails for firms to send out information sheet and proposals to customers without them being ignored as junk (Godin, 1999). When the customers approve getting marketing e-mails or messages, they choose by registering to get unusual data about the company's product or service. While in-definite conditions, when you have never verified to receive the marketing data, it offers the customer to choose at the end to log out, then his/her e-mail address will be detached from any additional marketing from that firm use. Online or e-mail marketing can authorize customers by

sending e-mails based on permission, making customers energetic contributors in the communication procedure, and making e-mails significant for the receivers (Hartemo, 2016).

2.2. Permission-based tourism marketing (PBTM):

Permission-based marketing is a marketing preparation where companies get customers' obvious permission before sending marketing mails. The nature of Permission-based marketing needs an elective process that customers definite their approval with the terms and settings. Although permission-based marketing has been a widespread digital marketing practice for some time (e.g., customer's registration for information sheet). The development in cell phone marketing and social media marketing enables understanding the customer's approval of permission-based marketing more vital than before. Moveable marketing became a major portion of an organization's marketing strategy (Im & Ha, 2013).

Permission-based marketing is an exceptional marketing preparation that involves customers' obvious agreement (Im & Ha, 2013). It allows the customer to freely choose to be a marketing subject. This method confirms that customers will be more attention to the marketing content (karimi & zander, 2017), so permission marketing becomes a significant instrument in preserving interactions with explorers through the Internet. Its increasing significance can be realized in tourism marketing. With a growth in manufacturing usage, the efficiency of this method requires valuation (Bery et al, 2007).

Unwanted commercials may cause customers' frustration and unexpected outcomes, which is why permission is important to send marketing data. Even sending marketing data to predictions/customers deprived of their agreement abuses confidentiality. This method may solve various complex concerns when we better recognize what influences customers' readiness to provide permission. It enables the salespersons, directors, and marketing corporations to form the policies and provide better facilities to customers and increase their effectiveness. Customers will take the advantage from personalized/modified services that precisely fit their desires and requests (Bamba & Barnes, 2007).

Though permission marketing is useful for the customer and companies, there are many difficulties that influence customers' readiness to give permission. These difficulties include Privacy concerns, sign up process, perceived annoyance, information sensitivity and the perceived severity.

2.3. Privacy concerns

Privacy concerns are a major unfavorable outcome of the data age (Siyavooshi et al., 2013). The broad phrase of privacy is described as the capability or occasionally right of people and companies to refuse data about themselves or withdraw themselves from public view (Castree et al., 2013, karimi & zander, 2017). Sign-up with a company permission marketing data requires customers to deliver their private information like minor details such as contact addresses, demographics, or ask about private favorites (Krishnamurthy, 2001).

Customers with powerful privacy considerations have an opposing public attitude to all shapes of modified communication (Martin, Borah, & Palmatier, 2017). They have a crucial suspicion that their data are used incorrectly and usually do not rely on the moral purposes of companies either. Given this, it is already accepted a straight, adverse influence of privacy fears on the choice to grant permission. However, it is also believed that privacy fears decrease the benefits of permission-based marketing on this choice (Krafft et al, 2017).

Many analysis investigations have found a connection between privacy issues and permitting promotional proposals. Zhao et al. (2012) have demonstrated a negative effect of privacy issues in mobile marketing. Apparent risk is regarded as a crucial element in granting permission for marketing proposals. Equally, Watson et al. (2013) found evidence that most people have concerns related to the possible misuse of mobile data. Therefore, customers appreciate permission-based mobile marketing. Groopman (2015) assured that customers are anxious about who has admission to their data and know how it is used before approval.

Equally, Krafft et al. (2017) assured that privacy matters is negatively connected to the possibility of granting permission. Customers have a powerful suspicion that their data are used incorrectly and usually do not depend on the right purposes of firms either (Bhatia, 2020).

> **H1:** *Privacy concerns are negatively linked to individuals' willing to grant PbTM*

2.4. Perceived severity
The perceived severity of individual data revelation through cell phone applications is absolutely related to customers' apparent dangers (Dinev & Hart, 2004).

