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THE ROLE OF PROMOTIONAL PRICE IN TOURISM MARKETING CRISES FROM THE POINT OF VIEW OWNERS OF SERVICES IN TOURIST ESTABLISHMENTS: A CASE STUDY OF THE THERMAL AND TOURIST COMPLEX IN BISKRA

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Abstract:-

Tourism pricing is one important activity in tourism business, an important element of the tourism marketing mix, because of its impact on the tourism movement, in view of the importance of the price, this study aims to highlight the promotional price policies used in the tourist and the entertainment complex during the period of marketing crisis experienced by the facility in general, and the current crisis in the country in particular, knowing the types of promotional policies followed by the owners of the services to satisfy and attract the customer, and their respective effectiveness policies applied by the department of the thermal and tourist complex and the service holders are (Discounts, psychological price, bundle price). The study also focused on the impact of tourism demand on the products provided by applying this strategy. The study community is an administrative staff of the various administrative facilities of the composite and some of the 35 service-holders in 2017. A resolution has been designed and distributed to the study sample, and data has been studied and analyzed using SPSS, and after analysis of the data we have come up with a range of results: the policy of cuts, the package price policy applied in the complex is successful and positively influences the tourism demand, while the policy The psychological price is unsuccessful and almost non-existent.

Keywords:- Biskra, tourist complex and entertainment, tourism marketing, tourism services, promotion, promotional price.

INTRODUCTION:

Algeria still suffers from tourist isolation despite efforts by the competent authorities to influence and attract tourists to visit and that remain in need of intensive promotional campaigns to improve the country's tourist image and to attract as many foreign and local tourists as possible and prepare the price from The most important elements of the marketing mix that generates benefits for the tourism facility, taking many forms and strategies in line with its objectives, the nature of its products and the markets in which it operates. It is known that there is a strong correlation between the elements of the marketing mix, and this is demonstrated by the relationship between pricing and promotion, as enterprises can employ the promotion of the pricing interest, so-called promotional pricing.

The current study sought to shed light on the promotional price and methods used in the tourist and entertainment complex for a drunken state during the crisis period marketing that it faces, particularly during the current crisis in the country, in order to determine the appropriateness of the promotional pricing policies used Their effectiveness from the point of view of the service holders at different levels, as well as the identification of any such policies applied and effective and what is not.

After the researcher's study, he identified the following main problem: Does the promotional price have an impact on the volume of tourism demand in the period of marketing crises of economic recession, and the decline in the volume of demand for the tourism product? The main problem stems from the following set of Sub questions:

1. Does the policy Discounts effect on desire and demand (request) of the customers at the study facility?
2. Does the psychological pricing policy affect the volume of demand for services provided in the thermal and tourist complex?
3. Does the policy of providing a product group at a low price affect the size of the demand?
4. Is there a correlation between the promotional price provided and the quality of the service provided?

The research aims to study the promotional price, its importance in the period of the marketing crisis, as it aims to achieve what comes:

1. Examine the factors influencing the selection of the appropriate promotional price.
2. Identify the parties responsible for fixing the promotional price in the tourist and the entertainment complex and the method of selecting the appropriate offer.
3. Study how the promo price fits the current crisis, and how it affects tourist demand in the thermal and tourist complex.
4. Arriving at a set of conclusions and recommendations that could benefit the services of the tourism establishments.

The importance of research also stems from the importance of studying the promotional price in marketing crises that can be inferred from the following indicators:

- A. Study and application of the appropriate promotional price in the thermal and tourist complex, in order to increase tourism demand during crises.
- B. Determine the views of the service holders in the thermal and tourist complex in the success of the promotional policies pursued.

This study is a scientific theoretical contribution through the study, the promotional price analysis in the enterprise, and the addition of a process that provides concrete empirical evidence of the success of promotional policies in the thermal and tourist complex.

To achieve scientific results, the descriptive statistical approach was used in addition to the analytical inductive approach: with a view to describing the society and sample of the study as well as testing the hypotheses of the study.

The study proceeds from a basic premise of a statistically significant correlation between the promotional price and the increase in tourism demand, and it gives rise to a set of subhypotheses:

1. There is a statistically significant relationship between the pricing policy Discounts and the increased demand for the services provided in the thermal and tourist complex.
2. The lack of a statistically significant relationship between the policy of psychological pricing and the increased demand for services provided.
3. A statistically significant relationship between the product package pricing policy and the increased demand for the services provided.

