



## Market Orientation on Tourism Service Performance: The Mediating Role of E-Marketing

Chavindi B. Paranage<sup>1\*</sup> and F. B. Kennedy<sup>1</sup>

<sup>1</sup>Department of Management, Faculty of Commerce and Management, Eastern University, Sri Lanka.

### *Authors' contributions*

*This work was carried out in collaboration between both authors. Authors CBP and FBK designed the study. Author CBP performed the statistical analysis and wrote the first draft of the manuscript. Author FBK guided and supervised the whole study. Both authors read and approved the final manuscript.*

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### ABSTRACT

**Aims:** In modern turbulent marketplace market orientation is considered a business culture that facilitates firms in achieving sustainable competitive advantage by creating superior customer value and it links to the business performance. With the increasing use of technology in the marketing activities of all types of organizations, it is important to know the extent to which electronic marketing mediates the impact of market orientation in turn, related to firm performance. The aim of this study is to find out "The inter-relationship between market orientation and e-marketing in order to investigate alternative mechanisms through which both contribute to tourism services performance of selected tourist hotels in Badulla area".

**Study Design:** Direct and indirect effects of market orientation on tourism service performance are examined using survey method. Primary data were collected from a sample of 156 tourism firms located in Badulla area. Location of those tourists' firms are mainly falling into four divisional secretariat areas. From 2019 March to July.

**Methodology:** The collected data has been analyzed by using descriptive statistics, correlation analysis and regression analysis.

**Results:** The findings indicate that market orientation is found to contribute to performance through a dual mechanism in that it contributes both directly and indirectly, through e-marketing, to the relationship. And there is a high level of market orientation, e-marketing, and tourism service

\*Corresponding author: E-mail: [chavindiparanage19@gmail.com](mailto:chavindiparanage19@gmail.com);

performance of tourist hotels in Badulla area. Results showed that there is strong positive relationship between market orientation, e-marketing and tourism service performance. Further there is a significant positive impact on market orientation, e-marketing and tourism service performance. The mediation effects observed suggests that e-marketing is playing a partial mediating role in the relationship in between market orientation and tourism service performance of tourist hotels.

**Conclusion:** The results indicate that academics and managers should consider the inter-relationships between multiple sources of competitive advantage when looking for explanations of services performance and particularly, tourism services.

*Keywords: E-marketing; market orientation tourism service performance.*

## 1. INTRODUCTION

Tourism, the world's biggest industry, is fragmented, with diverse offerings and activities, such as accommodation, transportation, shopping, and recreational things to do. Despite the improvement and rapid boom of small ventures in the tourism industry worldwide, solely quite a few studies have been carried out on their overall performance [1,2]. Tourism industries all over the world are presently going through rapid changes due to market globalization, intensified competition, economic recession, and the dynamic evolution of new technologies. The persisted boom in the tourism industry and the foreign exchange earnings it generates has made the tourism enterprise to be one of the most important industries in the world economy [3]. The intensified competition for the tourism markets has to drive to the significance of market orientation as an imperative firm strategy for the success of tour firms as they market and develop goals in their tourism packages. It is in opposition to this heritage that countries continue to accord considerable interest to the tourism industry.

Given the complexities of the marketplace, extended competition, globalization, changing consumer wishes and wants, firms require a robust market orientation and progressive marketing practices to continue to be competitive. They should hence consequently oversee their target markets more proficiently and effectively than their competitors. This requires them to be market oriented. Market orientation has been identified as a good indicator for reacting to market necessities and gives a solid foundation for a sustainable competitive gain for a company [4]. There are two distinguished principles of market orientation that have been given by way of [5] and [6]. While [5] considered market orientation as the implementation of the Marketing concept, [6] considered as an organizational culture.

