Social media marketing: Opportunities and challenges – a field study on Jordan tourism board platforms

Alaa Mahmoud Fayiz Bataineh[1*]
[1]Lebanese University, Lebanon; Alaabataineh2019@gmail.com (A.M.F.B.).

Abstract: The rapid expansion of internet use in e-business has led to a global proliferation of commercial websites, enhancing the ability to fulfill information requests and deliver services through digital technologies. This shift has amplified the importance of social media platforms in supporting business operations and marketing applications. Social media techniques enable economic institutions to communicate effectively with current and potential customers, as demonstrated by the "Visit Jordan" platform's marketing strategy. However, while these platforms offer advantages like ease and speed in client communication, they also pose challenges that can impact customer relationships and, consequently, the success of marketing initiatives. This research adopts a qualitative approach, focusing on interviews with managers and marketing team members from "Visit Jordan" to explore their experiences and insights regarding social media marketing sing one-on-one interviews with 7. The study examines marketing strategies employed, key platforms used—such as Facebook, Instagram, and WhatsApp—and perceived benefits and challenges in tourism marketing. Results show that social media marketing has been effective for engaging audiences and enhancing brand visibility. Despite this, challenges persist, including limited platform focus, a skills gap in digital marketing, and underutilization of advanced social media features. The findings suggest that strategic improvements, such as utilizing Facebook's full capabilities, expanding staff training, and refining digital transaction processes, could further strengthen "Visit Jordan's digital engagement and customer relations.

Keywords: Customer engagement, E-tourism, Digital strategy, Jordan, Social media.

1. Introduction

The economy and commerce were not immune to the extensive influence of the internet on various aspects of life and business. A revolution in the management of activities has resulted from technological advancements in information and communications, which have shifted methods from traditional to digital. Institutions strive to maintain relationships with their current and potential Tourism by keeping pace with the evolution of marketing into electronic marketing, which has been a driving force behind this transformation (Alqudah, A. Z., 2023). Institutions achieve this adaptation by digitalizing their activities to enhance communication, achieve objectives, and satisfy tourists. The growth of the internet has spawned the creation of virtual societies that enhance exchange and interaction. This has contributed to the development and expansion of social networking sites. Advertising through these networks has ensured the understanding of sociomarketing necessitates and the delivery of appropriate services (Arabeyyat, 2024).

The following primary issue is presented in light of the aforementioned:

How can marketers on the "Jordan Tourism Board" platforms strategically use social media platforms, and what challenges do they face when using these networks? To tackle this issue, we can break down the primary inquiry into the following subquestions:

- What is the definition of social media platforms?
- What are the categories and unique characteristics of these entities?

- What is the concept of social media marketing?
- What are the benefits of incorporating it into the institution's marketing strategy?
- In what ways can social media marketing serve as a strategic opportunity for marketers at "Jordan Tourism Board?"
- What are the obstacles that hinder the successful integration of social media marketing into the marketing strategy?

The importance of this study lies in understanding the opportunities that institutions can achieve through social media marketing and in raising awareness among specialists about the key challenges that may hinder this marketing's success, based on the experience of the "Jordan Tourism Board" platforms. The study aims to illuminate contemporary social media marketing techniques and pinpoint strategies for achieving effective marketing. We have divided the study into three sections: two theoretical and one practical (Alqudah, A. Z., 2022). The first section discusses the concepts of social media marketing and the most prominent types of these platforms. We concentrate on marketing strategies, opportunities, and challenges in the second section, and cover the field study on the "Jordan Tourism Board" platform in the third section. We analyze the obtained data using the research tool "Interview" and present the answers to the study questions to arrive at a set of conclusions and final recommendations.

2. Theoretical Framework and Previous Studies

2.1. Nature of Social Media Marketing

Social media, as stated by the researcher, Mohammed Al-Mansour, "are electronically interactive media of a social character that were created in order to build some virtual reality where friends and people that know each other can gather together after such gathering become difficult in the real life." Networks assist in the formation of a wide social network to include people around the world from different backgrounds, cultures, and interests, and unite them in common interests and activities regardless of their diversity in origins, ways of thinking, and cultures. These websites facilitate the exchange of knowledge, experiences, and files, as well as the sharing of files, photos, and videos. Additionally, they offer a variety of services, including email, private messaging, and instant messaging. Users are able to communicate their emotions and thoughts (Albattat, 2018).

