



The role of social media in tourism marketing in Jordan

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Abstract. Currently, the world is witnessing a remarkable development in the modern means and electronics techniques, especially the social networking sites which became available in many sectors including the tourism sector. This increases the competition between the tourism companies to provide the best offers to the individuals about the tourists' sites. Due to the reason that few studies investigated the effect of social media networks in encouraging tourism, this has created the need to conduct this study to reach results about the extent of social media networks in promoting tourism in Jordan. The significance of the study stems from being treating a new topic with a significant effect on the electronic market. The study also addressed the important side of improving the local income resulting from the tourism sector since this study is focusing on vital and essential topics in modern marketing.

Keywords: *Social media, Collaborative learning, Social networks, Interaction, Engagement.*

1. Introduction

Information technologies through the Internet capabilities have become a part of every sector (Al-Emran, Mezhuyev, & Kamaludin, 2018b; Al-Emran & Shaalan, 2017; Al-Marouf & Al-Emran, 2018; Malik & Al-Emran, 2018; Zaza & Al-Emran, 2015). Social media as one of the most powerful tools of networking across the Internet has merged with the social and economic aspects in the real world (Al-Emran & Salloum, 2017; Leung, Law, Van Hoof, & Buhalis, 2013; Mhamdi, 2016; S. A. Salloum, Al-Emran, Monem, & Shaalan, 2017; S. A. Salloum, Al-Emran, & Shaalan, 2016, 2017a; S. A. Salloum, AlHamad, Al-Emran, & Shaalan, 2018). There has been much discussion made on the identification of its functions (Al-Qaysi & Al-Emran, 2017). With the continuous development and change in social media, its usage on smart applications with sophisticated tools and techniques have facilitated the lives of people and the working environment for companies and institutions (Habes et al., 2018; Hudson & Ritchie, 2006; Mhamdi et al., 2018; Salloum et al., 2018; Salloum et al., 2017; Salloum et al., 2017; Salloum et al., 2017). Social media is a communication channel between individuals which enables the creation of interactive content on the Internet and cooperation and exchange by participants and the public (Al-Qaysi, Mohamad-Nordin, & Al-Emran, 2018; Weng & Huang, 2018). It is a means of significant changes and comprehensive progress between companies, organizations, communities, and individuals (Leung et al., 2013). It links the users in society by default through the use of the platforms, and thus affects the behavior of real people and their lives (Al-Emran & Salloum, 2017; Kim, Lee, Shin, & Yang, 2017; Mhamdi, 2017a, 2017c). Social media is also considered as one of the most prominent modern means used in electronic marketing, where it has a role in attracting tourists and helping them determine their destination by providing valuable information (Abd Al-Samee, 2012). The role of social media in tourism in the present time has been increasingly discussed as a new topic of research (Habes et al., 2018; Habes et al., 2018; Salloum & Shaalan, 2018; Salloum et al., 2018). Social media is increasingly playing an essential role in many aspects of tourism, especially for reservations, exchange of knowledge and experiences, and also marketing for tourism sites (Harrigan et al., 2017; Leung et al., 2013; Salloum et al., 2017). Social media networks have exceeded the limited traditional functions of regular websites in exchanging and disseminating

information (Leung et al., 2013). Social media even contributes to forming a government's future and helping them in re-engineering their structures and the nature of the services they provide (Mhamdi, 2017b; Xiao, Wang, & Liu, 2009). The encouraging size electronic marketing through the use of social media networks is continuously increasing and forms a high percentage of the world trade size (Benckendorff et al., 2014; Kim et al., 2017). The tourism sector has a significant role in developing the Jordanian local economic development since this sector contributes to a high percentage in Jordan's Gross National Product (Darcy, 2010).

