

The Role of Supply Chain Integration In Creating Tourist Loyalty

Inda Sukati^{*1}, Shouvik Sanyal^{#2}, Ali Mohsin Ba Awaain^{#3}

^{*1,2,3} *Department of Marketing and Entrepreneurship, College of Commerce and Business Administration,
Dhofar University Salalah, Sultane of Oman*

¹*abaawain@du.edu.om*

²*Shouvik@du.edu.om*

**Corresponding Author E-mail Address: isukati@du.edu.om/indasukatiutmjb@gmail.com*

Abstract—The tourism industry involved various industry such as transportation industry, food and beverages industry, hospitality industry, and many other related industries. The main purpose of this study was to investigate the linkage between tourism supply chain integration with tourist satisfaction and loyalty. The target respondents in this study were people come to Oman for tourist purpose, stop at Salalah International airport, stay at hotels, apartments, and visit major tourist locations and shopping centres. In this research, the following outcomes were obtained: The correlation analysis showed that (1) Tourism internal firm integration is related to tourist satisfaction. Tourism firm-supplier integration is related to tourist satisfaction, (3) Tourism firm-customer integration is related to tourist satisfaction. The result also show that tourist satisfaction related to tourist loyalty.

Keywords: *tourism supply chain integration, Satisfaction, Loyalty*

1. Introduction

The tourism industry is one of the industries in the service sector that has experienced significant growth in recent years. According to the service sector accounts for around two thirds of GDP in developed countries. In developing countries, services contribute to a larger scale than before. Some developing countries such as India, Indonesia, Egypt, Malaysia, Thailand have traditionally demonstrated the comparative advantage revealed in service exports. Tourism is still one of the largest single sources of foreign exchange income from various services

for many countries. There are several characteristics of the service sector, namely intangible service aspects, something that is perishable, various, inseparable, and culturally sensitive, all tend to pose interesting challenges for researchers who try to define and operationalize the right construction and develop actions; perhaps, the most challenging is the effort to determine what really is the superior quality of service in various cultures [5].

Dynamic development of the tourism industry sector demands various companies, strives to improve and achieve competitive advantage, to take action and meet the expectations of tourism consumers that continue to increase. As a result, they face innovative tourism products in accordance with the expectations and needs of consumers and, at the same time, are increasingly complex, which often involves many entities in the ever increasing industrial chain that provide a variety of services. Cooperation between many business partners in supply chain management is important, assuming that it works, and it works [5].

The tourism industry is a large sector, includes many actors: (1) transport industry (e.g. maritime transport, air transport, rail transport, road transport and pedestrian transport) (2) tourist activities, such as relaxes area, meeting area, local event, business event, conferences, recreational events, (3) hotel industry (e.g. hotels, motels, resorts, camping, hostels, bungalows), (4) food and beverages (e.g. hotel restaurant, local restaurant, religious ceremonies, catering, “Take Away” services), (5) sector associated with (e.g. gift shops, craft shops, shopping center and local shops). The components of tourism industry can be described as the following figure:

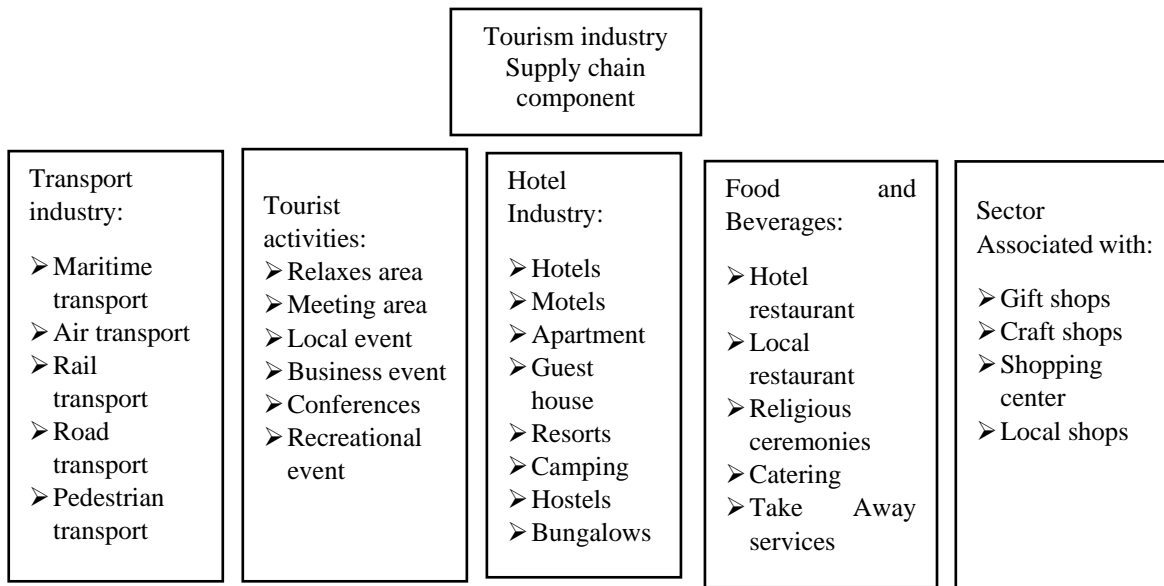


Figure 1: The Tourism Industry
Source:[5]