Classmates.com launched the first comprehensive social networking site for connecting classmates in 1995, and the concept of social networks originated in the United States as a means of communication among school classmates. In order to facilitate communication among old acquaintances, this website organizes the American community through states and schools. In 1997, "SixDegrees.com" took its place, leveraging modern technologies to provide a more interactive experience. However, financial constraints forced it to cease operations in 2001. Subsequently, at the beginning of 2002, "Friendster.com" emerged as a platform for connecting with and befriending individuals from all over the world, and it rapidly gained prominence during that time (Alqudah, A. Z., 2023). In 2003, "Myspace.com" emerged as one of the most popular open social media sites on a global scale. Launched on February 4, 2004, "Facebook" quickly gained widespread popularity and a global presence. Early 2006 saw the introduction of "Twitter" as a research project in San Francisco, leading to the emergence of microblogging in social networks. The site gained widespread popularity in 2007, becoming a new and distinctive service for social communication (Alghizzawi, 2018).

Kim & Ko conducted a study where more than 30% of the respondents expressed a favorable attitude toward organizations that use social media platforms to promote their products and services. Furthermore, 70% of them admitted to using social media platforms to gather information about products that piqued their interests. Additionally, 49% of the respondents created a comprehensive image of the product, and 80% of this group confirmed that they had made a purchase. The same study demonstrated that 60% of the total respondents share information with their peers. Additional research revealed that 45% of businesses that do not incorporate social media as a critical component of their marketing strategy are missing out on substantial opportunities to acquire additional customers. In their study, Yoo and Zel underscored the importance of social media as a critical element of the

promotional blend for tourist destinations. They observed that 81% of respondents used social media to gather information regarding their travel plans.

According to the 2009 "iMetrics" marketing conference, 42 percent of global marketing organizations intend to increase their social media expenditures. Meanwhile, global advertising expenditures in these networks are expected to increase by 10% annually, reaching $3.5 billion by 2013, a 9.6% increase from the previous year. The study indicated that the main objectives for businesses using social media are (Alafi, 2024):

- Enhancing brand awareness by 29%
- They have seen a 26% increase in website traffic.
- We are meeting the needs of the new generation by 18%.
- Achieving direct sales by 11%

The research also proved that, many social sites are comparatively more popular when it comes to marketing purposes with target audience and their respective percentage as Facebook (65%), YouTube (39%), Twitter (29%), and LinkedIn (18%). (Citing numerous such social media networks Alhawamdeh, 2023):

1. Facebook allows users to join various networks related to the user's location, area of work, or educational institution, making it appealing to most people. It was once a hafrard students' project that had been initiated by Mark Zuckerberg in 2004.
2. Twitter: It was developed by the American company "Obvious" and officially launched in early 2006 as a micro blogging platform. Just as today instant messaging features took off as users preferred sending messages that were 140 characters long and able to relay a info accurately. This serves as a fast-moving space for sharing and spreading news.
3. Cumulative info from around the world shows that everyone is a professional. Such professionals created the social network LinkedIn for the purpose of connecting and finding new employers. It was created back in 2002 and started in 2003.
4. In June 2011, Google launched Google Plus aimed at connecting people older than 18 in a social network and announcing its availability in September 2011. The service also included Messaging, Video, and Conferencing. Any marketing, sales, public relations, or customer service activities that are performed through social networks, blogs, wikis or other forms of online collaboration can be referred to as social media marketing.

These instruments allow customers to interact with the business making them active users rather than just being a passive receiver of unidirectional marketing messages. Moreover, these channels are beneficial for organizations, as they build new bridges with tourists and enhance interactive relations. As it has been investigated, social networks are unique tools for various companies to deliver their adverts straight to a specific audience. Professor Harbi Abdel Nasser argues that the marketing of services through these networks includes understanding the tourists' actions, performing 'virtual' marketing strategies, understanding the interests of the people and the cores of the audience, determining their rate of satisfaction, and altering their focus (Aloun, 2024).

The business sector widely regards social media as one of the most popular implementations of contemporary technologies, as it enables organisations to interact with customers and promote their products. This encompasses the following: the identification of modern technologies and competition, the management of customer relationships, the search for new talent, and the promotion of products and services. Organizations can attract social media users to their platforms and encourage visitors to engage in discussions regarding improvements to their products and services. Social media marketing enhances the promotion of brands by attracting and engaging customers based on their requirements, with over one billion monthly visitors (Alqudah, 2024). According to Jordan's studies, there is a need for economic institutions to pursue certain strategies to enhance the success of marketing campaigns on these platforms (Jordan, 2018).

1. Marketing Philosophy: Organizations should also embrace marketing philosophy which views social networking platforms as one of the integral parts of the business management process and is worthwhile in enhancing efficiency and increasing sales volume.

2. Marketing Tools: Since more tools means an increase in the speed at which information is communicated through marketing, institutions should put in place marketing tools such as catalogs, pamphlets, e-mags, and online clubs.
3. Consumer focus: The tourists form the center of all marketing strategies and techniques so marketing strategies must be designed to meet the needs of targeted tourists.
4. Strategic Marketing Plans: We should design marketing strategies to achieve short-, medium-, and long-term objectives.
5. Qualifying and Training Marketing Teams: It is crucial to train marketing personnel in the use of social media and to ensure that they maintain constant communication with the audience, even beyond official working hours.

