

**THE RELATIONSHIP BETWEEN DESTINATION PROMOTION  
FACTORS AND SATISFACTION OF ARRIVAL TOURISTS:  
SPECIAL REFERENCES TO HOTELS IN WESTERN PROVINCE**

By

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## ABSTRACT

The tourism industry relies heavily on effective promotion strategies to attract and satisfy international tourists. This study investigates the relationship between key destination promotion factors—advertising, personal selling, public relations, and sales promotion—and the satisfaction of arrival tourists. The primary objective is to examine how these promotional elements relation tourists' perceptions, expectations, and overall satisfaction during their visit to a destination.

Using theoretical frameworks such as Expectation Confirmation Theory (ECT) and the SERVQUAL model, the study explores the psychological and behavioral mechanisms by which promotional tools affect tourist satisfaction. Advertising shapes expectations and destination image; personal selling facilitates trust and personalized experiences; public relations build credibility and manages information; and sales promotions enhance perceived value and reduce risk.

A quantitative research approach was adopted, collecting data from arrival tourists through structured questionnaires. Statistical analysis was conducted to determine the strength and nature of the relationship between each promotional factor and tourist satisfaction.

Findings indicate a significant and positive correlation between all four promotional variables and tourist satisfaction, with advertising and personal selling showing particularly strong influence. The results highlight the importance of aligning promotional strategies with actual service delivery to meet or exceed tourist expectations.

The study provides valuable insights for tourism marketers, policymakers, and destination management organizations, emphasizing the need for integrated and truthful promotional campaigns to enhance visitor satisfaction and encourage repeat visitation.

**KEYWORDS:** Advertising, Personal Selling, Public Relation, Sales Promotions, Satisfaction of arrival tourist.

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