



The impact of e-marketing in tourism industry on the development of tourism sector in the kingdom of Saudi Arabia

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Abstract: E-marketing in tourism industry services had become a necessity and a prerequisite for increasing the contribution to marketing tourism services. However, E-marketing in tourism industry has a great role in developing the tourism sector and benefiting from the opportunities it offers. The paper employs a sample of 60 individuals and a number of statistical tests in order to investigate the article's queries and hypothesis such as: validity and reliability coefficients, arithmetic mean, standard deviation, chi-square, analysis of variance, regression and correlation. The results depict that the questioner statements are consistent, characterized by validity and reliability, also a strong correlation is found between developing tourism sector in Kingdom of Saudi Arabia and the role of e marketing tourism. In addition, it reveal the presence of strong concurrence among the sample individuals in questionnaire statements, and the presence of a positive statistically significant impact of e-marketing in tourism industry on the development of the tourism sector in the Kingdom of Saudi Arabia. The paper recommends: the necessity of providing infrastructure to support e-marketing in tourism industry, increasing the administrative capabilities, observing the targeted tourism markets, establishing agreements and specialized exhibitions.

[Moshabbab Mouadh Y Alqahtani. **The impact of e-marketing in tourism industry on the development of tourism sector in the kingdom of Saudi Arabia.** *J Am Sci* 2022;18(11):1-14]. ISSN 1545-1003 (print); ISSN 2375-7264 (online). <http://www.jofamericanscience.org>. 01.doi:[10.7537/marsjas181122.01](https://doi.org/10.7537/marsjas181122.01).

Keywords: Ttourism Sector, Enhancing the efficiency of e-marketing, Kingdom of Saudi Arabia.

1.Introduction

Tourism represents one of the most important worldwide economic activity in various countries for its impact on economic growth and social, cultural and religious activities. Moreover, tourism helps increasing cultural cooperation as it plays an important role in cultural exchange, also considered one of the crucial activities for development via inducing investments thus being a source of income increase and employment. This importance has escalated with the development and emergence of many challenges resulting from the technological change that contributed to tourism sector as an important economic activity. economies of many countries around the world depended on tourism for its ability to revitalize other sectors, eventually developing tourism is one of the important aspects and industries in global economies. For instance, tourism affects through foreign exchange profits, tourists capacity and the invested capital, so developing tourism and investing in its advancement is one of the most growing and prosperous goals.

Tourism marketing is no longer confined to the traditional concept in light of using information technology, but transcended it to take other forms, which is called e-marketing in tourism industry, which

allows minimizing time and distances, reducing costs, rationalizing efforts and resources, enhancing the quality of services, in addition to promoting human resources performance besides being an advertising tool for services introduced and tourist attractions and a mean of attracting tourists and determining their preferences and fulfilling it .

In fact, e-marketing in tourism industry services has become an urgent necessity and an essential requirement in order to make use of the numerous opportunities it provides, as electronic tourism interactions had become a prerequisite for providing a competitive tourism service of an international quality.

Tourism in Kingdom of Saudi Arabia is seen as an opportunity for economic growth for its ambitious plans to continue supporting the infrastructure for the tourism sector, also advanced marketing services has become an important demand in dealing with tourism requirements as it caused a quantum leap for the importance of tourism sector. The importance of the research lies in the fact that e-marketing has become an influential factor in the growth and marketing of tourism services, and it has become a significant way to rise the competitiveness of tourism services and provide immediate information to tourists, as it has become substantial for marketing the tourism product,

and reducing expenditures that were spent on traditional means of marketing.

The importance of the study is owed to its consideration of being tourism sector in Kingdom of Saudi Arabia an effectual economic sector that adds significantly to economic development, and notably partakes in the promotion of development projects. Additionally, highlighting the role of e-marketing in tourism industry and its impact on the refinement of the tourism sector in the Kingdom of Saudi Arabia will result in providing many recommendations that help decision-makers to identify the role of e-marketing in tourism industry and its impact on the enhancement of the tourism sector to take effective actions to develop the sector.

The paper is structured as follows. The next section briefly discusses the aim of the paper. Data collection is the subject of part three. The fourth section is devoted to article's hypothesis and applied statistical method. The paper's theoretical framework is the main topic for section five. The sixth section discusses techniques of E-marketing in Saudi Arabia tourism industry. The seventh section is devoted to previous studies. The estimated results and an outlook for tourism in Kingdom of Saudi Arabia are the topics for sections eight and nine respectively. Conclusion is presented in section ten and lastly recommendations are outlined in section eleven.

2. Aim of the Paper

The aim of this paper is to accent the impact of using e-marketing in tourism industry on the improvement of the tourism sector in Kingdom of Saudi Arabia, bringing the current revitalization and enhancement status of the tourism sector to the forefront, and recommending a set of suggestions to ameliorate the effectiveness of e-marketing in tourism industry.

3. Data

The research is applied on Saudi tourism sector; hence the research community consisted of academics in tourism faculties, workers and administrators of Saudi ministry of tourism for their role in developing the tourism sector.

3.1 Research Sample

A questionnaire was designed and distributed among the research community. Seventy-five forms were distributed but only 63 forms were collected, however 3 forms were excluded for the uncompleted data, so the final research sample that got analyzed reached (60).

