Digital tourism advertisements in social media sites and their role in the electronic marketing mix

(An exploratory study of the sample of travel companies traveling in Baghdad)

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Abstract

Technological development has taken a large area of interest and application of business in a wide range, especially tourism activities, including tourism advertising in social media has been reflected in the mix of electronic marketing of tourism business, as this research paper aims to verify the role of digital tourism advertising in the electronic marketing mix, and identify Criteria for evaluating the digital content of tourism advertisement for travel and tourism companies. The researcher adopted a hypothetical model that illustrates the relationship and impact between the dimensions of digital tourism advertisements and the electronic marketing mix. The researcher relied on the descriptive analytical method. The sample of the study reached (56) of officials on the promotional activity in the travel and tourism companies. The relationship between the digital tourism advertisements and the characteristics of the promotional electronic tourism mix, as the relationship was positive and the results of the research reflected a set of recommendations, the most important of which is the need for the researched companies to recognize the importance of the dimensions and features of digital advertising. Digital tourist and conditions for the purpose of providing electronic marketing mix .

Key terms for research: *digital tourism advertising, social media, electronic marketing mix*

I. Introduction

Developments in information technology have taken a drastic change in the ways in which the hospitality and tourism industry is interested (Law1 & others: 2013) .3 Information and information technology has taken up a lot of space in the Internet and social media in terms of use and diversity in most economic and commercial activities, It requires reconsideration and verification of many advertising materials published in the Internet and social media (Gray, Thapa: 2011,313) as in Facebook, YouTube and others, which should be re-evaluated according to criteria and verified credibility in order to build real convictions among tourists and

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enhance the source A powerful digital content marketer for tourism programsThis requires tourism companies to gain the trust of customers continuously and review their marketing philosophies to reach the widest segment and target market in order to enhance their competitiveness when using social media to present their advertisements and tourism offers and marketing tourism services and face the problem of tourism advertisements in social media and what it is, effectiveness and extent of impact.

The research presented four main topics. The first topic was the methodological framework of the research and the second one was the philosophical framework of the digital advertisement. The third section dealt with the electronic marketing mix.

II. The methodological framework for research

1- Search problem

Most of the marketing research indicates that there are various effects of the use of digital advertising, especially tourism advertisements, which is considered one of the elements of contemporary tourism promotion. Tourism and travel, which makes sure and know the impact of tourism advertisements on customers and content with content.

The problem of research is the existence of gaps in the practical applications of digital advertising and its symbolic content in front of customers' convictions. Digital tourism advertising to achieve its planned goals, as well as the low volume of studies related to the management of digital tourism advertising to be adopted as a key element in the study of tourism advertising in the electronic marketing mix.

2- the importance of research

The importance of research is highlighted by the effectiveness of advertising in the tourism sector and its role in achieving economic and social growth. Intensify the community to reflect the fusion cases and integration between tourism advertisements in social media and other marketing events and intensify relations and communication continuously between tourism organizations and Aiming down to the standardization of tourism advertisements according to the needs and desires of customers and tourist markets and flow with the movement of domestic and international tourism.
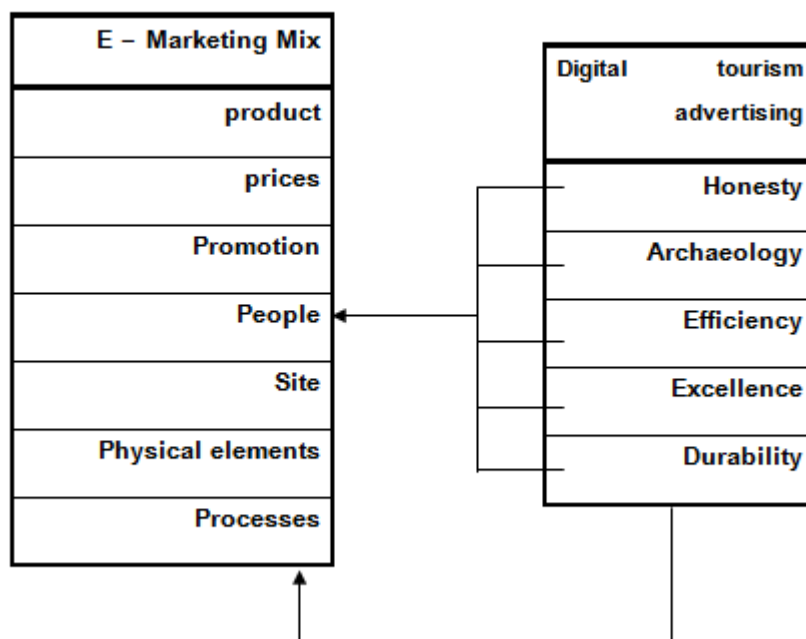
3- Research Objectives:
a-   The current research aims to achieve the following objectives
b-   Exploring the features of digital advertising in social media
c-   Determining and evaluating the criteria of digital tourism content
d-   Checking the role of digital tourism advertisements in the electronic marketing mix

4- Research hypotheses:
a-   The research is based on two main hypotheses:
b-   (There is a statistically significant correlation between the digital tourism advertisements and the electronic marketing mix)
c- (There are statistically significant relationship between tourism digital advertisements and electronic marketing mix)

5-   The study model

The hypothetical model illustrates the correlation and effect relationships between study variables

E – Marketing Mix		Digital tourism advertising
product		Honesty
prices		Archaeology
Promotion		Efficiency
People		Excellence
Site		Durability
Physical elements		
Processes		

Hypothesis research model (1)

3-   <u>The researcher used the method of writing scientific research through the following tools</u>

a-   Descriptive and analytical approach

b-   The applied approach through analyzing the results of the questionnaires and testing the hypotheses

c-   Content analysis of tourism advertisements according to the approved indicators

d-   the theoretical approach to the literature dealt with marketing, advertising and social media books, periodicals and the Internet

6-   Research Society and Sample:

a-   The study population of travel and tourism companies in Baghdad being the ones who use tourism advertisements in social media is consistent with the content of the study variables. A sample of employees in the travel and tourism companies was randomly selected consisting of 60 samples. The study sample for the following reasons:

b-   The importance of tourism advertisements for the work of travel and tourism companies

c-   Tourism and travel companies own staff who are interested in the ideas and organization of tourist advertisements by various means

d - The importance of using social media to provide various tourist advertisements.

