

THE ROLE OF SOCIAL MEDIA PLATFORMS IN PROMOTING LOCAL TOURISM IN JORDAN

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Abstract: Tourism is an important economic sector that contributes to sustainable development by increasing income and creating jobs. In Jordan, tourism plays a vital role due to its diverse historical and natural attractions. Promoting local tourism contributes to highlighting national identity and boosting investment in this sector. The study aimed to explore the role of social media platforms in promoting local tourism within Jordanian society. A structured questionnaire was developed to fulfill the study's objectives using the survey method for data collection. The research targeted a purposive sample of 400 individuals who actively use social media platforms and depend on them as a primary source of information about local tourism in Jordan. The study results indicated that respondents encountered local tourism topics in Jordan through social media platforms to a moderate degree, and the main motivation for this exposure was the desire to see tourist destinations in Jordan and learn about others' experiences in them. It also showed that the prevailing issues related to local tourism in Jordan are those that respondents interact with greatly through social media platforms, specifically with offers and discounts provided by tourism and travel companies, which aim to encourage Jordanians to explore and visit tourist sites within Jordan, in addition to following content that displays tourists' experiences and recommendations about the best tourist places and activities. The study also revealed that promotional content that relies on digital influencers increases the level of user engagement and positively affects their tourism decisions. The study recommends organizing a series of discussion sessions, awareness-raising events, and specialized seminars, and launching training programs targeting various segments of society throughout Jordan. These efforts focus on raising awareness of the importance of local tourism and its role in supporting the national economy while highlighting the cultural and heritage aspects that distinguish Jordan.

Keywords: digital media, social media platforms, tourism promotion, tourism industry, Jordanian people

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INTRODUCTION

Jordan is a prominent tourist destination for visitors from different countries, due to its attractive components that meet the desires of travelers. It is worth noting that its political stability, unique geography, stunning natural landscapes, and rich historical heritage stand out as important factors. The tourism sector contributes significantly to enriching Jordan's economy, contributing about \$7 billion annually. The tourism sector ranks second as the largest private sector in employment and ranks first as a major contributor to foreign currency in Jordan. The tourism sector in Jordan is a vital component that stimulates the national economy, contributing about 15.6% to the GDP (Ministry of Tourism and Antiquities, 2024). Advertising and publicity promote local and international tourism. Globalization facilitated the entry of international corporations and the proliferation of tourism and travel firms, which increased demand for tourism resources because social media platforms promote tourism, and tourism companies and agencies promote tourism at home and abroad (Dwyer & Čavlek, 2019; Hatamleh et al., 2023). Communication and international collaboration are crucial in tourism communities, significantly impacting societal ideas and trends. Tourism activities are regarded as primary motivators for visitors, enabling them to engage in tourism and make informed decisions through appealing media content related to tourism services and facilities. Consequently, the significant and essential function of social media platforms in bolstering the tourism sector becomes evident, facilitated by the application of innovative and effective promotional technologies for tourism (Abdel Aziz, 2023; Eneizat et al., 2023a).

Recent reports indicate that domestic tourism in Jordan needs further development to enhance it. By the end of 2023, domestic tourism in Jordan accounted for nearly 25% of total tourism activity, which necessitates increased efforts from the public and private sectors to enhance the role of domestic tourism in supporting tourism activities in Jordan. The Ministry of Tourism indicates a decrease in the number of foreign tourists visiting Jordan due to the circumstances in the Middle East region (Jordan News Agency, 2024). Therefore, Jordan seeks to boost domestic tourism to compensate for the number of foreign tourists who avoid visiting the country, especially during regional and global crises.

This study aims to ascertain the influence of social media platforms on the promotion of local tourism from the perspective of the Jordanian populace. Recently, relevant governmental and private entities in Jordan have intensified their focus on leveraging social media to encourage domestic tourism, particularly to motivate Jordanians to visit local attractions. This initiative is crucial, given that Jordanians expend 1.6 billion dinars annually on foreign tourism, intending to augment tourism revenue and thereby bolster the national budget, which funds various services for Jordanian society

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(Ministry of Tourism and Antiquities, 2024). Public and private institutions in the tourism sector have executed numerous advertising initiatives and media activities to promote tourist destinations in Jordan via social media platforms.