It is possible to achieve success in marketing campaigns by implementing these strategies, which can substantially improve the effectiveness of social media marketing and address potential challenges.

2.2. Opportunities and Challenges of Marketing through Social Media

Social media marketing stands out from the rest due to the need for formulation of strategies and curating attention to enhance brand image and consumer loyalty. Organizations should shift their focus from sales to building long term bonds with tourists as it is part of relationship marketing. This is done by using these channels for marketing. It is better for campaigns to be small so that they can reach out to larger most campaigns through this helps in achieving the marketing goals in a shorter period. These interactions with the tourists are more real, and brands focus on how to add value rather than how to look good. Organizations are now required to maintain a constant level of accessibility and availability, as tourists are becoming more interactive (Ayasra, 2021).

Social media has facilitated the development of new strategies for the search, evaluation, selection, and purchase of products and services, thereby increasing the awareness and sophistication of customers. In recent times, trends in the behavior of individuals towards consumption have changed, like the increasing purchase of customized products and even a more active interest in developing the products. Such progress has an impact on the practices of marketers as they are offered new changes and constraints that must be effectively managed to create products for the ultimate tourists. This concept, co-creation, necessitates the establishment of conditions that enable tourists to participate in the development and selection of products (Al-Azzam, 2021).

Due to competitive pressure, marketers have recognized the importance of being present in the social media space, which has led to a significant number of organizations investing in this sector or preparing to initiate marketing activities across these platforms. A number of organizations were reported to be planning to make use of social networking in their marketing strategies by the year 2010 by the Media Research Center in 2009, Jordan added that according to researchers over 50% of organizations surveyed intended to adopt social networking into marketing. However, according to Chanty, three factors – content quality, engagement, and integration with other media – measure how effective social media marketing is. Owing to the risks of misinterpretation that arise on the above platforms, it is necessary to emphasize the importance of the quality of content over its content. It is also important to address the customers directly discussing the issues of their interest as this not only improves the effectiveness of the two-way interaction but also assists in building trust (Abuhmeidan, 2023).

Timing is also important when it comes to creating lasting relations through social media as one has to reply to comments and messages within twenty-four hours of posting. It is also recommended that within a week, the organizations in question aim at posting five to ten comments on any group members' updates. Such practices increase brand's recognition and strengthen bonds with existing customers. In the last two years, the number of organizations which market themselves through social sites has sharply increased, it has now become 'the trend'. However, there is still a lack of data on how effective the promotion is, how to assess the cost efficiency, and what the target group is, although these methods are highly practiced. The following points support the key advantages which social media platforms offer for marketing purposes (Al-Weshah, 2018): Improved Targeting:

- social media marketing has a good use as it gets the intended market site users to the website. The owners of a business can utilize various available resources to enhance their product and service exposure whether the audience is local or international.
- Enhanced Search Engine Ranking: Receiving a significant number of external links from reputable sites enhances the authority and trust of a website with search engines. Engaging in discussions on social networks and blogs generates additional links to the website, which in turn enhances its search engine ranking.
- Marketing Effort Integration: Social media marketing is a valuable addition to other marketing campaigns. All other marketing strategies designed to boost website traffic can seamlessly integrate with social media marketing. For instance, "Za'tar w Zeit" implemented social media marketing in conjunction with advertisements to increase the public's awareness of its brand.
- Low Cost and High Return: Return on investment is a critical metric for evaluating the effectiveness of marketing campaigns. The advantages of social networks frequently surpass their expenses, as they offer substantial opportunities for brand promotion at minimal to no expense. Furthermore, social media marketing is one of the most cost-effective marketing strategies.
- Online Reputation Management: Social networks have emerged as a highly effective instrument for reputation management, enabling brands to actively participate in conversations and thereby enabling marketers to manage discussions regarding their brands.
- Enhanced Awareness: Brands can effortlessly draw audiences to their pages by producing new and valuable content. Social media marketing facilitates the dissemination of information and establishes a connection between it and the brand's online presence, thereby fostering an increase in popularity.

These advantages are significant within the framework of the study "Social Media Marketing: Opportunities and Challenges—A Field Study on Jordan Tourism Board Platforms," as they highlight the importance of leveraging these tools to enhance brand presence and increase engagement with the audience. According to Alsoud (2023), there are several obstacles that could hinder the success of social media marketing strategies.