Perceived severity relates to the difficulties for customers when companies have admission to their private data (Malhotra et al., 2004). The conscientious usage of private information to which companies were allowed admission is unclear. Customers fear that immoral companies may access other private information they didn't permit to save. Customers have fears including that their personal information may be traded to a third party without former notification or agreement (Xu et al., 2011) .

By following this deductive reasoning, it is assumed that the public awareness of information-disclosure-related risks can harmfully influence customers' purposes to reveal their data to a marketer (Norberg, Horn, & Horn, 2007). As such, customers' intent to publicize their data will decrease if they perceive a high risk of privacy raids while using mobile applications and giving permission (Wang et al, 2016).

> **H2:** *Privacy concerns are positively linked to perceived severity*
> **H3:** *Perceived severity is negatively linked to individuals' willing to grant PbTM*

2.5. Perceived annoyance
Prior study indicates that customers overlook marketing communications, which are apparently annoying, disturbing, or frustrating. Perceived annoyance, definite as one frustration feature, troubles customers' dealing with mobile marketing (Kraft et al, 2017).

The literature commonly states that customers find it frustrating when they get marketing messages without their permission; when their comforts and requirements/desires are not considered in the messages' subjects when their appropriate time is not requested (Tsang et al., 2004). Similarly, promoters organize marketing messages to fit customers' positions, times, and favorites (Khasawneh & Shuhaiber, 2013).

Doorn & Hoekstra (2013) assured that supposed insensitivity is a significant cause for bad behaviors against online posters. Dao et al. (2014) claimed that communication importance is the consequence of frustration and definitely influences the person's behavior to the message. Likewise, Krafft et al. (2017) examined that perceived annoyance is harmfully connected to the possibility of allowing permission. Kalyoncuoglu & Faiz (2015) concluded that not annoyance affects customers' permissions for marketing messages. Customers are expected to be ready to give their permission to firms as long as they find marketing messages they send interesting. Too many marketing messages make it hard for customers to differentiate between signing in and junk (Bhatia, 2020).

> **H4:** *Perceived annoyance is negatively linked to individuals' willing to grant PbTM*

2.6. Information sensitivity
Data sensitiveness is a person's perspective toward displaying various data while interacting with a social media-enabled application (Bansal & Gefen, 2010). The kind of data the organization demands affects the user's privacy fears (Jozani et al, 2020). The information sensitiveness is an additional factor that might impact customers' permission determinations. It states the customers' cognition of whether they stay in control of the usage of the delivered information and the capacity of direct marketing messages they get (Son & Kim, 2008). Losing control over information organization when revealing the data is one of the main causes why persons do not prefer to share private data. A high level of apparent control decreases interaction and is supposed to raise the possibility that a customer will involve in permission-based data exchange with a firm (Krafft et al, 2017).

Phelps, Nowak, and Ferrell (2000) deliver proof that a high level of control can definitely affect acquisition choices. Most people like better control annoying promotional commercials grounded on their private information. When customers feel to control the information they deliver, they will be ready to share more data online (Mothersbaugh et al., 2012).

> **H5:** *Information sensitivity is positively linked to privacy concerns*

> **H6:** *Information sensitivity is negatively linked to individuals' willing to grant PbTM*

2.7. Sign up process
The apparent period and work expenses can delay granting permission for getting marketing-related data. Occasionally, the customers are irritated and confused because of difficult and lengthy phrases of the registration process, eventually canceling it. Thus, more work and time are just extra barriers in signing up for collaborative marketing communications (Bhatia, 2020). Noble and Phillips (2004)

claimed that if customers observe fewer advantages than the required work for signing up, they will probably leave the signing up procedure with a firm. The total difficulty of the company's required data harmfully influences the customers' readiness to allow permission for getting marketing promotion-related data (Krishnamurthy, 2001 & Dickinger et al., 2004). Equally, Krafft et al. (2017) observed that the signing up procedure is harmfully connected to the possibility of allowing permission .

Noble and Phillips (2004) argued that customers are expected to choose contrary to registration in interactive connections with a firm if the alleged required effort before getting profits is much, or if the signing-up procedure needs much time or effort. The apparent signing up expenses rely on the amount of required data by the firm; therefore, it is supposed that the quantity and difficulty of the necessary data have a bad effect on the readiness of customers to sign up in permission marketing programs (Krafft et al, 2017).

