

Social Networking Sites and Their Relationship to Tourism Marketing in Companies

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Abstract:

This research dealt with social networking sites and their relationship to tourism marketing in companies, as they contribute to reaching target customers as well as their importance in tourism organizations. It affects many users through its availability and ease of use in smart devices. Tourism marketing via the Internet and social networking sites is distinguished by being a fast-dissemination process at a lower cost, unlike traditional marketing. It works to attract the largest possible number of tourists from all over the world to deal with tourism companies and attract them to tourist destinations that they fit.

The researcher discussed several research problems, what is the role of social networks in promoting tourism marketing? What is meant by social networking and tourism marketing? What is the importance of the success of the marketing campaigns for the tourist destination? What are the marketing methods for tourist destinations? What is the importance of tourism marketing organization? What are the pros and cons of tourism marketing? What is the impact of tourism on the local population? The research aims to statement of the concept of social networking sites and tourism marketing. Explanation of the types of tourism marketing and Discover ways to succeed in tourism marketing campaigns and statement of the impact of social networks and their impact on tourism marketing.

Keywords: Tourism marketing, Social Media Site, Tourism companies, Tourist

1. Introduction:

"Modern technological developments have brought about a quantum leap in all areas of cultural, social, economic, and intellectual life. It has also opened new horizons for several concepts, perhaps the most prominent of which is the internet, which has been widely spread in all cities and countries and linked the various parts to become one connected world. An import part of the life of modern societies, as it allowed the speed and ease communication, rapprochement and acquaintance between individuals and groups, and enabled the sharing and exchange of ideas and experiences among them, and thus became the best and most prestigious way to achieve communication between individuals and societies". (Noureddine,2014,p1).

Perhaps the advent of the second generation of the Internet "web 0.2", provided greater and greater opportunities for communication events through social networking sites, which have a significant impact on society. Social media allows communication and interaction between users, by publishing their ideas, pictures, and audio clips that they want to publish.

Due to the wide spread of various social networks, many tourism companies have resorted to social networks and use these sites and networks as ways to display various activities, programs, and marketing plans. It is used by companies and tourist offices to attract tourists from different countries of the world to tourist destinations with ease, as it allows the possibility of continuous communication between them.

1.1. Defining the problem:

The research problem is defined in the following question:

- What is the role of social networks in promoting tourism marketing?

The following questions branch out from it:

- What is meant by social networking and tourism marketing?
- What is the importance of the success of the marketing campaigns for the tourist destination?
- What are the marketing methods for tourist destinations?
- What is the importance of tourism marketing organization?
- What are the pros and cons of tourism marketing?
- What is the impact of tourism on the local population?

1.2. Research Objective:

- The research aims to:
- Statement of the concept of social networking sites and tourism marketing.
- Explanation of the types of tourism marketing
- Discover ways to succeed in tourism marketing campaigns.
- Statement of the impact of social networks and their impact on tourism marketing.

1.3. Research Importance:

- The importance of the study lies in:
- Considering modern social media as one of the fastest and most widely used means of communication between the company and the customer.
- The importance of tourism marketing is important for tourism companies, as it makes them achieve great profits and also helps tourists to choose tourist places and obtain a commission for each reservation.
- The impact of tourism marketing leads to an increase in customer awareness through the application of marketing strategies that target customers and increase their awareness of the various tourism services.

1.4. Research limits:

- Temporal limits: The study will be implemented, God willing, during this year 2023 AD.
- Human limits: The study included tourists from the ages of 18 to 60 years.

1.5. Research terms:

- Tourism marketing: It is the process of promoting, marketing and publicizing tourist and historical places in a professional and charming manner through persuasive and multiple tourism programs developed by companies according to an ideal and clear plan in order to attract the minds of foreign and Arab tourists.
- Social Media Site: social media helps in managing the electronic reputation of companies and is an important part of the marketing strategy, as it contributes effectively to dealing with customer comments and complaints, and also contributes to reducing and controlling the negativity that spreads on the Internet before it damages the company's reputation.

- Definition of tourism companies: They are companies that are good at organizing tourist trips inside or outside the country in exchange for a fee or a percentage of hotels and airlines. The trip may include accommodation according to the organization of the tourism company.