Relevant theories and models

1. The impact of ' engaged consumption ' on price fixing (Beatrice Canel.D, 2002)

This study was selected during the Congress on Trends in Marketing in Europe in Paris, the researcher reached to the following:

For some products, respect for man and his environment tends to become important and can ultimately impose his law on the market. The price-fixing strategy is based on the adjustment of the price to the product category concerned to ensure optimum satisfaction of consumers leading to an increase in market share and the profitability of the company. Under these conditions, the marketing policy must anticipate, stimulate, and renew the needs of consumers to define action variables adapted to this evolution. The question arises as to whether products with high ethical content can be proposed initially to a mass market. Where, on the contrary, should we segment the market and address this type of product to an affluent clientele. At the moment, any financial effort is difficult to obtain and it is tricky for a company to stand out by asking for too much effort in monetary terms, at least by addressing a broad target. This new orientation goes through a willingness to inform the consumer to consider a cost control not synonymous with uncontrolled reduction.

2. Price strategies in the tourism sector: which models and conditions of application? (Malgorzata, O.2008)

The objective of this research is to provide a description of the pricing strategies prevailing to date in the tourism sector and to define what conditions are necessary for their implementation, and what factors promote their application. It has shown that tourism products show the characteristics that allow a dynamic determination of their prices. New earning opportunities have emerged, as technological development has provided players with powerful tools that allow them to better collect information on demand and facilitate the determination of market segmentation. And the application of strategies of discrimination of developed and innovative clienteles. This explains the dispersion of prices that it can observe in the sector, once the quality differences have been corrected.

In the last section, she presented some of the pricing patterns that emerged as a result of the ICT revolution. These new business models represent only part of the market for the distribution of tourism products. She has focused on the most innovative strategies that demonstrate the opportunities offered by the advent of the Internet. Thereafter, it plans to proceed with the development of a general model of dynamic pricing.

Finally, it compares the results obtained with the data on the prices of the players present in the electronic markets, in order to test the conformity and the differences to the theoretical results. It would also be interesting to develop the impact of network phenomena and to understand the role communities play in changing consumer preferences to identify their influence on the price strategies of Intermediate.

3. The practice of marketing in the hotel sector in Algeria (Seddik, A, 2008)

This research concluded that marketing mix often does not discuss its usefulness, which no one disputes, but on the number of ingredients that make up it. So it is a base that is not ready to disappear. On the other hand, it is true that the "4p" are not always enough to stand out from the competition. In this article, it was able to demonstrate that the "4p" principle is based on the proposal to offer to customers by combining several elements in order to present a global offer. All these ingredients are in synergy and participate in the same positioning. Moreover, it seems obvious that the "4p" are insufficient to define the offer in a hotel establishment. For this, many researchers, including Lovelock, have developed the "7P" model. The qualitative study which it conducted, whose information collection tool is materialized by the semi-directive interviews, allowed it to infer that the marketing-mix proposes to complete the "4p" to adapt it to the market. Also, the study in question was carried out by the method of content analysis. It allowed it to confirm that according to the market, activity and overall strategy of hotel establishments, the "4p" no longer allow to differentiate. Thus the extension of the "7P" correctly applied allows to offer to the customers a quality service in order to differentiate themselves from the competition. Finally, the results of the study confirm that the improvement of the performance of hotel establishments goes through the improvement of the quality of the service offering, with an attractive price, efficient communication and an adequate distribution. The quality of service contributes favorably to the delivery of the service and to the management of its physical support. As it greatly strengthens the relationship between the actors in the process (clients and contact staff).

4. Study of the satisfaction of tourists in the context of hotel SMEs (YOUSSEF, R.2009)

The main objective of the research was to measure the satisfaction of tourists in the context of hotel SMEs in Morocco. At the heart of this orientation, the author expressly stated that his research is a device to help the hotel operators so that they can offer a service that meets the expectations of the target clientele. Although the hotel SME has achieved conclusive scores, this does not prevent to emphasize that some customers have encountered problems during the hotel stay. However, the question arises as to whether the final model is valid for the different categories of hotel SMEs. This observation is based on the fact that its sample comprises 41 clients from a single SME. Its model can be also challenged or approved by the professionals of the tourism industry. On the other hand, it encourages researchers to use its model at the large hotel chain working in Morocco such as the chain Accor, Atlas, Kenzi, Ramada, etc. Through this new study perspective, the author will have the opportunity to test his research model and adapt it to the large company in the hotel sector. This will enrich it by identifying other dimensions valid only for this type of business.