Furthermore, the current growth of the Internet has significantly changed the operating environment of the hotel industry. The Internet has emerged as a revolutionary marketing tool in presenting travel information and online transactions [7]. The significance of the Internet in common and for the marketing function, in particular, there has been a growing center of attention to grasp the determinants of e-Marketing adoption within firms. E-Marketing can be considered as a new philosophy and a modern business practice concerned with the marketing of goods, services, information and ideas through the Internet and different electronic means. There are several advantages of e-marketing, the most outstanding ones are effective and environment-friendly communications links with stakeholders, new product development opportunities, new markets and cost reduction [8,9]. Electronic marketing is more than just marketing carried out over the Internet. It entails the fine use of technology in all its forms, in such a manner that it performs an aiding role, which is described via business and marketing needs.

## 2. PROBLEM STATEMENT

Tourism has been the fastest growing industry in the service sector around all over the world. Tourism in growing countries has been more essential than in developed countries. Some reasons for this are considered to be financial development, the possibility for rural human beings to earn their living through small and medium-sized ventures (SMEs) or the informal sector, inflow of foreign currency, and the reality that tourism should make contributions to poverty lessening if managed correctly.

Tourism has slowed down a bit during the previous few years. The growth rate used to be only 3.8 percent, and the prognosis between 2010 and 2030 indicates a growth rate of only 3.3 percent per year. The range of tourists in the

world has expanded from 25 million in 1950 to over 1.1 billion in 2014, and its export value is USD1.5 billion. This is about 6 percent of the world's whole exports, and 30 percent of the world's total services exports. The forecast is anticipated to attain 1.8 billion tourists in 2030. As for the Sri Lankan context, it was the same. Trading Economics stated that the number of tourist arrivals in Sri Lanka declined 28.3 percent year on year (Trading Economics).

Many locations in the world have invested in tourism improvement due to the fact of the industry's importance for socio-economic development where it generates export earnings as well as the growth of SMEs and the advent of jobs. Worldwide, one out of eleven jobs are directly or indirectly dependent on the tourism industry (UNWTO, 2015a).

So far as there is only a few researches has been conducted on the impact of market orientation on tourism service performance with the mediating role of e-marketing. However, it is not identified whether market orientation and tourism service performance has addressed in the tourism industry in Sri Lankan context, particularly in Badulla area. Thus, there exists a clear empirical gap concerning market orientation on tourism service performance and e-marketing in the tourism industry. This empirical gap becomes a problem for marketers in addressing tourism performance.

Further, although researches acknowledge the importance of the tourism service performance concept by using marketing practices and have made attempts to investigate some relationship between tourism service performance, market orientation, and e-marketing. But the interrelationships between these constructs are still not well understood particularly related to the tourism industry. It clearly states that there is literature gap exists in this study area. Which means literature regard to market orientation, tourism service performance and e-marketing has not fully explored yet. This study addresses this as a literature gap and attempt to fill through this study.

There are many reasons that influenced for the backwardness of the tourism industry. Sharp decline in the number of tourists, the small number of distinguished hotels and low quality of services, absence of reliable financial and banking services, poor communication facilities,

and absence of strategies for tourism programs and recreational services can be stated as some of the reasons for the backwardness of the tourism industry [10]. Those facts also stimulating to conduct this research study in Sri Lankan tourism context to discover to what extent tourism firms in Sri Lanka especially in Badulla area embraced the market orientation concept and whether that was connected to their performance. And also technology has emerge as a key in many areas of lifestyles and work whereas the level of implementation of e-marketing in the hotel industry as hotels that have a degree of excessive in the practice of e-marketing excellent performance questions had been aimed at gathering facts on business performance. The same situation was experienced in tourist hotels in Badulla area due to an increase in the number of service providers. It means every tourism firm in Badulla area try to attract and retain customers by providing excellent services than their competitors. For these circumstances, hotel firms must realize the importance of adopting market orientation to their firms as well as adapting e-marketing towards attaining excellent performance.

The experience of the consumer (in this case a tourist) of the destination's communication, travel arrangements, on-website online experience, and all different interacting elements will add up to the total experience of the visit to the destination. If the whole experience is excellent the clients are satisfied and they will promote the country, destination and/or the points of interest in their network.