- A tourist: is a person who travels for the purpose of tourism to a distance of at least eighty kilometers from his home.

1.6. Research Methodology:

- The study used the theoretical descriptive approach, as it relied on a lot of information and data

2. Previous studies:

1-Study (Brown. 2003)

- Study the trends and causes of e-marketing.

- Identifying the impact of consumers' attitudes towards purchasing, product type, and experience

One of the most important results:

1. Both the type of product and the previous purchases made by the consumer, and the type affects the motivation of online purchases.

2. Consumers' attitudes towards purchasing had no significant effect on consumers' tendency to purchase products via the Internet.

2-Study (Wolin. 2003)

-A study of advertisements on social networks: gender differences in beliefs, attitudes, and behavior.

-Identify the differences between males and females in terms of their beliefs and attitudes towards Internet advertisements

One of the most important results:

1. There is a fundamental difference between males and females, in that males have more positive beliefs and attitudes than females towards Internet advertisements.

2. The study concluded that males are more inclined than females towards purchasing via the Internet.

3-Study (Abu Al-Naga, 2005)

A suggested framework for consumer acceptance factors for e-shopping.

Research and explore many research points related to the success of electronic shopping in the sources and extent of consumer acceptance of it and the appropriate products that can be marketed online.

One of the most important results:

1. Acceptance of the idea of electronic shopping is still not high in a general form among the consumer.
2. The most acceptable products to be marketed electronically are the products of movies, books, scientific articles, airline tickets, and software, and the least acceptable products are children's products and consumables.

3. Social network and the concept of tourism marketing

3.1. Social networks:

The real beginning of the emergence of social networks during the early nineties of the last century, or which is often known as social networking sites or networks on the Internet, when (Randy Coonrads) designed in (1995) a social site to communicate with his friends in the study under the name (Classmates.com), which is The first virtual electronic communication site among all people, and after that many sites followed that occupied the largest part of the World Wide Web, the most prominent of which are: Facebook, Twitter, MySpace, LinkedIn, Google Plus, YouTube, Telegram, WhatsApp and Skype.(Khalaf, 2013).

3.1.1. The concept of social networks:

Social networking sites are defined as web-based technological applications that allow interaction between people, and allow electronic data to be transferred and exchanged easily, as it allows them to communicate with each other according to their interests, so anyone can find or create groups according to a specific interest such as reading, country of origin, or Hobbies or university specialization and other common things. (Wikipedia, 2017).

3.2. The concept of tourism marketing:

It is the process of promoting, marketing and publicizing tourist and historical places in a professional and charming manner through various persuasive tourism programs that companies set according to an ideal and clear plan with the aim of attracting the minds of foreign and Arab tourists with the aim of involving them in the tourism program offered by tourism companies in a

country or somewhere, using modern and contemporary e-marketing methods. That influences the opinions of the target group and persuades them to serve tourism marketing in order to obtain a recreational tourism trip. (Wikipedia, 2022).

3.2.1. Types of tourism marketing:

There are two types of tourism marketing:

1. Electronic tourism marketing

It is the process of promoting and marketing tourism services and programs provided by companies using the best modern, contemporary, and effective e-marketing methods in order to target tourists and those interested in tourism around the world or anywhere. Its aim is to involve tourists in the tourism program offered by tourism companies in a country or somewhere, using modern and contemporary e-marketing methods, and to persuade them to have an entertaining tourism trip.

2. Innovative tourism marketing

Is the process of creativity and innovation in the marketing of tourism services and various entertainment and tourism programs provided by companies, With the aim of attracting and convincing customers and tourists of the advantages and importance of tourism and entertainment programs offered by tourism companies. And that is by submitting an offer for tourism programs, for the first 10 people to register in this program that the company offers, they will get a 30% reduction of the total volume of the cost of the tourism program, for example in Turkey, Switzerland, etc.

3.2.3. Tourism marketing objectives:

1. Tourist marketing helps to provide mutual benefit and interest between tourism companies and between foreign and Arab tourists, by providing tourists with the best programs and distinguished historical recreational tourism trips.
2. The companies get a financial return in return for the tours and in exchange for providing the tourism program.
3. Contributes to revitalizing the tourism movement and invites those interested in tourism and touring around the world to participate in tourism programs and trips.
4. It plays an important and major role in the development of tourism sectors in tourist countries and in increasing investment in the tourism sector.