To succeed in tourism sector, it is important to consider all the component of tourism supply chains because all the component will generate cash, facts and reliability among tourism stakeholders [27] that tourism research is diverse and interdisciplinary, integrating economics with other social science disciplines. Hence the purpose of this study is to highlight the tourism supply

chain concept, especially the practices of supply chain integration among tourism operators in Salalah. A web proposed by [27] is a holistic view of all components of the tourism supply Chain as shown in figure below. This component is also available in Salalah, Sultane of Oman. Traveling should be analysed as a whole, as interconnected relationships and diverse nature of the industry

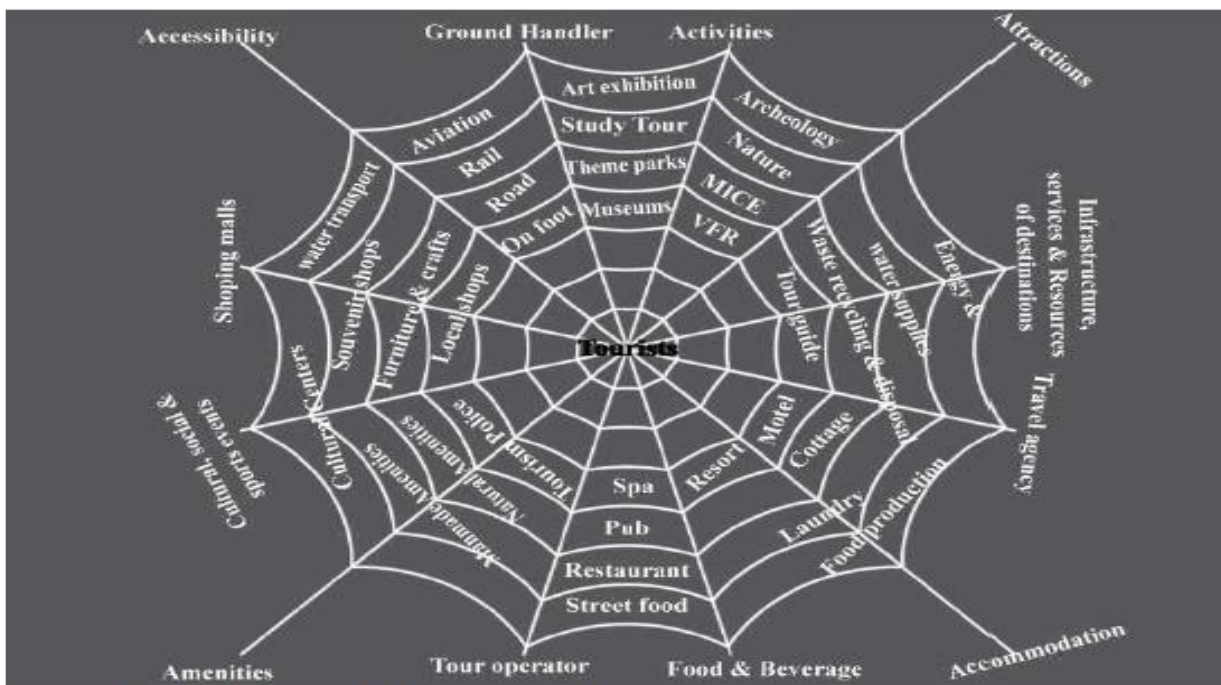


Figure 1: Components of supply chain management
Source: Roy and Mamun (2016)

Supply chain management in tourism industry involves various basic services such as accommodation, transportation, restaurants and entertainment activities, as well as additional services or anything related to it tourism industry. Therefore, integrated travel operator system is

required for a critical analysis of the supply chain of tourism.