Based on the above discussion, this study attempts to;

"Examine the impact of market orientation on tourism service performance with the mediating role of e-marketing in tourist hotels in Badulla area".

The following research questions address the research problem:

## 2.1 Research Questions

1. What is the level of market orientation, e-marketing and tourism service performance in tourist hotels in Badulla area?
2. What is the relationship between market orientation, e-marketing and tourism

- service performance in tourist hotels in Badulla area?
3. Whether market orientation has an impact on e-marketing along tourism service performance in tourist hotels in Badulla area?
  4. Does the e-marketing mediating on the relationship between market orientation and tourism service performance in tourist hotels in Badulla area?

## 2.2 Research Objectives

1. To identify the level of market orientation, e-marketing and tourism service performance in tourist hotels in Badulla area.
2. To identify the relationship between market orientation, e-marketing and tourism service performance in tourist hotels in Badulla area.
3. To examine the impact of market orientation on e-marketing along tourism service performance in tourist hotels in Badulla area.
4. To identify whether the e-marketing mediating on the relationship between market orientation and tourism service performance in tourist hotels in Badulla area.

## 3. LITERATURE REVIEW

### 3.1 Market Orientation

Market orientation is considered a fundamental source of sustainable competitive advantage for a business enterprise since it helps to create optimal value for its customers. As such, with this marketing approach managers have a device that can deliver greater business performance of the organization. An effective influence on an organization's performance requires its managers to listen and recognize customer needs to superior itself in the market vicinity [11].

Market orientation has attracted the immense attention of scholars and academics. It is because the market orientation closely related to fundamentals of marketing theory. According to marketing theory, an organization is market-oriented when its culture is systematically and entirely committed to the continuous creation of superior customer value [12]. The marketing concept is traditionally viewed as a business philosophy focusing on the implementation of marketing activities designed to satisfy customer

needs better than competitors in a particular market segment [13,14,15,6]. Concurring to Hilman and Kaliappen (2014), in his work on market orientation, Hult and Ketchen (2000) and Voola and O'Cass (2010) recognized market orientation as the set of organizational capabilities that enables to serve targeted customers and monitor the organization's competitors more efficiently. It is accurately concerned with intangible competencies, specifically organizational culture as validated by the link between competitor orientation and customer orientation and performance. Hence, dynamic capabilities were found to be a suitable perspective to describe this study that highlighted market orientation and performance linkages.

### 3.1.1 Dimensions of market orientation

#### 3.1.1.1 Customer orientation

Customer orientation is concerned with enough understanding of target customers to be in position to form prevalent value. It requires that a marketer is aware of the buyer's entire value chain (Day & Wensley, 1988). And, customer focus is an essential component in figuring out market orientation. Customers do not know how their needs will evolve or how certain technologies may impact on the satisfaction of those needs. As a result, based on customer feedback, managers are forced into developing new services like already existing ones. Customer orientation is a set of convictions that places the customer's interest first, while not except other stakeholders such as owners, managers, and employees, to create a long-term advisable business. Customer orientation requires a sufficient understanding to produce products or services of optimal value. Although that customer orientation improves overall performance and service industries want to impart customer orientation to employees if they are to strengthen the quality of the firm and its services.

#### 3.1.1.2 Competitor orientation

Competitor orientation emphasizes understanding of the strengths and weaknesses of existing and potential competitors and at the same time monitoring competitor behaviors to meet the latent and potential needs of the target customer. Naver and Slater in 1990 prove the above statement by stating that competitor orientation is the potential persevering to recognize the capabilities and present strategies

of main competitors that the customer's needs afford business goals and the use of expertise to create optimum customer value.

### 3.1.1.3 Inter-functional coordination

Inter-functional coordination coordinates all aspects of the organization and operation of the organization and operation of customer and market information to create value for the customer. Moreover, Tse et al derived that inter-functional coordination is dispersal of information about customers and competitors among all areas of staff and organizations to have a better understanding of the needs and wants of the customer and making arrangements to overcome competition. Additionally, they divided inter-functional coordination into four parts as functional integration in strategy, information shared among functions, dissemination of information and coordination among all units towards creating value for the customer.