5. From marketing to responsible consumption (Veronique, G.2010)

This research has reached very important points and we formulate them as follows:

-The growth of demand, their share of this market and the profit to be achieved have become the central issue for each of the actors – producers and intermediaries, financiers and managers – in an incessant struggle of power and influence, which led to the Formation of the production and distribution oligopolies we know today, as well as the irrigation of the marketing "philosophy" throughout society, with immeasurable social and environmental damage.

-To design a service, a product, a range of products or a brand, the company assesses the needs (spontaneous or aroused) of "consumers" and, on this basis, the quality to be targeted, the price, the means of distribution and promotion to be implemented for Get the best sales. At the time of "green growth", ecological advertising arguments are multiplying. However, the consumer can return these elements of analysis and define his own grid of consumption: it is not to replace one product with another, but to reconsider its needs and to acquire new reflexes, based on a consciousness Cultural and political issues facing humanity.

-Considering the complexity of the societal evolution that has built the central position of consumption, the question of the potential power of the consumer arises. All the more so, if buying acts and behaviors evolve to some extent, this is still very marginal and totally inadequate in the face of the stakes we face.

It is impossible to go beyond the extremes of profit that govern companies, in particular the larger ones, or the role of the policy or the effects of marketing strategies and advertising messages, genuine Entanglement of institutionalized manipulation systems, both large and small-scale.

6. Restaurant Marketing (Sofie, S.2010)

In this study, the researcher concluded the following: marketing deserves a place in a quality restaurant. A restaurateur needs to know what his clients think in order to be able to manage his business. With the help of the marketing mix of services we explained the different elements that the manager has in hand. The seven P's of marketing mix can help analyze the overall satisfaction of the clientele, as well as the different predictors of the quality of the customer-supplier relationship in a restaurant. This study proves that it is possible to put marketing theory into practice in the world of catering. Empirical methods can be used to analyze and improve the service of a restaurant. Frequency tests, tests and linear regressions can help the restaurateur to define the general profile of his clientele and to know the satisfaction of the customers. With marketing tools, the entrepreneur can look at what elements of the marketing mix can still be improved. It is also possible to determine the elements that have the most influence on the overall satisfaction of the clientele. It is obvious that these marketing tools are not enough to succeed in the Horeca sector. Professional expertise, entrepreneurship and common sense remain the most important requirements in order to be able to survive.

7. The determinants of choice of a foreign product and the impact of the originality of the product in the context of free trade agreements on the consumer (Hicham, K. 2014)

This study is based on previous studies and has reached the following results:

The process of making the decision to purchase a product from the consumer is not always simple. Price and quality are not the only things to consider or even the country of origin. Another important element is that the consumer is far from having perfect and clear information about the products and rarely cares when it comes to a high-tech product or a heavy product. In fact, according to the image of the country of origin, a European can only sell quality products. In this sense, we can conclude that the models presented in the literature are only valid in a market called pure and perfect competition. The analysis must be driven by studying the psychology of consumers, particularly in developing countries, to understand their dedication to European branding products.

Results and discussion

1. Definition of marketing

A-definition based on need and exchange

Marketing = the economic and social mechanism by which individuals and groups meet their needs and desires through the creation and exchange of value products and services with others.

B- Definition based on the market

Marketing = the set of methods and means available to an organization to promote, in the audiences in which it is interested, behaviors conducive to the achievement of its own objectives

2. Specificities of marketing

Customer-oriented, marketing aims to satisfy the needs of customers, but also to detect unexpressed needs. It tries to adapt to the customers and to influence them, which implies a constant observation of the market.

Marketing is based on scientific methods, in particular to collect process and analyze information.

Marketing integrates the business function.

Marketing can be implemented by different forms of organizations: companies, local authorities, departments, associations, And so on. (Viviane, T. 2002)

3. Tourism marketing

Tourism marketing is no exception and is also based on a mindset that takes into account the need to anticipate the needs of consumers and the desire to bring together an organized and efficient structure.

It must best meet the evolving expectations of the application by means of an appropriate product or service.

A key element is the goal to be achieved.

We must not lose sight of the company's mission. Each entity can have one or more vocations. (Ulrike, M. 2006)

4. Sales Promotion

Sales promotion brings together communication actions to stimulate demand by pushing the product to the buyer. It's a way of the push communication strategy.