2. Literature Review

2.1. Supply Chain Integration

Many researchers have mainly classified supply chain integration consisting of (a) internal integration or integration within the company, for example integration between different departments within one company with the aim of achieving customer satisfaction, (b) integration of companies with consumers or commonly called integration downstream, where the company establishes intensive collaboration with targeted customers to ensure what is actually needed by the customers and how to produce the tourism products and services that are needed to increase consumer satisfaction, (c) and supplier integration or upstream integration, where the company cooperates well with suppliers goods and services needed for the process of providing goods and services to customers [12][14][19]. According to classification, the activities of supply chain integration are carried out in two different directions, the first direction is from consumers to

2.1.1. Internal Integration and Tourist satisfaction.

Internal integration within a company is the level of the company establishing its structural strategies and practices to be a reciprocal, joined, and synchronized relationship with the company, to meet consumer demand and cooperate effectively with external suppliers [6][34]. Internal integration within a company is a series of activities or functions within a company with the aim of synchronizing activities in a company in achieving or increasing customer satisfaction. Integration of functions within the company such as production functions, marketing functions, financial functions, etc., involves higher organizational performance each departmental within the internal firm, and thus can generate integrating from material management to production department, sales, and distribution of products and services is very important to meet cost of consumer needs [3].

In the context of the tourism industry, the company's internal integration such as accommodation companies (hotels, motels, apartments, flats, etc.), transportation companies, travel agents, restaurants, both international restaurants and local restaurants encourage greater working team and organize between companies between various purposes. This is obtained by contributing through better integration between system data or information and cross-functional collaboration [28]. For example, emphasizes that internal company integration can make better use of each department's respective functions or competencies. The company's internal integration supports companies to better improve functional level interdependence. So, the higher

Even in the tourism industry, the success of integration between companies in tourism companies and their suppliers requires a cooperative attitude. [6] suggest that there is a joint effort among companies in the tourism industry in developing joint tourism products, tourism exchange technology, tourism problem solving initiatives, and designing tourism support, as important features of cooperative attitudes. Thus, it is necessary for companies in the tourism industry to build and use communication effectively with key tourism suppliers, and improve data collected in the integration process [25]. Supplier integration in the tourism industry can be done through data

targeted companies, and the second direction is from suppliers to targeted company.

In supply chain integration business practices, information is needed that can support systems integration practices. Information practices are as sharing key data throughout the network of supply chain via technology of information (IT). Accurate information transmission and real time and data processing are needed for better decision making at each stage of the supply chain are the main advantages of information integration [17] [26]. In tourism logistics and integration of information are also presented in two interrelated methods of integration, namely upstream integration that refers to physical flow of products and tourism services from tourism suppliers to companies that provide tourism services, and downstream integration is IT coordination and data flow from manufacturing companies to tourism suppliers.

quality of functional coordination and cross team between functional departments, allow staff to manage conflicts that happen within individual functions.

Hence, the hypothesis will be tested on this study:

H¹: Internal firm integration has positive impact on tourist satisfaction

2.1.2. Supplier Integration and tourist satisfaction

Supplier integration or integration with suppliers refers to agreement on the practice between the company and its suppliers, which could the transfer of any information and resources, which are needed to produce mutual benefits [7][8][11][16][22][23][25]. In practice, the integration between companies and suppliers brings together closer cooperation and coordination with core business suppliers to achieve mutually beneficial goals for all collaborating parties. [30]. This integration requires long time interaction with suppliers, developing the process of identification the whole problems and come up with necessary solutions [14]. Some researchers argue that integration between companies and their suppliers is the common type of integration of supply chain. Therefore, the firm's internal integration among department is crucial for the success of business organizations, now any business organization can no longer only depend on itself for sustainable growth. Some searchers argued that in a turbulent and uncertain business environment, companies need a higher level of information accuracy, to improve supplier networks and increase customer satisfaction.

sharing, collaboration between companies in the tourism industry. if this integration is going well, there are more opportunities to improve the quality of tourism services that will have an impact on customer satisfaction, use more than one source of supply, evaluate replacement supply sources in relation to quality and cost, and create long-term, mutually beneficial relationships with suppliers to increase customer satisfaction. It is necessary to exchange operational data and market information among business people in the tourism industry that are mutually beneficial so as to enable tourism companies to better estimate and respond to changes in tourist demand. Suppliers work with

tourism companies either as sellers offering equipment components or as strategic collaborators needing to share expertise and knowledge to improve customer demand and satisfaction [4]. Therefore, if we look at it from the point of view of tourism companies acting as sellers of tourism services and products, suppliers of tourism products and services basically include an entity of cooperative relations in supply chain integration [19]. As such, it is very important for tourism companies to pay close attention to selecting important suppliers that are appropriate, inspect the goods or services sent, and control related procedures. [58] named the type of integration as a black box approach. Some authors argue that suppliers are mostly considered to be the main providers of goods, and they influence the company's focus on process / product quality, cost, and flexibility [19] [26].