1. Failure to Communicate: The marketing team, particularly page managers, encounters difficulties in maintaining consistent communication with tourists, resulting in the neglect of numerous enquiries and comments regarding products.
2. Limited Responsibility: The marketing department is frequently perceived as the exclusive entity responsible for social media marketing, despite the fact that all employees should be encouraged to promote through their personal profiles.
3. Deficit of Skills: Certain employees are deficient in the essential skills required for information and communication technology.
4. Uncertain Tools: The types and quantities of tools and methods used for marketing and interacting with customers on social media are not precisely defined.
5. Limited Focus: The emphasis is on a small number of social media platforms, including Facebook, Twitter, and YouTube, despite the fact that other platforms may be more prevalent in specific countries.
6. Negative perception: Certain organizational managers continue to regard social networks as ineffective marketing instruments, resulting in inadequate budget allocations for this purpose.

Furthermore, Dodokh (2017) highlights several common errors that inexperienced marketers often make on social media platforms:

1. Overreliance on Social Media: A significant number of individuals maintain the opinion that social media platforms are the primary marketing tools, when in reality, they should be employed to attract users to the company's primary website.
2. Traditional Tool Replacement: Certain marketers believe that social media tools will serve as a substitute for conventional methods.

3. A superficial understanding of customer needs: Some individuals mistakenly believe that customers are only interested in information, whereas in reality, they may also be interested in news, communication, or entertainment.

Adopt measures which will protect the risks of collecting and using the personal data. Trust is an important part in developing customer loyalty for example over transaction safety and privacy. Ramasingham (1998) noted that worries about internet fraud are held as one of the main barriers hindering net customers to buy online. More so, privacy issues may hurt brand equity. There are rules enacted on social networks like Facebook and Twitter that state how consumer data can be used. It is important for these marketers to stay compliant with these rules and practices. Organizations also need to have clear and detailed policies which state and explain how data is collected and used, and also outline the measures put in place to protect the privacy and confidentiality of all information (Dodokh, 2017)

Therefore, to reduce the risks associated with purchasing on the internet, one has to possess trust in a brand. Trust let's cut back on the ambiguity and enhances loyalty. In this sense, customer loyalty and trust in a brand are crucial elements for maneuvering challenges of e-commerce and development of social media marketing. There are several constraints of social media, the next ones being the most important ones, which limit the effectiveness of marketing strategies on such platforms (Al-Dmour, 2023).

Bouncing Back from a Sale: a great number of people who frequent business page much more often goes to look at the goods rather than to buy anything even when there has been constant interaction on the social network.

Intruding Ads: Ads in social media are a nuisance too because the huge amount of information can stress the tourists and hence create psychosocial dissonance.

Absence Of Protection: It has been noticed that a substantial percentage of social networks users experience a certain level of vulnerability regarding their private information and the financial accounts as well due to this vulnerability such persons are at a higher risk of being hacked or portrayed fraud in most cases this is worsened by the fact that such websites are common.

Need For Skill: Regaining and making new relationships through the social sites is not a child's play as the social sites does require skill. It also involves organizational change through changing the structure and processes of the organization to fit the latest developments in marketing communication.

One of the pioneering studies on the subject is Alrefai 2024 Within the context of his or her study "The Impact of Social Media Influencers on Destination Choice Among Millennial Travelers in Jordan", for instance, Alrefai sought to examine the prevalence of social networking sites, namely Facebook and Twitter and their effect on consumer behavior in Al-Baha City. The study noted a relationship between the stage of the purchasing decision of Saudi tourists and their exposure to social media at that particular stage. It was also confirmed that a positive relationship exists between the amount of time tourists spend using these platforms and all steps of decision-making process. It was suggested that the use of both Facebook and Twitter was aged, gender, education and occupationally based.

The research suggested that marketers should implement novel strategies to engage social media users and not neglect these platforms when marketing products or services, as they have the potential to attract tourists. Companies should prioritize their continuous interaction with tourists and their response to their inquiries. Dodokh conducted study "The impact of social media usage on organizational performance: A field study on dead sea products companies in Jordan," with the objective of evaluating the influence of social networks on the purchasing decisions of university students. The study employed an analytical approach and used a sample of approximately 524 individuals. The findings indicated that social network dimensions, including information exchange and product evaluation, had a substantial influence on purchasing decisions. Conversely, consumer support did not have a discernible impact on these decisions.