## 3.2 E-Marketing

E-Marketing implies the application of marketing standards and strategies through electronic media and more specifically the Internet. Strauss and Frost [16] defined e-Marketing as the use of information technology in the techniques of creating, communicating, and handing over value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders. E-marketing adoption shapes how the generation of relational rents are maintained and developed and promotes information exchange between sellers and customers. Furthermore, e-marketing confers a competitive advantage to the firms involved [17, Brodie, Winklhofer, Coviello, & Johnston, [18]; Trainor, Rapp, Beitelspacher, & Schillewaert, [19]. E-Marketing functionality additionally creates value by enabling employees to improve their center of attention on the customer by way of synchronizing activities and information throughout the organization. Valuable, outside-in facts can be built-in with other customer data to improve overall sales productivity and organizational efficiency (Kim & Jae, 2007).

## 3.3 Tourism Service Performance

Tourism is an increasingly globalized sector in which inter-destination competition is becoming greater and greater. This phenomenon is caused, amongst other things, by the fact that tourism enterprises, among which are hotels,

now find themselves in a better position to compete in international destinations, which in turn results in accelerated international competition, not only between destinations additionally between hotel establishments. On the other hand, tourists are increasingly demanding and do not only focus on the price. The hotel enterprise's competitiveness must center attention on enhancing performance through better service quality and the search for differentiation greater competitiveness has made quality emerge as a key factor for hospitality hotels. A combination of organizational variables like change in turnover, profits, number of employees in the previous operational year, customer spending, and customer numbers, were used by Wood (2002) to empirically measure small tourism venture performance.

### 3.3.1 Dimensions of tourism service performance

#### 3.3.1.1 Market performance

Market performance is defined as the effectiveness of an organization's marketing activities and is measured by items about achieving customer satisfaction, providing value to customers, retaining customers, and attaining the desired market share. Market performance refers to a firm's "ability to satisfy and retain customers by offering quality products and services" (Moorman & Rust, 1999, p. 187).

Market performance refers to the company's ability to satisfy, develop, and retain customers by offering products, services, and other elements that suit their needs (Moorman & Rust, 1999). All these will lead to superior financial performance because satisfying customers increases repeat purchases, reduces complaints, encourages them to buy other company products, and generates positive word-of-mouth recommendations (Szymanski & Henard, 2001), achieving customer loyalty enables the firm to maintain a steady customer base, as well as command a premium price for or sell more of its products at a given price (Day & Wensley, 1988), and developing customers helps the firm more deeply penetrate and/or expand its market [20].

#### 3.3.1.2 Financial performance

Financial performance reflects the firm's profitability and market impact (Moorman & Rust, 1999) frequently used indicators of financial performance are costs, sales revenue,

profitability, and market share. And, financial performance reflects business sector results and consequences that exhibit the overall financial health of the sector over a specific period. It indicates how well an entity is utilizing its resources to maximize the shareholders' wealth and profitability. Explains that the financial performance concerning profitability and discussed the components of return on assets and relates them with the firm size.

### **3.4 Market Orientation and Tourism Service Performance**

Chen and Myagmarsuren [21] stated that market orientation as a business strategy has recently been adopted in the travel and tourism industry, as well as other industries, to enhance performance and also Pena, Jamilena and Molina [22] investigated the importance of market orientation as a business strategy within the rural tourism sector. A market-oriented firm can hold existing customers by keeping them satisfied and loyal, entice new customers, fulfill the specified level of growth and market share, and subsequently accomplish proper levels of business performance [20]. A tremendous flow of research reviews a direct positive effect [14,23, 24, Langerak, 2002), some other researchers have examined a mediated relationship [25], and at last investigate has tried a moderate link between market orientation and business performance [26]. In a widespread assessment of associated literature, the majority of the studies (68 percent) investigating a direct relationship between these two constructs reported positive effects, number of (30 percent) studies discovered no effects whereas a small range (2 percent) indicated negative effects (Langerak, 2002). This relationship used to be also examined in the tourism industry and it was once discovered that the degree of market orientation is positively related to hotels' financial and marketing performance (Sin et al., 2005).

