

## THE IMPACT OF ELECTRONICALLY TRANSMITTED WORD OF MOUTHE (E-WOM) ON THE MARKETING OF TOURISM SERVICES IN JORDAN: A CASE STUDY OF JERASH & AJLOUN CITIES

Samer ABABNEH\*

Al-Balqa Applied University, Tourism Management Department, Ajloun, Jordan, e-mail: Samerfandi2007@bau.edu.jo

---

**Citation:** Ababneh, S. (2022). THE IMPACT OF ELECTRONICALLY TRANSMITTED WORD OF MOUTHE (E-WOM) ON THE MARKETING OF TOURISM SERVICES IN JORDAN: A CASE STUDY OF JERASH & AJLOUN CITIES. *GeoJournal of Tourism and Geosites*, 43(3), 986–992. <https://doi.org/10.30892/gtg.43318-912>

---

**Abstract:** After the repercussions of the global health crisis (Covid-19 pandemic) on the global economy and its various sectors, the word transmitted electronically has become a reality and affects social, economic, marketing and media life (Giddy et al, 2022). From this point of view, this study aims to: know the impact of the word transmitted over the Internet in the marketing of tourism services and the extent of its impact on the purchase decision of the tourist consumer. The research relies on the descriptive approach "the survey method". The researcher designed the form and distributed it to the study sample, which consisted of (300) tourists. The results of the study showed that the sites most used by tourists to learn about the tourist services provided in the region are: Facebook, Google and YouTube. The study concluded that providing sufficient information about the tourism services provided via the Internet reduces the expected risks, contributes to enhancing their purchasing intentions, and improves the psychological outcomes of the tourist. Tourism establishments should various credible virtual media content (texts, photos, and videos). Also, it should increase the activity of their websites by providing a constantly updated database that allows beneficiaries to easily access it. Moreover, tourist establishments should raise the awareness of their employees regarding the importance of Internet marketing.

**Key words:** internet, Jordan, marketing, tourism services, word of mouth

\* \* \* \* \*

### INTRODUCTION

Tourism is one of the most widespread economic and socio-cultural activities all across the world (Raj et al., 2022). There are also certain types of influences that affect the marketing of their services (Al-Makhadmah et al., 2021). So, Tourism establishments desperately need to market their services using multiple means (Halim and Sumra, 2012). Feng et al (2020) pinpointed that the most important of these means is the word transmitted through networks. For this reason, huge budgets are allocated to the marketing of tourism services through multiple means (Zakky and Imanda, 2019).

Mohsin et al. (2020) mentioned that the Internet and its applications are among the most prominent features of development in the modern era. This technology added to the interactive platforms significant technical updates and communication capabilities (Arminda, 2018). Moreover, the study Yuke et al. (2022) indicated that the number of Internet users reached (4.93) billion, equivalent to (63.2%) of the total world population, and at the same time, the annual growth rate of the Internet reached (8.2%). According to Tham et al. (2019), Asia has the largest number of Internet users with a percentage of (51.8%), followed by Europe (14.8%).

The emergence of social networks such as Facebook, Flickr, Twitter, forums, YouTube, and others has had a great impact on human life (Tham et al., 2019). Statistics indicate that (4.48) billion people use social media, representing (56.8%) of the world's population (Yuke et al., 2022). It is also expected that the number of social network users will increase in the coming years (Tham et al., 2019). According to Yuke et al. (2022), the most used social network is Facebook (44%), followed by YouTube (29%) and WhatsApp (23%). Snapchat (2%) is the least used social network.

Yuke et al. (2022) the establishment's website, a large social base can be built over a 24-hour period that works to create a direct relationship with customers. In addition, tourist establishments can publish tourist offers about the services they provide; which enables the visitor to view them and know their nature easily and at the lowest cost. Moreover, the interaction between each visitor and the Tourist facilities page is done through what is called "Like", which enhances the status of the tourist facilities in the minds of customers. According to Yusuf (2022), the customer no longer receives a promotional message without interaction, but rather has become an influential player. Therefore, this study came to evaluate the means used by tourist establishments in the regions of Ajloun and Jerash to market their services through the word transmitted electronically. And how these tools can contribute to building a direct and continuous relationship between the foundation and the customer through participation, interaction, and admiration.

The importance of this study is embodied in its connection with the following elements:

- Few previous studies have dealt with this topic.