> *H7: Information sensitivity is positively linked to sign-up process*

> *H8: Sign-up process is negatively linked to individuals' willing to grant PbTM*
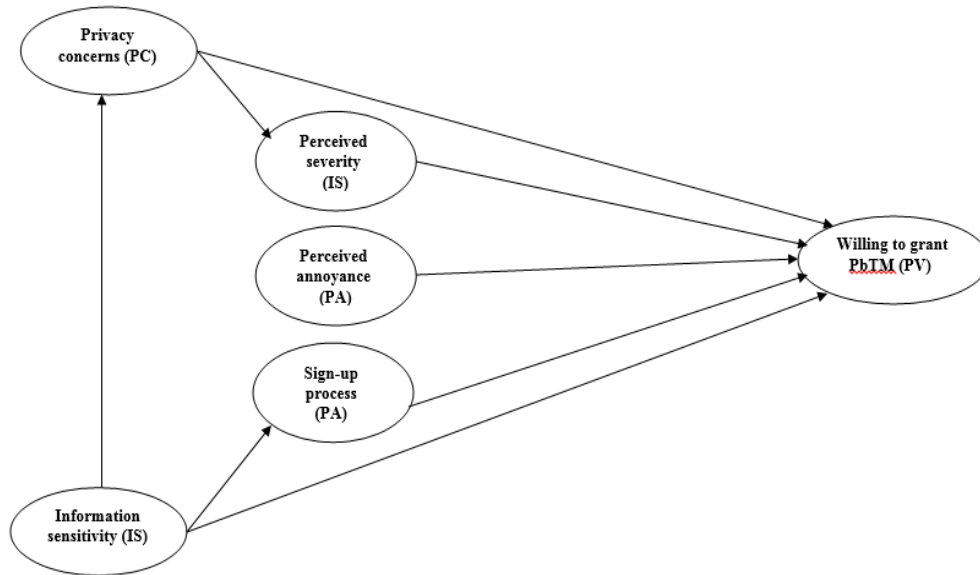
3. Methodology

This research aims to identify the most important challenges faced by customers in applying marketing based on permission which is related to the tourism products and services of the tourism companies in Egypt. Therefore, the research depended on applying a quantitative research with deductive approach through using mono method quantitative (field survey). Quantitative research approach aim is to test a hypothesis, and generalize the results by using various statistical techniques. Consequently, the field survey method was used to get the study results and conclusion. The primary data were collected through a structured questionnaire from 609 person all over Egypt. Statistical analyses were executed by using Statistical Package for Social Sciences (SPSS version 23) software and WarpPLS Software version (7). Study results have been considered significant at p < 0.01. Convenience sampling was employed to collect data, during the period of time in January to August of 2021.

3.1. Questionnaire development:

To attain the study objectives, and test the conceptual model, the researchers depend on designing a structured questionnaire with a 5-point Likert-style scale ("1=strongly disagree" to "5=strongly agree"). Questionnaire items were amended from previous studies Krafft et al. (2017) and Jozani, et al. (2020) for scales of privacy concerns, while as the scales for perceived severity and perceived annoyance, were extracted from Wang et al. (2016) and Krafft et al. (2017) studies. But Information sensitivity scales came from Bhatia (2020), Jozani, et al. (2020) studies. Finally, sign-up process scales are derivative from Bhatia (2020) study.

20 scales were used to measure the six constructs of the proposed hypothesized model: 'Privacy concerns' (measured by 4 items), 'Perceived severity' (4 items), 'Information sensitivity' (3 items), 'Perceived annoyance' (3 items), 'sign-up process' (3 items), and 'Willing to grant PbTM' (3items), Personal data were also encompassed in the questionnaire (i.e., gender, age, education level, and marital status).

The questionnaire was designed by using the online survey services of Google forms. The questionnaire link was sent to the aimed participants through e-mail, Facebook personal accounts, What's App, and group pages.

Fig.1. The proposed conceptual model

3.2. Sampling frame and Data Collection:

The used sampling method is a convenience sample with its ingrained limitations, as convenience sample is suitable for large populations. In total, 609 adults using a digital methods scale like social media, were approached in our survey which is conducted from January to August of 2021.