According to several literature reviews, many studies agree that higher supplier integration will improve operational performance. Improved operational performance also affects customer satisfaction. Some researchers found that the higher level of integration of supplier companies is positively related to customer satisfaction (eg Market, productivity, and non-productivity). In the tourism industry, increasing the degree of integration of tourism companies with suppliers is related to tourist satisfaction. [2] report that the level of supply chain integration is greater, especially integration between companies and supplier's increases delivery time, transaction costs, and inventory turnover. argues that external integration is more effective, which means that the integration between companies and suppliers and consumers (information exchange) improves processes and sources of efficiency. Some other authors also argue that the level of data together with tourism suppliers is a significant determinant of operational tourist satisfaction. also suggested that higher and better levels of integration of supplier companies had a significant positive impact on supplier communication performance. The communication performance of company-suppliers also affects tourist satisfaction.

In addition, the integration of supplier companies in the tourism industry also involves organizational routines, which are made among tourism companies. Some argue that such associations are a series of unique competencies, which are built on tacit, heterogeneous, and context-specific knowledge [28] arguing that a better level of integration of supplier tourism companies is often reflected by joint commitments, associations dedicated, and jointly developed system. In addition, the practice of integrating suppliers of tourism companies can create a mix of unique skills, knowledge and shared abilities. It is said that better integration of supplier companies is likely to result in improved product quality. The formation of ideas and assessments carried out together with these suppliers can produce superior tourism product design and launch quality [15]. Therefore, supplier company integration helps delivery performance and flexibility, by providing more accurate and up-to-date demand and supply information, more detailed production plans and estimates, and clearer trends and future directions. Through these efforts, supply chain members in the tourism industry have a better understanding and predict each other's requirements, reduce uncertainty and enable higher performance

capabilities inherent in quality, delivery, flexibility, and cost [28]. It is important to note that some of the mixed findings above can be as a result of seeing suppliers without the effect of consumer integration, or a combination of consumers and internal integration.

Because customer satisfaction can be explained in at least two different ways, it might be useful to explain how we are conceptualized here. [5] shows that customer satisfaction can be in the form of specific or cumulative transactions. Consumer satisfaction as a cumulative conceptualization; purchase evaluation of overall consumption experience over time. Specific customer satisfaction from transactions can generate meaningful insights in certain meetings and may be predictable for additional transactions, but cumulative satisfaction is a more basic conceptualization of the company's past, present, and future performance. Consumer satisfaction is a theoretical and practical problem that is important for most consumer marketers and researchers. This is evidenced by companies that focus on customer satisfaction to foster loyalty to their consumer base. When the benefits of increasing loyalty are increasingly understood, customer satisfaction is increasingly becoming a more important corporate goal. The extent to which customer satisfaction can be improved depends on how well the trading partners are integrated.

Based on above discussion, the following hypothesis will be tested is:

H²: Firm-supplier integration has strong associated with tourist satisfaction

2.1.3. Consumer Integration and tourist satisfaction

Integration between consumers and companies can be interpreted as the practice of organizations to identify, understand, and utilize consumer requirements to produce goods / products determined by consumers and increase customer satisfaction [6] [7] [14] [16] [18] [20] [21] [28] [108]. In other words, this is the reciprocal participation of consumers with the main company, distributing data, information, and strategic knowledge about their level of demand and performance (for example, quality, delivery time, and costs) [19] [34] Therefore, enterprise consumer integration is an important feature in a better understanding of the needs of target consumers, and is a provider of logic integration partners [30]. This is done by enabling companies to focus significantly on consumer companies, to understand products, culture, markets and consumer organizations, to respond efficiently to consumer needs [13]. Authors such as [30] also conceptualize consumer integration as part of a company's external (vertical) connection

Consumer integration relies heavily on sharing data, knowledge, and information between focus and consumer companies [15]. Therefore, the lack of sharing information from both ends of the supply chain can lead to large inefficiencies in relation to consumer services. Consumers usually provide their insights and judgments about products through surveys or personally (to sell companies), however, companies focus on offering operational data to consumers, such as production schedules, inventory levels, and sales estimates [13] [21] [24]. Therefore, consumer-centered

companies have a more frequent relationship with their customers, to inspire consumers to be involved in the product development stage and to produce feedback tools [19] [34]. Such companies usually embrace various information technology tools to exchange data with their consumers. Furthermore, these consumer-focused companies can implement collaborative initiatives such as automated improvement programs including vendor-managed inventory, efficient user response, rapid response to capture accurate consumer demand, and understand changes in consumer needs.