---

\* Corresponding author

- This study is a simple contribution to the field of science and knowledge.
- The high correlation of individuals to the word transmitted electronically in order to communicate and take the information.

This study attempts to know the impact of the word transmitted over the Internet in marketing tourism services by answering the following questions:

- What is the degree of dependence of the tourist on the word transmitted electronically through its multiple means?
- To what extent does the word transmitted electronically contribute to the development of knowledge of the tourist about the tourism products and services provided?
- To what extent can the word transmitted electronically contribute to influencing the tourist's purchase decision of tourism products and services?

## LITERATURE REVIEW

### E-Word-Of-Mouth

Technical development has achieved a qualitative leap in the world of communications (Rifai, 2019). This has led to the global use of the Internet (Feng et al., 2020). This spread contributed to linking the scattered parts of the world to its vast area, paving the way for the convergence of societies and the exchange of ideas and desires between them (Seweryn et al., 2017). The emergence of social networks has also enabled people to connect with one another, unload their emotional charge, and share similar and different perspectives (Nina et al., 2020). This encouraged people to break into the Internet (Roman and Shamaileh, 2020). Rifai (2019) indicates that the word transmitted electronically via (Facebook, YouTube, Instagram, WhatsApp, Tik Tok, Telegram, Snapchat, Twitter, and others) is one of the most important components of the contemporary world that has dominated all aspects of human life, as one of the manifestations of interaction between People (Merabet, 2020). Where a person can communicate with others in a few seconds without barriers (Rifai, 2019). In addition, it allowed its patrons to enjoy free comments, exchange opinions, entertainment, send messages and instant chats, share files, and share photos and videos (Merabet, 2020).

Moreover, the tremendous development in the field of technology and the emergence of many social media platforms, the electronically transmitted word has become the strongest in marketing (Neslihan, 2021). This contributed to the creation of a new form of e-marketing via the Internet (Jaroslav and Blanka, 2019). Rifai (2019) indicated that (50%) of the service users found their needs through the words transmitted from others. In addition, the words conveyed influence the customer to choose his options among the available alternatives due to the consistency between the customer's expectations and what he gets from products and services (Yan et al., 2016). A study Sarbu (2018) indicated that the word transmitted electronically helps convert the potential customer into a positive, satisfied and permanent customer. According to Jaroslav and Blanka (2019) claimed that a satisfied customer conveys the image of his experience to (5-9) other people by talking to them. Thus, it reflects great benefits for companies where the permanent customer represents the company in marketing roles, and this may contribute to reducing costs to attract new customers (Roxana, 2018). Hence, the interest of tourist establishments and destinations in the electronically transmitted word that offer their services achieves the following goals according to Yusuf and Tanvir, 2022, Yuke et al. (2022), Roman and Shamaileh (2020), Arminda (2018), Zakky and Imanda (2019), Sarbu (2018):

- The possibility of reaching the largest number of consumers.
- Maintaining the brand.
- Enhance the customer's purchasing intentions.
- Increase customer loyalty.
- Enhancing the customer's connection with services and products through a positive impression after receiving the service.

### Social Networking

Social networks are web pages that allow people to express themselves (Zakky, 2019). Moreover, social networks are an intellectual and scientific system that allows society to get to know each other freely and effectively (Olayiwola and Jegede, 2020). According to Ristova and Dimitrov (2019) discussed social networks allow the creation of groups to build relationships between individuals to collect useful information and share it with others, it also allows users to interact on similar topics. At the same time, social networks are virtual spaces on the Internet that contribute to presenting various topics and ideas and discussing them (Arminda, 2018). Birgit et al. (2018) claimed that social networks are a social electronic structure that is created by individuals, groups, and institutions. Hence, the consumer's engagement with companies through text, images, audio, video, and information (and vice versa) (Olayiwola and Jegede, 2020).