This investigation suggested that managers and web designers comprehend the benefits of Web 2.0 and social media tools and how to implement them efficiently. Mireza Mohammadpour and Al-Haroon conducted an additional study at the University of Tehran in 2014, "The Impact of Social Media Marketing on Online Customer Shopping," which examined the roles of value strength, relationship

strength, and brand strength in the context of marketing through these platforms. The study, which involved 169 students, determined that social media marketing had a substantial positive influence on brand strength, relationships, and value, as well as a direct effect on online purchasing. Vectoria Bolotaeva and Teuta Cata conducted "Opportunities in Social Media Marketing" at Northern Kentucky University in the United States in 2011. The study addressed the hypotheses and threats associated with marketing through these networks, as well as future opportunities. The research determined that social media could be a valuable instrument for organizations to establish a brand presence and enhance their reputation while reducing advertising costs during economic downturns. These studies significantly support tourism organizations in enhancing and solidifying their customer relationships. The organization's goal is to serve customer interests in the face of social media competition while simultaneously achieving its marketing objectives and surpassing its competitors through electronic marketing techniques.

3. Methodology

This study employs a qualitative research approach to investigate the effectiveness of social media marketing strategies utilized by the "Visit Jordan" platform. Data were collected through structured interviews with the platform's managers and marketing team members, focusing on their experiences, strategies, and the outcomes of using social media for tourism promotion 7 participant. The participants were selected based on their involvement in "Visit Jordan's" marketing activities and familiarity with its digital platforms. The interview questions covered topics such as the types of social media platforms used (e.g., Facebook, Instagram, WhatsApp), the specific marketing strategies implemented, and the perceived benefits and challenges of using these platforms for engaging with customers. Data collected from the interviews were analyzed thematically to identify recurring themes related to customer engagement, platform effectiveness, and areas for improvement. This approach allowed for a detailed examination of how social media supports the organization's marketing objectives while also revealing barriers to optimizing its impact on customer relationships and brand visibility.

4. Result Study

4.1. Analysis of Interview Results: The Objectives of JORDAN TOURISM BOARD PLATFORMS Utilisation of Social Media Marketing

Q1: What Is Your Definition of Marketing, And What Strategies Do You Employ To Promote The Platforms services?

Marketing is the process of introducing the services offered to customers. Phone contacts, radio, printed materials, word of mouth, and social media platforms, particularly Facebook pages, are among the methods employed.

Q2: Which social media platforms do you employ for marketing purposes, and which ones do you use the most?

A2: Facebook, WhatsApp, Instagram, and Viber are the platforms used the most frequently.

Q3: How do you implement marketing campaigns on social media platforms?

A3: In addition to free advertisements, leveraged paid advertisements on Facebook and capitalize on the ability to update them every three days.

Q4: Does a staff member possess specific training in the design and publication of electronic advertisements on these networks?

A4: An advertising PLATFORMS contracts for the majority of designs for a six-month period, while the board's tourists generate the basic designs.

Q5: Is it the responsibility of a specialized employee to publish advertisements on social media, or is it accessible to all board staff?

A5: Senior management in the board is responsible for publishing and advertising, while all PLATFORMS users are responsible for responding to enquiries.

Q6: Is it possible to attract tourists through the use of social media marketing?

A6: Indeed, it assists us in introducing new products to tourists and attracting new tourists, including those from outside of jordan.

Q7: Does the PLATFORMS use social media to assess the grade of the services and offers it provides?

A7: Certainly, executed surveys to ascertain the future needs of our customers and strive to satisfy them.

4.2. Analysis of Previous Response

The Platforms Management Believes That the Primary Objective of Marketing Is to Introduce The promotions They Provide To potential tourists, As Indicated by The Previous Responses. Consequently, The Primary Objective of Marketing Is to Reach The real tourists. The Platforms Uses a Diverse Array of Conventional and Contemporary Strategies, With An Emphasis On Any Method That Can Capture The tourists Attention And Acquaint Them With The Board's news and advertisements. Acknowledged Facebook as The Most Widely Used Platform Among Contemporary Methods.

The Platforms Marketing Are Based on Both Paid Advertisements and Free Posts, Which Help Customers Remember the Jordan Tourism Board Platforms and Establish It in Their Consciousness. The Majority of Designs Necessitate Collaboration with An Advertising Board, Despite the Fact That All Platforms Users Are Capable of Creating Basic Images and Responding to Comments on Postings. The Technical and Commercial Manager of the board Is Accountable for Publishing and Advertising. The Jordan Tourism Board Platforms Endeavors to Attract potential tourists, Fulfill Their Future Requirements and Desires Through Social Media Marketing, And Guarantee Their Satisfaction and Loyalty for their trip experience to Jordan.

4.3. Analysis of Interview Results on Opportunities for Using Social Media Marketing

Q8: In which sectors does the JORDAN TOURISM BOARD PLATFORMS implement social media marketing?

Travel PLATFORMS employ social media marketing in a variety of contexts, such as promoting tourist suggested trips, communicating with them, and surveying theirs' opinions about the whole experience. This improves the efficacy of the marketing strategies implemented.

Table 1.
Results of the interview regarding areas of social media marketing use by the jordan tourism board platforms.

