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**THE EFFECT OF LIBYAN POLITICAL CRISIS 2013/ 2015 ON TOURISM  
BUSINESSES' MARKETING PERFORMANCES**

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**ABSTRACT**

The paper seeks to attain the following objectives: (1) to develop a comprehensive construct to measure marketing performance of Libyan Tourism Businesses; (2) to investigate Libyan managers' attitudes towards businesses' Marketing Performances; (3) to identify the effect of Libyan political crisis 2013/ 2015 on Libyan Tourism Businesses' marketing performances; and (4) to introduce implications for theory and practice. A construct was developed and reviewed by academicians at Management Schools of Libyan universities. Top management nominees in Libyan tourism businesses in Benghazi City were targeted. A number of (65) tourism agencies, (7) hotels, (3) airlines representatives has been targeted. Out of (400) questionnaires circulated, only (113) questionnaires were returned with (98) deemed valid for data analysis. The key finding is that there is noticeable decline in marketing performance of Libyan tourism businesses. The Libyan Political Crisis (2013 – 2015) has negative effect on businesses' marketing performances as well. The value is that the paper is conducted under crisis circumstances, and it might be the first work to concentrate on measuring marketing performance. Additionally, the focus was placed in particular on the crisis's effect. Therefore, this article enriches international marketing literature with findings from the Arabic and North African region. Practically, the paper demonstrates the consequences of (exceptional events) political crises on tourism industry's performances. Therefore, foreign businesses, Libyan decision makers and tourism businesses' managers should take advantages from the results of this research. Finally, the paper concludes with limitations and future research.

**Keywords:** Marketing Performance, Libyan Tourism, Political Crisis