### Types of Social Networks

- In 1995, "The Classmates' Web" appeared in the United States as the first social network, which aimed to link classmates from educational institutions at all levels of education (Roman and Shamaileh, 2020).
- Google: It was created in 1998 (Merabet, 2020). Its users can view their communications updates through circles, upload and share photos and videos, as well as participate in group chats and forums (Neslihan, 2021).
- In 2003, MySpace appeared as the first social networking site for exchanging friends and photos (Seweryn et al., 2017). LinkedIn and Skype also appeared in the same year (Tham et al., 2019).
- Facebook, the third most visited site, was founded in (2004) by Mark Zuckerberg (Halim and Sumra, 2012). According to (Jaroslav and Blanka, 2019) the membership of the site was limited to Harvard students only, but then

expanded to include unlimited groups of subscribers, with more than 2.8 billion active users. Rifai, 2019 indicated that Facebook is the king of social media, with only Google and YouTube preceded by it.

- YouTube, founded in 2005, is a site that allows users to upload, watch, and share videos for free (Merabet, 2020). According to Jaroslav and Blanka (2019), there are (2.29) billion monthly active users.
- Twitter appeared in 2006 (Halim and Sumra, 2012).
- WhatsApp website first appeared in 2009 (Seweryn et al., 2017).
- Instagram is a free application for sharing photos and videos classified within social networks. It was launched in October (2010) and is currently being acquired by Facebook (Jaroslav and Blanka, 2019).

### Previous Studies:

1. Yusuf and Tanfir (2022). The aim of this study is to identify and address the current social media marketing processes in Bangladesh, and the researchers found that the word transmitted electronically serves to provide information and educate the tourist, as it influences his decision to visit the destination. In addition, the ease to convey information and photos of destinations to potential customers.

2. Yuke et al. (2022). This paper examined how much tourists trust in the social media when travel (before, during, and after the trip), the results of the study showed that there is a diversity in the use of social media by tourist travelers. In addition, the Social media has an impact on their final travel decisions and actions.

3. Roman and Shamaileh (2020). The study aimed to show the extent of the impact of marketing through social networks, especially Facebook, which is used by hotels. The results showed that social networks are the effective and active mediator between the hotel services provided and the beneficiaries of these services.

4. Nina et al. (2020). The study aimed to show the extent of the impact of marketing through social networks, especially Facebook, which is used by hotels. The study showed that Facebook is the best means used by tourism industry companies to highlight their services and products. The study also showed that the efforts made through this method have a major role in searching for the customer as soon as possible and at the lowest costs.

5. Feng et al. (2020). The results of study showed that word-of-mouth plays a mediating role in the relationship between perceived image and behavioral intentions. The moderating effect of word-of-mouth plays two roles in the mechanism of the perceived image on the behavioral intention: the promotion mechanism and the repression mechanism. Tourists' sense of psychological distance significantly mediates the relationship between perceived image and behavioral intention.

6. Mohsin et al. (2020). The results of study indicate that social media channels have a significant impact on behavioral intention and the actual behavior of tourists (direct and indirect effect). Control-variables related to socio-economic characteristics such as gender and educational level also have a significant impact in determining the actual behavior of tourists.

7. Roy et al. (2019). The finding from the content analysis confirmed that both mixed neutral eWOM and rich eWOM content positively affects online purchase intention. This study has also explored how insights derived from the content analysis of valence and content can help marketers to develop an online marketing strategy.

8. Jaroslav and Blanka (2019). The results of study showed that the most popular Social Network Sites are still Facebook and Twitter. As the findings show, the Social Network Sites used for the travel and tourism purposes provide their users with travel information and facilitate contacts. Among the benefits belong an easy access to various content.

### Study Hypotheses

**(H.0.1):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the overall effectiveness of words transmitted over the Internet. The following hypotheses are derived from it:

**(H.0.1-1):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the enhancement of customers' purchasing power using electronically transmitted words.

**(H.0.1-2):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the reduction of perceived risks by using the words transmitted electronically.

**(H.0.1-3):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the outputs of the recipients of the service using the words transmitted electronically.

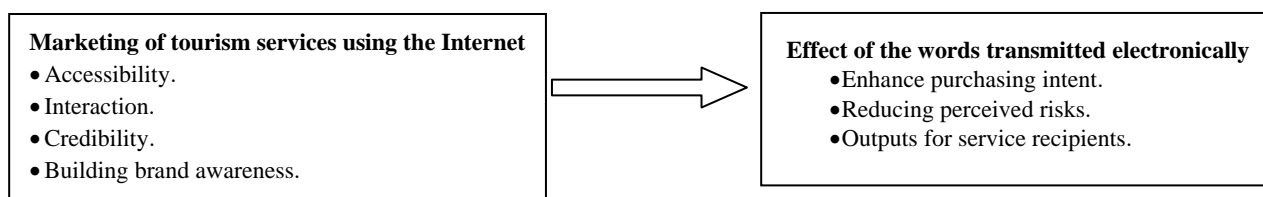


Figure 1. Study Model (Source: developed by the author)

### MATERIALS AND METHODS

This study followed the descriptive approach based on data collection, classification, organization and analysis, to study the impact of the word transmitted over the Internet in marketing tourism services provided by tourist establishments in Ajloun and Jerash cities.