Researcher has formulated the following hypotheses based on the above empirical findings.

*H<sub>1</sub>: There is a significant impact of market orientation on tourism service performance.*

### **3.5 Market Orientation and E-marketing**

E-marketing, as an innovative technology-based activity, has been regarded as one of the most important elements of marketing practice that entails the use of the internet and other

interactive technologies to create and mediate dialogue between the firm and its customers [27]. E-marketing consist of an innovative recreation due to the fact it develops new methods of interacting with customers [28] and offers new service delivery systems [29] and approaches that minimize cost [30]. E-marketing depends on technology to allow interactivity and accordingly differs from other marketing practices, with the aid of providing customers get entry to information whilst the use of interactive technologies permits these customers to grant information to the business [18]. Lages et al. [31] has proposed the conceptual framework including market orientation is regarded as one of the internal forces along with organizational innovation and bureaucratization and centralization that influence e-marketing and consequently business performance.

Researcher has formulated the following hypotheses based on the above empirical findings.

*H<sub>2</sub>: There is a significant impact of market orientation on e-marketing.*

### **3.6 E-marketing and Tourism Service Performance**

Although the accelerated interest in e-marketing, there is restrained information in the literature explaining its link to business overall performance. Wu et al. [32] studied four kinds of technology-based industries in the USA and reported a positive impact of e-business depth on firm performance expressed as business efficiency, sales performance, patron satisfaction, and relationship development. Brodie et al. [18] discovered that the adoption of e-marketing is positively related to marketing performance and specifically on customer acquisition and retention.

Research on e-marketing adoption in the tourism sector is centered either on consumers (Sigala, 2006; Ho & Liu, 2005), or tourism businesses (Baloglu & Pekcan, 2006). Regarding the role of e-marketing and its link to tourism enterprise performance, contradictory findings have been stated in the literature. A study among travel and hospitality organizations published that the majority of them reflect consideration on their web site as a significant aggressive weapon and extensive mean in acquiring new customers.

*H<sub>3</sub>: There is a significant impact of e-marketing on tourism service performance.*

### 3.7 E-marketing Mediating on the Relationship between Market Orientation and Tourism Service Performance

The findings of the study further confirm that market orientation determine service performance. However, this is a dual mechanism, a direct and indirect effect, mediated by existing marketing resources such as e-marketing. Moreover in previous research on the factors influencing e-marketing by examining the role of market orientation and confirming that e-marketing is integrated within and inter-related with other marketing resources and practices [18, Day, G S; Bens, K J, 2005; [32].

Prior empirical evidence support that there is a positive direct contribution of market orientation on performance [14,23] Deshpande & Farley, 1998; Langerak, 2002; Sin et al., 2005) and also there is an indirect effect via innovative activities (Gray & Hooley, 2002; Agarwal, Erramilli, & Dev, 2003; Manzano, Kuster, & Vila, 2005; Matear, Osborne, Garrett, & Gray, 2002). Previous study results exhibit that e-marketing affect positively tourism business performance contrary to previous anticipations in the tourism literature (Vasudavan & Standing, 1999).

H<sub>4</sub>: The e-marketing mediating on the relationship between market orientation and tourism service performance.

## 4. CONCEPTUALIZATION FRAMEWORK

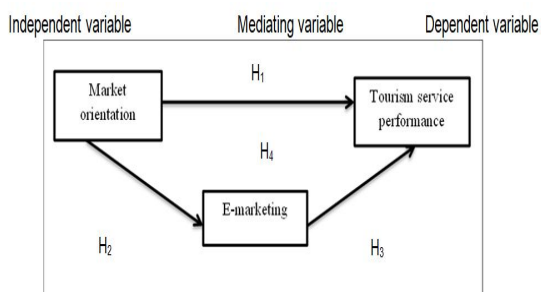


Fig. 1. Conceptualization framework  
Source:(Tsiotsou & Vlachopoulou, 2011)

## 5. METHODOLOGY OF THE STUDY

The targeted population of the present study was managers of the tourist hotels in Badulla area. Location of tourist hotels in Badulla area includes four divisional secretariat divisions namely Badulla, Ella, Bandarawela, and Haputhale.