These actions are aimed at both the final consumer and the professional audiences such as distributors and the sales force. (Armand, H. and all. 2003).

5. Pricing and tourism crisis:

Crises in organizations are only sudden changes in the internal or external environment of the organization without expectation or opportunities to avoid them, and here to say that not dealing with the crisis rationally, or well managed, leads to have bad consequences and going from a bad situation to a worse situation, and therefore the need for a AST Appropriate strategies to deal with because of their impact on the performance of organizations, as pricing is one of the

most important elements that usually pushes the organizations to reduce the negative effects of emergency crises and protracted crises. (Soultana (Tania), K. 2012)

1. Types of crisis: tourism crises can be divided into what comes: (Fahd, A.2012)

- A. *Internal crises:* Include errors originating from within the organization.
- B. *Technical/Economic Crises:* accidents and technical problems, as well as internal and external economic crises.
- C. *Natural external crises:* accidents and environmental disasters.
- D. *Human and social crises:* terrorism, acts of violence and sabotage.
- E. *Political and military crises:* crises affecting the political and security situation within the country.

Effective tourism marketing is often able to mitigate the effects of crises affecting a country on a tourism product characterized with great sensitivity to the causative factors of the crisis, especially the safety factor, some of the following terms must be identified:

2. The concept and importance of tourism promotion:

The importance of promotion is significant in achieving the required communication with the public, identifying their needs and working to meet them in order to attract the greatest number of them, and the following points are important: (EIAIB, H.2008)

- Promotion is the interface between the organization and the public, and the promotion of convincing customers about the products in the facility and the services available and convincing them to use them.
- Promotion helps stimulate the desire and demand of thousands of responses, institutions and organizations that are profitable and non-profitable for available products and services.
- Effective promotion of the distinction between products and services provided by the enterprise and competitive enterprises.
- Promote the appropriate and competitive pricing of services provided on demand and market.

3. Concept and importance of price in marketing strategy:

Economists focus on the concept of utility and value in their pricing, they see that the price is only the reciprocal value of the goods, or the service is a product which has a monetary insight, which represents the value of the product and connects value and benefit, the benefit creates value and value is measured by price. We cannot, therefore, give a comprehensive concept of the price without linking it to the concept of utility and value.

Price concept: From the marketing perspective, the price is one of the main determinants of the value that is the essence of the exchange, where the value of the goods and services provided by the product is determined to market based on the benefit that buyers perceive for these goods and services, as well as on the basis of the price that buyers must pay for getting these Benefit, the price is important because it differs from the various elements of the marketing mix in that it is the only one among the four elements that generates a return while other elements result in costs, and since the price is revenue-producing, it is clear that marketers give it the utmost importance in selecting it appropriately. (Philippe, M. and Christophe, B, 2013)

5. Pricing Objectives:

The organization strives to achieve the desired objectives of the pricing process: (O. C. Ferrell and Michael, H.2008)

- Cover the total cost of the product offered.
- Protect (tourists) the consumer of the tourism product by setting the right price and consistent with the tourist's purchasing power.
- We have to move the tourism market and increase demand in case of demand and crisis reduction
- Doubling profits in the short term.
- Putting as a goal to reduce the tourism demand if demand is too high.

The strategic role of the price: the factor of the rate is included as a component of the marketing mix in a lot of marketing decisions: (Isobel D and Robin, L. (2005)

- The price may be used as an alternative to the use of intensive promotions to which the enterprise may spend large sums to take out in a form that serves the brand of interestbased marketing, especially in times of recession and boom.
- The price may be used to obtain a larger market share, depending on the nature and novelty of the goods in the market as old, modified or new.

6. Tourist Pricing:

Appropriate prices per se are an effective and influential marketing tool for stimulating the degree of tourism demand and is more effective and positive in tourist-exporting markets that are particularly interested in prices. In addition to paying attention to the price, consideration must be given to the quality of the service provided, and is called Price in this case at an optimum price, and prices vary from one tourist market to another, depending on a number of factors, the most important of which are:

- Trends in marketing policy to stimulate the tourism movement.
- The prevailing economic and social level imposes a pattern of tourism pricing.
- Seasonal tourist traffic, which affects a particular method of pricing for tourism services. (BENAICHA.N, 2014)

7. The pricing section of the touristic facility:

The pricing department is interested in setting the appropriate prices for the tourist programme, or giving the appropriate price information to the tourist programme developers so that the proposed prices correspond to the prevailing and appropriate prices in each market, so that they do not affect the tourism demand. The pricing section identifies programme prices based on several points, the most important between them are:

- The target segments and the prevailing income level.
- The level of service provided within the tourism programme.
- Prices of tourist programs for competitors from neighboring tourist facilities.
- The season in which programs will be implemented is it peak season or low season?.
- Volume of sales received, and the profit rate defined and planned by planning officials.