The research uses qualitative and quantitative approaches to investigate the research topic, and making use of studies related to the research, the questionnaire was prepared as a main tool in this

research that distributed to a sample of the research community in an attempt to reach generalizable results. The questionnaire was divided into three parts, the first part deals with demographic variables, the second part deals with the real state of the tourism sector in the Kingdom of Saudi Arabia, the last part deals with the role of e-marketing in tourism industry. A five-point Likert scale was used as follows: very satisfied was given weight 5, satisfied was given weight 4, neutral was given weight 3, dissatisfied was given weight 2, and very dissatisfied was given weight 1.

3.2 Research Determinants

The research included two main determinants:

3.2.1 Location

The research depended on collecting information at the level of Saudi ministry of tourism and those who are related to the tourism sector in Kingdom of Saudi Arabia.

3.2.2 Time line

The study was conducted during the months of January, February and March of 2022.

4. Hypothesis and Applied Statistical Method

The main research hypothesis is there is no statistically significant effect of e-marketing in tourism industry on the development of the tourism sector in Kingdom of Saudi Arabia.

In order to investigate the paper's hypothesis, SPSS program was used to analyze data and obtain results, also to answer the research's questions and hypothesis, a number of statistical tests were carried out such as: measuring validity and reliability coefficient through Alpha Cronbach's test, and that is to measure the degree of internal consistency between the statements of the questionnaire that is used to measure the research variables, percentages were calculated to measure relative frequency distributions of the sample member's characteristics and their questionnaire statements answers, arithmetic mean was calculated to measure the average respondents, standard deviation was calculated to measure the dispersion of answers from their mean value, Chi squared test (χ^2) was carried out to identify the significance of the differences between the answers for one statement, analysis of variance was carried out as one sample test, regression was also carried out to test effect of independent variable on the dependent variable, and finally studying the relation between them using correlation.

5. Theoretical Framework

5.1 E-Marketing in Tourism Industry

It is defined as the process of using internet and digital technology to achieve the marketing goals of companies and reinforcing the modern marketing

concept, thus marketers over the internet can freely and easily share information and details about their products and companies unlike traditional marketing, consequently competition in the era of using internet has become highly intense and strong in an unconceivable way, and it is unpredictable. (Miloud and Nadia, 2016)

Furthermore, it is defined as using electronic business for travelling and tourism, and using internet technologies for activating tourism suppliers' activities and access more effective facilities for the consuming tourists. Additionally, it is known as the service that information & communication technology offers for the purpose of achieving and promoting tourism services on different networks including intra and internet networks, relying on the basics and concepts of electronic trading, but in reality, its perception goes even further than this, as it includes the mobile tourism that is used for electronic and hotel devices via mobile and others (Al-Judy and Saadia, 2017).

5.2 Features of E-Marketing

One of the most important advantages of e-marketing is facilitating the provision of information, reducing the costs of the tourism services provided, and increasing the competitiveness of tourism institutions. Additionally, the tourism service provider can introduce its business and products quickly and easily, so consumers are given the opportunity to make comparisons between tourism services, which results in saving more time, targeting and attracting wider range of tourism consumers, easing the development of the tourism product, and emerging new tourism activities that correspond to different preferences of tourists, which can be done throughout the 24 hours of the day, and choosing between a wide variety of destinations and given options (Al-Judy and Saadia, 2017).

5.3 Combined E-Marketing in Tourism Industry

It is defined as a set of efforts that interact together so their application leads to achieving goals; hence these goals are achieved through the marketing effort of products with pricing, promotion, and distribution (Al-Judy and Saadia, 2017).

5.4 The Product

Since using a computer to design services is just letting a ready-made software carry out these tasks, and obtaining instant information on product's conditions, brand, and marketing quotas has become feasible, as well as doing market, consumers and purchasing behavior related researches, purchaser has become able to do comparisons between displayed products directly.

5.5 Pricing

All valid and available tourism services are shown among with their prices. Notably, information

technology had contributed to a real revolutionary step in the field of prices hierarchy and its methods and procedures, as pricing can be connected to targeted market, competitive position and product. Also, exploring and checking alternative pricing strategies, exploring costs of producing and promoting tourism services and its relation with product demand, controlling the sudden pricing changes and taking immediate decisions, estimating the demand on the product thus stating prices, and managing the income effectively.

5.6 Marketing

One of the most recognizable effects of information and communications technology is diminishing the role of traditional intermediaries, so that information and communications technology era is called 'the non-intermediary era', and the existence of a new term named 'electronic channels' as an alternative for the traditional pending channels in real life.

5.7 Promoting

The most influential factor of the marketing mix on e-marketing, it aims to introduce the services in a presentable way and achieve the continuous connection between the institutions and their current and forthcoming customers, as it is also planning on highlighting the advantages and factors of tourist attractions and the various possible tourism services. Promotion is also considered a persuasive communication tool directed to the customer in the aim of attracting his attraction and guide lining him towards the displayed tourism service.

5.8 Requirements of Applying E-Marketing in Tourism Industry

E-tourism is in the need of meeting many requirements in order to be applied (Hamad,2013), including: raising awareness about e-tourism, enhancing the infrastructure of the modern means of communication and information, providing databases and full information considering the tourism resources and tourism product, focusing on many parameters in the websites designing fields of the e-tourism and tourism marketing, providing the supportive cultural environment, legalizing and wide spreading electronic payment methods, targeting e-tourism websites designing parameters, and finally establishing specialized bodies to follow up and monitor electronic tourism activity.