Study Questions

1. What is the degree of exposure of the Jordanian public to social media platforms?
2. What are the reasons for the Jordanian public's exposure to topics of local tourism in Jordan through social media platforms?
3. What topics related to local tourism in Jordan do the Jordanian public follow on social media platforms?
4. What are the cognitive, and behavioral effects resulting from the exposure of the Jordanian public to topics of local tourism in Jordan through social media platforms?

Research Hypotheses

1. There is a correlation between the cognitive effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the emotional effects of this exposure.
2. There is a correlation between the cognitive effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the behavioral effects of this exposure.
3. There is a correlation between the emotional effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the cognitive effects of this exposure.

The significance of the study

The theoretical importance of this study lies in the fact that it sheds light on the role of social media platforms as a modern and effective tool in the field of promoting local tourism, which contributes to bridging a knowledge gap in the literature related to tourism media in Jordan. The study also provides a qualitative addition to the Arab library by analyzing the relationship between the Jordanian public's use of social media platforms and their impact on enhancing awareness of local tourism. The study focuses on exploring usage patterns and the most prominent topics of interest to the public, which supports the development of more effective strategies for tourism promotion and enhances understanding of the role of digital media in this field. The practical importance of this study is evident in providing practical recommendations that can contribute to enhancing the role of social media platforms in promoting local tourism in Jordan. By understanding the Jordanian audience's usage patterns of these platforms and the reasons for their following tourism topics, tourism establishments and the Jordan Tourism Board can design innovative and effective marketing strategies that directly target the audience. The study can also be a practical reference for decision-makers in the tourism sector to develop awareness programs, workshops and training courses that enhance community awareness of the importance of local tourism, and work to improve public facilities and services to meet visitors' needs and enhance the local tourism experience.

LITERATURE REVIEW

This study (Wilopo & Nuralam, 2025) examines how interactivity, attitudes, and e-promotion affect tourist satisfaction and revisit intention in tourism marketing using social media. This quantitative study employs partial least squares structural equation modelling (PLSSEM) to examine both exogenous and endogenous models to recognise destination marketing organisations' crucial influence in tourist behaviour. Slovin's algorithm was used to identify 271 international tourists who visited Indonesia. Interactivity and attitudes considerably increase tourist pleasure, while e-promotion does not. Tourist pleasure also strongly influences return. Tourist pleasure mediated interactivity, attitudes, and revisit intention, while e-promotion was unimportant. This study highlights interaction and trends as more influential factors in social media marketing, deepening DMO destination branding methods. This study (Chon & Hao, 2025) examines how technological advances have affected tourism from the post-Second World War era to the present and through 2050.

It examines how technology has changed travel experiences and operations, focussing on the metaverse, Web 3.0, and AI and their effects on sustainable and ethical tourism. This hybrid study analyses history and predicts the future. It examines industry records, historical data, and scholarly literature. Commercial aviation, the internet, and AI have all had major impacts on tourism, according to this study. Future trends imply new technologies will revolutionise the sector. Future growth must address environmental, ethics, and inclusion issues.

This study (Stylianou & Pericleous, 2025) examines how technological advances might put Cyprus at the forefront of sustainable tourism from policymakers' viewpoints. The effects, constraints, and prospects of incorporating technology into Cyprus tourism are examined. A focus group of nine Cyprus tourism policymakers was used for qualitative study. A thematic analysis was done on the data. The results showed that Cypriots must pay hefty fees, complete lengthy processes, and use outmoded technology to advance in this profession. The appreciation of technological progress shows that many new concepts aim to overcome these obstacles, such as introducing new technologies in tourism marketing and developing smart systems to facilitate tourism procedures, which promote sustainable tourism and improve visitor experiences.

The study (Al-Shiha, 2024) used a descriptive-analytical approach in the practical and theoretical aspects to examine the relationship between digital marketing strategy and the attractiveness of heritage and cultural tourism in Saudi Arabia, as well as the impact of determining the goal or purpose when applying the strategy. The researcher collected data via computerised questionnaire. The study found that there is a statistically significant effect (goal setting step/marketing content/marketing channel/audience elements) when applying the digital marketing strategy to enhance heritage and cultural tourism in Saudi Arabia, and that each element of the strategy has a positive and noticeable effect. It also found that the digital marketing strategy explains 58.6% of the change in heritage and cultural tourism in Saudi Arabia.