**Community & sample study:** the study population is represented by the establishments that provide tourism services to Ajloun and Jerash cities, while the study sample was represented by tourists who visited the sites of the researched tourist establishments on the Internet, where the study dealt with (300) tourists.

**Study tool:** The study relied on the questionnaire only as a tool in data collection, consisting of a number of questions distributed into two groups:

- The first group consisted of (18) questions to measure the dimensions of marketing of tourism services, Seweryn et al. (2017) scale was used.
- The second group consisted of (13) questions to measure the dimensions of the impact of the word transmitted over the Internet. Shang and Li (2007) scale was used.

**Data analysis tools:** The researcher used (percentages, mean and standard deviation) to describe and diagnose the study variables. In addition to; F-test, T-test, simple regression and Stepwise Regression to test the study model and its hypothesis.

**RESULTS AND DISCUSSION**

**Hypothesis Testing**

**(H.0.1):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the total effectiveness of words transmitted via the Internet.

To test the hypothesis, the Simple Regression test was used. Table (1) shows that the relationship between the overall dimensions of tourism services marketing and the overall effectiveness of the electronic words transmitted was strong (R = 0.452). The value of the coefficient of determination was (R<sup>2</sup> = 0.389). This means that (38.9%) of the effectiveness of the words transmitted electronically was due to the marketing of tourism services via the Internet. The test shows that The “F” value was (23.47) at (Sig = 0.000). This indicates that the regression curve is good because the “B” value was (0.436) at (Sig = 0.000). Thus, the researcher rejects the nihilistic hypothesis. However, the researcher accepts the alternative hypothesis: There is a significant relationship between the overall dimensions of tourism services marketing and the overall effectiveness of the words transmitted over the Internet.

Table 1. Simple regression analysis: To show the effect of the overall dimensions of the means of marketing tourism services and the Overall effectiveness of the word transmitted over the Internet  
(Source: Developed by the author)  
R= (0.452); R<sup>2</sup> (0.389); F= (23.47); Sig level of P≤0.05

Variable	Average	Standard Deviation	B	T	Sig
<b>Internet marketing methods</b> • Accessibility • Interaction • Credibility • Building brand awareness	4.41	.46735	0.436	23.006	0.000*

Table 2. Stepwise Regression analysis: To show the impact of the dimensions of marketing tourism services in enhancing purchasing intentions  
(Source: Developed by the author)

Variable	Average	Standard Deviation	B	T	Sig
Accessibility	4.46	0.86437	0.081	1.053	0.301
credibility	3.98	0.97931	0.482	6.293	0.000*
interaction	4.13	0.08827	0.473	6.549	0.000*
Brand awareness	4.02	0.35241	0.714	0.915	0.433

R= (0.731); R<sup>2</sup> (0.489); F= (43.047); Sig level of P≤0.05

**(H.0.1-1):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the promotion of purchasing intentions using electronic word transmission.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of tourism services marketing and the promotion of purchasing intentions using the electronically transmitted word was strong (R = 0.731). The value of the coefficient of determination was (R<sup>2</sup> = 0.489). This means that (59.4%) of changes in purchase intent were due to electronically transmitted words. The value of “F” was (43.047) at the significant level (Sig = 0.000). Thus, the researcher rejects the nihilistic hypothesis. However, the researcher accepts the alternative hypothesis: There is statistically significant relationship between the overall dimensions of tourism services marketing and the promotion of purchasing intentions using electronic word transmission. Table No. (2) Shows the most influential marketing dimensions in promoting purchasing intentions, and linking them to the effectiveness of electronically transmitted words.

**(H.0.1-2):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the reduction of perceived risks using words transmitted electronically.