6. Techniques of E-Marketing in Saudi Arabia tourism industry

Relying on internet, modern technology and technical means of communication is increasing rapidly, in order to be on top of the marketing means that the tourist depends on when obtaining information or delivering it to him. (The General Authority for

Tourism and National Heritage, 1436 AH - 2015 AD), and these means are multiple, including:

6.1 Saudi Tourism Portal

It is considered an electronic marketing channel which the authority provides for aiding local tourism industry to increase the number of trips to local destinations and also to increase the demand on tourism services and products.

6.2 Saudi tourism mobile application

The application earned the best over phone governmental service award in the tourism sector on the Arabic level, the application was updated by the two languages English and Arabic in order to become the easy quick tool to serve tourists and provide them information about their destinations.

6.3 Events Calendar

It was developed and connected to Saudi tourism portal and the mobile application, the calendar serves both the tourist and the touristic event organizers.

6.4 Social Media

By providing a specialized team to manage the Saudi tourism accounts, increase the reach of the accounts through promoting them and spotting the interactions between tourists and those who are interested and keeping track of the continuous communication and the information that is received from tourists.

6.5 The Electronic Locations

This includes taking part in initiating electronic websites for the tourist attractions in the kingdom which is distributed on the areas.

6.6 Touristic Photos and Videos Library

This includes taking part in initiating electronic websites for the tourist attractions in the kingdom which is distributed on the areas. The electronic portal is considered first of a kind in the area that photographers and touristic films producers build, it contains photographed materials in the kingdom reflecting various areas, touristic sceneries and Saudi culture.

6.7 Tourist Visa

It's a visa Saudi Arabia has published on 27th September 2019, and it targets all nationalities regardless gender, nationality or religion.

6.8 Communication Centers

A qualified working team is being hired to answer all the tourists' queries all day long.

6.9 Tourist information centers

Service centers for visitors distributed on main locations of tourist attractions and is available at least 18 hours daily all year long, information about all tourist destinations is being provided to tourists in the public sites and tourist institutions.

6.10 Developing tourism sector in Kingdom of Saudi Arabia

Ministry of tourism has gone through many stages to reach its current state and become the responsible entity of the tourism sector (Ministry of tourism, 2021) as follows:

- *Cabinet Resolution No. (9)* was issued in 12/1/1421 AH, which stipulated the establishment of the "Supreme Commission for Tourism" to confirm the adoption of tourism as a major productive sector in the state.

- *Royal Decree No. A/2 of 28/2/1424 AH* was issued to join the Antiquities Agency in the Supreme Commission for Tourism, so that the Commission becomes responsible for everything related to the antiquities sector in addition to its responsibility for the tourism sector.

- *Cabinet Resolution No. 78 on 16/3/1429 AH* was issued to change the name of the "Supreme Commission for Tourism" to become "The General Authority for Tourism and Antiquities."

- *The Council of Ministers* decided to approve the amendment of the name of the General Authority for Tourism and Antiquities to (The General Authority for Tourism and National Heritage) on 12 Ramadan 1436, 29 June 2015.

- *A royal order* was issued to transfer the name of the General Authority for Tourism and National Heritage to the Ministry of Tourism on the first of Rajab 1441 AH, February 25, 2020 AD.

7.Previous Studies

This part lays out some of the previous studies related to the topic discussed by the research in a chronological order:

An e-marketing in tourism industry research (Miloud and Nadia, 2016) illuminated the definition and the role of e-marketing in tourism industry in lifting the tourism up and revitalizing it. In addition to pointing out the competing urge for all the tourism services institutions for using new resources and channels to introduce more services with higher quality to raise the customers' satisfaction throughout adducing the tourism and tourism services concept besides interpreting e-marketing in tourism industry and its tourism renovation role.

Following this, (Law, Leung and Wong 2004) investigate all the expectations of the tourists considering the elimination of travel agencies in the digital age. Four hundred and thirteen tourists shared their opinion for performing transactions through internet-based and traditional distribution channels then those opinions were analyzed. The results showed that tourists still do use the professional services and advice offered by travel agencies, also the tourists

agreed on finding more information when needed using the internet.

(Al-Bashari, 2009) study emphasized some results related to e-marketing illustrated as follows:

most interviewees adopt traditional marketing and many of them believe that the obstacle blocking applying e-marketing is finance related, in addition to the positive correlation between applying e-marketing and succeeding tourism institutions, as well as the need of setting legislative rules legalizing the use of information technology in the e-marketing surrounding environment. Also, many interviewees are cognizant of the tourism significance for national economy, and that tourism awareness wasn't enrolled with the latest tourism updates in the world and that that there is a noticeable dereliction in the governmental expenditure on different tourism sectors. Moreover, the more diverse the tourism products are, the more the community's income gets and the more job opportunities free up as well as more rural areas are developed. The study also recommended an increment in number of e-marketing in tourism industry specialists, prioritizing practicing, amplifying tourism institutions' professionalism, utilizing the physical and technical capabilities introduced by international tourism organizations and institutions, making laws that back up tourism institutions to compete with tourism market, also taking the infrastructure into consideration and providing inclusive database for Sudanese tourism product.

As for (Hamd, 2013) research, it called the attention to the fact that tourism marketing has become an imperative part of tourism organizations business, and this returns to what it grants of precise data and information about tourist sites and attractions in their planned destinations, thus it helps those in tourism organizations to take correct decisions in the right time, attention was not only called for the previous details but also for the remarkable influence of tourism marketing on the performance level of the services provided in the hospitality industry, as the research discussed the influential relation among them.