Number	Statement	Answer
01	The Jordan tourism board Platforms presents topics about Jordan and its traditions, archaeology, geography offers on its social media pages.	Yes
02	Jordan tourism board platforms use different strategies to manage its pages on different social media platforms.	Yes
03	The Jordan tourism board platforms is interested in organized, specific content according to the age-cohort on its social media pages.	Yes
04	The Jordan Tourism Board Platforms cares about presenting news related to economy, politics, and art on its social media pages.	Yes
05	The Jordan tourism board platform offers promotions during national, international and religious occasions on its social media pages.	Yes

The social media pages of the Jordan Tourism Board Platforms are becoming very useful platforms to promote tourism issues. It creates three Facebook pages: "visit Jordan" a specific page in English language, with a (582) thousand followers, "visit jordan" the Arabic version of the previous one, it has a (250) thousand followers, the third page specialized on news "JTB" news" with the least number of followers reach to (32) thousand.

Regarding the content context that provided by the board its contact information is clear and complete on its various pages. The board concentrates on engagement issue with its users, based on the policy of linking actual tourists by sharing images of their real experience and post them into its pages specially Facebook platform in order to create an emotional bond with them. In terms of interaction around the content context, it can be varied between good to poor. One of the board contents managing

strategies is the timing strategy to obtain greater rates of viewing and follow-up until the post reaches the desired targets. While it's also deals with the mention strategy to a specific board or characters accordingly with the content. Hashtags and emoji are also used. The board. The Platforms does not give a first consideration to news in the area's economics, politics and art, and simple interactions with the international events. therefore, the Platforms afford its messages with no special concerns to the audience according their age-cohort. We can describe its content context strategy targeting the public potential tourists.

Jordan tourism board attracts about (10) thousand followers on its twitter platform, and share the same content that posted in its Facebook platform. On its Instagram profile the numbers of followers reach to (16) thousands, applying a suitable strategy as each platform should managed separately from another.

For more practical implementations for jordan tourism board e-marketing strategy, Table 2 Illustrates The usage of facebook as Marketing tool. The board Views Facebook as An Effective Tool for Promoting jordan, Carrying Out Marketing Research, And Tracking Changes In consumers behaviors besides Competitors' E-presence. Furthermore.

These Findings Emphasise the Significance of Marketing Through this platform, As A Strategic Instrument for Enhancing Brand Awareness and Increasing Customer Engagement, Thereby Creating Opportunities for Further Success in The Tourism Market.

Table 2.
Presents the interview findings related to the jordan tourism board strategy of usage facebook platform.

Number	statement	Answer
01	Facebook is a good tool for potential tourists to know more about Jordan.	Yes
02	The tourism platforms use Facebook to post information culture, heritage and tourism sites and events	Yes
03	The tourism platforms use Facebook to conduct marketing performance.	Yes
04	The tourism Platforms uses Facebook to discover any changes in competitors' status.	Yes
05	The tourism platforms use Facebook to suggest modifications to the specifications of markets segments.	Yes
06	The tourism platforms use Facebook as a means to reveal changes in tourists' preferences for their needs and future desires.	Yes
07	The tourism platforms use Facebook as a means to discuss tourists' trends.	No

The responses in Table 2 regarding the areas of use by the Jordan Tourism Board platforms for marketing through Facebook suggest that the platform predominantly relies on this to post their advertisements in both images or videos. Additionally, it keeps users updated about the real tourists past trips offerings by sharing their real experience photos. However, the board appears to have restricted its use of Facebook to this essential engagement, failing to fully leverage the platform's potential. Facebook provides information on users who follow the page and identifies loyal ones through engagement.

Despite the PLATFORMS ability to monitor competitors' offers and make some alterations to the specifications of its services, it has not effectively leveraged the site's features for market analysis and marketing research. This implies that the PLATFORMS marketing via Facebook has untapped opportunities, emphasizing the necessity of enhancing its strategy and utilizing all available tools to enhance their digital presence and increase consumer engagement.

4.4. Social Media Marketing Challenges and Opportunities: An Analysis of Interview Results from Jordan Tourism Board Platforms

Q10: Do the following statements represent obstacles to success in social media marketing?

Table 3.
Results of the interview on obstacles to the success of social media marketing on Jordan tourism board platforms.

Statement	Yes	No
1. The belief of some marketers that social media is not important for marketing.		*
2. Adherence of some marketers solely to traditional marketing methods.		*
3. Inability to accurately identify the target users for a specific intention.		*
4. The substantial financial and administrative burdens required for implementation.		*
5. Lack of qualified human resources for execution.		*

4.5. Results Analysis

The responses in Table No. (03) indicate that the Jordan Tourism Board platforms view some statements regarding obstacles to the success of social media marketing as unimportant from the perspective of the managers. Although some stakeholders believe that these methods are not essential and tend to adhere to traditional methods, they do not consider these obstacles to be genuine barriers to success in social media marketing in the tourism context. The platforms consider the use of social media to be easy and low-cost, allowing them to market effectively without relying heavily on substantial financial and administrative burdens. The results from the field study conducted on the Jordan Tourism Board tourism and travel platforms show that these platforms are used as an effective tool to attract potential tourists and introduce to them the desired trip experience, due to their immediate and flexible nature.

