The role of e-marketing in supporting tourist destinations in Jordan "case study: Petra"

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ABSTRACT: *The study aimed to reveal the role of e-marketing in supporting tourist destinations in Jordan "case study: the city of Petra." The study population consisted of all domestic and foreign tourists who frequent the city of Petra. A tool was developed to measure the role of e-marketing in supporting tourist destinations in Jordan, and its validity and reliability were verified and distributed to a sample of (121) local and foreign tourists who visit the city of Petra. The study results showed that there is a significant role of e-marketing in supporting tourism destinations in Jordan. The results also showed no statistically significant differences in the role of e-marketing in the media promotion of tourism in the city of Petra due to the variables (gender, nationality). In light of these results, the study recommended focusing on activating tourism promotional campaigns through websites, especially government websites, which provide reliable information in their validity and are considered the only outlet for all problems of tourism promotion in the city of Petra. The main findings of this paper are summarized as the following; 1. The importance of governmental and commercial tourism organizations using numerous websites to promote Jordanian tourist destinations, the most significant of which being Petra. 2. Awareness of the relevance of e-marketing in boosting local tourism among individuals in charge of Jordan's public and private tourism sectors. 3. The need to design a unique and appealing manner of exhibiting Petra's product or archaeological site to attract more local and international tourists. 4. The importance of researching is comparable to that of other Jordanian archaeological cities, such as Jerash or Umm Qais*

KEYWORDS: e-marketing, tourist destinations, Petra, statistical analysis, Cronbach 'salpha

INTRODUCTION

There is no doubt that tourism is essential at the national level, with significant implications in a variety of fields (e.g., economic, environmental, cultural, and social), and that rapid changes and scientific progress, particularly in the twenty-first century, have increased the importance of tourism, scientific and technological progress, and the emergence of globalization. All of these factors have combined to make tourism an economic activity on which many countries rely, to the point that it has become a substantial source of revenue, owing to the tourist sector's ability to move all sectors, particularly the economic ones. As a result, tourism safeguards the sector's future and

model, protects the environment from detrimental consequences, and generates revenue for local communities through what draws tourists (Bazazo et al., 2016).

Tourism gains importance as a result of the role it plays in moving the country's tourism. This necessitates a marketing method because, without the marketing process, tourist attractions will not bear fruit and benefit from them, resulting in profits for tourism companies on an ongoing basis. Tourism services have grown in popularity due to industry innovations and developments, which have resulted in a growth in per capita income and, as a result, an increase in the number of tourists (Hani, 2013).

Tourism's importance necessitates its continual growth; thus, it has become one of the most significant initiatives for the world economy as a whole since it influences the economy locally and internationally through foreign money and invested capital improvement, expansion, and growth all around the world (Alexandar, 2014). Tourism also plays an integral part in societal development. Since a result, most governments, particularly emerging countries, have placed a strong emphasis on tourism and pay close attention to it, as it shows their support for the growth of their national economies (Al-Rifai, 2019).

In light of tremendous scientific and technological progress, which has become a requirement for completing any work or activity, until the continuation of activities has become linked to technology, communications, and the field of shopping in areas where communications and technology have had a significant impact. Several types of e-marketing (Alwahah, 2021).

Technology and its requirements are among the most visible aspects of modern progress and development, affecting all aspects of human life, including social, economic, political, and tourism, as well as the media, the world of communication, media, and interaction platforms, and the challenges and enormous technical potentials they face (Al-Rifai, 2019). Websites have facilitated the exchange of information between people about the visited tourist places and provide tips or warnings about those places so that people can form an idea about them and choose tourist destinations because most people document their photos during visits to tourist places and share them those photos with friends. As a result, websites are viewed as a tool for marketing tourism within tourist firms by providing an adequate picture of such locations via electronic apps, therefore boosting the number of consumers who engage in political programs due to the knowledge they possess (Mousa, 2017).

This is because people (both residents and visitors) rely on the Internet to learn about tourist attractions, and in particular, they know a lot about Petra before visiting there. The actuality of the ancient site and the use of information in organizing their tourism excursions and comparing and contrasting tourist destinations, particularly Petra, Jordan, with tourist towns in other countries. Tourists may also get an initial image of the chosen tourist destination and its services by visiting websites and reading the information and data posted on sites linked to Petra, Jordan. The traveler can also speak

directly with the commercial presenter to get directions to the archaeological sites in Petra and learn more about them (Alwashah, 2021).