2. Literature review

Conducting a rigorous literature review is an essential step in any research study (Al-Emran, 2015; Al-Emran, Mezhuyev, & Kamaludin, 2018c; Al-Emran, Mezhuyev, Kamaludin, & Shaalan, 2018; Al-Emran, Zaza, & Shaalan, 2015). Based on the study topic, the researcher referred to several related previous studies. Abd Al-samee (2012) aimed to identify the volume of the guaranteed success of chosen websites in achieving their goals. The researcher used a number of methods to achieve the study results such as descriptive, analytical, and explanatory methods to analyze the questionnaires' data by using SPSS. The explanatory method explained the study results and the scientific reasons to provide suggestions and recommendations for future work. The study results showed the presence of a general attitude in using social media sites in Egypt, and all respondents accepted the idea of using social media sites in tourism marketing due to its many advantages. The study recommended increasing the effectiveness of social media sites in tourism marketing including the need for using social media and the need to establish a special division responsible for tourism activities. Al-Khateeb (2014) aimed to show the role of the Internet in hotel reservation and build the trust of customers in booking five-star hotels' services through websites. The study used the descriptive analytical method, and the sample consisted of 294 individuals. Questionnaires were distributed to collect the study data. The study achieved a number of results, the most important being the presence of the electronic world dimension on trust in the electronic world. The results showed that the presence of trust affected the electronic world acceptance regarding attitude towards hotel services. The study recommended that hotels should care about the tourism services provided to tourists to be consistent with the electronic world.

A study by Shein (2015) aimed to determine the effect of communicative language on social media sites in attracting tourists. The study used the descriptive analytical method, and the study sample consisted of 15 second-year university students. The study used the interview method as a tool for data collection. The result showed a good percentage on the effect of the touristic visual image on user attention, while readers of touristic messages on Facebook were influenced by the users' native language. The researcher recommended the necessity of conducting more studies to investigate the effect of social media on encouraging tourism. Jalilvand et al. (2013) studied the impact of electronic word of mouth on tourism destination choice. The study aimed to show the effect of electronic word of mouth on selecting tourism destination. The study sample consisted of 296 tourists and questionnaires were used as an instrument for data collection.

After conducting the statistical analyses, the study concluded that the electronic word of mouth had a significant role in influencing the customers' purchasing behavior. The study recommended the necessity for researching the role of social media in achieving development in society. A study by Albarq (2013) measured the impacts of online electronic word of mouth on tourists. The study aimed to show the tourists' position based on their review of the word transferred electronically. The descriptive analytical method was used, and the study sample consisted of 302 individuals. Questionnaires were distributed to the samples. The study reached a number of results, the most important one being the presence of a positive influence of electronic word of mouth on tourists and their intentions to visit Jordan. The study recommended the necessity for tourism directors in Jordan to consider the electronic word of mouth as a form of marketing.

To achieve the study objectives, a general question was formulated: what is the effect of social media networks (information efficiency, information accuracy, and ease of use) on encouraging tourism in Jordan regarding attention, interest, desire, and acting? From this basic question, following sub-questions were formulated:

1. What is the effect of social media networks in terms of information efficiency, information accuracy, and ease of use on attracting attention and encouraging tourism in Jordan?

2. What is the effect of social media networks in its variables in terms of information efficiency, information accuracy, and ease of use on evoking interest and encouraging tourism in Jordan?
3. What is the effect of social media networks in terms of information efficiency, information accuracy, and ease of use on evoking interest and encouraging tourism in Jordan?
4. What is the effect of social media networks in terms of information efficiency, information accuracy, and ease of use on encouraging tourism in Jordan?

3. Research Model

In this current study, the independent variable is social media network while information efficiency, information accuracy, and ease of use were the dependent variables determined based on what has been mentioned in the study by Milano et al. (2011). The study referred to Li and Yu (2013) regarding the dependent variables of tourism encouragement (attention, interest, desire, and acting). The current era has witnessed a huge revolution in using the Internet and other social media means since they made a significant change in the social, economic, political and family relations worldwide. There is a quasi-agreement between the researchers and social experts that the Internet and social media have opened a new era of direct and indirect interaction between the society members worldwide, including ideas and information exchange between cultures, beliefs, values, and norms, turning the world from a village to a family (Al-Azza et al., 2004).

3.1 Role of Social media in Encouraging Tourism

The ongoing development in communication means including social media sites of different types to achieve the objectives of business organizations. Moreover, the presence of many applications in social media has contributed to changing the conventional methods in marketing and tourism. The effects of social media sites on tourists include the following:

1. Providing the needed information to tourists about the touristic sites.
2. Benefitting from guiding the client as a positive consumer to the service.
3. Providing the tourist with safe channels to buy and book different trips.
4. Helping in disseminating specific information about the trips and the changes that might occur.

It is clear that tourism companies and agents have benefitted from social media in providing specific information about trips, prices, and the offered services in an attractive and developed manner. In addition, these companies perceive the customers as an essential factor in encouraging tourism, and they benefit from them by providing sufficient information about the tourism sites through social media. The communication taking place between the travelers might improve the nature of the provided tourism trips. Social media sites are used to encourage tourism.