Participation was voluntary, unidentified and no payment was offered. Data were collected through the online platform.

3.3. Data validity and Reliability

To validate the data collection and explore if the gathered data would give the required information to attain the study aim a pilot study was done with the objective of methods. Face validity is assessing or testing the questionnaire's ability to do what it claims to do. The questionnaire was previewed by 5 tourist experts and, five academic experts in the same field. Afterward, many modifications which are concerned with vocabulary and design were done to improve questionnaire fill, clarity, and validity. In order to measure questionnaire constructs and indicators Validity, Corrected item-total correlations were adapted, all scales are between values of 0.3 and 0.80 (Netemeyer et al., 2003) in corrected item-total correlations, is supposed to show that the engaged scales are effective for evaluating the one construct in question. In addition, constructs reliability was verified by Cronbach's alpha coefficient. It was computed and exceeded 0.70 for all constructs which reflects reliable results (Hair et al., 2010).

Table 1
Cronbach's Alpha of study constructs

Variables	Question Numbers	No. of Items Selected	Cronbach's Alpha
Privacy concerns	1-4	4	.835
Perceived severity	5-8	4	.851
Information sensitivity	9-11	3	.844
Perceived annoyance	12-14	3	.884
sign-up process	15-17	3	.861
Willing to grant PbTM	18-20	3	.887

The above table presents that privacy concerns had the lowest value ($\alpha = 0.835$), then the information sensitivity with a reliability value of ($\alpha = 0.844$), followed by perceived severity which had the reliability value of ($\alpha = 0.851$), sign-up process and perceived annoyance had a reliability value of ($\alpha = 0.861$ and 0.884), while willing to grant PbTM had the peak reliability value with ($\alpha = 0.887$).

4. Results and Discussion
4.1. Descriptive Statistics of the Respondents

The descriptive statistics as displayed in **table 2** showed that 43.51% of the respondents are males whereas 56.49% of them are females. 27.09% of the respondents are under 25 years, while 1.64% are more than 55 years. 62.73% have university level of education, 27.09% are Post-graduate study. Meanwhile, the highest percentage of respondents were single by 48.28% then the married ones by 46.63%.

Table 2
Descriptive Statistics of The respondents (n=609)

Description		Frequency	Percent %
Gender:	Male	265	43.51
	Female	344	56.49
Age:	Less than 25	165	27.09
	25-35	277	45.48
	36-45	131	21.51
	46-55	26	4.27
	More than 55	10	1.64
Education level:	Under secondary education	4	0.66
	Secondary education	35	5.75
	University education	382	62.73
	Post-graduate study	165	27.09
	Other	23	3.78
Marital status	Single	294	48.28
	Married	284	46.63
	Divorced	12	1.97
	Widower	7	1.15
	Other	12	1.97

Table 3

Descriptive Statists of study variables.

Factor/ Variable	Mean	Std. Deviation	Attitude
Privacy concerns	3.6	1.2	Agree
Perceived severity	3.7	1.3	Agree
Information sensitivity	3.3	1.2	Neutral
Perceived annoyance	3.0	1.2	Neutral
sign-up process	2.8	0.9	Neutral
Willing to grant PbTM	3.4	1.2	Agree

The lowest independent variables mean was prominent in sign-up process which is 2.8, which displays virtually a "Neutral". Top mean of 3.7 was noted by Perceived severity, which shows almost an "Agree" level.