7-   Statistical tools

The researcher relied on collecting data for the study through two methods. The first method relied on collecting data and information from scientific sources such as books, magazines and scientific periodicals to enrich the theoretical side. The second method was based on designing a questionnaire, whose paragraphs were scientifically designed to measure the content of the study. The second topic related to the philosophical

framework of the digital advertisement and the third topic included the electronic marketing mix and the fourth topic

8-   Previous studies

a-   Studying the determinants of consumers' attitude towards social media advertising 2015

Determinants of consumer attitudes towards social media advertising	Title
Published research	Category
Henry Boateng and Abednego Feehi Okoe	Name of the researcher
Australia	Place of study
2015	History of study
Studying the characteristics, opinions and attitudes of consumers towards social media advertising	Objectives of the study
The study provided evidence of the role of corporate reputation in consumer attitudes towards social media advertising**.**	Results
Studying the factors affecting advertising in social media	Similarities with the current study
Focused on the attitude of customers to social media advertising	Points of difference with the current study
It has given value to the reputation of companies and their impact on consumer attitudes towards social media	Benefit from this study

b-   Study of data analysis application for advertising in social media: Twitter on Twitter Case Study 2017

Application of data analysis to advertise in social media: Twitter on Twitter: ad campaign case study	Title
Published research	Category
Shanshan Lou	Name of the researcher
United States of America	Place of study
2017	History of study

Studying the characteristics, opinions and attitudes of consumers towards social media advertising	Objectives of the study
The study provided evidence of the role of corporate reputation in consumer attitudes towards social media advertising**.**	Results
Studying the factors affecting advertising in social media	Similarities with the current study
Focused on the attitude of customers to social media advertising	Points of difference with the current study
It has given value to the reputation of companies and their impact on consumer attitudes towards social media	Benefit from this study

c-   The study of perceived value and the attitude of the Millennials towards advertising and social media: the entrance to a structural equation modeling 2019

Empirical study on perceived value and the attitude of the Millennials towards social media advertising: Introduction to Structural Equation Modeling	Title
Published	Category
Taanika Arora & Bhawna Agarwal1	Name of the researcher
India	Place of study
2019	History of study
Provide a comprehensive ad template, which examines the impact of identified forecasters such as entertainment, informatics, motivation, credibility, and customization on the value of social media advertising	Objectives of the study
found a great relationship between the position of the value of advertising and the direction of advertising on social media	Results
The impact of advertising on social media	Similarities with the current study
The perceived value of advertising was limited by some criteria	Points of difference with the current study

It gave important aspects to the interpretation of advertising through its perceptions of customers	Benefit from this study

III.   The philosophical framework of digital advertising

First: the concept and definition of digital advertising

Electronic advertising is a contemporary and wide-spread phenomenon that has spread widely to many business organizations and businessmen to promote and become part of the world of technology and the Internet, and an indicator of performance indicators ((Jamal & Others:20 ,2016), where social media includes a wide range of sites on the Internet , Such as social networks, and virtual worlds **,** Social video sites, photo communities, and social news sites. Marketers can benefit from the use of various social media platforms, including social networks (Facebook, Twitter, YouTube, etc., (Petrescu: 20, 2012). Specific service using social media**(**Fullagar & others:62, 2012), may lead to a lifestyle reinvention that focuses on turning personal values and practices into action, and the process of posting ads on websites on their website pages may be paid, or free. On the other hand, digital advertising works to affect the mind and keep it in a state related to a particular subject,It pays for the decision to buy and consume, so the announcement knows the events of some kind of attention accompanied by a sense of motivation and exciting through the colors and design, symbols, images, sounds and others when receiving the advertising message (Al-Amer: 84,2013) The seller to the buyer on a non-personal basis and also known by the American Marketing Association is an impersonal means of providing ideas, goods or services by an information agency and for a fee paid (Abu Dabseh & Ghaith:19 , 2009)Digital tourism advertising may be one of the most important factors in the success of marketing tourism services via the Internet instead of other types of advertisements. And sales promotion activities in the mobile channels of the target segment (Sezgin: 19, 2016), and digital tourism advertising may take up space from the interface to display certain words, images or symbols in tourist sites and others in different sizes

It can be controlled by designing the display of advertising in a specific place of activities or events of the tourist program and puts other information related to the mechanisms of booking and communication and inquiries to inquire in order to increase the public's impressions of the digital content of the advertisement. Executives may not have the knowledge and skills of digital tourism advertising to apply effective methods of impact to assess the effectiveness of marketing and advertising and their impact on attracting tourists**) .**1, 2010Woodside:**(**Here, problems may arise in the formation of digital content and its embodiment of the transmitted image, fertile imagination, spoken and expressive word and interactive symbols and other in terms of size, quantity, number, area and psychology of colors used all of which can affect to varying degrees on the tastes of the target segment

Second: Types of digital tourism advertisements

The types of digital tourism advertisements are increasing, diversifying and spreading according to the purpose of their promotion. They can cover an area in the tourist websites, and target a market or segment of customers according to their interests ((IBA or according to behavior (QBA) or according to tourist attractions ((AAT or type of tourist program)) the prices, duration of stay etc can be displayed as**:**

1.   Horizontal Advertising: The most widely used digital advertisements in websites and daily browsing through the internet (Zahay: 11, 2015).