Table 3. Stepwise Regression analysis: To show the impact of the dimensions of marketing tourism services in reducing perceived risks  
(Source: Developed by the author)

Variable	B	T	Sig
Accessibility	0.002	0.985	0.095
credibility	0.264	2.598	0.010*
interaction	0.025	0.965	0.085
Brand awareness	0.196	5.231	0.000*

R= (0.461); R<sup>2</sup> (0.212); F= (23.045); Sig level of P≤0.05

Table 4. Stepwise Regression analysis: To show the relationship between the marketing of tourism services and the outputs of the service recipients  
(Source: Developed by the author)

Variable	B	T	Sig
Accessibility	0.372	4.768	0.000*
credibility	0.083	0.984	0.232
interaction	0.245	1.833	0.116
Brand awareness	0.434	4.127	0.000*

R= (0.561); R<sup>2</sup> (0.387); F= (18.016); Sig level of P≤0.05

To test the hypothesis, the (Stepwise Regression) test was used. It turned out that the relationship between the overall dimensions of tourism services marketing and the perceived risk reduction using electronically transmitted words was strong ( $R = 0.461$ ). The value of the coefficient of determination was ( $R^2 = 0.212$ ), which means that (28.2%) of the changes were attributed to the perceived risk reduction due to the electronically transmitted words. The “F” value was (23.045) at the significance level ( $Sig = 0.000$ ). Thus, the researcher rejects the nihilistic hypothesis.

However, the researcher accepts the alternative hypothesis: There is an effective statistically significant relationship between the overall dimensions of tourism services marketing and the reduction of perceived risks using words transmitted electronically. Table (3) shows the most influential marketing dimensions in reducing perceived risks and linking them to the effectiveness of electronically transmitted words.

**(H.0.1-3):** There is no effective statistically significant relationship between the overall dimensions of tourism services marketing and the outputs of service recipients using electronically transmitted words.

To test the hypothesis, the (Stepwise Regression) test was used. It became clear that the relationship between the overall dimensions of tourism services marketing and the outputs of the service recipients using the electronically transmitted words was strong ( $R = 0.561$ ). The value of the coefficient of determination was ( $R^2 = 0.387$ ). This means that (34.4%) of the changes in the outputs for the service recipients were due to the electronically transmitted words. The “F” value was (18.016) at the significance level ( $Sig = 0.000$ ). Thus, the researcher rejects the nihilistic hypothesis. However, the researcher accepts the alternative hypothesis: There is an effective statistically significant relationship between the overall dimensions of tourism services marketing and the outputs of service recipients using electronically transmitted words. Table (4) shows the most influential marketing dimensions in reducing perceived risks and linking them to the effectiveness of electronically transmitted words. In order to answer the questions of the study, Table No. (5)

Shows the arithmetic means on all the questions related to the dimensions of the study, along with the standard deviations for each variable. as the hollow study variables in the table below indicate that the general arithmetic mean of the sample members’ answers to marketing using social networks amounted to (4.41), which is A high level of approval for the sample members on this dimension, while the average response to the effectiveness of the word transmitted electronically was (4.38), which is a high approval rate. Figure (2) shows the most frequently used websites for tourists to learn about the tourist services provided in the region: the (Facebook) application with a percentage of (34.8%), followed by the (Google) application with a percentage of (25.2%). Then the (YouTube) application was third, with a percentage of (15.6%) while the lowest of these applications was (WhatsApp) with (1.1%).

Table 5. The Characteristics of the Study Variables (Source: Developed by the author)

The dimension	Average	Standard Deviation	Approval degree
<b>Marketing Using Social Media</b>	<b>4.41</b>	<b>.46735</b>	<b>High</b>
Accessibility	4.46	0.86437	High
credibility	3.98	0.97931	High
interaction	4.13	0.08827	High
Brand awareness	4.02	0.35241	High
<b>Electronic word efficacy</b>	<b>4.38</b>	<b>0.45474</b>	<b>High</b>
Purchasing Intentions	4.23	1.01688	High
Risks	4.31	1.60181	High
Psychological output	4.64	0.51599	High

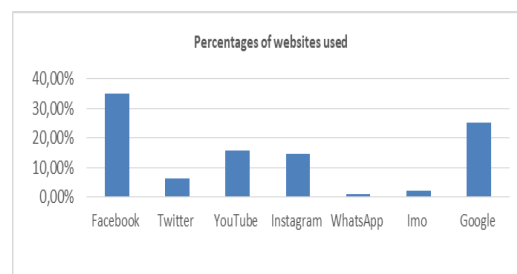


Figure 2. Frequencies and percentages for determining the websites used (Source: developed by the author)