8. Promo Pricing Types:

1. *Private event pricing (Discounts):*

This policy provides discounted prices for some of the products in the tourist facility (rooms, dining) on certain occasions such as holidays, the start of the tourist season or any other occasion.

This policy is used as a promotional tool to increase sales and increase cash flows, and this policy requires Close coordination between the various departments of the facility to ensure that the appropriate product is provided at a suitable quality during the period of the Discounts.

The pricing policy Discounts defines a price reduction policy for a specific and temporary period of time, aimed at increasing the required quantity of certain goods, and this policy is used as a promotional pricing policy in specific chapters of the year by reducing the ration's prices to a certain limits to increase sales. (Obeidat Mohammed, E. 2003).

2. *Psychological Pricing:*

Psychological pricing is defined as a "price-based policy in the form of a president in influencing the consumer's psychological state, where the price is adjusted according to the quality of the consumer", some customers mean high prices, and on the contrary, some may be attracted to anything that is advertised at a low price. According to this policy, the selling prices of products that have emotional attraction are chosen more with psychological considerations than the final consumer, and the price that appears to be lower than the real price, and this policy takes several forms, including:

- Solicitation Rates: Products that are very well known on the market are priced below the market price so that customers are lured to the facility, and then buy other items at their regular prices, such as lowering the entrance price of the summer swimming pool with the aim of increasing the number of customers in swimming pools, and by the way the demand for food and beverage will increase as a result, provided by BASAA Regular show.
- Fractional Prices: A price position as a fraction of the real price, which the buyer said the price had been significantly reduced and that prices had been set very accurately.
- Price of bragging: making an expensive pricing for the products of high-quality which make the consumer touches social upliftment. (Ruphin, N. (2013).

3. *Package pricing:*

Defined as: "a policy whereby prices are adjusted to suit the consumer by selecting a group of Products that are usually a head product, some related products, and so in a single envelope and the price Low".

This strategy involves the sale by the producer of the commodity with a range of other commodities as a package One at a lower price, less than if seen individually, leading to increased sales by convincing customers With benefits using a restaurant as an example, a customer may then look at the three course meal, add the salad and entrée that he or she might have purchased and realize that the desert is only a few dollars more under the fixed price menu and decide to splurge. The restaurant gains an additional sale, often from an item that relatively inexpensive to add to the package as a whole. (Heather, F. 2013).

Practical Study: Case study of thermal and tourist complex in Biskra city

Presentation of the establishment:

The thermal and tourist complex (HAMMAM SALIHINE) is located in the city of Biskra in the south east of Algeria 420km from the capital of Algiers. It is located on the road Batna. The region enjoys a dry climate with a mild warm winter. The sun shines almost constantly throughout the year. The mild climate and the dryness of the air make it possible to combine the effects of a climatic cure with those of the thermal treatment. These natural elements give it the stature of a winter resort. The complex is intended to accommodate a variety of age groups ranging from young too old to young. It has become an annual shrine for many Algerian families as well as young people who wish to relax and spend their time in a quiet environment away from the hustle and bustle of cities, a climate that is distinctly available in the Biskra region.

Fig 01: View of the complex (hotel and outdoor place)



Source: Photograph by researcher, March 2017

The researcher designed a three-section resolution model to study the role of the promotional price in the marketing crisis in the thermal and tourist complex, where identification of a number of specialists in the thermal and tourist complex work, and the sincerity of the resolution after some modifications, as distributed An initial of about 3 times the number of employees at different administrative levels in the thermal and tourist complex to see how clear and easy the questions addressed in the eye of the study, after it was retrieved, appropriate adjustments to the questions were made, after which the researcher distributed 35 resolutions to Employees at different administrative levels, all the resolutions have been retrieved, and this data has been entered into SPSS to analyze data, the Alpha Chromenbach test was conducted to determine the credibility of the questionnaire and the degree of internal consistency between the questions, and the test result was as follows:

R e L i a B i l i T y a N a l y S i S C a l e (a l P H)

Reliability coefficients

N of Cases = 35.0 N of items = 26

Alpha = 0.7762

This means that if the questionnaire is distributed with its different indicators to another sample of non-study administrators at different times, there is a probability of 77% to obtain the results obtained. The LIKERT SCALE was adopted in answering the sample questions addressed to the study as follows:

agree	Strongly agree	neutral	disagree	Strongly disagree
6	5	4	2	1

The arithmetic mean of LIKERT= $1 + 2 + 3 + 4 + 5 / 5 = 5.15 = 3$, is the value that compares the arithmetic mean of each question.