The study (Qawi & Baroud, 2023) aimed to highlight the role and importance of e-tourism marketing by influencing the elements of the tourism marketing mix, through the descriptive analytical approach. The study found that Algerian tourism businesses can best, fastest, and most effectively recover from the Corona outbreak by using current communications technologies. It also determined that e-tourism marketing is essential for any tourist activity due to its dependency on current communications and technology. It determined that the e-tourism marketing mix uses the Internet and IT to satisfy tourists originally. The study (Tajin, 2023) aimed to clarify the impact of e-marketing on improving the quality of tourism services in hotels located in Biskra. The descriptive approach was used, where a questionnaire was distributed to a study sample of 128 hotel customers in the city of Biskra. The study indicates that there is a statistically significant impact of e-marketing on improving the quality of tourism services in hotels in Biskra. It concluded that using hotels as a basic measure for evaluating e-marketing significantly increased the effectiveness of e-marketing in improving the quality of tourism services within hotels.

The study (Basi, 2023) E-marketing's significance in boosting tourism services for Biskra tourism agencies was examined using a descriptive-analytical technique. The study yielded that e-marketing plays a crucial role in enhancing the quality of tourism services offered by agencies and significantly improving the tangible aspects of these agencies through the availability of electronic resources. It also indicated that e-marketing is a crucial method for entities and organizations aiming to disseminate information efficiently and rapidly, while minimizing expenses and facilitating direct communication with clients.

The study (Al-Nawafah, 2022) examined how public relations operators in the tourism sector use social media platforms to promote Jordanian domestic tourism, the most popular social media platforms, and the benefits of using applications to achieve the goals of Jordanian public and private tourism institutions, bodies, and organizations. Comprehensive survey methods were used to survey 220 Jordanian public and private tourist PR practitioners.

The study found that social media platforms are crucial to promoting Jordanian tourist destinations and are a main source of information regarding cultural and therapeutic tourism. It also found that public relations experts use photographs and videos on social media to promote Jordanian tourism.

The study (Jaya et al., 2020) examines how social media influencers affect brand image and how tourism places affect Lake Bratan tourists' purchasing intentions. This convenience sample of 179 foreign tourists may represent the study population. This study found that social media influencers boost tourism destinations' brand image. Brand image has a greater correlation coefficient, the study found. It also revealed that tourist site management must examine quality, reliability, track record, and quality reached in addition to the amount travellers pay for advantages and amenities.

This study (Cholprasertsuk et al., 2020) examined the impact of social media influencers on Thailand's tourism industry, focussing on two main questions: how do social media influencers affect Thai tourist behaviour, and what motivates and marketing factors drive such behaviour. an online questionnaire, interviews was using to gether data form respondentns. the discovery that most travellers seek travel advice from social media influencers to avoid poor experiences. The results demonstrated that platform influencers influence tourism customer decision-making. Participants preferred to get travel advice from experienced and knowledgeable tourism influencers, one of the factors affecting tourist behavior and willingness to travel. It also shows social media influencers have a big impact on tourism consumer decision-making because most visitors seek advice or useful information about vacation arrangements to avoid issues.

Recent studies indicate the significant role played by social media platforms in influencing tourist behavior. Despite the success of these platforms in promoting tourism in many developed and developing countries, studies on their impact in the Jordanian context are still limited. Therefore, this study aims to bridge this gap by exploring the impact of digital platforms on domestic tourism in Jordan. The research seeks to study the mechanisms by which social media platforms affect tourism dynamics in the digital age, and to provide insights that contribute to the development of targeted tourism marketing strategies, which helps in exploiting the potential of digital media to enhance tourism and cultural promotion in Jordan.

MATERIALS AND METHODS

Research design

The present research is categorized as a descriptive study that seeks to attain a precise understanding of issues and events through the examination of their components, variables, elements, characteristics, and influencing factors. It aims to provide adequate information for analysis and interpretation, to identify effects and implications, and to formulate suitable procedures and solutions to address, develop, modify, complete, or forecast their future (Ahmad, 2022; Eneizat et al., 2024).