This is indicative of something that indicates that tourism-related websites have achieved great success by enabling tourists (both local and foreign) to form positive tourism trends in the Jordanian city of Petra by relying on the information provided by the sites to tourists, whether related to tourism services or archaeological sites in the city of Petra, or by showing the ruins of Petra.

The use of modern technologies and multiple programs that include live audio and video of tourist sites so that a person can communicate directly through websites contributes to the decision-making process to go to the site he wants to go to in the shortest possible time is characterized by websites (Al-Rifai, 2019).

Tourism is a significant economic phenomenon nowadays. As a result, the importance of tourism information has grown, and competition has emerged between countries and countries worldwide to attract the most significant possible number of tourists to their countries, reflecting the enormous economic effects of tourism. As a result, tourism has evolved into an industry in the true sense of the word due to its need for exchanging goods and services (Alwashah, 2021).

Because tourism has effectively become one of the businesses most in need of wide-scale media marketing, nations have committed substantial resources to promote tourism through various means and activities to entice more visitors to visit. Tourism is a crucial business in all countries. Jordan, like other countries, is known for its strategic location as the cradle of civilizations throughout history, as it is considered a bridge connecting the continents of Asia and Africa, and for its moderate climate, which has made it an essential landmark for visitors on a permanent and continuous basis (Al-Rifai, 2019).

And because tourism is one of Jordan's economic foundations, bringing hard currency and job opportunities while also promoting sustainable development, Jordan has become a tourist destination for many countries around the world due to Jordan's unique considerations, which are considered rare, such as therapeutic places and mineral water that treat a variety of ailments. As a result, it is one of the essential foundations of tourism (Ministry of Tourism and Antiquities, 2016). Jordan, being one of the most well-known tourist destinations since ancient times, has attracted tourists and visitors from ancient times to the present. The Dead Sea, the Baptism, and ultimately Petra's Rose City, one of the World's Seven Wonders (Alwshah, 2021).

Petra is a crossroads and the capital of the Arab Nabateans, making it one of Jordan's most prominent tourist destinations. It attracts visitors from all over the world, a relic of old buildings (Ministry of Tourism and Antiquities, 2016). Furthermore, the city of Petra, which depicted the Nabatean civilization and was carved out of the rock by the Swiss orientalist Johan Ludnig Barakat during his trip to the Levant in 1812 AD, was delayed until 1812 AD by the Swiss orientalist Johan Ludnig Barakat. It's even been

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dubbed the "Lost City" by some historians. This is because it was not found until the Ottoman period when it was described as "the beautiful pink city with no similarity" in Petra.

In light of the previous, it is clear that the tourist will gain a greater awareness of the important archaeological sites in Petra and knowledge of what is related to the nature of the trip or monuments. As a result, the current research was conceived to determine the function of electronic marketing in promoting tourist attractions in Jordan, "Petra Case Study."

CASE OF STUDY

There is no doubt that websites have contributed significantly to making the process of exchanging information, activities, and ideas a flexible and easy process in a short time, which has influenced the marketing concepts of most tourism companies and emphasized the importance of awareness of the importance of various websites to promote tourism, to the point where companies have become reliant on integrative websites.Because websites have become one of the most important means of marketing most services, and the tourism sector is one of the vital sectors that receive special attention from the state, the researcher's work in the field of tourism has highlighted the need to understand the ramifications of using websites in the process of tourism promotion. Because it has become one of the sources of revenue, the researcher decided to define the study's problem by determining the function that various websites may play in activating and developing tourism activity in Jordan from the perspective of local and Arab visitors. Knowing the role that different websites may play in triggering and growing tourism activity in Jordan from the perspective of local and Arab visitors encouraged the researcher to identify the study's problem. This is accomplished by responding to the following questions:

1. What is the role of e-marketing in the media promotion of tourism in the city of Petra?
2. Are there statistically significant differences at the significance level ($a = 0.05$) in the estimation of the study sample members about the role of electronic marketing in the media promotion of tourism in the city of Petra due to the variables (gender, nationality)?