## DISCUSSION

The main objective was to define the relationship between the dimensions of marketing in terms of (accessibility, interaction, credibility, and brand awareness) and the impact of an electronically transmitted word in terms of (enhancing purchase intent, reducing risk, and perceived output). The study found that the success of marketing tourism services is due to the transmission of the word electronically, and this result is consistent with the results of the study (Roman and Shamaileh, 2020) and a study (Yusuf and Tanfir, 2022). On the other hand, a study (Deukhee et al., 2019) dealt with the failure of many tourism companies as a result of neglecting the word transmitted electronically, which is considered the fastest spread compared to other marketing tools.

The main hypothesis showed that there is a statistically significant relationship between the dimension that measures "electronic marketing means" and the dimension that measures "the effectiveness of the word transmitted electronically." The researcher suggests that social networking is an effective and active mediator between the providers of tourism services and the beneficiaries of these services, where the Internet pages enable to identify most of the tourist facilities through electronic images and video clips, exchange information and discussions with friends. Thus, the word transmitted electronically interacts and is transmitted from one beneficiary to another, which results in a benefit for the tourist establishments. This result is in agreement with the results of (Roman and Shamaileh, 2020).

The first sub-hypothesis also showed that there is a statistically significant relationship between the dimension that measures "electronic marketing means" and the dimension that measures "enhancement of purchasing intentions" for the tourist. The researcher believes that electronically transmitted words played the role of mediator in the relationship between satisfaction with services and perceived value, in addition to its direct effects on future intentions. This result is in agreement with the results of (Yusuf and Tanvir, 2022; Roman and Shamaileh, 2020; Yuke et al., 2022).

The second sub-hypothesis showed that there is a statistically significant relationship between the dimension that measures "electronic marketing means" and the dimension that measures "reducing perceived risks" by the tourist. The researcher believes that the formation of a positive mental image of the tourist contributes to reducing the perception of perceived dangers. This result is in agreement with the results of (Roman and Shamaileh, 2020).

The third sub-hypothesis also showed that there is a statistically significant relationship between the dimension that measures "electronic marketing means" and the dimension that measures "the psychological outcomes of service recipients", and this is due to the psychological outcomes of the tourist, which is related to what he sees as credibility as well as the congruence between services. If there is a contradiction between what the tourist knows and the information he has actually seen, where he begins to realize his loss of services that could have been obtained, and this, in turn, can lead him to a state of dissatisfaction. This result is in agreement with the results of the study (Roman and Shamaileh, 2020; Nina et al., 2020).

The study revealed that the (Facebook) application ranked first in terms of the sites most used by tourists to learn about the tourist services provided in the region, and the (Google) application came in second place. Then came (YouTube) application in third place, while the least of these applications (WhatsApp).

While the results of the study (Birgit et al., 2018) stated that Facebook and YouTube are among the most common methods used by young people to obtain information. On the other hand, the results of the study (Jaroslav and Blanka, 2019) stated that the promotional tourism content on Facebook and Twitter succeeded to a large extent in presenting tourist destination in an attractive way. The findings showed that what is published (photos, videos, exchange of information, and discussions with friends) on the Internet has facilitated the delivery of information to tourists about the available tourism services at the lowest costs, which is beneficial to the tourism service providers. In the region. On the other hand, what is published through the word transmitted electronically contributes to increasing the customer's awareness of the services provided by tourist facilities and comparing them without the need for an intermediary. This is also supported by results (Jaroslav and Blanka, 2019; Nina et al., 2020; Olayiwola and Jegede, 2020)

## CONCLUSIONS

Recent years have shown that words transmitted over the Internet have become an absolute necessity imposed by technical data. In addition to, the multiplicity and diversity of Internet pages increased the volume of users. Therefore, various credible virtual media content (texts, photos, and videos) should be created about tourism sites and services. Moreover, tourism establishments should increase the activity of their websites by providing a constantly updated database that allows beneficiaries to easily access it and improve their psychological outcomes and purchasing intentions. In addition, to create a positive impression to reduce the perceived risk. Moreover, tourist establishments should raise the awareness of their employees regarding the importance of Internet marketing. At the same time, it should pay attention to the opinions and suggestions of tourists on social networking sites.