In the context of descriptive studies, the researcher employed the audience survey method to ascertain the opinions, trends, and perspectives of the public or a specific demographic regarding a particular phenomenon, topic, or issue addressed by the media (Ahmad et al., 2023; Alsharu et al., 2025; Eneizat et al., 2023b). This method was implemented on a sample of the Jordanian public to evaluate the role of social media platforms in enhancing Jordanian domestic tourism.

Population and sample of the study

The study community consists of all Jordanian people. A deliberate sample of (400) individuals was selected from the Jordanian public who rely on social media platforms Facebook, X, and Instagram when searching for travel sites, and tourist and archaeological sites in Jordan. A questionnaire was prepared and delivered electronically to Jordanian social media users who research local tourism. Participant questionnaire responses were graded using the following scale: The degree of Jordanian public exposure to local tourist subjects in Jordan through social media was measured using this three-point Likert scale, which indicates respondents' agreement with the questionnaire axes.

The scale was interpreted as follows: 1.00 – 1.66 = Low, 1.67 – 2.00 = Medium, and 2.34 – 3.00 = High. This five-point Likert scale was used to assess the reasons why Jordanians use social media to keep up with local tourism topics,

the topics they follow, and the behavioral, cognitive, and emotional effects of this exposure. The scale was interpreted as follows: 1 – 2.33 = Low, 2.34 – 3.67 = Medium, and 3.68 – 5.00 = High.

Validity and Reliability tests

Using the method of apparent validity or content validity, the study tool (questionnaire) was presented to several specialized academics from media faculties to determine the validity of its phrases and ensure its ability to measure what it was built for, achieve the objectives of the current study, answer its questions, and be suitable for testing hypotheses.

Moreover, SPSS was used to calculate the stability coefficient (Cronbach Alpha) to assess questionnaire items' internal consistency. A Cronbach Alpha coefficient of 60% or higher is acceptable. The reliability coefficient obtained ranged from 91.1% to 92.5%, as indicated in Table 1, all of which are highly acceptable in social science research.

Table 1. Cronbach Alpha results

Questionnaire	Cronbach Alpha
Cognitive effects of Jordanian public exposure to local tourism topics in Jordan via social media platforms.	%90.1
Affective effects of Jordanian public exposure to local tourism topics in Jordan via social media platforms.	%92.5
Behavioral effects of Jordanian public exposure to local tourism topics in Jordan via social media platforms.	%91.8

Table 2. The degree of exposure of respondents to local tourism topics in Jordan via social media platforms of the respondents

platforms	Mean	SD	Degree
Facebook	2.47	0.468	High
Instagram	2.18	0.512	Medium
X	1.60	0.447	Low
Overall average	2.08	0.476	Medium

RESULTS AND DISCUSSIONS

The degree of exposure of the Jordanian public to social media platforms.

Table 2 shows that respondents are moderately exposed to Jordanian tourism topics on social media, with Facebook being the most popular platform (2.47) and a high degree, followed by Instagram (2.18) and X platform (1.60).

Since Jordan is the oldest Facebook user, these results suggest that the public is highly exposed to Facebook. Since its debut in this century, the Jordanian public has followed this platform more. Many recent media studies have shown that the Jordanian public is highly exposed to Facebook, while X and Instagram platforms are late adopters, but their usage is rising. These findings are consistent with Muhammed & Mathew (2022), which found a big social media user base.

The results of this study show a significant impact of social media platforms in promoting domestic tourism, as they contribute to shaping the public's perceptions and choices regarding tourist destinations. This is consistent with previous studies that have confirmed the role of digital content in building mental images and users' expectations about certain locations (Lam et al., 2020). The active engagement of Jordanians with platforms such as Facebook reflects the potential of these media as effective tools for marketing domestic tourism, by displaying attractive visual content that highlights the beauty of local destinations. This content can motivate the public and influence their decisions to travel within the country, a phenomenon supported by research on the impact of media on tourism (Choe et al., 2023). The correlation between increased engagement with tourism content on these platforms and increased interest in local destinations also supports the idea that the continuous repetition of displaying images and information about certain destinations contributes to enhancing positive perceptions and travel intentions (Wati et al., 2022).