[14] states that effective communication with consumers is highly dependent on the capabilities and infrastructure of the company's technology. For example, point sales systems, inventory management systems, and consumer order systems. Using focus systems can utilize increased accuracy in their demand estimates and also increase their speed in identifying demand variations [14] [16]. Therefore, companies with consumer-oriented activities can also reduce the uncertainty of the business environment, avoid costly mistakes, and the possibility of suspension [8] [9] [10] [11]. Other authors also suggest that sharing data and information is an important aspect of coordination in supply chain integration that affects customer satisfaction. [30] argues that integration in various layers of the supply chain contributes to the performance of companies by increasing the exchange of data and information, and encourages coordination between suppliers and consumers (eg joint improvement, close ties, and partnerships). Therefore, that supply chain integration involves sharing information more efficiently in coordinating operational activities and increasing coordination of strategic activities that enable consumer intimidation, demonstrating that coordination enables problem sharing, collaboration, open communication, and decision making between practice firms, which ensures more effective problem solving [13].

In particular, scholars maintaining consumer integration have complex properties, and more studies are needed to study their impact on tourist satisfaction. Some authors have reported that integrating closely with consumers increases product innovation and consumer satisfaction. In addition, the authors argue that integration between companies and consumers enables companies to better understand consumer needs, reduce uncertainty and

Hence, the hypothesis will be tested on this study:

H³: Consumer firm integration has positive impact on tourist satisfaction

2.2. Consumer Satisfaction Concept

Many years ago, a lot of researches on consumer satisfaction have been mainly used in determining quality of services, service value perceived by customers, and will generate impact on consumer loyalty. If consumers are satisfied with the product or service they consume then consumers will give positive recommendations by word of mouth, increasing consumer loyalty, help maintain long-term business-customer relationships, and thus increase market share and profitability. Most studies define satisfaction in three ways: (1) satisfaction in terms of results or responses: emotional, cognitive and cognitive assessment; (2) evaluation of a particular focus on a product or service (eg consumer expectations for products, product

quality, or experience in making purchases, etc.); and (3) response time (i.e. before buying, after buying etc.).

achieve better performance capabilities [28] report that consumer integration directly increases time-to-market, time-to-product, and responsiveness. also argues that consumer integration is higher, improving innovation quality and performance. [34] shows that consumer integration has a positive effect on table performance, competitive performance, and customer satisfaction. Similarly, [15] found that consumer integration had a positive effect on the performance of new products. However, this study investigates the relationship between integration with consumers and tourist satisfaction.

In other studies, some authors argue that too much attention to consumer needs can have a negative impact on consumer satisfaction [14] [19], shows that strategic integration with consumers has a positive impact on customer satisfaction, and a negative impact on market performance. They concluded that too much attention to consumer needs could lead to a decrease in market share and profitability. report that integrating with consumers does not have a significant effect on customer satisfaction.

Some authors argue that consumer integration can lead to higher operating costs and affect overall company performance. [14] found that higher consumer integration was not positively related to business performance; However, they report a direct and positive relationship between consumer integration and operational performance. They conclude customer relationship satisfaction between the relationship between consumer integration and business performance. [19] shows that consumer integration has no effect on product development. [21] recommend that consumers can prevent a company's ability to innovate. They argue that in some circumstances consumers will ask their suppliers to continue using the same process and issue regular products. It is important to note several possible mixed inventions as a result of seeing consumer integration without the effects of supplier integration, or a combination of suppliers and internal integration. Sample size and industry differences can also influence results. By looking at the three dimensions of supply chain integration (internal, consumer, supplier) within the research framework, this research hopes to eliminate some ambiguity in the relationship between consumer integration and customer satisfaction.

quality, or experience in making purchases, etc.); and (3) response time (i.e. before buying, after buying etc.).

Researchers found that there was a significant relationship between customer satisfaction and perceived performance. In the tourism industry study, showed that when tourists feel a high level of service quality, they tend to experience a higher overall level of satisfaction. Thus, in tourism research, service satisfaction and performance are closely related in terms of measuring intention to re-visit in the future. Service quality and perceived service value are usually seen as satisfying, which leads to customer loyalty.