3.1.1 Facebook Site

Social media sites are of great importance to those interested in the communication, information, political sciences, and social sciences fields, because of the prominent role of these sites in facilitating many events in the world. The experiment became clear through the Arab spring revolution, which used social media sites significantly for their ease of use and the ability to reach a higher number of people in different parts of the world. The study on Facebook showed an increase in the number of Facebook users; a report issued by a Facebook study showed the increase of users in 2014 by 48.3% and reaching revenues of 710.5 million USD, and the net loss in the following years has reduced the revenue to 90.3 million USD, which pushed Facebook to follow many steps to increase the number of users of its site. The number of site users has reached 320 million, less than the expected 323 million users (<http://aitnews.com>).

3.1.2 Twitter Site

A study by Ahmad (2015) revealed that the number Twitter users in the world reached 288 million users with an increase of 20% from 2014 with a revenue of 479 million USD; it is expected to increase in the following years.

3.1.3 Snapchat Site

Snapchat is one of the applications that has recently appeared in social media. It is one of the applications through which individuals can share some personal updates such as taking photos, exchanging video clips, adding identification, and others in a short period of time (Ahmad, 2015). The study concluded that social media sites have spread at a high speed, such as with Facebook, Twitter, and Snapchat, as a result of significant technological development. The appearance of modern techniques contributed to the spread of these sites at a high speed, in which many people can find what they need and be able to communicate with others through messages and communication channels.

3.2 Specifications of Social Media Networks

3.2.1 Information Efficiency

Al-Hothafie (2003) identified efficiency as the ability to acquire a group of knowledge, experiences, and skills, form attitudes, and help individuals to perform their task at a specific level of accuracy. The efficiencies known by the individual are represented in:

1. Efficiencies related to computing culture.
2. Efficiencies related to computer use.
3. Efficiencies related to information culture.
4. Efficiencies related to dealing with global web programmers and services (Al-Zyadat et al., 2010).

It can be seen that the availability of sufficient information through social media networks to individuals in terms of tourism is an important factor in encouraging tourism and the individual's decision to go to different touristic sites to attain entertainment, treatment, and other purposes.

3.2.2 Information Accuracy

Information accuracy is identified as information free from errors, since information accuracy contributes to the decision's quality and avoiding the wrong decisions, thus reducing cost and wasting less time (Al-Zyadat et al., 2010). The researcher observes that information accuracy has a significant role in making the decisions and less degree is dependent on the institution, guess, and experiment, while putting the focus on logical and scientific methods gains greater benefits in increasing the decisions' effectiveness. Also, accurate information creates trust in the tourists to adopt what is present on the social media about the touristic sites, then adopting the purchase decision.

3.2.3 Ease of Use

Ease of use is identified as using and employing information easily to make a decision (Yaghir, 2010). Social media networks are characterized by ease of use because they provide the techniques, language, and influences to provide the needed information about multiple issues.

3.2.4 Stages of Touristic Encouragement

Critics that oriented to the sales model have led to the effect of advertisement to the appearance of several models based on two hypotheses (Obaidat, 2006):

3.2.4.1 Attention

Attention is identified as the focus around a specific feeling, while perception is to know the feeling. According to the Attention, Interest, Desire, and Action (AIDA) model, what is meant by attention is a stage of this model to find the relevant way to attract the customer's attention to make the purchase decision.

3.2.4.2 Interest

Interest is defined as the process of social interaction by taking the environmental values and merging them with the society's culture in building and shaping personality (Li & Yu, 2013). According to the AIDA

model, a successful marketer focuses on the producer's ability in solving work problems to achieve the benefit.

3.2.4.3 Desire

Desire is identified as transforming need to attitude related to an issue the human is missing and wants to receive; also, it can be considered as an attitude to get rid of something or a topic (Li & Yu, 2013). According to the AIDA model, a successful marketer is the one who creates the full desire in the customer when buying the service, and the state he will be at later.

3.2.4.4 Acting

Acting is built on the individual's behavior and is identified as all actions made by him towards a specific behavior or stimulus (Obaidat, 2006). According to the AIDA model, a successful marketer is the one who makes his customer reach the purchase decision-making stage by focusing on the service and the advantages. Based on the study's problem and questions, the following hypothesis was formulated:

General Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the stages of touristic encouragement (attention, interest, desire, and acting) in encouraging tourism in Jordan. From this hypothesis, a set of sub-hypotheses emerged as follows:

Ho1-1 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the attention stage in encouraging tourism in Jordan.