1. Results of the statistical analysis of the Discounts policy: A series of questions on the policy of Discounts in the thermal and tourist complex were directed, and the results were as follows:

Table 1: shows the results of the response of the administrative staff of the tourist complex and the entertainment to the policy of Discounts.

Question		Code	The arithmetic mean
1-the thermal and tourist complex tends to adopt a policy of pricing the Discounts in general and in the crisis period in particular		X1	4.20
2-the policy of Discounts helps demand for services rendered		X2	3.94
3-this policy applies to specific products within the thermal and tourist complex only		X3	4.31
4-the customer travels to buy the product that is subject to more Discounts than other products	Discounts	X4	4.09
5-the thermal and tourist complex are committed to a specific time period for the Discounts		X5	4.00
6-service owners and the management of the complex measure the size of the tourism demand before applying the Discounts policy		X6	4.20
7-the service owners and the management of the complex measure the size of the tourism demand after the application the Discounts policy		X7	3.89
8-tourist demand rises on the services provided when you apply the Discounts policy		X8	4.49
9- service owners and the management of the complex notice attracting new customers when applying the Discounts policy		X9	4.11
10- the policy of Discounts applied to the thermal and tourist complex is a generally successful policy, particularly during a crisis period		X10	4.20
TOTAL			4.14

Source: Researcher preparation

Through Table (1), we note that: The average number of questions related to the Discounts policy averaged 4.14, which is a high response showing that the policy of Discounts used in the thermal and tourist complex is useful, and has positively affected the rise of tourism demand, as noted that the management of the tourism complex Entertainment applies the policy of Discounts at specific time intervals and only to specific products of the facility, as the reduction of service prices during specific periods is the most prominent feature of the installation policy at the facility, it was also noted that customers are going to buy products that are more Discounts than other products that are not subject For Discounts.

We can say that the sales policy applied at the facility is a successful policy from the point of view of the service owners and the established management, and has led to an increase in tourism demand.

2. The results of the statistical analysis of the psychological price policy:

A series of questions concerning the policy of the psychological price of the thermal and tourist complex were directed and the results were as follows:

Table 2: shows the results of the response of the service holders in the study area to the policy of psychological price.

Question		code	The arithmetic mean
1-Service owner rely on customer emotion in dealing with the psychological price	psychological	Y1	1.97
2-Do the service and management in their low-price position consider maintaining the quality of the service provided?		Y2	1.83
3-The psychological pricing policy is suited to all the services offered in the thermal and tourist complex		Y3	1.82
4-Psychological rates are placed with extreme precision		Y4	1.79
5-The thermal and tourist complex studies the effect of psychological pricing on the customer		Y5	1.97
6-draw low price for specific segment of customers		Y6	1.92
7-Does the thermal and tourist complex with elite customers deal in a psychological price?		Y7	1.93
8-The policy of psychological pricing is good and successful in the thermal and tourist complex		Y8	2.11
TOTAL			1.91

Source: Researcher preparation

Through Table (2) we note that: The average number of questions related to the psychological price policy, which reached the average (1.91), is very low, but the psychological price policy is almost non-existent and not applied to the thermal and tourist complex, as follows: Noncompliance with service holders Management is customer's passion when fixing the price, and not taking into account the psychological factor in setting prices, as noted not separating prices according to customer quality (Elite customers in addition to the inadequacy of this policy for the services provided at the facility, it was also noted that no type of "solicitation prices, prices Fractional, bragging prices (by the marchers and service owners. We can say that the policy of psychological price is virtually non-existent, a policy that is unsuccessful from the viewpoint of the working administrators and service owners of the enterprise, and has not led to an increase in tourism demand

3. The results of the statistical analysis of package price policy:

A series of questions on the price policy of the package was directed to the thermal and tourist complex, and the results were as follows:

Table 3: Shows the results of the response of service holders and administrative workers in the study area to the package price policy.