2.3. Consumer Loyalty

In marketing research especially in service marketing, mentioning that buying behaviour is the most important reflection of consumer loyalty. However, [37] shows that buying back behaviour can also be influenced by many latent factors such as purchasing power or lack of alternatives. So, loyalty cannot be discussed only as a product or service from the amount of repurchase behaviour. Other important factors such as word of mouth marketing, positive comments from other customers, willingness to forgive mistakes sometimes, therefore, giving priority to companies that are more competitive and opposition to competing refusals are usually used to measure loyalty. the most important benefit of consumer loyalty is recurring consumers who bring their friends or colleagues or their families to make purchases from similar products or service providers [35] [37]

2.4. Tourist Satisfaction and tourist Loyalty

Tourist satisfaction toward particular tourism products or services is important determined that influence consumer make repeat or rebuy behaviour because better satisfaction results in better consumer expectations. Users 'unlikely to change to new businesses that are not competing based on user satisfaction'. Consumer satisfaction has been investigated as an important determinant of consumer loyalty. Some authors reported that consumer satisfaction could achieve higher consumer loyalty, better word-of-mouth media, and increase market share and firm profitability. Consumer satisfaction functioning as a crucial antecedent of consumer loyalty and the linkage between service quality and consumer loyalty have been well established and confirmed in the marketing and management literature. Consumer loyalty as an output those factors has been largely confirmed in previous studies [35].

Tourist loyalty as a repeated rebuying frequency or an intention or actual behaviour to repeatedly purchase certain products or services over period of time. So, Users generally can be considered loyal when they hold a good

Based on above discussion, we propose the following framework for this research

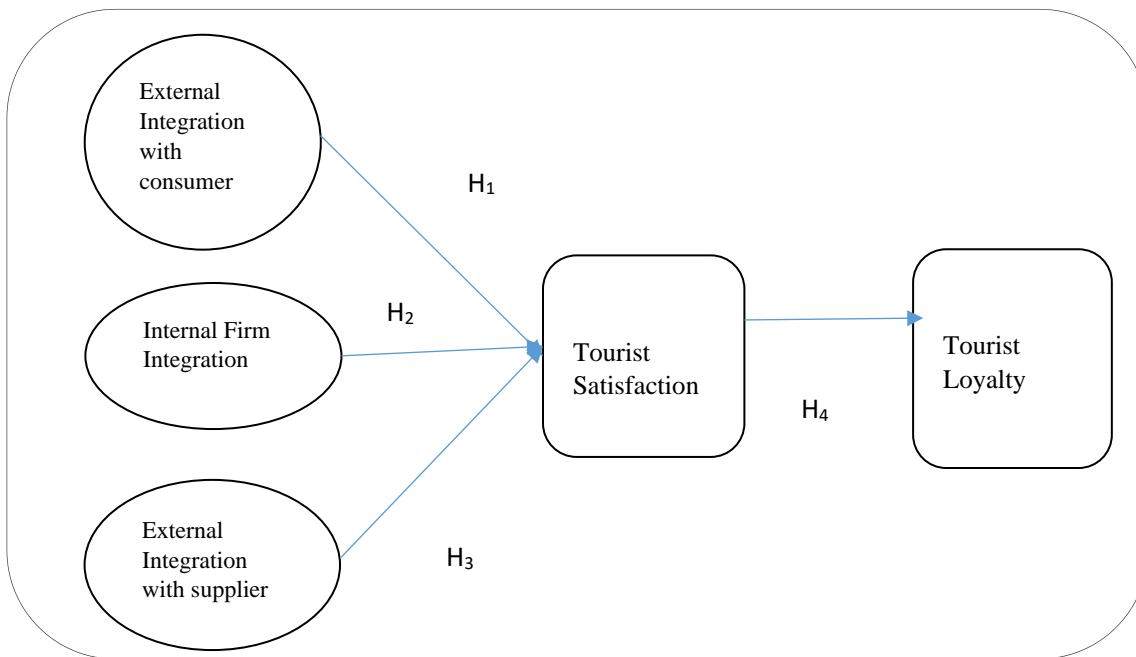
attitude towards their firm or product or service, and when they repeatedly buy from the similar firm. To understand consumer needs and buying behaviour, scholars have used various approaches to determine the factors that influence loyalty. Among them, word of mouth, rebuy intention, complaint behaviour, willingness to pay more, and the intention to buy more products is the most commonly used factor in loyalty measurement [36]

Rebuy behaviour is detected is the most important factors of loyalty, suggested that it is important to determine that all aspects of the relevant user behaviour that may be less prominent but remain an important indicator of loyalty to reaching a credible assessment of consumer loyalty. In this case, loyalty behaviours like old users who are willing to promote and advertise the firms through the mouth to attract new users and contribute to the marketing sustainability of the firm cannot be ignored. This is especially important in the tourism industry because word-of-mouth communication is a key way to sustain demand and achieve market share.