(Jonathan and Tarigan, 2016) research targets grasping the possible uses of electronic tourism and its effects on developing the sector. To illustrate, this study negotiates how using information and communications technology acts on marketing, business and e-tourism and eventually impacting the evolvement of tourism industry. As a result a multivariate regression model was done to quantitatively evaluate the condition, and it showed that e-tourism may contribute to 40% of enhancing the tourism sector.

(Al-Judy and Saadia, 2017) paper aspires to demonstrate the tourism sector's aspect in attaining economic development, and that's owed to considering the tourism marketing generally and e-marketing in tourism industry specifically one of the most crucial tools relied on in moving the tourism sector forward. Furthermore, the paper used the analytical and the inductive method in order to show different literature of the study, hence analyzing the e-marketing mix element. To conclude the study, using information and communication technologies in the tourism field has become an importunate issue, that's because using e-marketing in tourism industry takes a part in conducting information related to all tourist attractions that the destinations contains through websites or e-mails in the fastest, best and most cost effective way.

(Dwais and Chebro, 2017/2018) study aimed to know the e-marketing role in increasing demand and improving offer, hence revitalizing the tourism, as the study came across e-marketing and its applying requirements and using it in the tourism field by the productive tourism institutions that follows an effective e-marketing mix in an attempt to fulfill the audience needs in order to have a role in tourism enhancement. In a nutshell, the study came to a point that e-marketing is the communication tool with customers, in addition to saving time, effort, costs and leveling up with the tourism sector. The study has also suggested following up with the latest updates in the technological field, giving more concern to enhancing the e-marketing mix and finally improving the hospitality as for the workers by taking good care of customer and considering his opinions. (Alghizzawi, Salloum, and Habes, 2018) research included the significant worldwide development in modern means and electronic techniques especially social media sites that are now available in various fields including the tourism field. In addition, this increases competition among tourism companies to provide best offers to individuals about tourist sites, also the impact of the spread of social media webs in promoting tourism in Jordan, where the study included the important aspect of improving local income generated by the tourism sector. And it recommends: social media webs should provide accurate information that is sufficient and easy to use, also the ministry of tourism and antiquities, the tourism sector, the board of directors and every tourism travel agency shall seek systemic plans to handle social media websites effectively in terms of precision of data and its simple management, further it is necessary that the ministry of tourism and antiquities distributes specialized photos and brochures for tourist sites and post them on social media, adding that activating embassies' role abroad is fundamental, moreover the need to hold training courses for workers

in the tourism field in addition to the exigency of raising the Jordanian citizens' awareness about the tourism importance and how to deal with tourists and visitors. Also it is a must to offer gardens and other kids' activities to stimulate family tourism.

(Alzag,2018) targets the importance of marketing tourism and the emphasis of adopting a marketing strategy by the ministry of tourism and the general authority of tourism promotion, and it was based on the analysis of the current situation of the Egyptian tourism destination and seeking tourism strategies that fit this situation, as well as depending on a set of mechanisms that actively contribute marketing tourism in Egypt, also the research depended on the descriptive analytical method, and results showed that respondents admit that tourism marketing strategies in question are appropriate to Egypt's current situation. Along with them agreeing on the working tourism marketing mechanisms that are represented by studying the tourism markets, determining its needs, tourism product development and the marketing mix, using the internet and social media in marketing tourism as well as the stock markets and international tourism fairs, in addition to pricing strategy for tourism packages.

(Barura and Mosli,2020) research also has stated that tourism marketing had suffered from the distribution problem of tourist services, yet technology allowed tourist organizations to lay its own cognitive foundation and to develop management and marketing jobs. Using the internet as a marketing tool led to the success of these tourist organizations in gaining various benefits like costs reduction, increasing income, marketing researches and enhancing the cognitive basis. Moreover, the Kingdom of Saudi Arabia showed a great interest in the tourism sector that has been receiving increasing support from the Saudi government that is currently working on implementing comprehensive development processes for the tourism sector system through transferring tourism into an economic sector that contributes increasingly and effectively to the gross national income and supporting the national economy, with returns up to 10%, also providing what goes up to 1.6 million jobs in 2030 and that is through meeting the needs of the customer by maintaining its originality and keeping pace with technological development by using the internet and modern technologies for electronic marketing.

(Okwemba and Nambiro, 2020) paper states that e-tourism is the result of using information technology in the tourism field through changing processes, consequently the field is efficiently enriched. To illustrate, this enrichment caused changing the process inside the tourism sector with reshaping the

commercial landscape, where e-tourism has different forms which customers reach using channels and many different distributing tools. As for the emerging trends, it has a great influence on the tourism sector.

As for (Alwashah,2021) study, it planned on acquainting the contribution of e-marketing in tourism industry and its imprint on developing Jordan's tourism sector, also the study tried to bring the current condition of revitalizing Jordan's tourism sector into discussion. The research used the descriptive and analytical method, the research sample consisted of (67) of the workers and administrators in Jordan's ministry of tourism. One of the most remarkable results the study came by is the statistical relation between e-marketing in tourism industry and developing Jordan's tourism sector, the research also counseled the urge of establishing an international specialized tourism exhibition in Jordan such as those international tourism exhibitions based in Germany and Spain, that's because these exhibitions participates effectively in e-marketing in tourism industry, hence more job opportunities are available as well as the agreements that would be done between the foreign and Jordanian tourism companies, which indeed helps move the Jordanian tourism sector forward.