Ho1-2 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the interest stage in encouraging tourism in Jordan.

Ho1-3 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the desired stage in encouraging tourism in Jordan.

Ho1-4 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the acting stage in encouraging tourism in Jordan.

4. Research Methodology

The study population consisted of the tourists present in Jordan during the period of conducting this study in its spatial limitation. Relevant samples were used in the study by visiting the targeted touristic sites in the study, which are the Dead Sea and Petra. The study targeted all nationalities of tourists and was not limited to a specific nationality. To achieve the study objectives, questionnaires were distributed which consisted of two parts where the first part dealt with the demographic variable for the study.

5. Data Analysis

The questionnaire was introduced to a number of abettor's professors in different Jordanian universities to make sure it covered the basic sides of the topic and about its clarity, wording, and content. It was modified based on their notes by omitting some clauses, modifying and adding new phrases, re-formulating some clauses to be more clear and understandable and to be more valid in measuring the topic of this study.

To confirm the study instrument's reliability, the internal consistency coefficient was calculated according to Cronbach's alpha (Al-Emran, Mezhuyev, & Kamaludin, 2018a). The total reliability coefficient for social media networks and the touristic encouragement dimensions reached 74.1%, which was considered as an acceptable percentage for the study.

Dimension	Alpha
Information Efficiency	0.688
Information Accuracy	0.600
Ease of use	0.767
Social media networks (total)	0.701
Attention	0.643
Interest	0.605
Desire	0.630
Acting	0.774
Total	0.741

Table1. Internal reliability Coefficient of the Questionnaire's Dimension (Cronbach's alpha scale).

Reviewing the results in Table 1, the researcher found that the study's variables achieved a high stability percentage since it reached 74% which is higher than 68%, thus confirming that the questionnaire had a relevant degree of stability. Results of the statistical analysis and testing the hypotheses were obtained.

The table below represents the means and standard deviations of the independent variables and includes social media networks (information efficiency, information accuracy, and ease of use), the means and standard deviations of the dependent variable (the touristic encouragement dimensions include attention, interest, desire, and action).

	Mean	Standard Deviation	Twisting	Fathering
Information efficiency	4.23	0.75	-0.849-	1.73
information accuracy	3.94	0.87	-0.159-	-0.539
ease of use	4.15	0.82	-0.765-	0.32
attention	4.11	0.84	0.78	0.60
interest	4.12	0.73	-0.238	-0.677
desire	4.12	0.65	-0.037	0.46
acting	4.20	0.82	-1.01	2.52

Table2. Means and standard deviations and values of the twisting and flattening for the study's variables.

It is clear from Table 2 that the twisting coefficients were less than the value of 1, which indicated that the values were all less than 3. Twisting the value of data distribution is determining whether it is normal or abnormal while flattening means how much the form of data distribution takes; is it in the middle region or not?

If the percentage at the edges is high, there is flattening, and the opposite is right.

5.1 Testing the study hypotheses

General Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the stages of touristic encouragement (attention, interest, desire, and acting) in encouraging tourism in Jordan.

To test this hypothesis, a multiple regression analysis was conducted and the results appear in Table 3:

Correlation R	Determination coefficient R Square	F	Sig
0.596 ^a	0.356	75.803	0.000a

Table3. Results of the multiple regression analysis for the effect of social media network with its variables at stages of touristic encouragement (attention, interest, desire, and acting) in encouraging tourism in Jordan.

Table 2 shows that the correlation coefficient between social media networks with its variables reached (0.59) and (f) statistical value was (75.80) with significance level (0.05) and less, which

indicates the presence of effect of social media networks with their variables (information efficiency, information accuracy, and ease of use) on the touristic encouragement stages (attention, interest, desire, and acting). Thus, the null hypothesis was rejected, and the alternative hypothesis was accepted, which states: there is a statistically significant effect ($\alpha=0.05$) of social media network with its variables at the touristic encouragement stages (attention, interest, desire, and action) in encouraging tourism in Jordan.

	Under-standard coefficients		Standard coefficients	T	Sig.
	2.107	0.146		14.394	0.000
Information efficiency	0.127	0.036	0.165	3.477	0.001
Information accuracy	0.303	0.030	0.449	10.232	0.000
Ease of use	0.073	0.028	0.118	2.582	0.010

Table4. Regression coefficient of the effect of social media networks with their variables on the touristic encouragement stages in encouraging tourism in Jordan.