This research has both theoretical and practical implications. Theoretically, the relevance of this study is that it provides light on an essential subject, namely the function of e-marketing in promoting tourism attractions in Jordan "case study: the city of Petra." To the best of the researcher's knowledge, this study is also one of the first to look at the function of electronic marketing in promoting tourism sites in Jordan ("case study: Petra"). Various tourism programs to attract tourists of multiple nationalities and encourage citizens to replace foreign tourism with domestic tourism, which has numerous advantages for the country's economy and local community, including providing job opportunities for citizens and preventing money from being wasted in other countries through foreign tourism. In addition, addressing the understanding of

the function of e-marketing and its role in promoting tourism destinations in Jordan will contribute to numerous ideas and solutions that will assist the Jordanian Ministry of Tourism to make more informed decisions.

In terms of the practical element, its significance is underlined by the potential of receiving benefits from multiple parties, which are as follows:
1. It is intended that this study would assist decision-makers and those in charge of managing tourist firms and Jordan's Ministry of Tourism in recognizing the relevance of websites in tourism media marketing to expand the tourism industry in the future.
2. It is believed that this study would aid future research in the Jordanian tourist sector by researchers and individuals interested in tourism specialties.
3. It is intended that this study would alert media professionals to the need to use appropriate websites for the growth of all types of institutions.

Objectives and aims of the study

This research aims to discover the function of e-marketing in the media promotion of tourism in Petra. It also seeks to see statistically significant variations in the study sample's judgment of the role of electronic marketing in the media promotion of tourism in Petra owing to the factors at the significance level (a = 0.05). (gender, nationality). E-Marketing is a technique for arranging contemporary communication technology approaches by turning a virtual market into a physical reality. 16 (Allaq, 2011). Petra is an archaeological and historical city in Jordan's Hashemite Kingdom, located in the Ma'an Governorate in the south. It is known for its ancient water channel system and rock-carved architecture (Ministry of Tourism and Antiquities, 2016). The following are the study's limitations:

- Time constraints: This research was completed in 2020/2021.
- Spatial constraints: This research was carried out in the Jordanian city of Petra.
- Human limitations: This study focused on both local and international visitors to Petra.
- The findings cannot be generalized; however, they are connected to the role of websites in global tourism promotion for Petra.

LITERATURE REVIEW

Al-Houri (2010) performed research to learn about the realities of utilizing the Internet and a course in marketing tourism and travel agencies in Jordan and the extent to which managers understand the value of the Internet in marketing travel and tourist companies. The survey revealed that travel and tourist organizations respondents think that Internet use has grown in popularity and use in recent years. They have a strong desire to use their websites for advertising their businesses. Tourism and travel agencies were given a score based on how interested they were in using the intranet.

Alexandra (2014) researched in Vienna. Its goal was to determine the influence of social platform sites on the development and promotion of tourism destinations. The

descriptive-analytical technique was utilized to accomplish the study's goals. The study sample consisted of (120) people, and the questionnaire was used to gather data from them. The questionnaires were sent online to acquire reliable and meaningful data. In comparison to other nations, the study revealed a deficit in the usage of social media platforms, indicating the need to establish an enabling environment to encourage increased use.

Al-(2015) Hussein's study aimed to determine the extent to which electronic communication is utilized in the marketing of tourism services and their quality. It also focuses on the electronic marketing of tourism services and how it relates to the marketing quality of such services. And a tourist agency in Amman, Jordan, determined a link between the development of online marketing of tourism services and the quality of these services in tourism businesses.

Moses (2017) conducted a study in Sudan to determine the function of the media in promoting tourism: an applied study on the tourism of the Red Sea State from 2011 to 2013. The study sample numbered (100), and the findings revealed the following: a lack of interest in tourism marketing in Sudan in general and the Red Sea State in particular, a lack of experience and trained cadres in the field of tourism and marketing, and a lack of tourism awareness among the majority of Sudanese people. The study's goal was for Assimakopoulos et al. (Assimakopoulos et al., 2017) to look into the university's use of Facebook groups and websites by students seeking information about their departments, as well as how these can be used to attract students, and factors that can intensify the university's Facebook group's activities. In addition, the study investigates and contrasts two universities: the University of Novi Sad in the Republic of Serbia and the Technological Educational Institute of West Macedonia in Greece, using a structured questionnaire with samples of 343 and 300 students obtained in this survey. The most important result of the study is that the form of acceptance of enhanced technology directed toward Facebook is presented, which is the conceptual background of the paper, where the demographic characteristics of the students and the behavioral aspects of the Facebook group they joined were determined, as well as the common stress behavioral patterns. Five elements have been found that university marketers may employ to increase interaction with Facebook in general.