2.   Side advertising: The most effective and effective in delivering the content of the declared message to the browser, as it does not disappear quickly and remains in front of browsers, allowing room for offers. Also known as advertising skyscraper, and distinguishes from the first type Bamodtah**.**

3.   Text advertising: The content is in the form of a text of several words and does not contain any images or (infographic) and consists of three parts including the title)) and explanation (Description) and link to the site of the advertised site (URL), is also a computerized text analysis tool It was used in marketing literature in the study of communication of electronic words. (Verlegh & others:15, 2016)

4.   Display advertising: is the most common types are represented in the form of specific areas called these advertising spaces Banner as it contains a set of images, text and animation. It is usually medium-cost easy to design and influential and attract the attention of visitors due to the presence of images and the use of the psychology of colors (Thorson& Rodgers:229, 2012).

5.   Pop-up ad: It usually appears on social media sites through a new window separate from the main site. Since the window contains the page of the advertised site and does not close this ad window, it is used to increase the number of visitors by a large percentage and the usefulness of advertising depends on the content and purpose of the advertised site and the purpose of the site**.**

6.   Video advertising: There is a strong impact on viewers as a result of the presence of sound effects, image and movement, for a specific period of time. The most expensive types of electronic advertising and this is what we see on search engines and channel YouTube or Facebook or Twitter or other**.**

7.   Advertising in search engines: One of the most important types of electronic ads, especially Google search ads that when you search for the word hotel or flight booking in the Google search engine appears in the first result As the picture shows (Pardun**:** 171, 2014).

8.   Social Media Advertising: Ads that are published in popular social networks such as Facebook, Twitter, Linked in Social Media ads are well targeted ads for visitors where they target social media users through the content of digital ads for geographical area, age, educational level, Interests. Other**.**

9.   E-mail advertising Advertising by e-mail has achieved great results for some business organizations in recent times, as the announcement is made through an agreement with the parent company to promote their ads through registered on their e-mail and the digital content of the tourist advertisement in the form of an e-mail to Large email addresses. The effectiveness of this type of ad depends on the message arriving in, opening, and interacting with the target user's email box**.**

Third: Digital Advertising Objectives:

The goals of digital advertising stand out as being an essential means of promotion used by business organizations in various sectors including tourism to improve customer communication, enhance brand image, promote sales, and find ever-changing ways through social media (Jauhari:111, 2014), It is of great importance in the application of mobile communications through the provision of information and work to change the wishes of customers and prefer to change customers for different brands.

(Dabseh & Ghaith:19 , 2009) The messaging, digital advertising, or mobile advertising service is used to develop and implement a mobile marketing campaign in different business environments (Erkan: 19 , 2016) and the role of digital advertising can be seen in the economic growth of business organizations; The importance of advertising is summarized by the influence of supply and demand forces through the following:(Charlesworth:213 , 2015), (Knoll:16**,** 2015**)**.

1.　　　increased control and expertise identified in digital marketing.

2.　　　Address all aspects of marketing in the digital environment to reach the target segments.

3.　　　Large or specialized organizations have the resources to hire specialists in every aspect of their specialty**.**

4.　　　Cover social media marketing events in every aspect of using the social media environment for all aspects of marketing.

Fourth: Digital Tourism Advertising Features:

Digital tourism advertising can reach millions of content with a lasting and reciprocal relationship with customers. (Www.seo_en.net**)**.

1.　　　The low cost of tourism advertising in the Internet with the proliferation and low printing and production costs (Tuten **:**94,2008).

2.　　　Highlight the skills and abilities of designers using technical and technical media such as computers and specialized software**.**

3.　　　The possibility of examining the acceptance of the tourism market for a new product or service and supports the areas of investment and contribute to increase it**.**

4.　　　Speed and flexibility to reach target segments and enhance motivation and persuade them. (Moeran: & Malefyt :106,2003).

5.　　　Rapid knowledge of the results of tourism advertising and marketing processes and the possibility of follow-up customer**.**

6.　　　Customize the appearance of a digital tourism ad for a target segment or a specific timing of the day or of the week**.**

7.　　　Install the name of your product or company in many countries and a wide base of visitors and users

8.　　　Increasing customers' knowledge of the specifications and prices of goods and services interactively

Fifth: Ethics of Digital Tourism Advertising

There is a lot of issues related to the ethics of dealing with the Internet such as free information flow, melting of privacy and information that provokes division and discord, in addition to the difficulty of preserving rights. Intellectual Property and Piracy As well as weak legal oversight and accounting (Rahbani:190, 2012), business organizations have recognized for more than half a century the need to stay away from the submission of confused advertising and Catalog view. The most sensitive topics in advertising are nudity, verbal elements

and music, which must be regulated in different countries and play a key role in what is being advertised and what(.Arora: && Jentjens : 17,2015). It leaves a moral imprint in the culture of society. Advertising and marketing workers are the intersection of some complex relationships between customers, customers, media and society (Diehl: 64,2015) when using digital content such as messages, images or symbols that do not work. For all segments of society fromCigarettes, beverages and nudity, which can be sensitive to customers, (Rodgers &Thorson:229, 2012), and because they are able to influence the behavior and expectations of the target segment, thus advertising and marketing companies have an influential role as intermediaries for the exchange of culture. They are more attractive to business opportunities. Otherwise, there are breaches in advertising promotions and can cause negative effects on the brand of the advertising company through the following: (Andrews & Shimp :101, 2013).

1.   Deception in advertising: the inclusion of ads misleading, false and inaccurate, sometimes threatening or lead to deceptive impressions, tempted to buy based on that information (Zahay: 111, 2015**)**

2.   exaggerated praise: It is the praise of the tourist service self-opinions used exaggerated formulas, without specific facts based on**.**

3.   Unconscious ads: These are ads that create the imaginary needs and turn them into basic needs, and sell what is not necessary to those who do not need.