It is clear from Table 4 that there are only two dimensions of social media networks that express a statistically significant effect on performance (information efficiency and information accuracy), and the Beta coefficient values were (0.165) and (0.449) respectively, while the (T) statistical values were (3.477) and (10.232). These indicated a positive and significant effect on encouraging tourism. It is noted that there is no value for Beta coefficient relative to the constant because there is no data. From this, a group of sub-hypotheses emerged:

Ho1-1 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the attention stage in encouraging tourism in Jordan.

To test this hypothesis, a multiple regression analysis was conducted and the results are shown in Table 5.

Correlation R	Determination coefficient R Square	F	Sig
0.785 ^a	0.616	664.381	0.000 ^a

Table 5. Results of the multiple regression analysis for the effect of social media network with attention to tourism in Jordan.

Table 5 shows that the correlation coefficient between social media networks with their variables at the attention to tourism stage reached (0.785) and (f) statistical value was (664.381) with significance level (0.05) and less; thus, rejecting the null hypothesis which states: there is a statistically significant ($\alpha=0.05$) effect of social media network with attention to tourism in Jordan.

The model	Un-standard coefficients		Standard coefficients	T	Sig
	Regression coefficient	Standard error	Beta		
The Constance	0.552	0.143		3.851	0.000
Communication networks	0.894	0.035	0.785	25.776	0.000

Table 6. Regression coefficient of the effect of social media networks with their variables at the attention stage to tourism in Jordan.

It is clear from Table 6 that social media networks had a statistically significant effect on encouraging tourism, and the Beta coefficient values were (0.785) and (0.449) respectively, while the (T) statistical value was (25.776). This indicated a positive and significant effect for attention to tourism.

This result agreed with Shein's (2015) study results which showed that communicative language on social networks had a significant impact on tourism at the attraction stage.

Ho1-2 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the interest stage in encouraging tourism in Jordan.

To test this hypothesis, a multiple regression analysis was conducted and the results are shown in Table 7:

Correlation	Determination coefficient	F	Sig
0.743 ^a	0.551	508.935	0.000 ^a

Table 7. Results of the multiple regression analysis for the effect of social media network with its variables at the interest stage to tourism in Jordan.

Table 7 shows that the correlation coefficient between social media networks with their variables at the interest stage to tourism was (0.743) and (f) statistical value was (508.935) with a significant level of (0.05) and less, thus rejecting the null hypothesis and accepting the alternative hypothesis which states: there is a statistically significant effect ($\alpha=0.05$) of social media network with interest to tourism in Jordan.

This result is in contrast with Abd Al-samee (2012), who found that there is a general trend from the study sample individuals to use social media sites in Egypt.

The model	Un-standard coefficients		Standard coefficients	T	Sig
	Regression coefficient	Standard error	Beta		
The Constance	0.021-	0.177		0.119-	0.906
Communication networks	0.966	0.043	0.743	22.560	0.000

Table 8. Regression coefficient of the effect of social media networks with their variables at the interest stage to tourism in Jordan.

It is clear from Table 8 that the communication networks had a statistically significant effect on interest to tourism with the Beta coefficient value of (0.743) and (f) statistic value of (22.560). Thus, this indicated a positive and significant effect on the interest stage.

Ho1-3 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the desired stage in encouraging tourism in Jordan.

To test this hypothesis, a multiple regression analysis was conducted and the results are shown in Table 9.

Correlation	Determination coefficient	F	Sig
0.799 ^a	0.638	730.670	0.000 ^a

Table 9. Results of the multiple regression analysis for the effect of social media network with the desired stage to tourism in Jordan.

Table 9 shows that the correlation coefficient between social media networks with desire to tourism was (0.799) while the (f) statistical value was (730.670) with a significant level of (0.05) and less, thus rejecting the null hypothesis and accepting the alternative hypothesis which states: there is a statistically significant effect ($\alpha=0.05$) of social media network with desire to tourism in Jordan.

This result disagreed with the result of Milano et al.'s (2011) study, which found that there was a low percentage in users' visit to Italian tourism electronic sites because of the low desire in tourism in Italy.

