Abstract:
The study aims to investigate the attitudes toward IMC tools used in five star hotels in Jordan from employees' and customers' perspectives, and to specify the impact of using IMC on customers' Image for Jordanian Five star Hotels. The study results indicated that there are positive attitudes toward IMC tools used in five star hotels in Jordan from customers' and employees' perspectives. There is an impact of using IMC on customers' Image of Jordanian five star Hotels. Direct Marketing & personal selling and then Sales promotion have the greatest effect on customers" image of Jordanian five star Hotels.