4.2. Conceptual Model Evaluation

The model evaluation was performed by Spearman's Correlation Matrix amongst Research Variables and Regression analysis.
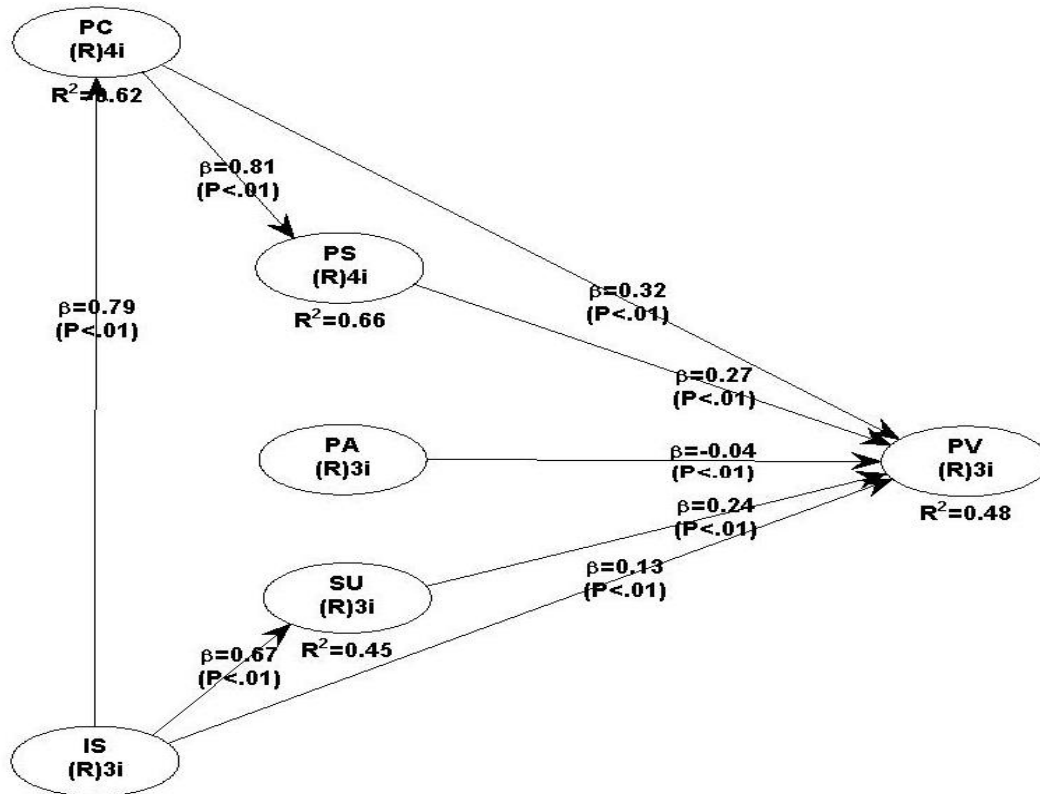
Table 4

Spearman's Correlation Matrix among Research Variables

Independent Variables	Correlation Coefficient	
Privacy concerns with willing to grant PbTM	Spearman's Correlation	0.475**
	Sig. (2-tailed)	0.000
Privacy concerns with perceived severity	Spearman's Correlation	0.793**
	Sig. (2-tailed)	0.000
Perceived severity with willing to grant PbTM	Spearman's Correlation	0.450**
	Sig. (2-tailed)	0.000
Perceived annoyance with willing to grant PbTM	Spearman's Correlation	0.261**
	Sig. (2-tailed)	0.000
Information sensitivity with privacy concerns	Spearman's Correlation	.792**
	Sig. (2-tailed)	0.000
Information sensitivity with willing to grant PbTM	Spearman's Correlation	.400**
	Sig. (2-tailed)	0.000
Information sensitivity with sign-up process	Spearman's Correlation	.653**
	Sig. (2-tailed)	0.000
Sign-up process with willing to grant PbTM	Spearman's Correlation	.453**
	Sig. (2-tailed)	0.000
** Correlation is significant at the 0.01 level (2-tailed).		

Correlation assesses the relationship between research variables. The aim of this study is to identify the most important challenges faced by customers in applying marketing based on permission which is related to the tourism products and services of the tourism companies in Egypt. In this study, the significance level is less than 1% (99% confidence). Reference to Table 4 there is a significant relationship between research variables. Correlation coefficient of privacy concerns with willing to grant PbTM, perceived severity with willing to grant PbTM, perceived annoyance with willing to grant PbTM, information sensitivity with willing to grant PbTM, and sign-up process

with willing to grant PbTM have recorded 0.475, 0.450, 0.261, 0.400, and 0.453 consistently. This reflects a negative relationship between those mentioned variables. While as, coefficient of correlation of privacy concerns with perceived severity, information sensitivity with privacy concerns, and information sensitivity with sign-up process have recorded 0.793, 0.792, and 0.653 regularly. This reflects a positive relationship between those mentioned variables.