In terms of the aim, the current study agreed with certain studies and disagreed with others, according to a presentation of prior studies. It agreed with Al-Hussein (2015), whose goal is to determine how electronic communication is utilized to promote tourism services and their quality. In terms of samples, they vary according to the variety of aims, as some prior research, such as Assimakopoulos et al., 2017), was done on university students. In terms of dealing with local and foreign tourists, the current study varies from others. In terms of methodology, the present study was in line with the others. In terms of study tools, it utilized a descriptive method. In the current study, a tool was created to assess the effect of e-marketing in promoting tourist attractions in Jordan, "case study: Petra." The present research stood apart from prior research since it focused on the function of e-marketing in promoting tourist attractions in Jordan, using a "case study: the city of Petra."

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METHODOLOGY

This section contains a description of the method and procedures for determining the study population and selecting the study sample, as well as a description of the study tool and the steps taken to ensure its validity and reliability, and a statement of the study procedures and statistical methods used in analyzing the results. To expose the function of e-marketing in promoting tourist attractions in Jordan, "case study: the city of Petra," the descriptive-analytical technique was used. This is a methodology that relies on describing and evaluating phenomena linked to the study's variables. The participants described the phenomena under investigation as it is, with no changes or modifications.

Sample size

According to the Ministry of Tourism's data, the study population comprised all local and international tourists who visited Petra in 2020-2021 AD (194443). A simple random sample of (383) local and foreign visitors visiting Petra was taken using Morgan's sample size table. The number of recovered and valid questionnaires for statistical analysis reached (375), Figure1 and Table 1 illustrate the distribution of persons.

Table 1. Distribution of the sample members according to personal and occupational variables

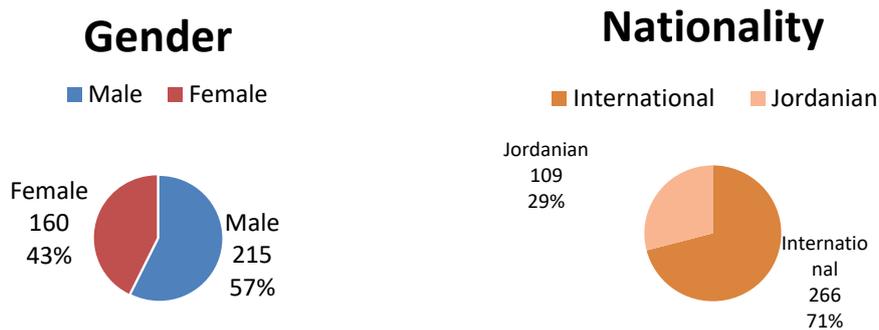| Variables	Category	Frequency	Percentage
Gender	Male	215	57%
	Female	160	43%
Nationality	International	266	71%
	Jordanian	109	29%

Figure 1.   Distribution of the sample members according to personal and occupational variables

Analysis Tool
A technique was used to show the function of e-marketing in promoting tourist attractions in Jordan's "case study: the city of Petra" to meet the study's goals. This tool's description is given below.

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Measuring the role of e-marketing in supporting tourism destinations in Jordan
To reveal the role of e-marketing in supporting tourism destinations in Jordan, this study developed a scale by referring to several previous studies, such as (Al-Rifai, 2019), and formulating some paragraphs in proportion to this study. The scale is in its initial form (30) paragraphs, divided into three dimensions: Following the success of websites in promoting tourism. It comprises thirteen paragraphs, twelve sections after relying on electronic marketing, and fifteen paragraphs following tourism promotion.

Validity of the content of the study tool
The study tool's content validity was verified by presenting it to a group of (15) experienced and specialized faculty members from various disciplines in Jordanian universities to express their opinions on the tool's accuracy and validity in terms of paragraph clarity and linguistic wording, suitability to measure what it was set for, and its affidavit. The suggested modifications were accepted since the scale in its final form had (26) paragraphs and was agreed upon by (80%) of the arbitrators.