The findings also showed that social media platforms promote local tourism locations by showing users' personal experiences in photographs and videos, which raises audience interest. The rise of Instagram and Facebook demonstrates that compelling visual content influences local travel preferences. This raises problems regarding how local destinations are represented relative to international locations and how stakeholders might use these platforms to promote local tourism. Studies show that investing in high-quality local content can boost tourism, the local economy, and audience engagement. Media influences tourism preferences, as shown by earlier studies (Liu et al., 2021; Kim & Park, 2024).

Table 3. Reasons for respondents' exposure to local tourism topics in Jordan via social media platforms

Reasons	Mean	SD	Degree
To view tourist places in Jordan.	4.37	0.642	High
To view archaeological sites in Jordan.	4.22	0.574	High
Because it is the most interactive among other media in Jordan.	4.01	0.612	High
Because it is the fastest among other media in publishing information related to local tourism in Jordan.	3.77	0.512	High
Because it is the most capable of archiving information related to topics of local Jordanian tourism.	3.64	0.462	Medium
To obtain information about tourist places that can be visited in the winter.	3.49	0.497	Medium
To obtain information about tourist places that can be visited in the summer.	3.33	0.441	Medium
Because it is the most widespread among the Jordanian public.	3.17	0.579	Medium
To obtain information about updates to tourist places in Jordan	3.08	0.543	Medium
Because it is the least expensive among other media to access information related to tourism in Jordan.	3.02	0.551	Medium
Overall average	3.61	0.541	High

Reasons for exposure to local tourism topics in Jordan via social media platforms

Table 3 shows that “to view tourist places in Jordan” had the highest arithmetic mean (4.37) and high score for respondents' social media exposure to local tourism topics in Jordan, followed by “to view archaeological sites in Jordan” (4.22). The least reasons for exposure were “to obtain information about updates to tourist places in Jordan” (3.08) and a medium score, and “because it is the least expensive among other media to access information related to tourism in Jordan” (3.02). These findings suggest that the Jordanian public has tourist reasons and motives to view and learn about tourism topics in Jordan, given the large volume published by official and private tourism agencies on domestic tourism sites for internal affairs, especially viewing tourist and archaeological sites, which the researcher found to be high level. Moreover, the study found that social media platforms are the most effective and fastest at publishing information about local tourism topics in Jordan, so the Jordanian public is interested in following them to learn about tourist and archaeological sites, their visit dates, costs, and updates. The study's results are consistent with Al-Nawafah (2022) and Omeish et al. (2024), which indicated the great importance played by social media in activating the tourism sector. However, this result differed from Al-Rafei's (2019) which showed the medium role of communication platforms in promoting tourism in Jordan in all dimensions.

Table 4. Cognitive effects resulting from the respondents' exposure to local tourism topics in Jordan via social media platforms

Items	Mean	SD	Degree
Provided me with information about the best Jordanian tourist places to visit.	4.05	0.561	High
Provided me with information that increased my ability to form a positive viewpoint about Jordanian tourist places.	3.84	0.572	High
Provided me with information about Jordanian archaeological sites to visit.	3.71	0.583	High
Provided me with information to form positive perceptions about the developments that have occurred in the Jordanian tourism sector.	3.62	0.577	Medium
Provided me with information that enhanced my mental stock of Jordanian tourist places.	3.55	0.510	Medium
Overall average	3.75	0.561	High

Cognitive effects of exposure to local tourism topics in Jordan

Table 4 demonstrates that respondents' cognitive impacts from social media exposure to Jordanian tourist subjects were high, in order: The first statement, “Provided me with information about the best Jordanian tourist places to visit” (4.05), was followed by “Provided me with information that increased my ability to form a positive viewpoint about Jordanian tourist places” (3.84). While “Provided me with information to form positive perceptions about the developments that have occurred in the Jordanian tourism sector” had an arithmetic mean (3.62) and a medium degree, and “Provided me with information that enhanced my mental stock of Jordanian tourist places” had an arithmetic mean (3.55) and a medium degree. The cognitive effects of exposure to local tourism topics in Jordan include several aspects, such as promoting local tourism in Jordan from the Jordanian public's point of view by providing the public with the necessary information about the best Jordanian tourist places to visit and archaeological sites increases the ability to form a positive viewpoint about Jordanian tourist and heritage sites.