Fig.2. The study tested model

The structural model measures the relationships among the study constructs. Figure 2 shows the effect of challenges faced by customers in applying marketing based on permission. It is found that privacy concerns is affected negatively by willing to grant PbTM (βPC→PV = 0.32, p < .01) (H1), privacy concerns has a positive impact with perceived severity (PC→PS = 0.81, p < .01, R^2 = (0.66) (H2), perceived severity is affected negatively on the individuals' willing to grant PbTM (βPS→ PV = 0.27, p < .01, R2 = 0.48) (H3), the perceived annoyance has a negative impact on individuals' willing to grant PbTM (βPA→ PV = 0.04, p < .01) (H4), information sensitivity affects positively on the privacy concerns (βIS→ PC formation = 0.79, p < .01, R2 = 0.62) (H5), information sensitivity affects negatively on individuals' willing to grant PbTM (βIS→ PV = 0.13, p < .01, R2 = 0.48) (H6), the information sensitivity has a positive impact on sign-up process (βIS→ SU = 0.13, p < .01) (H7), and the sign-up process has a negative impact on individuals' willing to grant PbTM (βSU→ PV = 0.24, p < .01) (H8).

The study results asserted that the respondents have privacy concerns while communicating with the tourist companies. As they feel uncomfortable if their personal data is collected by tourist companies. This is consistent with the results of Krafft et al. (2017) and Awad et al. (2016) studies, as they found that privacy concerns have a negative effect on the decision to grant permission. In addition, they will be concerned about handling their personal data use, this is agreed with Martin et al. (2017) study which stated that the customers are frightened from using their data incorrectly. Moreover, they have doubts from the tourist organizations to use their data securely which expose them to be at risk. Jozani, et al. (2020) and Granello et al. (2004) studies are agreed with this. Accordingly, to reduce privacy concerns and their effect on individuals' willing to grant PbTM, there is a must to use transparent privacy policies and official seals during the data collection process.

Privacy concerns similarly affect on the perceived severity. The respondents with high privacy concerns have high perceived severity, as they think that their data may be theft via electronic communication channels which results in a critical problem for them. This supports the view of Wang et al. (2016) and Malhotra et al. (2004), who asserted that customers may have problems when organizations have access to their personal data.

Meanwhile, perceived severity affects on the individuals' willing to grant PbTM. The respondents think that they may losing their data privacy which causes a serious problem for them. They think also that their identity and photos will be theft. Accordingly, they have a critical problem in granting PbTM. This result is in line with the study of Hong (2015) and Wang et al. (2016), who confirmed that customers' intention to reveal their personal data in a high risk environment will decrease their willing to grant PbTM.

While as, perceived annoyance is negatively linked to individuals' willing to grant PbTM. The respondents expect that the tourism marketing messages send will be intrusive, annoying, and distracting. As irresistible sums of marketing messages make it is not easy for customers to actually differentiate between good and spam messages, then they feel annoyance and be restricted to grant PbTM. Hence, these findings concerned with the perceived annoyance are in agreement with studies of Bhatia (2020) and Krafft et al. (2017), who found that Complex phrasing during the registration process may make the customers annoyed, confused, or even frightened and terminate the permission process. In addition, they asserted also that perceived annoyance as a part of annoyance, has a negative influence on customer attitude towards granting permission to all marketing messages.

The results demonstrated that the information sensitivity is linked to privacy concerns. Most of the participants feel uncomfortable with requiring personal data from tourism organizations, especially if these data are very private and sensitive. As the information requested type by the tourist organization influences the user's privacy concerns, which agree with Jozani et al. (2020) study.

Consequently, it affects the customer permission decisions, as the degree of participants believing in their capability to control over the adjustment and diffusion

of their personal data, makes them take a decision of giving permissions. This is in line with Son and Kim (2008) and Jozani et al. (2020) studies.

Sometimes, the customer is confused because of the sensitivity of required data and difficulty of the registration process, eventually it makes him/her does not sign up. Bhatia (2020) similarly confirmed that sensitivity data required by the organization have a negative impact on completing or even proceeding with the sign up process.