The conclusion validity of the study tool
An exploratory sample of (30) male and female visitors from the research community and outside the sample was used to test the study instrument. The inter-correlation coefficients (INTER-CORRELATION) for the scale dimensions were determined using the Pearson correlation coefficient to check the construction validity indicators, as shown in Table 2, where the correlation coefficients between the dimensions of the scale varied between (0.75 - 0.89).

Table 2. Inter-correlation for scale dimensions

The dimension	Tourism Promotion	Reliance on marketing	The success of websites in tourism marketing
tourism promotion	1		
Reliance on marketing	0.89	1	
The success of websites in tourism marketing	0.82	0.75	1

Correlation coefficients
The researcher calculated the Cronbach alpha Coefficient to test the internal consistency of the study tool's paragraphs, as the Cronbach alpha method is based on the consistency of an individual's performance from one paragraph to the next, and it indicates the strength of the correlation and cohesion between the tool's paragraphs. Although there are no set criteria for what values to use for Cronbach's alpha coefficient, in practice, (Alpha >= 0.60) is acceptable in management and humanities research, as shown in Table 3 and Figure 2.

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Table 3. **Inter-correlation for scale dimensions**

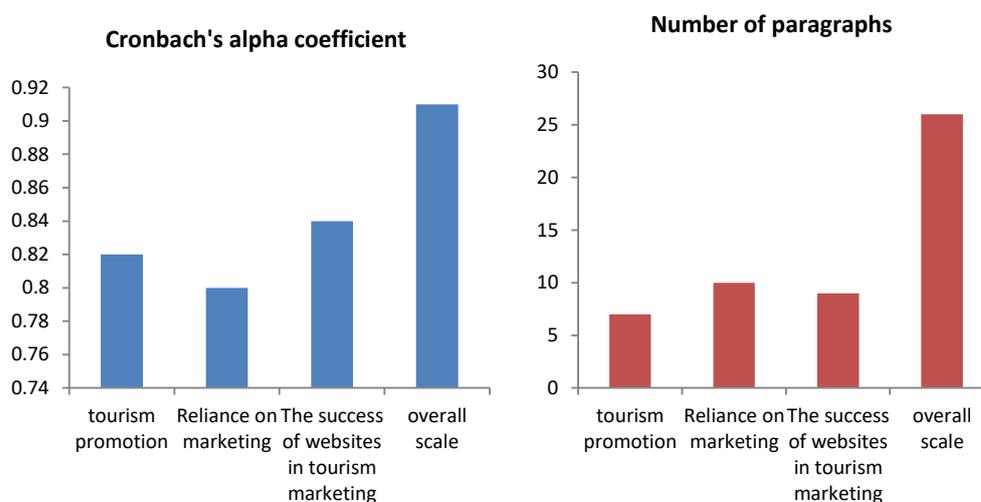| The dimension	Cronbach's alpha coefficient	Number of paragraphs
tourism promotion	0.82	7
Reliance on marketing	0.8	10
The success of websites in tourism marketing	0.84	9
overall scale	0.91	26

Figure 2. Internal consistency coefficients for scale dimensions

The Cronbach's alpha coefficients for the study areas ranged from (0.80-0.84), with the highest for the dimension of website success in tourism marketing and the lowest for the dimension of marketing dependence, and the Cronbach alpha coefficient for the tool as a whole was (0.91); all stability coefficients are high and acceptable for the study, as shown in Table 3. (0.60).

Statistical criteria

The study instrument was corrected using a five-point Likert scale. Each paragraph received one score out of five degrees (strongly agree, agree, neutral, disagree, strongly disagree), which are digitally represented (5, 4, 3, 2, 1), respectively. For the sake of evaluating the findings, the following scale will be used:

Scale interval	Classification
1-1.8	Very low
1.81-2.6	Low
2.61-3.4	Average
3.41-4.2	High
4.24-5	Very High

The step size has been calculated as the following;
(Scale maximum limit-Scale minimum)/ number of categories= (5-1)/5=0.8

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RESULTS AND DISCUSSION

The results were presented by answering the study questions in the following subsections.

Results related to answering the first question: What is the role of e-marketing in the media promotion of tourism in the city of Petra?
To answer this question, the researcher calculated the arithmetic averages and standard deviations of the dimensions of the study scale and the total score of the scale, and Table 4 illustrates this.