8.Results

The tourism sector in Saudi Arabia is thought out to be one of the most eminent sectors, as it receives mounting support to upgrade the infrastructure and qualifying personnel, in addition to the activities, services, tourist attractions and travel agencies , and it is not only an addition to the historical heritage and cultural and natural diversity, but it is also the base of Islam which made the kingdom such an attracting magnet to all tourists, for example, millions of people visit Masjid al-Haram and Al-Masjid al-Nabawi to perform Hajj and Umrah. Table (1) shows the supremacy of tourism for religion purposes over other purposes, where its average percentage was more than 50% , followed by tourism with purpose of visiting friends and relatives, and finally comes the tourism for conferences or business purposes with an average 17.8% , 17.0% respectively.

Table (2) shows the presence of 13 countries representing the top ten exporting incoming tourism to the kingdom with a change in the countries order during the period (2015-2020), where Kuwait comes in the first place with a market share around 15.4%, followed by Pakistan and India in the second and third place with a market share 115.0%, 10.8% respectively, whereas Egypt and Indonesia comes in the fourth and fifth place with a market share 9.1%,9.0% respectively and that is an average for the period (2015-2020).

Table (1): Incoming tourist trips according to purpose (000 trip) during the period (2015-2020)

Year	2015	2016	2017	2018	2019	2020*	Average
Religious Purpose	8814.0	8260.0	9287.0	9293.0	9859.0	1752.0	7877.5
%	49.0	45.8	57.7	60.6	56.3	42.3	51.9
Leisure and holidays	1561.0	1261.0	855.0	875.0	1128.0	393.0	1012.2
%	8.7	7.0	5.3	5.7	6.4	9.5	7.1
Business and conferences	1881.0	4007.0	2695.0	2451.0	3165.0	772.0	2495.2
%	10.5	22.2	16.7	16.0	18.1	18.7	17.0
Family and Relative Visits	3347.0	3287.0	2816.0	2305.0	2710.0	902.0	2561.2
%	18.6	18.2	17.5	15.0	15.5	21.8	17.8
Others	2392.0	1231.0	456.0	410.0	663.0	320.0	912.0
%	13.3	6.8	2.8	2.7	3.8	7.7	6.2
Total	17995.0	18046.0	16109.0	15334.0	17525.0	4139.0	14858.0
%	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* There is a decrease in 2020 tourists numbers compared to the rest of the years as a result of restrictions that were imposed due to the Covid-19 pandemic.

Source: Tourism Demand Indicators in Saudi Arabia, Tourism Business Intelligence Center, Ministry of Tourism.

It is illustrated by table (3) that the incoming tourism to Saudi which “includes the activities done by the non-resident visitors through incoming tourist trip” reached about 14.9 million trips, where the tourist nights reached about 158.7 million nights, its expenditure amounted to about 81.8 billion riyals that is with an average expenditure for a tourist on the trip amounted to about 5447 riyals, and 519 riyals per one night, this is the average for the period (2015-2020).

While the domestic tourism which “includes resident visitor’s activities either a part of a domestic tourism trip or a part of departing tourist trip” amounted to about 44.7 million trips, where the tourist nights reached about 238.4 million nights, its expenditure amounted to about 50.4 billion riyals, that is with an average expenditure for a tourist on the trip amounted to about 1125 riyals, and 211 riyals per one night, this is the average for the period (2015-2020).

Table (2): top tourism markets for kingdom of saudi arabia (000 trips) during the period 2015-2020

	2015			2016			2017			2018			2019			2020*			Average		
	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips	Country	Market Share %	Tourist Trips
1	Kuwait	13.0	2372.0	Pakistan	12.0	2182.0	Pakistan	16.0	2537.0	Pakistan	14.0	2177.0	Pakistan	13.0	2211.0	Kuwait	15.0	629.0	Kuwait	1881.0	15.4
2	Egypt	10.0	1769.0	Kuwait	11.0	2064.0	Kuwait	13.0	2093.0	Kuwait	13.0	1993.0	Kuwait	12.0	2132.0	Pakistan	12.0	483.0	Pakistan	1834.0	15.0
3	Bahrain	9.0	1703.0	India	9.0	1656.0	India	10.0	1581.0	India	9.0	1440.0	India	9.0	1571.0	Egypt	10.0	432.0	India	1325.0	10.8
4	Pakistan	8.0	1411.0	Egypt	9.0	1622.0	Indonesia	9.0	1427.0	Indonesia	9.0	1375.0	Indonesia	8.0	1429.0	India	8.0	339.0	Egypt	1114.0	9.1
5	India	8.0	1365.0	Indonesia	6.0	1145.0	Egypt	6.0	959.0	USA	5.0	825.0	Egypt	6.0	1100.0	Indonesia	7.0	293.0	Indonesia	1101.0	9.0
6	UAE	7.0	1194.0	UAE	5.0	948.0	Jordan	4.0	715.0	Egypt	5.0	800.0	USA	5.0	894.0	Jordan	6.0	243.0	Qatar	890.0	7.3
7	Qatar	6.0	1156.0	Jordan	5.0	920.0	UAE	4.0	650.0	UAE	5.0	739.0	Jordan	5.0	837.0	Turkey	4.0	177.0	Bahrain	855.0	7.0
8	Jordan	6.0	1000.0	Bahrain	5.0	918.0	Turkey	4.0	597.0	Jordan	4.0	616.0	UAE	4.0	784.0	UAE	4.0	166.0	UAE	747.0	6.1
9	Indonesia	5.0	937.0	Turkey	4.0	691.0	Bahrain	4.0	569.0	Bahrain	4.0	574.0	Bahrain	3.0	511.0	USA	3.0	121.0	Jordan	722.0	5.9
10	Turkey	4.0	670.0	Qatar	3.0	624.0	Algeria	3.0	517.0	Turkey	4.0	573.0	Turkey	3.0	479.0	Amman	2.0	101.0	USA	613.0	5.0
Subtotal		75.0	13576.0		71.0	12770.0		72.0	11645.0		72.0	11113.0		68.0	11947.0		72.0	2984.0	Turkey	531.0	4.3
Other Countries		25.0	4419.0		29.0	5276.0		28.0	4464.0		28.0	4221.0		32.0	5578.0		28.0	1155.0	Algeria	517.0	4.2
Total		100.0	17995.0		100.0	18046.0		100.0	16109.0		100.0	15334.0		100.0	17525.0		100.0	4139.0	Amman	101.0	0.8
																			Total	12230.0	100.0