4.   exploited ads for children: where exploit the innocence of children and the speed of their conviction and attachment to things in order to put pressure on their parents and push them to buy goods and services they do not need**.**

5.   Poor tastes in advertising: It is to be an advertisement is an abuse of public taste, it becomes one of the manifestations of visual, auditory, cultural, linguistic and values pollution. Which can touch national symbols, personalities and religious and civilizational landmarks**.**

6.   Advertisements for cigarettes and alcoholic beverages: They provoke desires and implicate more addicts**.**

7.   The use of sexual overtones that highlight the concepts of masculinity, femininity and attractiveness to the opposite sex and stimulate the desires of feeling happiness in the other and lustful saturation of instincts using psychological methods of seduction and fervent sensations and feelings through multiple channels of deception (Issawi :55, 2000).

Sixth: The Psychology of Digital Tourism Advertising

Brands of tourism companies are one of the tools of communication with customers in their excellence in the floating competitive market, focusing mainly on the symbol, color, shape and size in the embodiment of a symbol of the effectiveness or activity or trademark of business organizations, and may affect the customer in the matter of turnout or reluctance to Moro: 2018. 343 Colors represent one of the most important issues related to the psychology and mood of customers. The combination of colors associated with a particular taste or word will lead to stronger correlations for pairs of colors that were associated with different tastes. (Gaol & others: 2014,139) is highly dependent on the physical environment of the services provided and the symbolic interaction between forms, images, expressive words, font size and color may drive changes in customer convictions (159.2014). Criteria in order to overcome the problems in the processes of interaction and

exchange between tourism organizations and the target segments of the Declaration and shows (Figure 1) the following important dimensions in the psychology of colors and their impact on humans.

Figure (1) Sensory evidence of colors

Source: https // mortb / pid / 1064- Sensory proof of colors

Seventh: Dimensions of the digital content of the tourist advertisement

First: - Sincerity: Sincerity is an important indicator of credibility in the completion of the work and integration with the aim of achieving satisfaction and conviction, including the productivity and giving authenticity, and what raises joy and pleasure in the psyche of the recipient to advertise with all the symbols, words, expressions and references to the Secretariat in the transfer of the image of the program Tourist without cheating and framed with wonderful positive values (Choi & others: 296,2017)**.**

Second: - Excitement: Excitement is one of the important criteria that can affect the psyche of the recipient of digital content, including the vitality of stimulating the attention of the recipient and attracted to the subject of advertising and stimulate the creation of imagination and ethereal travel, services have an emotional value beyond the functions associated with them and provide more subjective and non-benefits Concrete such as sensual pleasure, emotions and digital content are required to be modern and out of the ordinary in designing the format and content of advertising in an effective way that motivates customers to feel hopeful to experience. (Egger & others**:** 49, 2016).

Third: Efficiency: Efficiency constitutes the optimal use of available resources of expertise, experience, techniques, taste and calculation of the expectations of the recipient of digital content to achieve a level of satisfaction. And suggestions in the convictions of the recipient in order for the content to be reliable in the ability to provide services at a consistent level as declared. (Bolat&kooli: 975, 2016).

Fourth: Excellence: The excellence in the formulation and design of digital content is an important issue in attracting customers to the nature of tourism programs because of the high meanings of interaction and may require operational excellence, the ability to innovate, in the distribution of words, symbols, images and colors expressive and influential (Inversini & Schegg, 2016)

<u>Fifth</u>: - Durability: The durability of digital content is characterized by the strength of the coherence and solidity of the components of the digital content and expresses strongly the content of the digital content of the advertisement, as in speed, and equivalence, which sometimes raises the spirit of adventure in the experience and a catalyst for what it contains images, words and symbols encouraging The recipient is enthusiastic and convinced of the need to respond to digital content

IV.   The E-marketing mix (E- marketing)

First: the concept of electronic marketing- :

E-marketing is one of the advantages of the modern era of business economics, and cross-border and cultures, as it allows e-shopping in various productive and service sectors without relying entirely on the use of banknotes, has enabled the era of technology users to communicate effectively as a major focus of human life, where life is complicated Broader and greater human need for information and the explosion of information emerged among peoples, digital communication with the development and multiplicity of electronic means became the feature of electronic age in the completion of diverse works, (Musa & wasiti :75, 2011) became control Is the products in terms of color, shape and exterior design, the brand as well. Thus, electronic payments are within reach of consumers that is a paperless world in the third millennium.(Al-allaq :82 ,2005), which requires technical skills to manage electronic information to activate the economic operations in the market, whether physical or virtual, and this comes from the outcome of the introduction of electronic applications in the electronic payment processes for tourism and travel services. Most of the economic activities such as buying and selling, offers, bookings and students, as well as promotional activities, are carried out to enhance the whole tourism experience (Sharda, 2010)

Second: Electronic marketing operations

The e-marketing mix constitutes a number of organizational processes and practices developed by the marketing management of the organization and is applied in all plans and policies pertaining to the marketing process, in the hospitality and tourism sector in at least three basic ways: (Pantano & pietro ,2013**)**.

(1)The proliferation of many online communities focused on tourism and travel sites such as Virtual Tourist, independent traveler, Trip Advisor, and others, social networking sites such as Face book, twitter), youtube and others (which integrate special applications to stimulate travel tourism activities **.**

(2) The changing behaviors of travelers in the search for information and planning for tourism and travel

(3)the integration of social media in the marketing of hospitality services and tourism organizations for the development and effective. This comes in achieving competitive advantages and precedents in the tourism labor market and to achieve customer satisfaction, and it is necessary that the elements are complementary**.**

Third: the elements of the electronic marketing mix

The traditional marketing mix elements were initially composed of only four elements, symbolized by (4P's). To the electronic in the normal marketing activities, include the following**- :**

1.   Product: The product represents the sum of the tangible and intangible things that make up the commodity and the essential and complementary service that the customer needs to satisfy a need or satisfy a particular desire. Electronic advertisements, advertisements, news and information. It forms the different types of tourism programs that travelers seek as different travel adventures and facilitates marketing research on traditional demographic and behavioral information (Ritchie & others, 2010)

2.   Price (e-marketing) provided opportunities for customers to identify offers for different types of tourism goods and services and according to seasonal timings by various electronic means of tourist sites and social networking sites and software in mobile, which provides him with options to choose between products due to the large suppliers and agents of interactive marketing Over the internet.