Researcher distributed questionnaires to whole population. Total study population is 156 hotel managers. Hence it was a population study.

In this study, data were collected through the primary data. The primary data are those which are collected a fresh and for the first time. In this research, primary data were collected through the questionnaire from 156 tourist hotel managers in Badulla area. The data was collected from the selected sample over a period of two weeks. The data related to the selected sample was collected using the questionnaire method. The questionnaire was developed based on two sections namely "section 1" general information and "section 2" research information from 156 samples which represent managerial level personnel working in tourist hotels in Badulla area. The variables in the research (market orientation, e-marketing, and tourism service performance) were measured through questionnaires with five-point Likert Scale and Nominal Scale which were completed by the respondents themselves appropriately as they perceived respond to each and every question.

The market orientation was measured by using three dimensions as customer orientation, competitor orientation and inter-functional coordination. To measure independent variable, 15 Likert Scale questions have been used. 06 questions for customer orientation, 04 for competitor orientation, and 05 for inter-functional coordination. To measure the mediating effect, 05 Likert Scale questions were included in the instrument for measuring e-marketing. The dependent variable was measured by using two dimensions as market performance and financial performance. To measure this 15 Likert Scale questions have been used 07 for market performance and 08 for financial performance were measured by the responses of managers of respective hotels.

## 6. RESULTS AND DISCUSSIONS

Results showed that there is a high level of market orientation, e-marketing, and tourism service performance of tourist hotels in Badulla area.

Further, there is strong positive relationship between market orientation, e-marketing and tourism service performance. Further there is a significant positive impact on market orientation, e-marketing and tourism service performance. The mediation effects observed suggests that e-

marketing is playing a partial mediating role in the relationship in between market orientation and tourism service performance of tourist hotels

The Cronbach's alpha value of MO was 0.914 (excellent). For the three dimensions of MO that were comprise of customer orientation, competitor orientation, and inter-functional coordination have Cronbach's alpha value 0.781 (acceptable), 0.776 (acceptable), and 0.772 (acceptable) respectively. For e-marketing it was 0.769 (acceptable). And for tourism service performance it was 0.871 (good). For the two dimensions of TSP that were comprise of market performance and financial performance have Cronbach's alpha value 0.758 (acceptable) and 0.770 (acceptable) respectively.

Overall market orientation has the mean value of  $X_1 = 4.0650$  with standard deviation of 0.43857. Three dimensions of market orientation have mean values 4.0096, 4.1266, and 4.0821 with the standard deviation of 0.45761, 0.48318, and 0.47756 correspondingly. The mean value of e-marketing is 4.0603 with standard deviation of 0.44369. Tourism service performance has the mean value of  $X_1 = 4.0269$  with standard deviation of 0.37543 and mean value of two dimensions are 4.0165, 4.0361 with the standard deviation of 0.40405, 0.38704 respectively.

All correlations are statistically significant because all p-values are less than 0.05. The correlation coefficient (r) value was 0.742 between market orientation and e-marketing at the 0.01 significance level. Moreover, the value of the correlation coefficient falls under the coefficient range of 0.5 to 1.0. It shows that, there is a strong positive relationship between market orientation and e-marketing.

The value of the correlation coefficient between e-marketing and tourism service performance was 0.844. This indicates there is a strong positive relationship between e-marketing and tourism service performance. And it was 0.690 between tourism service performance and market orientation. It also shows that, there is a strong positive relationship between tourism service performance and market orientation.