*There is a decrease in 2020 tourists numbers compared to the rest of the years as a result of restrictions that were imposed due to the Covid-19 pandemic.

Source: Tourism Demand Indicators in Saudi Arabia, Tourism Business Intelligence Center, Ministry of Tourism.

Table (3): Main Indicators for Tourism in Kingdom of Saudi Arabia during the period (2015-2020).

		Unit	2015	2016	2017	2018	2019	2020	Average
Inbound Tourism	Tourist Trips	('000)	17995	18046	16109	15334	17525	4139	14858
	Tourist Nights	('000)	193084	187225	171036	173929	189036	37824	158689
	Tourism Spending	million Riyal	82500	93423	97778	93478	103354	20101	81772
	Average Length of Stay	a night	10.7	10.4	10.6	11.3	10.8	9.1	10.0
	Average Spending of Tourist / Trip	Riyal	4585	5177	6070	6096	5897	4857	5447
	Average Spending of Tourist / Night	Riyal	427	499	572	537	547	531	519
Local Tourism	Tourist Trips	('000)	46450	45036	43821	43255	47805	42107	44746
	Tourist Nights	('000)	240853	235804	224212	232122	268751	228538	238380
	Tourism Spending	Million Riyal	48419	55429	46100	48122	61206	43347	50437
	Average Length of Stay	Night	5.2	5.2	5.1	5.4	5.6	5.4	5.0
	Average Spending of Tourist / Night	Riyal	1042	1231	1052	1113	1280	1029	1125
	Average Spending of Tourist per / Night	Riyal	201	235	206	207	228	190	211
Domestic Tourism	Tourist Trips	('000)	64445	63081	59930	58590	65331	46245	59604
	Tourist Nights	('000)	433937	423029	395248	406051	457786	266362	397069
	Tourism Spending	Million Riyal	130919	148852	143879	141600	164560	63448	132210
	Average Length of Stay	Night	6.7	6.7	6.6	6.9	7.0	5.8	7.0
	Average Spending of Tourist / Trip	Riyal	2031	2360	2401	2417	2519	1372	2183
	Average Spending of Tourist / Night	Riyal	302	352	364	349	359	238	327

Source: Author calculation

Consequently, the internal tourism which “represents domestic and incoming tourism” amounted about 59.6 million trips, where the tourist nights reached about 397.1 million nights, its expenditure amounted to about 132.2 billion riyals, that is with an average expenditure for a tourist on the trip amounted to about 2183 riyals, and 327 riyals per one night, this is the average for the period (2015-2020), table (3).

8.1 Testing reliability and validity of the sample using Cronbach's alpha:

Reliability coefficient is known as the stability of the scale and not contradicting itself by giving the same results when reapplied on the same sample. For instance, the coefficient value is ranging from 0 to 1, it is equal 0 if there is the data is not stable, as opposed to when the data is totally stable so it is equal 1, in other words the more the reliability coefficient increases to reach 1 the stability increases and vice

versa so when the reliability coefficient decreases to reach 0 the stability decreases. However, the studied case's stability is weak if the value is less than 60%, average if the value ranges between 60% and 70%, good if the value ranges between 70% and 80% and considered excellent if the value exceeds 80%. As for the validity coefficient, it means that the scale measures what it was designed to measure, and it is equal to the square root of the reliability coefficient.

Table (4) made it clear that all coefficients of Cronbach's alpha axes are more than 0.80 which reflects how consistent the statements are and subsequently the more stable the questionnaire is. Also the coefficients of validity axes are more than 0.90 which validates the questionnaire.

8.2 Gender

Table (5) shows that the percentage of males exceeds the percentage of females as males' percentage reached 95.0%

Table (4): Cronbach's Alpha and Validity Coefficients

Questionnaire Axes	Axis content	Number of Statements	Cronbach's Alpha Coefficient	Validity Coefficient
First Axis	Development of Tourism Sector in KSA	13	0.863	0.929
Second Axis	The role of e-Marketing in Tourism Industry	10	0.870	0.933
Total Axes		23	0.926	0.962

Source: Author calculation

Table (5): Sample Characteristics according to Sex

	Frequency	%
Male	57	95.0
Female	3	5.0
Total	60	100

Source: Author calculation

8.3 Age Group

As demonstrated in table (6) the sample distribution according to age reached a percentage of 38.3% for age group (25 to 35 years old), followed by age group (older than 45 years old) which reached 36.7%

Table (6): Sample Characteristics according to Age

Age	Number	%
Less Than 25 Years old	0	0
25-35	23	38.3
35-45	15	25.0
More Than 45	22	36.7
Total	60	100

Source: Author calculation

8.4 Academic qualifications

Table (7) displays that the sample distribution according to the academic qualifications was amounted to 55.0% for university education and 35.0% for graduate education.