3.   Promoting means of promotion have taken wide areas of change, breadth and diversity, as well as different tools and strategies used to promote goods or services.This is due to the technological development and the information revolution. Consider pop-up banners or logical advertising invitations that have spread through the Internet, the results of which are websites and social media derived from electronic promotion by its ability to target consumers more quickly and accurately. (Hussain& others: 380, 2017).

4.   People represents the human resources that possess the skills and abilities of using electronic applications in terms of design, operation or method of use by customers. The capabilities in the use of electronic applications should be compatible according to the nature of electronic means of promotion and presentation of promotional materials as well as reservation and inquiry. The mutual interaction between the company and customers directly and anywhere and anytime.

5.   Place is a virtual environment based on the existence of electronic organizations in which interactions and electronic exchanges with customers include tools and services provided by companies to users using information technology, such as infographic design programs, and the possibility of electronic access and possession of information and transfer and raise the opinion about them so that companies can Reach their target segments.

6.   Physical Evidence The appropriate physical space that can accommodate the appropriate operations to provide electronic services to customers such as control and communication devices, computers, servers, etc., such as cost reduction of savings on printed materials and the use of the call center. (Aua & Others, 2010).

7.   Process (Process) means all processes that regulate the use of diverse resources,   targeted practices and services provided to customers, partners and suppliers, and aims to   achieve the operational requirements required by marketing operations to obtain the service on 24 hours in 7 days and access to high quality service. Conversations can help them better understand guests' concerns, uncover their gestures, and learn about the potential crisis.Social media in the tourism industry and its institutions can allow direct responses, by engaging in dialogues with tourists or interested customers (Liu & others, 2015)

V.   The practical side

First: Preliminary data

Table (1) shows the iterative distributions and percentages of the primary data of the study sample

Years of service			Academic achievement				Age					Demographic characteristics	
16-20	11-15	5-10	Other	master	bukaluriws	diploma	bigger 50	41-50	31-40	25-30	20-25	Type Social	
5	11	15	0	2	23	6	1	4	11	6	9	31	male
8,92%	19,64%	26,78%	0%	3,57%	41,07%	10,7%	2%	8%	16,6%	10,71%	16,87%	55,35%	
1	5	12	1	2	9	6	0	4	4	10	7	25	female
1,78%	8,92%	21,42%	1,78%	3,57%	16,07%	10,7%	0%	7,14%	7,14%	17,85%	12,5%	44,56%	

The statistical results in table (1) preliminary data showed that the sample of the study was (56) tourism companies in the city of Baghdad. The questionnaire included the personal information which represented (55.35%) of males and (44.56%) of females. (25-30), by (17.85%), and their academic achievement varied as the sample of the study was bachelor degree holders (41.07%) and they are the majority The indicator for the number of years of study for the majority falls within the category of (5-10) years, where the proportion for males (26.78%) and for the same category for females was (21.42% **).**

Second: dimensions of the paragraphs of the questionnaire

Identified the dimensions of digital tourism advertising through research efforts and scientific sources five dimensions included (honesty, archeology, efficiency, excellence, durability) and each dimension included (6) various questions as the number of questions for the dimensions of digital tourism advertising (30) questions review the most important results

First: After (honesty)

Table (2) shows the frequency distributions and percentages of the truthfulness dimension in digital advertisements

standard deviati	Arithmetic mean	Don't strongly agree	I do not agree	neutral	Agreed	Strongly agreed	Indicator	Standard

on		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.63	4.32	-	-	1.79	1	3.57	2	55.36	31	39.29	22	X 1	
0.68	4.41	-	-	1.79	1	5.36	3	42.86	24	50	28	X 2	
0.977	3.71	-	-	14.3	8	19.6	11	42.86	24	23.21	13	X 3	
0.977	3.75	-	-	1.79	1	21.4	12	57.14	32	19.64	11	X 4	Honesty
0.70	4.07	-	-	1.79	1	16.0	9	55.36	31	26.79	15	X 5	
0.977	3.75	-	-	14.3	8	19.6	11	42.36	24	23.21	13	X 6	

The statistical results are shown in Table (2). The highest percentage of the fourth question (57.14%) answered (agreed) on the question (relied heavily on the information in the digital advertisements on Facebook). Fifth (we share experiences in downloading the digital tourism advertisements that we publish), they were equal as it was (55.36%) had answered (agreed), while the rest of the answers to the questions of honesty were (agreed) equal in the results as it reached (42.86%) All the standard deviation values were less than the correct one, indicating an agreement on those views And not dispersed.

Second: After (Antiquitie)

Table (3) shows the frequency distributions and percentages of the excitation dimension in digital advertisements

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.77	3.94	-	-	1.79	1	26.79	15	46.43	26	25	14	X 7	Thrills
0.71	4	-	-	3.57	2	14.2	8	60.7	34	21.4	12	X8	

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
						9		1		3			
0.77	3.94	-	-	3.57	2	21.43	12	51.79	29	23.21	13	X 9	
0.70	4.07	-	-	1.79	1	16.07	9	55.36	31	26.79	15	X 10	
0.83	3.96	-	-	7.14	4	14.29	8	53.57	30	25	14	X 11	
0.77	3.6	-	-	3.57	2	51.79	29	16.07	9	28.57	16	X 12	

The statistical results showed in table (3), the highest percentage of question 8 was (60.71%) answered (agreed) on the question (digital advertising covers all occasions and tourist seasons), as well as the proportion (55.36%) had answered (agreed) Tenth (digital tourism advertisements cover all tourism activities) as well as the proportion (53.57%) for the eleventh question (digital advertisements often exploit women in the presentation of services), on the other hand, the values of standard deviation were all less than the correct one, indicating the existence of agreement on those Opinions and not dispersed.