As per the findings of Model-I regression; 47.6 percent of the variability in tourism service performance of tourist hotels was explained by the market orientation at the 0.05 significant level. And also market orientation has positive

impact on tourism service performance of the tourist hotels. Thus that following hypothesis was accepted.

*H<sub>1</sub>: There is a significant impact of market orientation on tourism service performance.*

As per the findings of Model-II regression; 55.1 percent of the variability of e-marketing is explained by the market orientation at the 0.05 significant level. Findings confirmed that market orientation has high positive impact on e-marketing in the tourist hotels. And also following hypothesis was accepted.

As per the findings of Model-II regression; 55.1 percent of the variability of e-marketing is explained by the market orientation at the 0.05 significant level. Findings confirmed that market orientation has high positive impact on e-marketing in the tourist hotels. And also following hypothesis was accepted.

*H<sub>2</sub>: There is a significant impact of market orientation on e-marketing.*

As per the findings of Model-III regression; 71.2 percent of variability in tourism service performance of tourist hotels was explained by e-marketing at the 0.05 significant level. It is found that using e-marketing in hotel industry was more important for hotels to achieve higher performance and also to maintain competitive advantage. From this it was confirmed that e-marketing has significant impact on tourism service performance and following hypothesis was accepted.

*H<sub>3</sub>: There is a significant impact of e-marketing on tourism service performance.*

This study discussion so far suggested that effects of market orientation on tourism service performance is mediated by e-marketing. as per the decision criteria it could be concluded that e-marketing play a mediating role. Therefore, it can be concluded that tourist hotels in Badulla area would provide greater impulsion towards the tourism service performance with the market orientation mediating by the e-marketing. According to this study, the fourth research objective was confirmed by accepting following hypothesis.

*H<sub>4</sub>: The e-marketing mediating on the relationship between market orientation and tourism service performance.*



## 7. LIMITATIONS OF THE STUDY

This study has considered a single industry approach. It has certain limitations in terms of the generalizability of the findings due to the uniqueness of an industry's environment. If any study has considered other industries also the findings of this study can be further confirmed. And also, the study has use of sample from only tourist hotels in Badulla area. It was only 156 managerial level personnel. If any study considers biggest sample size more than this, findings of this study could be further re-confirmed. And, it was limited to the managerial level personnel in hotels. Further, each statement is measured with Likert's scale (1-5) in this study. However, if any study uses scale beyond 5, findings of this study could be further reconfirmed.

## 8. FUTURE RESEARCH DIRECTION

Future researchers can be taken into actions to improve further research by overcoming the limitation of this study. Hence, the following suggestions are suggested by researcher to improve future research. Future researchers can expand the present study by drawing sample including other tourist areas in Sri Lanka.

The sample size is relatively small. Thus, the findings may have generalizability limits if applied to other types of industries in Sri Lanka. Future researchers should also attempt to achieve a larger random sample to determine whether general results apply to a larger population sample size. So that findings can be generalized across the whole population of the country. Limitations also arise in relation to the mediation size-effect estimations. Larger samples would help estimate narrower ranges for the effect sizes. So, other researchers can enhance the sample size and see the differences. In future, the similar research may be conducted in different sectors (Insurance sector, Banking sector, IT sector, health care etc.) of Sri Lanka. That would further help the researchers to find new and novel findings. Future researches can adopt all tourist hotels in Sri Lanka for the research study to measure the market orientation and e-marketing on tourism service performance.

## 9. CONCLUSION

Nowadays tourism sector has been booming in Sri Lanka. Particularly, tourism industry starting

to enter a new development phase with high competition. Thus, service providers are competing themselves for each single percentage of market share. So, service providers are strained to draw and implement effective strategies and tactics with the intention to creating loyal customers. For these hotels should strive to identify the needs and wants of their customers, collect intelligence on competitors and their activities, and ensure that all departments are engaged in the analysis of competitor and customer needs to improve on their offerings. Hence, this attempt to enhance tourism service performance through use of e-marketing and market orientation.

## COMPETING INTERESTS

Authors have declared that no competing interests exist.

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