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Marketing .2
:Information Availability

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1	0.507	4.75	17
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4	0.675	4.61	16
5	0.675	4.50	13
6	0.768	4.46	10
7	0.683	4.45	1
8	0.740	4.45	8
9	0.678	4.40	14
10	0.714	4.30	2
11	0.769	4.30	12
12	0.838	4.20	4
13	0.794	4.13	15
14	0.885	4.11	5
15	0.900	4.07	6
16	0.807	4.04	7
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1	0.714	4.51	21
2	0.805	4.14	24
3	0.832	4.12	22
4	0.794	4.05	19

5	0.750	4.05		20
6	0.800	4.00		18
7	0.896	3.80		23
8	1.047	3.49		25
9	1.114	3.26		26
	0.593	3.93		

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1	1.198	4.38		33
2	0.931	4.14		30
3	0.854	3.93		31
4	0.773	3.91		29
5	1.240	3.84		32
6	0.971	3.81		27
7	0.975	3.41		28
	0.620	3.92		

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1	0.896	4.41		37
2	0.741	4.38		42
3	0.783	4.28		43
4	0.882	4.26		44
5	0.927	4.17		36
6	0.810	4.13		34
7	0.993	4.11		38
8	0.868	4.05		39
9	0.787	4.01		41
10	0.849	3.99		45
11	0.878	3.82		35
12	1.078	3.47		40
	0.602	4.09		

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1	0.835	4.29		49
2	0.912	4.07		51
3	0.975	4.04		50
4	0.807	4.03		55
5	1.095	3.89		54
6	0.957	3.83		46
7	1.077	3.81		47
8	1.006	3.81		53
9	1.036	3.78		48
10	0.928	3.74		52
	0.717	3.93		

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1	0.786	4.54		64
2	0.837	4.22		59
3	0.762	4.135		56
4	0.827	4.09		66
5	0.713	4.04		58
6	0.925	3.91		61

7	0.956	3.89		65
8	1.232	3.84		62
9	1.094	3.68		63
10	0.782	3.19		57
11	1.328	2.78		60
	0.452	3.94		

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	Sig T	T	T	
	0.008	1.96	2.698	
	0.165	1.96	1.554	.1
	0.003	1.96	3.506	.2
	0.000	1.96	8.017	.3
	0.000	1.96	6.601	.4

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	Sig T	T	T	
	0.001	1.96	3.464	
	0.133	1.96	1.513	.1
	0.322	1.96	0.944	.2
	0.000	1.96	3.997	.3
	0.003	1.96	3.067	.4

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	Sig T	T	T	
	0.012	1.96	2.54	
	0.008	1.96	2.675	.1
	0.022	1.96	2.320	.2
	0.054	1.96	1.946	.3
	0.511	1.96	0.659	.4

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- HO 3

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	Sig T	T	T	
	0.079	1.96	1.767	
	0.175	1.96	1.363	.1
	0.000	1.96	3.69	.2
	0.689	1.96	0.401	.3
	0.037	1.96	2.101	.4

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(13)

	Sig T	T	T	
	0.003	1.96	3.029	
	0.109	1.96	1.612	.1
	0.027	1.96	2.237	.2
	0.130	1.96	1.524	.3
	0.001	1.96	3.306	.4

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(14)

	Sig T	T	T	
	0.76	1.96	0.306	
	0.069	1.96	1.833	.1
	0.381	1.96	0.8758	.2
	0.022	1.96	2.313	.3
	0.911	1.96	0.112	.4

(14)

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:(15)

	Sig T	T	T	
	0.017	1.96	2.409	
	0.0597	1.96	0.530	.1
	0.742	1.96	0.329	.2
	0.030	1.96	2.187	.3
	00.002	1.96	3.118	.4

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%86,8	4.34	
%78,6	3.93	
%78,4	3.92	
%80,18	4.09	
%78,6	3.93	
%78,8	3.94	
%80,23	3,85	

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The Effect of Market Orientation on the Marketing Performance: Applied Study on Travel and Tourism Agencies Operating in Amman

Humam S. Malki, Hani H. Dmour

ABSTRACT

This study aimed to investigate the impact of the market orientation level on the marketing performance for the tourism and travel agencies operating in Amman. The importance of this study stems from studying the components of market orientation (both individually and collective) and their relationships with the marketing performance. To achieve this objective, a questionnaire was designed and distributed to a sample of (152) tourism agencies and (148) were received, with a return ratio of 94.4%. The data were analyzed via the SPSS package.

The following results were reached from this study:

- There is an effect of all the market orientation's components on the overall marketing performance of the tourism agencies. But, there is no effect of both "generating and disseminating information" and "competitive orientation" on the marketing performance individually and collectively.
- There is an effect of the components of all the market orientation and some marketing performance measure, as the agency market share, sales growth ratio and profitability (individually). But there is no effect on the return of investment criteria if we take it individually.
- There is a difference in the extent of some market orientation components effect on the marketing performance criteria.

In light of the above mentioned results, the appropriate recommendations were given for travel agencies such as taking into consideration the importance of each component of market orientation when determining marketing goals.

KEYWORDS: Market orientation, Marketing performance, Customer orientation, Competition orientation