Third: Efficient

Table (4) shows the iterative distributions and percentages of the efficiency dimension in digital advertising

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		Th	Re	Th	Re	Th	Re	Th	Re	Th	Re		
.72	.94			.79		3.21	3	3.57	0	1.43	2	13	Efficiency
.88	.8			0.71		7.86	0	1.79	9	9.64	1	14	
.87	.03			.14		4.29		6.43	6	2.14	8	15	
.69	.17					6.07		0	8	3.39	9	16	

.81	.19			.57		6.79	5	4.64	5	5	4	17	
.67	.14					6.07		3.57	0	0.6	7	18	

The statistical results in table (4) was the highest proportion of the thirteenth question and the proportion (53.57%) answered (agreed) on the question (digital tourism advertisements exploit the images of national and religious symbols in marketing), as well as his proportion (53.57%) had answered (Agreed) Question Tenth (consistent colors used in digital advertising) as well as the proportion (51.79%) for question fourteen (tourism advertisements provide sexual connotations to attract customers), on the other hand, the values of standard deviation were all less than the correct one indicating the existence of agreement On those views and not dispersed.

Fourth: Excellent

Table (5) shows the frequency distributions and percentages of distinction in digital advertising

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.88	3.77	-	-	8.93	5	25	14	44.64	25	21.43	12	X 19	
0.71	4	-	-	3.57	2	14.29	8	60.71	34	21.43	12	X 20	
0.63	3.96	-	-	1.79	1	16.07	9	66.07	37	16.07	9	X 21	Excellence
0.87	3.92	-	-	3.57	2	30.6	17	35.71	20	30.6	17	X 22	
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X 23	
0.88	3.78	-	-	8.93	5	25	14	44.64	25	21.43	12	X 24	

Statistical results showed in Table (5), the highest percentage of question 21 and 66.07% answered (agreed) on the question (digital advertising attracts the attention of users of social media programs), as well as his percentage (48.21%) had answered (agreed) (Question XIX) Digital advertising is characterized by credibility in

the information declared (as well as the proportion of (48.21%) for the twenty-third question (digital advertising is characterized by modernity and out of the ordinary), on the other hand, the values of standard deviation were all less than the correct one, which indicates the existence of agreement on Those opinions and not dispersed.

Fifth: after durability

Table (6) shows the frequency distributions and percentages of the durability dimension in digital advertising

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.70	4.07	-	-	1.79	1	16.07	9	55.36	31	26.79	15	X25	
0.88	3.8	-	-	10.71	6	17.86	10	51.79	29	19.64	11	X26	
0.67	4.14	-	-	-	-	16.07	9	53.57	30	30.6	17	X 27	Durability
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X28	
0.88	3.78	-	-	8.93	5	25	14	44.64	25	21.43	12	X 29	
0.87	3.92	-	-	3.57	2	30.6	17	35.71	20	30.6	17	X30	

The statistical results showed in table (6), the highest percentage of the 25th question was 55.36% answered (agreed) on the question (the efficiency of the digital ad designer is displayed in the presentation), as well as his percentage (53.57%) answered (agreed) (Question 27) Digital advertising is characterized by mock words and inspiration to win customers. On the other hand, the standard deviation values are all less than the correct one, indicating an agreement on these views and their lack of dispersion.

Dimensions of the electronic marketing mix

First: After the produ

Table (7) shows the iterative distributions and percentages of the product dimension in the electronic marketing mix

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X31	the product
0.88	3.8	-	-	10.71	6	17.86	10	51.79	29	19.64	11	X32	
0.977	3.71	-	-	14.2	8	19.6	11	42.86	24	23.21	13	X 33	
0.87	3.92	-	-	3.57	2	30.6	17	35.71	20	30.6	17	X34	
0.63	4.32	-	-	1.79	1	3.57	2	55.36	31	39.29	22	X35	

The statistical results showed in table (7), the highest percentage of question 35 was (55.36%). They answered (Thirty-second question) (There is high flexibility in changing advertisements in our tourist programs using information technology). On the other hand, the standard deviation values were less than the correct one, which indicates that there is an agreement on these views and not dispersed.

Second: After price

Table (8) shows the iterative distributions and percentages of the prices dimension in the electronic marketing mix

standard deviation	Arithmetic mean	Don't strongly agree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.97	3.71	-	-	14.2	8	19.6	11	42.86	24	23.21	13	X36	the prices
0.68	4.41	-	-	1.79	1	5.36	3	42.86	24	50	28	X37	
0.97	3.75	-	-	1.79	1	21.4	12	57.14	32	19.64	11	X38	
0.63	4.32	-	-	1.79	1	3.57	2	55.36	31	39.29	22	X39	
0.70	4.07	-	-	1.79	1	16.0	9	55.36	31	26.79	15	X40	

Statistical results were shown in table (8), the highest percentage of question 38 and the percentage (57.14%) answered (agreed) on the question (we use the most social means of communication with customers such as face book, tweter, vaiber.ext YouTube), as well as was (39.3%) answered (agreed) Question 39 (Internet allows us to reach the largest segment of customers), as well as question 40 (we rely heavily on the expertise of our employees in the design of digital advertising) On the other hand, the values of standard deviation were all less than The correct one, which indicates the existence of agreement on those views and not dispersed.