Table 4.   **Arithmetic averages and standard deviations of the dimensions of the study scale and the total score of the scale**

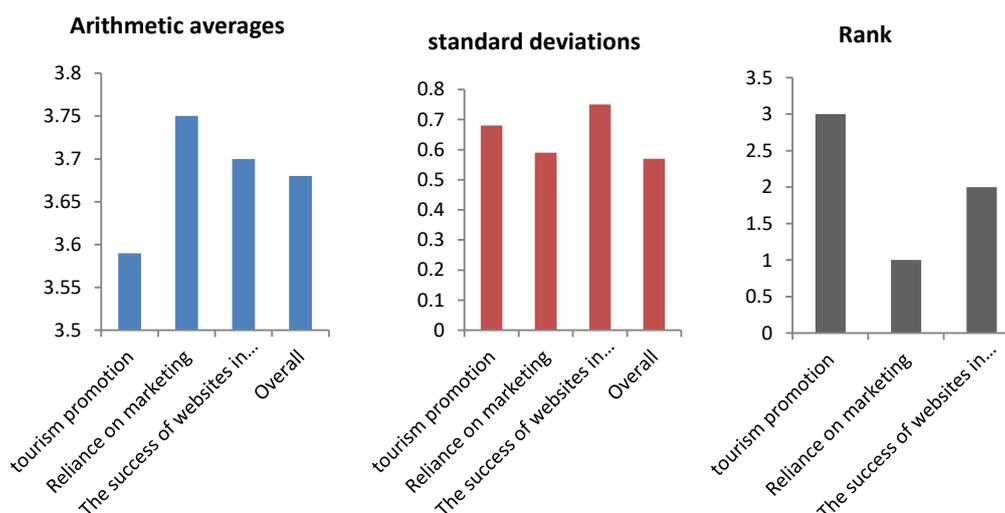| Dimension number	Dimension	Arithmetic averages	standard deviations	Rank	The importance
1	tourism promotion	3.59	0.68	3	High
2	Reliance on marketing	3.75	0.59	1	High
3	The success of websites in tourism marketing	3.7	0.75	2	High
	Overall	3.68	0.57	--	High

Figure 3. Arithmetic averages and standard deviations of the dimensions of the study scale and the total score of the scale

Table 4 and Figure 3 show the arithmetic averages and standard deviations of the dimensions of the study scale and the total degree of the scale, where the arithmetic averages ranged from (3.59 - 3.75), where it came in first place after relying on marketing to a large extent, with arithmetic mean (3.75). A standard deviation (0.59), and where it came in second place after relying on marketing with an arithmetic mean (3.75) and After the success of websites in tourist marketing with arithmetic mean (3.70) and a standard deviation (0.75) and a significant degree, and after tourism promotion with arithmetic mean (3.70). A standard deviation (0.75) and a large degree came in third and last place (3.59), arithmetic mean of the tool as a whole (3.68), with a standard deviation of (0.57), and with a notable degree, where the standard deviation (0.68) and a substantial degree.

The researcher may attribute this finding to the fact that domestic and international tourists frequently use websites to learn about Petra before visiting it, as websites have become a feature of this technologically advanced era, as these websites provide a wealth of information about the sites. Various ancient sites have been made more accessible to tourists with minimal effort and money. Instead of using tourist maps, tourists began to get ideas and accurate information about which archaeological site in Petra they wanted to visit through websites that provided tourists with personal contact and helped shorten the distance for them as communication between tourists and companies became more vital effective. Tourism incorporates current technology such as multimedia programs, audio, and a live image of the tourist attraction. This outcome may also be ascribed to the fact that, whether "foreign or local," travelers turn to websites first to get an initial image of the tourist site they want to visit and the services it offers, by publishing and clarifying all data and information linked to the city on the websites. The Jordanian Petra and how to get there and the websites, enabling tourists to connect directly with the presenter of the tourist site advertisement to access and learn about the archaeological sites in the city of Petra.

This result can also be explained by the fact that tourism-related websites have succeeded in forming positive attitudes among "local and foreign" tourists toward tourism to Petra, Jordan, in terms of the accuracy of information provided by these sites to tourists, as well as their success in meeting the needs of tourists and providing the information they require. We must not underestimate the value of advertising information that attracts visitors via websites. These websites have succeeded in delivering and building trust in presenting to tourists on the ground. The findings of this study corroborate those of the Al-Hussein study (2015), which found a link between the expansion of tourist service marketing via electronic means and the quality of service provided by tourism firms. The present study's findings echoed those of a previous study (Al-Rifai, 2019), which found that social media plays an essential part in Jordan's tourist marketing. The results of this study varied with those of another study (Okonkwo, 2015), which found a deficit in the use of social media platforms to promote tourism compared to other nations, indicating the need to establish an enabling environment for increasing use.