The items "It provided me with information to form positive perceptions about the developments that have occurred in the Jordanian tourism sector" as well as "It provided me with information that enhanced my mental stock of Jordanian tourist places" were medium. This suggests that different effects affect the provision of information about Jordanian tourism sector developments, which should encourage Jordanian tourism institutions to increase promotional campaigns for tourist site developments to improve public perception of local tourism.

This result is consistent with the study (Kumar et al., 2022), which confirmed that tourism agencies' use of Facebook to market tourism services has a significant impact and that the platform can overcome a large number of marketing obstacles facing places and their information, as a percentage of Jordanians are interested in these details. This differs from Boutgrin (2018), which found a medium cognitive impact of social media use and a statistically significant impact on tourism marketing, offering, service provision, distribution, pricing, promotion, and demand.

Table 5. Emotional effects resulting from the respondents' exposure to local tourism topics in Jordan via social media platforms

Items	Mean	SD	Degree
It increased my desire to visit Jordanian tourist sites.	3.89	0.458	High
It increased my desire to visit Jordanian archaeological sites.	3.78	0.441	High
It increased my awareness of the importance of developing the infrastructure of the tourism sector in Jordan.	3.61	0.432	Medium
It increased my optimism about increasing the percentage of Jordanian tourists visiting tourist sites in Jordan.	3.55	0.494	Medium
It increased my optimism about increasing the tourism sector's contribution to supporting the Jordanian state's general budget.	3.47	0.443	Medium
Overall average	3.66	0.454	Medium

Emotional effects of exposure to local tourism topics in Jordan

Table 5 shows that the respondents' emotional effects from social media exposure to local tourism topics in Jordan were medium, with the following order: “It increased my desire to visit Jordanian tourist sites” (3.89) and a high degree, followed by “It increased my desire to visit Jordanian archaeological sites” (3.78) and a high degree. While, "It increased

my optimism about increasing the percentage of Jordanian tourists visiting tourist sites in Jordan" and "It increased my optimism about increasing the tourism sector's contribution to supporting the Jordanian state's general budget" had arithmetic means of 3.55 and 3.47, respectively and a medium degree.

These results indicate significant confidence in increasing respondents' interest in visiting Jordanian tourist and archaeological sites. This is due to social media promoters' increased persuasion and the Jordanian Ministry of Tourism and Tourism Promotion Authority's efforts to increase public interest in tourist and archaeological sites through appropriate promotional publications and advertisements. The respondents exhibited growing optimism regarding the tourism sector's impact on the Jordanian state budget, the proportion of Jordanian tourists frequenting local attractions, and the necessity for enhancing tourism infrastructure. However, these factors were deemed the least influential, as the Jordanian public struggles that the sector necessitates greater activation and local tourism initiatives.

This is particularly pertinent given the substantial deficit in the Jordanian general budget, which demands diverse revenue streams for mitigation, with the tourism sector being well-positioned to boost the Jordanian economy. This supported the study (Omeish et al., 2024) that found respondents trust social media tourism promotion. The study also found that all respondents utilize social media and that tourism institutions use it as a marketing tool.

Table 6. Behavioral effects resulting from the respondents' exposure to local tourism topics in Jordan via social media platforms

Items	Mean	SD	Degree
It prompted me to visit tourist places in Jordan.	3.88	0.411	High
It prompted me to join groups that coordinate local tourist trips.	3.77	0.453	High
It prompted me to participate with my friends in discussions related to Jordanian tourism topics.	3.38	0.442	Medium
It prompted me to share videos and promotional advertisements for Jordanian tourist places on social media platforms.	3.29	0.438	Medium
It prompted me to share offers provided by local tourism and travel companies on social media platforms to encourage local Jordanian tourism.	3.22	0.429	Medium
Overall average	3.42	0.435	Medium