Finally, the study result finds that Sign-up process is negatively linked to individuals' willing to grant PbTM. As a high level of perceived control during the sign up process increases the probability that a customer engagement in permission-based data exchange with a tourist organization. Therefore, most of the respondents asserted that they are fully prepared to grant permission by providing their personal data accurately and specifically, if all previous obstacles are amended. These results are in line with Krafft et al, (2017) and Bhatia (2020) studies.

5. Conclusion and Further Researches

The study aim is to identify the most important challenges faced by customers in applying marketing based on permission which is related to the tourism products and services of the tourism companies in Egypt. The study has verified eight hypotheses of how customer faces challenges of applying marketing based on permission.

This study has contributed to create interrelationships among the proposed constructs. A quantitative method was used with a deductive approach as a method to test the study hypotheses. The research method for data collection of this study is a questionnaire to collect data from 609 participants. In order to identify their opinions, statistical analyses were performed using software of SPSS version 23 and WarpPLS version 7. Results of the study have been taken as significant at $p \leq 0.01$. Convenience sampling was used. Data collection was carried out during the period from January to August of 2021. The findings of this study conclude that there are important drivers and challenges which are relevant to customers' behavior towards giving permission. By implementing this study, it contributes to the literature on challenges which face the marketing by developing and testing a conceptual model on the drivers of granting permission decisions.

The findings of the present study can help the tourism organizations which are planning for using internet marketing. Tourism organizations can make convinced discounts and offer to inspire customers in granting permission for upcoming marketing activities. They should make the registration process very simple which makes more and more customers get signed-in. Furthermore, providing customized messages with transparent policy may increase the individual's number to register as they will feel interested and not irritated. Meanwhile, the registration process should struggle to minimize the perceived severity of having customer's personal data.

On the other hand, future examination of this study should be stretched to relate the demographic data and users from different countries to reinforce the generalization of results reported in this study.

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تحديات التسويق السياحي القائم على الإذن من وجهة نظر العملاء

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الملخص	معلومات المقالة
في الوقت الحالي، تستخدم الشركات أدوات تقنية جديدة ترتكز على أنظمة آلية قائمة على الكمبيوتر مع تطبيقات الويب والهواتف المحمولة في أعمالها، ومن بين هذه الأدوات التقنية التسويق بالإذن الذي يعتبر أسلوبًا لجعل الأحداث الإعلانية أكثر كفاءة. ولقياس فعاليتها كانت الأحداث التسويقية التي تم استخدامها لخلق التفاعل بين الشركات والعملاء مكلفة ومع ذلك فهي بعيدة عن تحقيق النتيجة المرجوة. ومن ثم يعتبر التسويق بالإذن مؤشر على أن الشركات تستطيع ان تفي بشروطها بدلاً من كونها متطلبًا قانونيًا، وعلى الرغم من أن التسويق بالإذن مفيد للعميل والشركات، إلا أن هناك العديد من الصعوبات التي تؤثر على استعداد العملاء لمنح الإذن. لذلك يهدف البحث الحالي إلى التعرف على أهم التحديات التي يواجهها العملاء لتطبيق التسويق بالإذن المتعلق بالخدمات السياحية التي تقدمها المنشآت السياحية في مصر، لذلك اعتمد البحث على المنهج الكمي والأسلوب الاستنتاجي من خلال استخدام طريقة (المسح الميداني) في جمع البيانات، وقد تم جمع البيانات الأولية من خلال استبيان تم توزيعه على من 609 شخص من جميع أنحاء جمهورية مصر العربية. تم إجراء التحليلات الإحصائية باستخدام البرنامج الإحصائي (SPSS, 23) وبرنامج (7) WarpPLS. وخلصت نتائج هذه الدراسة إلى أن هناك عوامل وتحديات مهمة تتعلق بسلوك العملاء تجاه منح الإذن وتساهم هذه الدراسة في الأدبيات الخاصة بالتحديات التي تواجه التسويق من خلال تطوير واختبار نموذج مفاهيمي حول دوافع منح الإذن. بالإضافة الى انها تساعد المنظمات السياحية التي تخطط لاستخدام التسويق عبر الإنترنت.	**الكلمات المفتاحية** التسويق السياحي بالإذن؛ مخاوف الخصوصية والازعاج؛ عملية التسجيل؛ حساسية المعلومات؛ والخطورة المتوقعة.