However, users of these platforms emphasize the need to follow a precise and well-planned marketing strategy through social media, especially Facebook, due to its various features and advantages, such as the ability to easily post and update information and interact with customers. These platforms allow the collection of customer opinions and suggestions, which helps create a clear decision before their purchase.

4.6. Opportunities for Improvement

Social media offers a chance to stand out from competitors by studying what they offer in the virtual market. The platforms can utilize available statistics to identify loyal and interested followers, which contributes to enhancing their marketing strategy.

However, one of the major issues the board faces is the Lack of specialized expertise or employees in the field of specialized tourism E- marketing, as their staff allocated to this task is relatively small, 5-7 employees who have undergone advanced training. It is also possible that decision makers from other departments are not convinced of the importance of electronic marketing for the field of tourism to affect work more effectively and faster, especially since the world is now moving towards enhanced and augmented technology and its use in tourism marketing and promotion. It is known that the technological and electronically tourism industry environment is constantly changing, which requires careful and close follow-up of the popular tourism trends today and the trends of tourists for the future.

5. Conclusion

Based on the results of the field study discussed in the third section and after reviewing several pages of tourism boards in the Djelfa region on Facebook, we found that the Jordan Tourism Board tourism platforms stand out in the field of marketing through this environment. They prioritize using social media marketing within their strategies, allowing them to benefit from most features and advantages of these sites, particularly in attracting customers and increasing engagement. They also distinguish themselves from competitors, which calls for other tourism platforms in the region to pay attention to studying social media marketing, taking advantage of what Jordan Tourism Board platforms have achieved.

The evolution of technology and the growing availability of the internet have led to developing e-business which has resulted in a growing focus on e-marketing as many organizations prefer to conduct sales and transactions over it. This allows them to keep in touch with tourists through direct contact at the lowest possible costs which enables idea exchange and the tourists' needs to be met. Social network marketing is moving fast, conforming to the changes that are taking place in electronic marketing and seeking to use the merits of the social networks to turn would-be shoppers into actual ones and build

rapport by satisfying them. In order to achieve this goal social network site's idiosyncratic features, have to be researched for their applicability, because it's not simply another ad and not just an additional static webpage. Rather, it is a site that requires constant attention and change.

Social media marketing focuses on how social networks can facilitate brand recognition as well as marketing modern products while still supplementing traditional marketing which doesn't cover all of the potential tourist's current needs and wishes anymore. It is worth mentioning that even though social media have great advantages for marketing, they also have a number of issues in a way regarding to security and privacy.

Organizations must focus on understanding potential tourists' personal habits to improve their e-presence, but this data could also be used for other purposes, highlighting the importance of language in building brand loyalty.

6. Recommendations

On the basis of the findings of the study, the following recommendations are made in regard to Jordan Tourism Board platforms, and in general, the economic entities:

1. Improving Brand Image: Social media pages for the local institutions should concentrate on creating a positive image and good reputation which will help to facilitate loyalty for the long run among the potential market segments.
2. Simple and Clear Design: Designs of social media platforms and their posts should capture the attention of the viewers in such a way that it is simple and clear, concentrating on modifying the way services are offered and incorporating new ideas to avoid monotony and boredom.
3. Utilizing Facebook Features: Leveraging on the features offered by Facebook such as its low cost and the ability to target specific audience segments is important. Using other methods to attract followers to the institution's pages is also useful.
4. Opening Channels for Interaction: The public should be offered a chance to express their views by allowing the audience to post their opinions in the interactive spaces without reservation and for designated posts placed on the institution's official social media pages.
5. Organizing Competitions and Cultural Activities: It is also good to try and initiate competitions and cultural activities, wish happy holidays on the social media and connect the activities with tourism orientated topics to reach young customers and users.
6. Improving the legal coverage: There should be initiatives in safeguarding the legal coverage in a bid to also strengthen the infrastructure for fraudulent prevention mechanisms of electronic transactions, so as to foster confidence in the electronic transactions which has become the language of communication in contemporary as well as the future.
7. Investigate, do research: Marketers and economic researchers have to do studies about the role of new electronic tools in user's relationship management, because this is relevant for improvement of the firm and the customers' unity. Studies should also deal with the Understanding of social media analytics and their application in framing marketing strategies.