Behavioral effects of exposure to local tourism topics in Jordan

Table 6 reveals that respondents' exposure to social media for Jordanian tourism topics had moderate behavioral effects in the following order: "It prompted me to visit tourist places in Jordan" with an arithmetic mean (3.77) and a high degree, followed by "It prompted me to join groups that coordinate local tourist trips" (3.54) and a medium degree. Then "It prompted me to share videos and promotional advertisements for Jordanian tourist places on social media platforms" with an arithmetic mean (3.29) and a medium degree, and finally "It prompted me to share offers provided by local tourism and travel companies on social media platforms to encourage local Jordanian tourism" with an arithmetic mean (3.13) and a medium degree. These results can be interpreted as following up on the behavioral impacts of respondents' exposure to local tourism topics in Jordan via social media platforms, which prompted some respondents to take clearer and more detailed positions on local tourism topics and to search for more information to deepen their understanding of everything related to tourism in Jordan. In addition, local tourism topics may be the focus of discussions between friends on social media platforms, and these discussions may encourage some respondents to participate actively in expressing their tourism opinions and share them on their pages on social media platforms. The study's result agreed with the study (Chon & Hao, 2025), which showed that technological development contributed to the emergence of social media platforms that facilitated the tourist's access to all data through the Internet. It also showed that social media platforms play an important role in fulfilling the tourist's desires and satisfying his basic needs.

Hypotheses tests

Hypothesis 1: There is a correlation between the cognitive effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the emotional effects of this exposure.

Table 7. Hypothesis Testing Results

Cognitive effects of exposure to local tourism topics in Jordan			
Emotional effects	Frequency	Pearson Correlation	Sig
	400	0.610	0.000

Table 7 presents the Pearson Correlation coefficient, which reveals a statistically significant positive correlation between the cognitive effects of respondents' exposure to local tourism topics in Jordan through social media platforms and the emotional effects stemming from this exposure. The Pearson correlation coefficient is ($r=0.610$) with a significance level of (0.000), indicating statistical significance at the (0.05) level. This suggests that an increase in cognitive effects correlates with an increase in emotional effects.

Social media platforms play an important role in shaping individuals' awareness and feelings towards local tourism. At the cognitive level, exposure to local tourism content enhances knowledge of tourist sites, available activities, and local culture, which increases individuals' perception of the value of these destinations. At the emotional level, this exposure may evoke positive feelings such as enthusiasm, national pride, or a desire to explore these places. This association reflects the close interaction between mental and emotional aspects, where increased knowledge leads to

enhanced positive feelings, which may prompt individuals to adopt behaviors that support local tourism, such as visiting or promoting it. This highlights the importance of digital marketing strategies that target the provision of attractive and influential tourism content on social platforms to achieve comprehensive and integrated effects.

This study supports recent results that social media influences local tourism knowledge and views. Sun et al. (2022) investigated how social media affects tourist behavior and location choices. Majeed & Ramkissoon (2022) found that social media is a mediator between tourists' behavioral goals and destination choices. Another study on Generation Z studied how social media affects destination preference, emphasizing its role in tourist decision-making. These studies emphasize the necessity of digital marketing tactics that supply attractive and impactful tourism content on social platforms for comprehensive and integrated effects.

Hypothesis 2: There is a correlation between the cognitive effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the behavioral effects of this exposure.

Table 8. Hypothesis Testing Results

Behavioral effects	Cognitive effects of exposure to local tourism topics in Jordan		
	Frequency	Pearson Correlation	Sig
	400	0.514	0.000

Table 8 presents the Pearson Correlation coefficient, demonstrating a statistically significant positive correlation between the cognitive effects of respondents' exposure to local tourism topics in Jordan through social media platforms and the resultant behavioral effects. The Pearson correlation coefficient was determined to be $r=0.514$, with a significance level of 0.000, indicating statistical significance at the 0.05 level. This suggests that an increase in cognitive effects due to exposure correlates with an increase in behavioral effects.

This hypothesis refers to the prominent role that social media platforms play in influencing individuals' perceptions and behaviors towards local tourism. When users are exposed to content related to local tourism, such as photos of tourist sites, cultural stories, or personal experiences shared by others, this content contributes to increasing their knowledge of these destinations and enhancing their interest in them. This exposure is not limited to improving knowledge only but extends to motivating individuals to take actual steps, such as visiting tourist sites or talking about them and promoting them among their acquaintances. The positive relationship between cognitive and behavioral effects means that improving individuals' awareness of tourist sites directly leads to motivating them to make decisions and behaviors that support the tourism sector.