Question		code	The arithmetic mean
1-The thermal and tourist complex adopts the policy of pricing the package permanently	package	Z1	4.00
2-The package pricing policy fits some but not all of the service types provided		Z2	4.00
3-A segment of the target customers is selected in the pricing package		Z3	4.31
4-The rate of purchase frequency increases as a result of the package pricing policy		Z4	3.97
5- The package pricing policy comes after studying the tourism demand		Z5	4.03
6-Draw low price for specific segment of customers		Z6	4.11
7-Demand increases significantly when you apply the package pricing policy		Z7	3.91
8- The package pricing policy is successful in the thermal and tourist complex		Z8	4.20
TOTAL			4.06

Source: Researcher preparation

Through Table 3 We note that: The average number of questions concerning the policy of package Price (4.06), a very high response, shows that this policy is successful in the thermal and tourist complex, showing: the thermal and tourist complex of this policy are always built, suitable for this policy For many of the services provided, a specific segment of customers is identified in accordance with this policy, as has the high rate of frequency of purchases under this service, and the increase in tourism demand during the period of application of this policy.

We can say that the package price policy applied is a successful policy from the point of view of the service owners and administrators working at the facility, and the application of this policy has led to an increase in tourist demand at the facility.

Calculates the average of the previous dimensions (the dimensions of the promotional price variable):

Table 4: Shows average promotional price dimensions

Type of prices studied	code	Mean
Discounts	X	4.14
Psychological	Y	1.91
The package pricing	Z	4.06
Promotional price	W	3.37

Source: Researcher preparation

Through Table (4) we note that the average promo price is (3.37), and we can say: the promotional price policy applied in the thermal and tourist complex is a successful one. To confirm the previous results, the researcher calculates the average of the sample study answers for each variable, and one-sample test to indicate whether the average value was substantially different from the value (3), and the results as in table 5 were as follows: Table 5: Shows One-sample test results

	TEST VALUE = 0					
	t	df	Sig (2-tailed)	Mean difference	95% confidence interval of the difference	
					lower	upper
Discounts	205.061	34	0.000	4.1429	4.1018	4.1839
Psychological	57.202	34	0.000	1.9286	1.8601	1.9971
The package pricing	202.657	34	0.000	4.0679	4.0271	4.1086
Promotional price	249.484	34	0.052	3.3816	3.3541	3.4092

Source: Researcher preparation

Through the previous table we note that the value (P sig = 0.052) of the promo price variable is greater than the significance level (0.05), which means moral value of the arithmetic mean, that the arithmetic mean of the promotional price variable is (3.37), and there is a policy of promotional price in mind when providing services in the thermal and tourist complex During the period of marketing crises

Recommendations:

Work on increasing attention to policy Discounts, the policy package price applied for longer periods outside the tourist season because of their positive effects on tourism demand.

1. Work on increasing attention to the psychological factor of customers, and to take into account the psychological aspect when setting prices and promoting them well.
2. Work on dividing customers into different segments, placing promotional policy and different prices for each slide, in proportion to the quality of services and the high- and low- demand periods.
3. Activate the luring prices policy more broadly and study the appropriate time periods that must be applied, and their impact on the tourism demand.
4. Working on adopting a fractional prices policy as it has a noticeable impact on tourism demand in some other tourist facilities.
5. Study the prices of bragging more closely and see how they can be applied, depending on the status of the current facility and its competitive position with other facilities

Conclusions and recommendations:

Conclusions:

1. The policy Discounts in the department of the thermal and tourist complex is well implemented, and its application has led to an increase in tourism demand on the products provided, with an average number of questions related to this policy (4.14), which is a high response.
2. The psychological price policy is not well applied, and is almost non-existent in the establishment, with an average questions related to this policy (1.91), a very low response.

3. No consideration was given to the mind psychologically clients by the department and service holders, in addition to their failure to apply any of the following price policies: (Fracture, luring, bragging).
4. The policy of the package provided by the facility is successful and has helped to increase tourism demand in it, reaching the average of questions about this policy (4.06), a very high response, and shows that the package price policy is successful.
5. The service holders and the department of the complex shall be obliged to submit the price bids within specified time periods, with studying the movement of tourism demand on the products provided.
6. The promotional price policy applied in the complex is generally successful, although the psychological factor is not taken into account, according to the opinion of the study sample.

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