Copyright:

References

[1] Abualrejal, H. M. E., Shtawi, H. O., Hassan, M. G., Alqudah, A. Z., & Alamrani, A. A. (2022). Assistive technology and its impact on educational achievement for visually impaired students at SKPK Princess Elizabeth. In *Proceedings of International Conference on Emerging Technologies and Intelligent Systems: ICETIS 2021* (Vol. 2, pp. 873–883). Springer International Publishing.

[2] Abuhmeidan, T. M. (2023). The influence of digital marketing on brand equity for private hospitals in Jordan. *Unpublished manuscript.*

[3] Alafi, K. K., & Ismaeel, B. (2024). The impact of digital marketing on the market share of tourism firms in Jordan. *Unpublished manuscript.*

[4] Alawamleh, M., Francis, Y. H., & Alawamleh, K. J. (2023). Entrepreneurship challenges: The case of Jordanian start-ups. *Journal of Innovation and Entrepreneurship*, *12*(1), 21. https://doi.org/10.1186/s13731-023-00211-1

[5]   Al-Azzam, A. F., & Al-Mizeed, K. (2021). The effect of digital marketing on purchasing decisions: A case study in Jordan. *The Journal of Asian Finance, Economics and Business, 8*(5), 455–463. https://doi.org/10.13106/jafeb.2021.vol8.no5.0455

[6]   Albattat, A. R., Tadros, S., & Miranda-Fernandez, K. (2018). Social media impact on tourism events: A case study in Jordan. In *Tourism Events in Asia* (pp. 82–97). Routledge.

[7]   Al-Dmour, R., Alkhatib, O. H., Al-Dmour, H., & Basheer Amin, E. (2023). The influence of social marketing drives on brand loyalty via customer satisfaction as a mediating factor in travel and tourism offices. *SAGE Open, 13*(2), 21582440231181433. https://doi.org/10.1177/21582440231181433

[8]   Alghizzawi, M., Salloum, S. A., & Habes, M. (2018). The role of social media in tourism marketing in Jordan. *International Journal of Information Technology and Language Studies, 2*(3), 59–70.

[9]   Alhawamdeh, M. E. (2023). *The implementation of e-marketing strategies to enhance the competitiveness of the tourism sector: The case of Jordan* (Doctoral dissertation, Alliant International University).

[10]   Aloun, D. M. (2024). E-commerce companies in Jordan. *Journal of the Learning Sciences, 32*(2).

[11]   Alqudah, A. Z., Abualrejal, H. M. E., & Elias, E. M. (2023). Supply chain and quality services in Jordanian public hospitals: A preliminary review. *Res Militaris, 13*(2), 112–122.

[12]   Alrefai, A. A., Omar, S. I., Kadir, I. A., Kalbouneh, N. Y., & Ahmad, A. Y. B. (2024). The impact of social media influencers on destination choice among millennial travelers in Jordan. *Evolutionary Studies in Imaginative Culture*, 2038–2066.

[13]   Alsoud, M., Alfdool, S., Trawnih, A., Helalat, A., & Mahrakani, N. (2023). Social media marketing activities and tourists' purchase intention. *International Journal of Data and Network Science, 7*(2), 677–686. https://doi.org/10.5267/j.ijdns.2023.3.007

[14]   Al-Weshah, G. (2018). E-marketing practices from Jordanian tourism agencies' perspectives: A qualitative evidence. *International Journal of Online Marketing (IJOM), 8*(1), 21–36.

[15]   Al-Zyoud, M. F. (2018). Does social media marketing enhance impulse purchasing among female customers? A case study of Jordanian female shoppers. *Journal of Business and Retail Management Research, 13*(2).

[16]   Arabeyyat, A. R., & Aldweik, R. (2024). A comprehensive exploration of the Jordan Tourism Board's 2023 strategic planning, news, and social media. *Emirati Journal of Business, Economics, & Social Studies, 3*(1).

[17]   Ayasra, O., & Alrebei, O. (2021). The role of e-marketing in supporting tourist destinations in Jordan: Case study of Petra. *European Journal of Hospitality and Tourism Research, 9*(4), 43–57.

[18]   Dodokh, A. M. I. (2017). *The impact of social media usage on organizational performance: A field study on Dead Sea products companies in Jordan* (Master's thesis, Middle East University, Amman, Jordan).

[19]   Jordan, K. (2018). Validity, reliability, and the case for participant-centered research: Reflections on a multi-platform social media study. *International Journal of Human–Computer Interaction, 34*(10), 913–921. https://doi.org/10.1080/10447318.2017.1418478

[20]   Jordan, K. (2019). From social networks to publishing platforms: A review of the history and scholarship of academic social network sites. *Frontiers in Digital Humanities, 6*, 5. https://doi.org/10.3389/fdigh.2019.00005