Table (7): Sample Characteristics according to Academic Qualification

Academic Qualification	Number	%
High School and less	0	0
Uni-Graduate	33	55
Postgraduate	21	35
Other	6	10
Total	60	100

Source: Author calculation

8.5 Sample Consistency

Table (8) represents the mean response of the sample individuals; it was calculated using the category length which was calculated by dividing the number of distances (from 1 to 5 which equals 5) by the total number of categories (which equals 5).

Table (8): Sample Response

Arithmetic Mean	Sample Consistency
[1 to less than 1.8]	Very Weak
[1.8 to less than 2.6]	Weak
[2.6 to less than 3.4]	Moderate
[3.4 to less than 4.2]	Good
[4.2-5]	Strong

The correlation coefficient value between e-marketing in tourism industry axis and tourism sector development axis is amounted to 0.836 which significantly and notably points to the strong correlation between the two axes.

Table (9) illustrates the arithmetic mean and standard deviation of the statements related to the responses of the research sample, it was determined that the arithmetic mean of all statements is more than or equal 4.2 which reveals the strong correspondence among the connotation of the statements, also the standard deviation is amounted to less than one except for statement 13 for the first axis and statement 2 for the second axis which indicates in a general convergence in the responses of the study sample individuals. Adding to that, the highest mean was 4.65 for statement 6 in the second axis which states "providing an integrated guide to all tourist sites and services that can be provided", whereas the least mean 4.20 was credited to sentence 9 that states "exploiting all the tourism qualifications effectively and efficiently" referring to a highly agreement degree

among the opinions of the studied sample regarding the meaning of the statements. The same table also represents the significant differences between the answers for the same statement either using chi squared or variance analysis to test one sample which also indicates that there is a tendency in the opinions of the researched sample to strongly agree with the meaning of the statements confirming the previous result.

Considering that the main research hypothesis is: there is no statistically significant effect of e-marketing in tourism industry on the development of the tourism sector in Kingdom of Saudi Arabia, therefore, linear regression was used to measure the effect of the independent variable resembling e-marketing in tourism industry on the dependent variable resembling the development in tourism sector, table (10) shows a statistically significant relation significant effect of e-marketing in tourism industry on the development of the tourism sector in Kingdom of Saudi Arabia as shown in the significance, as the changes in e-marketing in tourism industry explicates 69% of the changes in developing tourism sector in Kingdom of Saudi Arabia and the rest is owed to other factors not measured in the form, beta value which amounted to 0.84 indicates a direct positive relation, eventually any positive steps taken in e-marketing in tourism industry influences the development of the tourism sector in Kingdom of Saudi Arabia.

Table (9): Questioner Average and Standard Deviation Results

	average	deviation normative	Chi sq	Sig.	Value s T	Sig.
First: The reality of the tourism sector in the Kingdom of Saudi Arabia						
A- To raise the competitive efficiency and positive marketing of tourism, the use, application and provision						
1- Technical aids to provide the tourist product	4.62	0.56	34.3	0.0	22.6	0.0
2- E-marketing using modern programs	4.63	0.52	36.1	0.0	24.4	0.0
3- Technological hardware and software and modern communications networks	4.57	0.53	30.1	0.0	22.8	0.0
B- Develop, encourage, develop and raise						
4- Efficiency of human labor so that the tourism activity can be practiced properly	4.47	0.57	24.4	0.0	20.1	0.0
5- The efficiency of tourism investment through the facilities granted to them	4.50	0.93	37.2	0.0	12.5	0.0
6- Efficient completion of the tourism process in new and innovative ways	4.57	0.56	29.2	0.0	21.5	0.0
C- The Ministry of Tourism works on						
7- Find and find new attractions	4.47	0.60	22.3	0.0	19.1	0.0
8- Removing obstacles and obstacles that discourage tourism activities	4.37	0.80	37.3	0.0	13.2	0.0
9- Exploiting the tourism potential efficiently and effectively	4.20	0.95	48.0	0.0	9.8	0.0
10- Stimulating investment in the tourism sector	4.48	0.87	66.5	0.0	13.2	0.0

11- Providing the necessary protection for the diverse tourist wealth	4.37	0.90	52.7	0.0	11.7	0.0
12- Inventory and evaluation of the various tourist sources	4.37	0.90	52.7	0.0	11.7	0.0
13- Conducting the necessary feasibility studies for the revival of the Saudi heritage	4.37	1.01	86.8	0.0	10.5	0.0
Second: The role of e-tourism marketing						
A- There is a wide understanding of the Saudi Ministry of Tourism in the use of electronic marketing in						
1- The work of developing Saudi tourism to gain new markets and customers	4.43	0.83	51.1	0.0	13.4	0.0
2- Achieving commercial and economic distinction in the work of developing Saudi tourism	4.37	1.01	51.1	0.0	10.54	0.0
3- Maintaining the privacy of tourist data	4.57	0.67	31.6	0.0	18.0	0.0
4- Convincing the tourist of the quality of the integrated tourism product	4.53	0.62	57.1	0.0	19.0	0.0
B - There is a clear understanding of the Saudi Ministry of Tourism in using electronic marketing to help it						
5- Active participation in internal and external tourism exhibitions	4.57	0.72	36.4	0.0	16.8	0.0
6- Providing an integrated guide for all possible tourist sites and service	4.65	0.73	92.1	0.0	17.5	0.0
7- Raising its competitiveness in the market	4.47	0.68	19.6	0.0	16.8	0.0
8- Providing all information about tourism activities and programs in Saudi Arabia	4.62	0.56	34.3	0.0	22.6	0.0
9- Providing services to follow news, festivals and tourism events in Saudi Arabia	4.52	0.91	71.9	0.0	12.9	0.0
10- Providing technologies that help in visual tourism for tourist destinations in Saudi Arabia	4.50	0.85	66.4	0.0	13.6	0.0