Results related to the answer to the second question: Are there statistically significant differences at the significance level (a = 0.05) in the study sample's estimate of the role of e-marketing in the media promotion of tourism in the city of Petra due to the variables (gender, nationality)?

To answer this question, the study sample members' arithmetic means and standard deviations were calculated to estimate the role of e-marketing in the media promotion of tourism in Petra based on the variables (gender, nationality), and a t-test for independent samples was used to determine the differences between the arithmetic averages, Table 5 and Figure 4 and 5.

Table 5. t-test for independent samples and one-way analysis of variance test to find differences about the role of e-marketing in the media promotion of tourism in the city of Petra for the two variables (gender, nationality)

Variable	International	Ammount	Arithmetic averages	standard deviations	t-test value	Statistical value
Gender	Male	215	3.54	0.18	0.8	0.423
	Female	160	3.50	0.23		
Nationality	International	266	3.49	0.23	-1.04	0.301
	Jordanian	109	3.54	0.17		

Table 5 and Figure 4 and 5display the results of a t-test for independent samples to determine the differences in the role of e-marketing in tourist media promotion in Petra as a result of the factors (gender, nationality). It can be ascribed to two factors (gender, nationality).

According to the researcher, this result is because all tourists, whether male or female, "local" or "foreign," rely on websites because they provide them with a wealth of information and lower their costs. As a result, tourists of all genders and nationalities rely on websites because they all want a safe, easy, and inexpensive tourist trip. This result can also