5. Tourism marketing helps to educate citizens and those who are not interested in tourism programs and tourist trips of the importance of tourist, recreational and historical trips, as it raises the ceiling of mental imagination among customers and citizens and helps them to think about participating in tourism programs.

6. Tourism marketing increases the awareness of citizens and people about the tourist and historical culture and about tourist and historical places around the world. It also raises the volume of their archaeological, historical, and informational culture about the places that the tourist will visit.

3.2.4. The importance of tourism marketing for tourism companies:

1. Marketing helps tourists to choose tourist places in an ideal way and to determine the tourism program in accordance with the budget of the number of members and their families.
2. It is easy for tourists to choose tourism programs quickly and convincingly.
3. It achieves more profits for tourism companies that rely on successful and professional tourism marketing.
4. It attracts many suitable targeted tourists with tourism programs and tourist and recreational trips offered by tourism companies.
5. Tourism marketing through social networking sites helps in communicating tourism program information, schedules, and privileges of tourist trips to tourist customers with complete ease all over the world.

4. Ways to succeed in tourism marketing campaigns & advantages and disadvantages of tourism marketing

4.1. Ways to succeed in tourism marketing campaigns:

1. Knowing customer needs

1. To identify the needs of customers for the success of the tourism marketing campaign, which is one way to take a look at your customer base and do some research on what motivates them.
2. Examine the competitors and find out if there are new innovative methods in tourism marketing and benefit from them in the tourism programs.

3. Stay up to date with the needs of your target market by reading posts and checking out social media blogs.

2. Website creation

When creating a tourism website, you must specify the location, place of residence, how to access the site, and make sure that the website works well and is easy to use and navigate. The search engine (SEO) must be continuously improved so that the site appears at the top of the search engine results pages.

3. Video marketing

Video marketing is a great way to show the beauty of tourist destinations, by using videos to showcase attractions, events, and business activities. Videos are also a great way to show the culture and lifestyle of the community in each destination while putting in enough information, that benefits and attracts tourists to the destinations.

4.2. Advantages and disadvantages of tourism marketing:

4.2.1. Advantages of tourism marketing

Among the advantages of using tourism marketing are the following:

1. Tourism marketing can help attract new visitors to a destination.
2. Marketing can help increase awareness of a destination and its attractions.
3. Marketing can help create a positive image of the destination.
4. Marketing can help stimulate demand for travel and tourism services.
5. Marketing can help promote cultural and heritage attractions.
6. Marketing can help generate economic benefits for the destination.

4.2.2. Disadvantages of tourism marketing

1. Tourism marketing is very expensive, which forces destinations to invest in advertising and promotion to attract tourists.
2. Tourism marketing can lead to negative impacts on the environment and the local communities of the destination due to the large increase in the number of tourists, which may result in overcrowding, accommodating more than the area can, and putting pressure on the infrastructure and resources such as energy and water.
3. Tourism marketing can create false demand for tourist destinations.

5. Research results:

After completing the research that revolves around the social networking site and its relations to tourism marketing in companies:

1. New methods of tourism marketing must be devised on social networking sites.
2. Tourism marketing contributes to increasing profits for tourism companies.
3. Tourism destinations can be marketed in several ways through social media, such as creating a tourism blog, videos on YouTube channels, Instagram, or documentaries.
4. Tourism creates job opportunities for the local residents of destinations and increases the source of income for the tourist destination.
5. Social networking sites make it easier for tourism companies to market tourist destinations in ways that attract the largest number of tourists around the world to the destination.

6. Recommendations and suggestions:

1. The direction of tourism marketing through social networks by tourism organizations and institutions, so that it is easier for visitors to visit tourist destinations.
2. YouTube is the most widespread and effective social network for managing the relationship between tourists, tourism companies, and tourist destinations, and exploiting it will inevitably lead to success.
3. Developing suitable tourist destinations according to the budget of tourists and directing them to the youth group because they are the most present on social networks.

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