Third: After promotion

Table (9) shows the iterative distributions and percentages of the promotion dimension in the electronic marketing mix

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X41	Promotion
0.88	3.78	-	-	8.93	5	25	14	44.64	25	21.43	11	X 42	
0.67	4.14	-	-	-	-	16.07	9	53.57	30	30.6	17	X43	
0.88	3.8	-	-	10.71	6	17.86	10	51.79	29	19.64		X 44	
3.92		-	-	3.57	2	30.6	17	35.71	20	30.6	17	12	X45

The statistical results showed in table (9), the highest percentage of question 43 was (53.57%) answered (agreed) on the question (we have a special website to deal with customers, suppliers and companies), as well as his percentage (51.79%) (Agreed) Question 44 (We update our data on the Internet periodically to reach the target segments), on the other hand, the values of the standard deviation were all less than the correct one, indicating the existence of agreement on those views and not dispersed.

Fourth: After persons

Table (10) shows the iterative distributions and percentages of people in the electronic marketing mix

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.88	3.78	-	-	9.93	5	25	14	44.64	25	21.43	12	X46	People
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X47	
0.76	4.14	-	-	-	-	16.07	9	53.57	30	30.6	17	X 48	
0.88	3.8	-	-	10.71	6	17.86	10	51.79	29	19.64	11	X49	
0.70	4.07	-	-	1.79	1	16.07	9	55.36	31	26.79	15	X 50	

The statistical results are shown in table (10). The highest percentage of the question was fifty (55.36%). (Answer) Question 48: Our electronic systems are achieving economic savings and cost reductions. On the other hand, the standard deviation values are less than the correct one, indicating that there is an agreement on these views and not dispersing them.

Fifth: After the site

Table (11) shows the iterative distributions and percentages of the site dimension in the electronic marketing mix

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.87	3.92	-	-	3.57	2	30.6	17	35.71	20	30.6	17	X 51	Location
0.71	4	-	-	3.57	2	14.29	8	60.71	34	21.43	12	X 52	
0.88	3.77	-	-	8.93	5	25	14	44.64	25	21.43	12	X 53	
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X 54	
0.88	3.78	-	-	8.93	5	25	14	44.64	25	21.43	12	X 55	

The statistical results showed in table (11), the highest percentage of the question was fifty-two and his percentage (60.71%) answered (agreed) on the question (we have approved subscriptions to communicate with customers in social networking sites), as well as his percentage (48.21%) had answered (Agreed) Question 54 (We have modern servers and computers to communicate with our customers), On the other hand, the values of standard deviation were all less than the correct one, indicating the existence of an agreement on those views and not dispersed

Sixth: Physical elements

Table (12) shows the iterative distributions and percentages of the physical elements in the electronic marketing mix

Standard deviation	Arithmetic mean	Strongly disagree		I do not agree		neutral		Agreed		Strongly agreed		Indicator	Standard
		The ratioő	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition		
0.87	3.92	-	-	3.57	2	30.6	17	35.71	20	30.6	17	X 56	Physical elements
0.71	4	-	-	3.57	2	14.29	8	60.71	34	21.43	12	X 57	
0.63	3.96	-	-	1.79	1	16.07	9	66.07	37	16.07	9	X 58	
0.88	3.77	-	-	8.93	5	25	14	44.64	25	21.43	12	X 59	
0.79	3.98	-	-	3.57	2	21.43	12	48.21	27	26.79	15	X 60	

Statistical results showed in table (12) was the highest proportion of the question fifty-eight and the percentage (66.07%) answered (agreed) on the question (our electronic programs work in social networking and never stop), as well as his proportion (48.21%) had answered (agreed (Question 57) We always update our annual programs and contributions. On the other hand, the values of the standard deviation were all less than the correct one, indicating the existence of an agreement on these views and non-dispersion.

Eighth: Operations

Table (13) shows the iterative distributions and percentages of the operations dimension in the electronic marketing mix

standard deviation	Arithmetic	Don't strongly agree	I do not agree	neutral	Agreed	Strongly agreed	Indicator	Standard

		The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	The ratio	Repetition	Processes
0.97	3.71	-	-	14.2	8	19.6	11	42.86	24	23.21	13	X61
0.68	4.41	-	-	1.79	1	5.36	3	42.86	24	50	28	X62
0.97	3.75	-	-	1.79	1	21.4	12	57.14	32	19.64	11	X63
0.63	4.32	-	-	1.79	1	3.57	2	55.36	31	39.29	22	X64
0.70	4.07	-	-	1.79	1	16.0	9	55.36	31	26.79	15	X65