**Research limitations /implications:** This study presents variables to assess the impact of the word transmitted over the Internet on the marketing of tourism services that can be applied to a variety of economic businesses. However, the limited sample size increases the issue of generalization, which should be addressed in future research. Moreover, in this study, quantitative analysis and hypothesis testing approaches were used. Therefore, future studies can adopt a qualitative approach with semi-structured interviews that may further understand and evaluate the importance of electronically transmitted words on the marketing of tourism services.

**Practical implications:** This research provides valuable information that all enterprises can benefit from because it reveals a new type of marketing pattern. This research also calls for deepening the knowledge about the impact of the word transmitted electronically on the purchasing behavior of the consumer and its contribution to the expansion and development of marketing methods. This research also aims to make academics, researchers, and government officials in the tourism industry aware of the importance of the words transmitted over the Internet.

## REFERENCES

- Al-Makhadmah, I.M., Ababneh, S.F., & Alrababah, K.M. (2021). Challenges facing the of tourism sport activities in Jordan. *GeoJournal of Tourism and Geosites*, 37(3), 905–908. <https://doi.org/10.30892/gtg.37322-724>.
- Arminda, A. (2018). Advances in tourism marketing in a global market towards a better understanding of loyalty, social media, island tourism, and cultural convergence. *European Journal of Tourism Research*, 18, pp.164-168. <https://doi.org/10.54055/ejtr.v18i.320>.
- Birgit, B., Stefanie, H., & Michael, C. (2018). The Utilization of Social Media Marketing in Destination Management Organizations, In: Tipurić, Darko Labaš, Davor (Ed.): 6th International OFEL Conference on Governance, Management and Entrepreneurship. New Business Models and Institutional Entrepreneurs: Leading Disruptive Change. April 13th - 14th, 2018, Dubrovnik, Croatia, Governance Research and Development Centre (CIRU), Zagreb, 249-268. <http://hdl.handle.net/10419/179996>
- Deukhee, P., Gyehee, L., Woogon, K., & Taegoo, T. (2019). Social network analysis as a valuable tool for understanding tourists' multi-attraction travel behavioral intention to revisit and recommend. *Sustainability journal*, 11(2497), 2-17. <https://doi.org/10.3390/su11092497>
- Feng, X., Wenxia, N., Shuashuai, L., & Yuli, B. (2020). The Mechanism of Word-of-Mouth for Tourist Destinations in Crisis. *Sage journal*, 10 (2), 1-14. <https://doi.org/10.1177/2158244020919491>
- Giddy, J.K., Rogerson, C.M., & Rogerson, J.M. (2022). Ural tourism firms in the COVID-19 environment: South African challenges. *GeoJournal of Tourism and Geosites*, 41(2), 343–353. <https://doi.org/10.30892/gtg.41202-836>
- Halim, R., & Sumra, S. (2012). Social media, social movements and the diffusion of ideas in the Arab uprisings. *The Journal of International Communication*, 18 (1), 97-111. <https://doi.org/10.1080/13216597.2012.662168>