In tourism research, to evaluate tourists' intentions to review, many social psychologists also confirm that high tourist satisfaction leads to higher tourist loyalty. In other study, reported that tourist satisfaction results in positive tourist re-behaviours., further defines the loyalty of the user as a 'deep commitment to rebuild or uphold the choice of products or services in a consistent manner in the future, though the influence and potential marketing efforts cause behaviour to change'. In short, many studies reported that tourist satisfaction was a key factor in determining loyalty. Furthermore, service quality should be measured from actual service performance as it directly influences tourist satisfaction and indirectly generates loyalty [35] [36][37]. The findings of studies relationship with consumer satisfaction and loyalty, reveal that quality services have a positive impact on consumer satisfaction. It can be concluded that consumer satisfaction, and the quality of service is an important antecedent of loyalty.

Hence, the hypothesis will be tested on this research is:

H⁴: Tourist satisfaction has related to tourist loyalty



3. Methodology

3.1. Sampling and data collection

The data for this research were applied from a primary survey of tourism sector in Oman, especially in Salalah which as a one of tourism sector that plays a significant role in many supply chains integration.

The target respondents in this study are tourists come for tourist purpose stop at Salalah International airport, stay at hotels, apartments, and visit major tourist locations and shopping centres. The survey will explain to the tourists the purpose of conducting the survey and if they are willing to be a respondent, the questionnaire will be distributed for content and after filling out, the researcher will take the questionnaire for processing.

3.2. Reliability Analysis

Analysis of reliability is the measurement of the ability to regularly produce the similar results. For Cronbach's alpha, the common measure of internal consistency, the minimum value of 0.70 is considered appropriate for the newly developed scale [38].

Cronbach ranges from 0.35 to 0.70, indicating the reliability of the measurement is moderate and acceptable. Above 0.70, the instrument's reliability is high. Less than 0.35, it indicated low reliability and the instrument should be rejected.

Kaiser, Meyer-Olkin (KMO) measurement the acceptability of sampling which indicate the proportion of

variance in the investigated variables caused by the underlying factors making it possible to apply factor analysis. This argument was supported by the value of the Barlett Sphericity Test of 0,000 which is below 0.05, thus proving that the analysis is significant. Companies internal integration (0.782), company-supplier integration (0.724), enterprise-customer integration (0.884), tourist satisfaction (0.876), tourist loyalty (0.766) higher than 0.7 and Barlett's Sphericity Test showed significant value less of 0.05 which means that the sample is adequate and the data is suitable for factor analysis.

3.3. Correlation analysis

Table 1 showed the correlation between independent variables (tourism internal firm integration, tourism firm-supplier integration, tourism firm-customer integration). Tourism internal firm integration had a correlation of .253, $p < 0.01$ with tourist satisfaction, .237, $p < 0.01$. Tourist satisfaction has a correlation of .222, $p < 0.01$ with tourist loyalty, which mean that the respondents are more likely to evaluate tourism internal firm integration positively when tourist satisfaction and loyalty rated positively.

Tourism firm-supplier integration had a correlation of .142, $p < 0.05$ with tourist satisfaction, .137, $p < 0.05$ and tourist satisfaction had a correlation tourist loyalty 0.125, $p < 0.05$. Tourism firm-customer integration has a correlation of .294, $p < 0.01$ with tourist satisfaction, .266, $p < 0.01$ and tourist satisfaction had a correlation tourist loyalty, .220, $p < 0.01$

Table 1
The correlation between independent and dependent variables

	1	2	3	4	5
Internal Tourism Firm Integration	1				
Tourism Firm-supplier Integration	.19**	1			
Tourism firm-customer integration	.40***	.20**	1		
Tourist satisfaction	.08	.11	.06	1	
Tourist loyalty	.64***	.20**	.28***	.80***	1

3.4. Hypotheses Testing

Multiple linear regression analyses are used to develop models relating tourist satisfaction and tourist loyalty to the three independent variables (tourism internal firm integration, tourism firm-supplier integration and tourism firm-customer integration). Table 2 shows coefficients of each model along with corresponding test statistics.

In model table 1 where the dependent variable is tourist satisfaction, the model seems to be reliable (p-value for $F < 0.01$ and adjusted R-square of 0.12. The Model showed that 12% of tourist satisfaction is related to three independent variables (tourism internal firm integration, tourism firm-supplier integration and tourism firm-customer integration).