The model	Un-standard coefficients		Standard coefficients	T	sig
	Regression coefficient	Standard error	Beta		
The constant	-.531	.174		-3.048	.002
Communication network	1.140	.042	.799	27.031	.000

Table 10. Regression coefficient of the effect of social media networks with the desired stage of tourism in Jordan.

It is clear from Table (10) that communication networks had a statistically significant effect at the desired stage with a Beta coefficient value of (0.799) and (f) statistical value of (27.031), thus showing a positive effect at the desired stage.

Ho 1-4 Hypothesis: There is no statistically significant ($\alpha=0.05$) effect of social media network with information efficiency, information accuracy, and ease of use at the acting stage in encouraging tourism in Jordan. To answer this hypothesis, a multiple regression analysis was conducted, and the results are shown in Table 11.

Correlation	Determination coefficient	F	Sig
0.557 ^a	0.310	185.974	0.000 ^a

Table 11. Results of the multiple regression analysis for the effect of social media network with action to tourism in Jordan.

Table 11 shows that the correlation coefficient between social media networks with action to tourism was (0.557) with (f) statistical value of (185.974) and a significance level of (0.05) and less, thus rejecting the null hypothesis and accepting the alternative hypothesis, which states: there is no statistically significant effect ($\alpha=0.05$) of social media network with its variables (information efficiency, information accuracy, and ease of use) at the acting stage in encouraging tourism in Jordan. This result agrees with the result of Pietro and Virgilio's (2011) which found that social media networks are basic and active tools to achieve rapid and detailed information to determine the tourism destination.

The model	Un-standard coefficients		Standard coefficients	T	Sig
	Regression coefficient	Standard error	Beta		
The constant	2.132	.148		14.406	.000
Communication network	.489	.036	.557	13.637	.000

Table 12. Regression coefficient of the effect of social media networks with action to tourism in Jordan.

Table 12 shows that the communication networks had a statistically significant effect at the action stage, and Beta coefficient value reached (0.557) (T) while the statistical value reached (13.637), which expressed a positive and significant effect at the acting stage.

6. Conclusion and Recommendations

Social media network affected information efficiency, information accuracy, and ease of use at the interest stage in encouraging tourism in Jordan. This result agreed with the study by Shein (2015), which showed that communicative language in social communication sites had a significant effect on the touristic attraction process. However, the result of this study disagreed with Abd Al-samee's (2012) study results, which indicated that there is a general trend by the study samples to use social media sites in Egypt. There is an effect of social media networks with their variables at the desire in the tourism stage in Jordan, and this result disagreed with Milano et al.'s (2011) study results, which indicated a decrease in the percentage of the users' visit to the electronic Italian touristic sites because of the low desire for tourism in Italy. There is an effect of social media networks with their variables at the acting stage in Jordan. This result agreed with the conclusion of Di Pietro et al. (2012), which showed that social media

networks are essential and effective tools to achieve rapid and detailed information to determine the touristic destination.

In light of the study results, the following are recommended: social media networks should provide sufficient, accurate, easy-to-use information to be displayed and seen by all those interested in the tourism sites, which leads to making the purchase decision to attain the expected touristic service that satisfies the tourists' desires everywhere. The Ministry of Tourism and Antiquities, the touristic sector, board members, and all touristic travel agencies should adopt methodological plans to employ social media networks effectively regarding information accuracy and ease of use (Habes et al., 2018; Salloum et al., 2018; Salloum & Shaalan, 2018a; 2018b), and information efficiency to increase the interest, attention, desire, and making the decision by the tourists to adopt the relevant touristic service for them. There is a necessity for the Ministry of Tourism and Antiquities to distribute specialized photos and brochures about the tourism locations and disseminate them on social media sites to make it easy for tourists to see all segments so as to receive the relevant touristic service and determine the desired advantages from each tour site in Jordan. The necessity for activating the role of the embassies abroad to promote the touristic sector and sites with coordination with the related parties through the introducing of the touristic exhibition for touristic marketing in foreign countries, which will lead to encouraging the touristic process. The need for conducting training courses to the workers in the touristic field to provide them with the required skills which will lead to improving the reality of tourism in Jordan, which is considered essential revenue for the national economy. The need to make the Jordanian citizen aware of the importance of the tourism sector and how to deal with tourists or visitors through activating different media and the focus on the schools and universities to cooperate with the coming tourists from outside of Jordan. The necessity for establishing the parks and internment places, and other activities for the children, to activate the family tourism, with the focus on convergence, seminars, and festivals tourism.

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