- Jaroslav, K., & Blanka, K. (2019). Social network sites in travel and tourism: Benefits and limitations. *Journal of Engineering and Applied Sciences*, 14(9), 10544-10548. <https://doi.org/10.36478/jeasci.2019.10544.10548>
- Merabet, A. (2020). Tourist Destination Choice and Social Media. *American International Journal of Business Management*. 3 (11), 26-33. <https://www.ajbm.com/wp-content/uploads/2020/11/D3112633.pdf>
- Mohsin, J., Zuzana, T., & Abdul, B. (2020). The Role of Social Media on Tourists' Behavior: An Empirical Analysis of Millennials from the Czech Republic. *Sustainability journal*, 12(7735), 1-19. <https://doi.org/10.3390/su12187735>
- Neslihan, C. (2021). Impact of New Media in Tourism. *The Importance of Social Media in Destination Choice: The Power of e-WOM*. Polytechnic Institute of Portalegre, Portugal. <https://doi.org/10.4018/978-1-7998-7095-1.ch008>
- Nina, S., Nasrul, F., Yusuf, A., Ana, S., & Eliyanti, M. (2020). Social media for tourism marketing. *Journal of Environmental Treatment Techniques*, 8(1), 222-224. <http://www.jett.dormaj.com>
- Olayiwola, J.O., & Jegede, O.W. (2020). *The role of social media in advertising product among artisans in Ibadan Metropolis*. In: 2nd International Conference, Virtual, 10th – 11th Nov., 2020, the Federal Polytechnic, Ilaro. <http://eprints.federalpolyilaro.edu.ng/id/eprint/1848>
- Raj, S.V., Kumar Sanu, S., Verma, K., & Rajput, S. (2022). Dimensions of sustainable tourism management: a case study of Alor city, Rajasthan, India. *GeoJournal of Tourism and Geosites*, 41(2), 335–342. <https://doi.org/10.30892/gtg.41201-835>
- Rifai, A. (2019). دور شبكات التواصل الاجتماعي في الترويج الإعلامي للسياحة في الأردن من وجهة نظر السائح المحليين والعرب. [The role of social networks in the media promotion of tourism in Jordan from the local and Arab tourists' viewpoints], Doctoral Dissertation, Middle East University, Jordan (In Arabic).
- Ristova, C., & Dimitrov, N. (2019). The value of social media as digital tool in hospitality. *International Journal of Information, Business and Management*, 11 (3). 155-162. <https://eprints.ugd.edu.mk/id/eprint/21977>
- Roman, A., & Shamaileh, M. (2020). شبكة التواصل الاجتماعي كأداة لتسويق الوجهات السياحية [Social media network as a tool of tourism destinations marketing and the impact on electronic word of mouth (E-WOM) of tourists: Tourism Petra region as a model]. *International Journal of Heritage, Tourism, and Hospitality*. The Faculty of Tourism and Hotels - Fayoum University, Egypt 14 (1), 195-231. (In Arabic). <https://doi.org/10.21608/JIHTHA.2020.99101>
- Roy, G., Biplab, D., & Srabanti, M. (2019). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications* 25(6), 661–684. <https://doi.org/10.1080/13527266.2018.1497681>
- Sarbu, R., Alecu F. & Dina R. (2018). Social media advertising trends in tourism, *contemporary approaches and challenges of tourism sustainability*. 20 (12), 1016-1028. <https://doi.org/10.24818/EA/2018/S12/101>
- Seweryn, R., Niemczyk, A., & Firlej, K. (2017). The role of social media in an assessment of the factors of a tourist destinations success: A case study of Cracow. *Journal of Scientific Papers Economics and Sociology*, 10(2), 252-266. <https://doi.org/10.14254/2071-789X.2017/10-2/19>
- Shang, Q., & Li, H. (2007) MOEA/D: A Multiobjective Evolutionary Algorithm Based on Decomposition. *IEEE Transactions on Evolutionary Computation*. Volume: 11, Issue: 6, PP 712 – 731. <https://doi.org/10.1109/TEVC.2007.892759>
- Tham, A., Mair, J., & Croy, G. (2019). Social media influence on tourists' destination choice: importance of context, *Tourism Recreation Research*. To link to this article: <https://doi.org/10.1080/02508281.2019.1700655>
- Yan, Q., Wang, L., Chen, W., & Cho, J. (2016). Study on the influencing factors of unplanned consumption in a large online promotion activity. *Electronic Commerce Research*, 16(4), 453-477. <https://doi.org/10.1007/s10660-016-9215-x>
- Yuke, Y., Chung, C., Sarah, E., Hang, M., & Birgit, P. (2022). The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures, *Journal of Tourism Futures*, 36(1), 1-20. <https://doi.org/10.1108/JTF-04-2021-0094>
- Yusuf, H., & Tanvir, A. (2022). The Role of Social Media Marketing in the Tourism and Hospitality Industry: A Conceptual Study on Bangladesh, *International Journal of Contemporary Hospitality Management*, 32(11), 213-229. <https://doi.org/10.4018/978-1-7998-8165-0.ch013>
- Zakky, F.A., & Imanda, F.P. (2019). The Influence of Electronic Word of Mouth (E-WOM) and Travel Motivation toward the Interest in Visiting Lombok, Gender as a Mediator. *Journal Penelitian Sosial keagamaan*, 13(2), <https://doi.org/10.18326/infsl3.v13i2.201-218>