Table 2 Model parameter estimates of supply integration (t- value in parenthesis)

	Model 1 Tourist satisfaction
Constant	116.211(7.4)**
Tourism Internal integration	0.949 (2.0)*
Tourism Firm-supplier integration	1.021 (1.9)*
Tourism Firm-customer integration	1.524 (3.5)**
Adj R2	0.120
F-value	12.25**

*p value < 0.05 , **p value < 0.01

In model table 3 where the dependent variable is tourist loyalty, the model seems to be reliable (p-value for

$F < 0.01$ and adjusted R-square of 0.15. The Model showed that 15% of tourist loyalty is related to tourist satisfaction

Table 3 Model parameter estimates of supply chain orientation (t- value in parenthesis)

	Tourist loyalty
Constant	22.09 (7.09)**
Tourist satisfaction	0.20 (2.25)*
Adj R2	0.15
F-value	6.52**

*p value < 0.05 , **p value < 0.01

4. Conclusion

In this research, the following outcomes were obtained: The correlation analysis showed that (1) Tourism internal firm integration is related to tourist satisfaction. Tourism firm-supplier integration is related to tourist satisfaction, (3) Tourism firm-customer integration is related to tourist satisfaction. The result also show that tourist satisfaction related to tourist loyalty.

For hypothesis 1, this study found a significant relationship between tourism internal firm integration and

tourist satisfaction. While hypothesis 2 assessed the relationship between tourism firm-supplier integration and tourist satisfaction shows a significant relationship. Hypothesis 3, considered the relationship between tourism firm-customer integration tourist satisfaction and testing found that there is a significant relationship between firm-customer integration and tourist satisfaction. While hypothesis 4 assessed the relationship between tourist satisfaction and tourist loyalty and testing found that there is a significant relationship between tourist satisfaction and tourist loyalty

Table 4: Summary Result of Hypotheses Testing

Hypothesis	Description	Results
H1	<i>Tourism Internal firm integration has positive impact on tourist satisfaction</i>	Accepted
H2	<i>Tourism Firm-supplier integration has strong associated with tourist satisfaction</i>	Accepted
H3	<i>Tourism Firm -Consumer integration has positive impact on tourist satisfaction</i>	Accepted
H4	<i>Tourist satisfaction has related to tourist loyalty</i>	Accepted

5. Discussion

This study was focus on investigating the link between supply chain integration, satisfaction and loyalty in tourism sector. The target respondents were people come to Oman for tourist purpose, stop at Salalah International airport, stay at hotels, apartments, and visit major tourist locations and shopping centres.

The current study shown that there is a positive impact between Internal integration that provided by

tourism industry and tourist satisfaction (H_1). This hypothesis is inline which [6] [34]. They argue that Internal integration within a company is a series of activities or functions within a company with the aim of synchronizing activities in a company in achieving or increasing customer satisfaction. Integration of functions within the company such as production functions, marketing functions, financial functions, etc., involves higher organizational performance each departmental within the internal firm, and thus can generate integrating from material

management to production department, sales, and distribution of products and services is very important to meet cost of consumer needs [3].

Tourism firm -supplier integration and satisfaction also investigate in this research (H₂). We found that there is a strong linkage between supplier integration and satisfaction in tourism industry. The research finding is related which some previous study [7][8] [11] [16] [22] [23] [25]. Supplier integration or integration with suppliers refers to agreement on the practice between the company and its suppliers, which could the transfer of any information and resources, which are needed to produce mutual benefits. The integration between tourism industry and their suppliers brings together closer cooperation and coordination with core business suppliers to achieve mutually beneficial goals for all collaborating parties. [30]. This integration requires long time interaction with tourism suppliers, developing the process of identification the whole problems and come up with necessary solutions [14].

Research finding also show that tourism firm integration which it customers (tourist) has positive impact on satisfaction (H₃). Some previous study [14] [19], shows that strategic integration with consumers has a positive impact on customer satisfaction, and a negative impact on market performance. They concluded that too much attention to consumer needs could lead to a decrease in market share and profitability. report that integrating with

consumers does not have a significant effect on customer satisfaction. Since the tourism industry is service industry, so that the service marketing strategy are needed to enhance the customer satisfaction.

The link between tourist satisfaction and loyalty (H₄) also investigate in this research. The research finding indicated that there is strong correlation between satisfaction and loyalty. Even not all satisfy customer will loyal but the prerequisite for loyal customer they must satisfy. In tourism research, to evaluate tourists' intentions to review, many social psychologists also confirm that high tourist satisfaction leads to higher tourist loyalty. In other study, reported that tourist satisfaction results in positive tourist re-behaviours., further defines the loyalty of the user as a 'deep commitment to rebuild or uphold the choice of products or services in a consistent manner in the future, though the influence and potential marketing efforts cause behaviour to change'. In short, many studies reported that tourist satisfaction was a key factor in determining loyalty. Furthermore, service quality should be measured from actual service performance as it directly influences tourist satisfaction and indirectly generates loyalty [35] [36][37]. The findings of studies relationship with consumer satisfaction and loyalty, reveal that quality services have a positive impact on consumer satisfaction. It can be concluded that consumer satisfaction, and the quality of service is an important antecedent of loyalty.

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