Recent studies support the findings of this study, such as Liu et al. (2021) found that high-quality images and engaging stories on social media platforms significantly improve tourists' perceptions of destinations, increasing their interest and behavioral intentions to visit. Singh et al. (2023) examined the cognitive and behavioral effects of local tourism information on social media. It found that people who frequently connect with such content are more likely to form good opinions and promote local tourism by recommending destinations to friends or discussing their experiences online. Choi et al. (2023) found that tourism-related social media content that emphasizes destinations' cultural and historical aspects strengthens emotional connections and encourages visitors to visit.

Hypothesis 3: There is a correlation between the emotional effects of the Jordanian public's exposure to local tourism topics in Jordan via social media platforms and the behavioral effects of this exposure.

Table 9. Hypothesis Testing Results

Emotional effects	Behavioral effects of exposure to local tourism topics in Jordan		
	Frequency	Pearson Correlation	Sig
	400	0.498	0.000

Table 9 shows the Pearson correlation coefficient indicating a statistically significant positive association between the emotional effects experienced by respondents due to their exposure to local tourism topics in Jordan through social media platforms and the behavioral effects resulting from this exposure. The Pearson correlation coefficient value is ($r=0.498$) at the significance level (0.000), and it is statistically significant at the level (0.05), indicating that an increase in emotional effects is associated with an increase in behavioral effects.

The hypothesis suggests that there is a statistically significant positive relationship between the emotional effects that individuals feel as a result of their exposure to local tourism content in Jordan via social media platforms, and the behavioral effects that result from this exposure. This means that the more intense the emotional effects - such as admiration for natural scenery, pride in local landmarks, or desire to explore them - the more likely these feelings are to be embodied in tangible behaviors, such as visiting or promoting tourist sites. The result demonstrates the impact of digital information on decision-making and behavior, inspiring individuals through emotional engagement, and leading to positive behavioral reactions. This finding emphasizes the need to invest in high-quality digital tourism content to attract public interest and encourage active participation in promoting local tourism.

Recent research confirms that emotional involvement with digital tourism information affects behavioral goals like visiting or promoting tourist places. Tourism digital content marketing research shows that emotional involvement drives trip planning (Cheung et al., 2023). Emotional content influences travel intentions, according to Instagram's impact on young people's travel behavior (Atasoy & Türkay, 2024). Finally, a study on emotional content and consumer engagement shows how emotional engagement affects behavioral decisions like sharing and promoting material (Hollebeek & Macky, 2019). These studies show that emotional engagement in digital tourism marketing can motivate site visits.

CONCLUSION

This study demonstrates that social media platforms are crucial in enhancing local tourism in Jordan, serving as an effective tool for capturing residents' attention and motivating them to discover domestic tourist sites. Engagement with tourism subjects on these platforms was moderate, motivated by individuals' interest in Jordanian tourist locations, particularly the offerings from tourism and travel companies. This study also emphasizes the importance of enhancing the use of social media platforms as a marketing tool to promote local tourism by improving the quality of content and increasing interaction with the public. It also highlights the need to invest more in these platforms to highlight the beauty of tourism in Jordan, which contributes to supporting and revitalizing the tourism sector, which positively reflects on the national economy.

Limitations

The limitations of the study relate to several factors that may affect the research results and limit their generalization on a wider scale. First, the study relied on a purposive sample of 400 individuals who actively use social media platforms, which may limit the sample's representation of all segments of Jordanian society. In addition, the study targeted a specific category of individuals who rely on social media platforms as a primary source of information about local tourism, which may affect the study results for those who do not use these platforms regularly. Second, the study was limited to collecting data using a survey and questionnaire method, which may not allow for sufficient depth in fully understanding the motivations and factors influencing individuals' behavior. Finally, the study focused on local tourism in Jordan only, which makes its results not generalizable to tourism in other countries with different tourism characteristics.

Recommendations

The study recommends conducting future studies that aim to analyze the impact of advertising campaigns via social media platforms on individuals' behaviors regarding local tourism in Jordan. These studies could include examining the impact of psychological and emotional factors on tourism decision-making, in addition to studying the effectiveness of different digital marketing strategies in attracting local tourists. It is also suggested to conduct comparative research on the impact of social media platforms on local tourism in Jordan compared to other countries, to explore the best practices that can be adopted to promote domestic tourism. It is also important to conduct field studies to measure the impact of training programs and awareness events on individuals' behaviors, and how to improve these programs to reach the largest number of citizens.

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