be explained by website visitors of all genders and nationalities being aware of the importance of information and data related to the essential tourism services provided by tourism companies through their websites, as all of these websites contain sufficient information about the product or tourist site, increasing the tourist's attachment. According to the research of Petra, the majority of tourists of all countries learned about the key archaeological sites in Petra, such as temples, the Treasury, the Siq, and others.
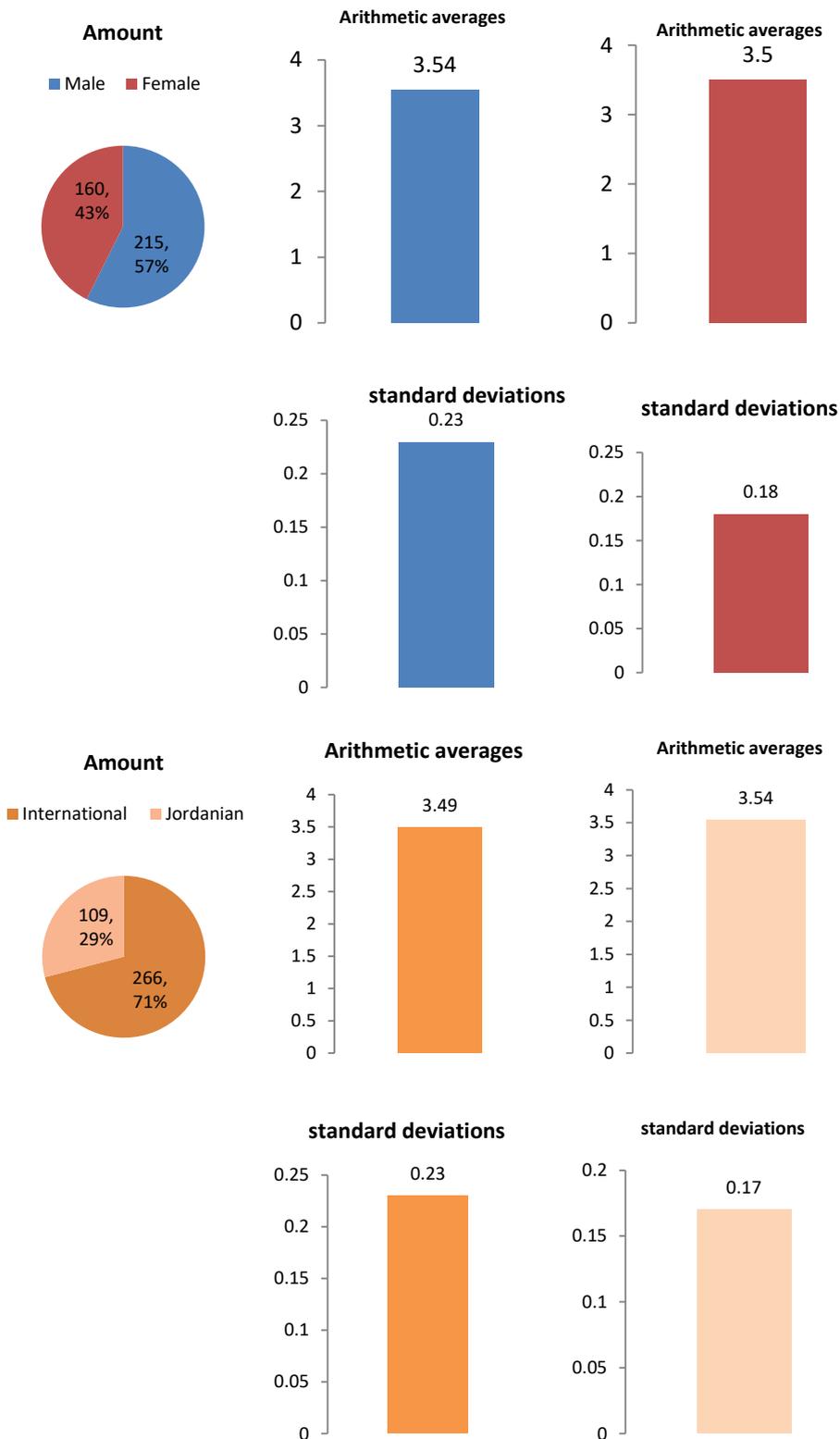
Figure 4.One-way analysis of variance test to find differences of the role of e-marketing in the media promotion of tourism in the city of Petra for the two variables (gender, nationality)
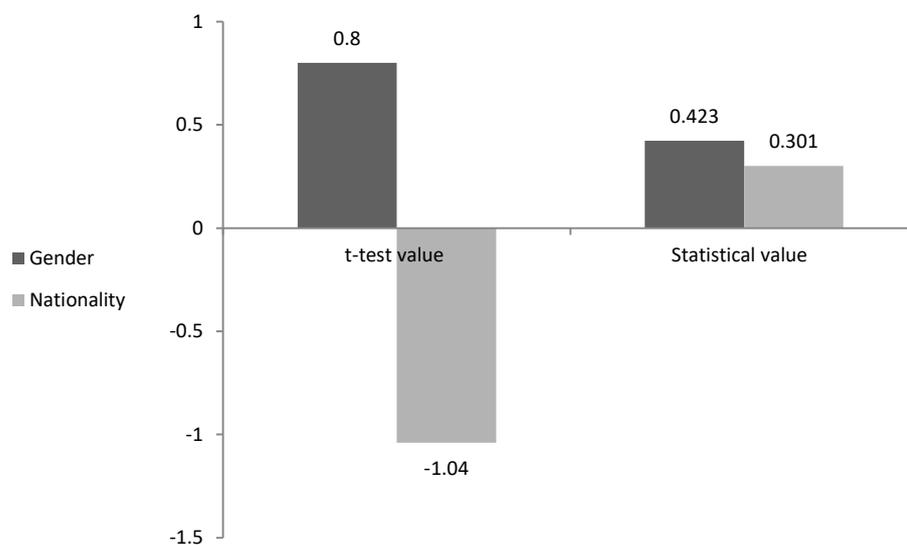
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Figure 5. -test and statistical values to find differences of the role of e-marketing in the media promotion of tourism in the city of Petra for the two variables (gender, nationality)

CONCLUSION

The researcher suggests the following based on the study's findings:

1. The importance of governmental and commercial tourism organizations using numerous websites to promote Jordanian tourist destinations, the most significant of which being Petra.

2. Awareness of the relevance of e-marketing in boosting local tourism among individuals in charge of Jordan's public and private tourism sectors.

3. The need to design a unique and appealing manner of exhibiting Petra's product or archaeological site to attract more local and international tourists.

4. The importance of researching is comparable to that of other Jordanian archaeological cities, such as Jerash or Umm Qais.

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