The statistical results showed in table (13), the highest percentage of question 63 and the percentage (57.14%) answered (agreed) on the question (we always prefer to use various experiences to draft the ad and monitor its display), as well as the proportion (55.36%) had answered (Agreed (question 64) (we are always working to examine the devices and systems from penetration), and question 65 (we have a high possibility to answer questions from customers), on the other hand, the values of standard deviation were all less than the correct one, which indicates the existence of agreement on these views and not dispersed
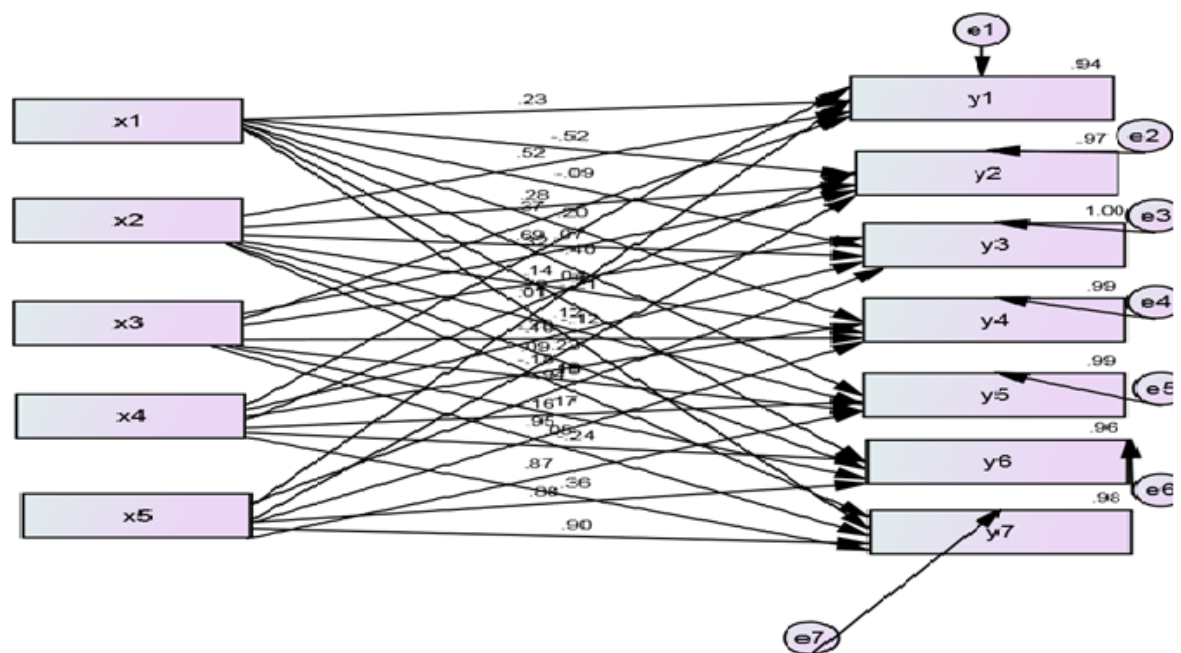
A diagram showing all possible relationships between variables and the marginal slope of each variable

Regression Weights: (Group number 1 - Default model) table(14)

		Estimate	S.E.	C.R.	P	Label
y1 <---	x1	.231	.032	7.270	***	
y2 <---	x1	-.550	.023	-24.236	***	
y3 <---	x1	-.192	.017	-11.019	***	
y4 <---	x1	.240	.013	18.053	***	
y5 <---	x1	-1.043	.026	-39.658	***	
y6 <---	x1	-.287	.035	-8.263	***	
y7 <---	x1	-.119	.019	-6.195	***	
y1 <---	x2	.525	.032	16.258	***	
y2 <---	x2	.304	.023	13.162	***	
y3 <---	x2	.151	.018	8.560	***	
y4 <---	x2	.055	.014	4.068	***	
y5 <---	x2	.313	.027	11.686	***	
y6 <---	x2	.325	.035	9.203	***	
y7 <---	x2	.148	.020	7.550	***	
y3 <---	x3	.266	.016	16.759	***	
y1 <---	x3	-.332	.029	-11.465	***	
y2 <---	x3	.313	.021	15.104	***	
y4 <---	x3	-.116	.012	-9.536	***	
y5 <---	x3	.457	.024	19.040	***	
y6 <---	x3	.208	.032	6.578	***	
y7 <---	x3	.047	.018	2.691	.007	
y1 <---	x4	.765	.035	21.598	***	

		Estimate	S.E.	C.R.	P	Label
y2 <---	x4	.852	.025	33.674	***	
y3 <---	x4	-.668	.019	-34.445	***	
y4 <---	x4	-.249	.015	-16.766	***	
y5 <---	x4	-.479	.029	-16.328	***	
y6 <---	x4	-.365	.039	-9.444	***	
y7 <---	x4	.384	.021	17.875	***	
y1 <---	x5	.005	.027	.193	.847	
y2 <---	x5	.084	.020	4.274	***	
y3 <---	x5	1.668	.015	111.228	***	
y4 <---	x5	1.008	.011	87.829	***	
y5 <---	x5	1.985	.023	87.530	***	
y6 <---	x5	1.054	.030	35.233	***	
y7 <---	x5	.753	.017	45.293	***	

Table showing the non-standard marginal slope of each variable with the test for each effect. P represents the test of significance and the value (***) means the effect is significant with confidence of 0.99.

Squared Multiple Correlations: (Group number 1 - Default model)table(16)

	Estimate
y7	.977
y6	.963
y5	.994
y4	.993
y3	.996

	Estimate
y2	.973
y1	.939

A table showing the values of the explanation coefficient for each of the supported variables

From the chart (2) and table (16) note that the variable y3 has the highest clarification coefficient among the explanatory variables, that is, the contribution of the explanatory variables amounted to (99.6) of the changes in the adopted variable and the rest of the variables that were not taken into account contribute (0.4%) It is a very good percentage reflecting the importance of those variables.

VI. Conclusions and recommendations

Conclusions

1. The opinions of workers in travel and tourism companies indicate their need for attention in the design of tourism advertisements in terms of words, colors and distribution.

2. Workers in the travel and tourism companies need to know the orientations of customers and the possibility of modifying the tourism programs

3. Tourism advertisements in social media give expected values to tourists on their trips through the tourist company brand.

4. The advertisements are similar in providing tourist offers because of the limited areas of tourist program orientations and vary in terms of prices, quality of services provided and possible facilities.

5. Tourism advertisements in social media cover internal and external programs with little difference in prices, quality of accommodation and means of travel.

Recommendations

1. Increasing interest in designing advertisements according to scientific rules in terms of words, colors, symbols and credibility

2. Raising the level of technical skills in understanding the meanings, values, ideas and objectives of the content of tourism advertisements

3. .There must be ethical standards that reflect the credibility of advertising to be more clear in the consistency between the service announced tourism and accurately understood.

4. Opening channels of communication with the tourism authorities to hear opinions and proposals on tourist programs implemented by withdrawing the information announced in the tourist advertisements

5. To create a description of the tourism programs in the declarations of being targeted to families or youth or the elderly in order to standardize and implement consciously because confusion between them causes cognitive problems for all

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