Source: author calculation, (Significance level at 1%)

9. Tourism Outlook in kingdom of Saudi Arabia

The minister of tourism has launched the digital tourism strategy on 29/06/1443 as an intended plan to develop local tourism, the strategy announcement was part of the international 'LEAP' event that is considered one of the leading events in the technological field, so as to encourage reviving the tourism sector inside the kingdom in an attempt to achieve the kingdom's resolution for 2030 that puts an eye on adding the kingdom to the top global tourist destinations.

The digital strategy includes 9 programs and 31 initiatives under preparation estimated to be done in 3 years so it would be fully completed by 2025. A smart working environment can be generated through this strategy, in which it aids the digital switch over journey in the field and benefits the tourism system, it also provides an inclusive platform to fulfill all needs with stressing on the customer's satisfaction about the introduced services. The strategy targets many aspects including:

- Facilitated travel: by presenting digital solutions to ease travel procedures.
- Ease of doing business: by launching a unified platform connecting tourism service providers and its applications.

- Innovation: through creating an interactive environment to allow creators in the technical field try the new digital tourism solutions.
- Digital travel: by supporting the extended reality programs for tourism (such as virtual reality and augmented reality).
- Publicizing sustainability: through honoring tourists who follow an ecofriendly lifestyle.
- Deliberated decision making: by coming to solutions that allow data collection and provide the necessary analytics for the tourism sector.
- Professional digital man power: by raising up a generation of professionals and entrepreneurs in the field of tourism.
- Attracting investors: through building a network of investors and engaging them through digital platforms.

Adding to all of this, the strategy works on following unusual digital models aiming to boost tourism services, these novel models include adding new regulations planning for smart hotels and coming up with flexible ways for digital travel procedures, in addition to providing facilitated travel experiences to tourists, business men and employees of government agencies. Those models also encourage new services providing and using data and artificial intelligence in

establishing start-up companies to attract investors and spur the readiness of the destinations as well as calling attention to available investing opportunities. An efficient adjustable system is being worked on within this strategy, in which it backs up innovation and digital alteration of the sector. Development has been

done by coordinating and assorting with digital government authority and digital transformation unit, the strategy has understood the needs of the tourism organization belonging to the ministry, the organization also includes the Saudi tourism authority and the tourism development fund.

Table (9): Regression Analysis Results for the Impact of E-tourism marketing on Tourism Sector Development Kingdom of Saudi Arabia.

VARIABLE	PARAMETER	BETA	T VALUE	SIG.	ADJUSTED R2	F VALUE	SIG.
C	1.05		3.55	0.0	.690	134.8	0.0
e- marketing tourism	.750	0.836	11.61	0.0			

Source: author calculation, (Significance level at 1%)

10. Conclusion

E-marketing has become an urgent basic essential for influentially marketing tourism services, escalating the tourism field and making use of the job opportunities it presents, in other words tourism in Kingdom of Saudi Arabia is the golden chance for economic growth and that is for its goal-oriented plans on supporting the infrastructure of the tourism sector.

Notably, marketing services became such a requisite to deal professionally with tourism needs for the radical change it caused in the tourism field. The research also aims at revealing the effect of using e-marketing in tourism industry on enhancing the tourism sector in Kingdom of Saudi Arabia and getting to know the real revitalization condition in Saudi tourism sector, indeed with some suggestions and recommendations to move forward the effectiveness of e-marketing.

The research has adopted both descriptive and analytical methods with using a field sample of 60 individuals, some statistical tests were carried out to fulfill the inquiries and the hypothesis of the research such as: measuring the validity and reliability coefficient using Cronbach's alpha, arithmetic mean, standard deviation, chi-square, analysis of variance to test one sample, regression was also carried out to test effect of independent variable on the dependent variable, and finally studying the relation between them using correlation.

The research involved a theoretical framework as it came across the definition of -marketing tourism, advantages of e-marketing, applying requirements of -marketing tourism and e-marketing in tourism industry techniques in Saudi Arabia, in addition to previous studies, field sample and discussing the future of tourism sector in Kingdom of Saudi Arabia, the important results in a nutshell are:

- Cronbach's alpha coefficients for the axes were more than 0.80, which reflects the consistency of the statements and the stability of the questionnaire.

- The validity coefficients for the axes were more than 0.90, which indicates that the content of the questionnaire is characterized by honesty.
- The correlation coefficient between the e-marketing in tourism industry axis and the tourism sector development axis was about 0.836, which indicates the strength of the correlation between the two axes.
- The arithmetic mean of the statements indicates a strong convergence of the sample members on the connotation of the statements.
- The standard deviation value indicates convergence in the responses of the study sample.
- There is a tendency in the opinions of the studied sample towards strongly concurring with the meaning of the statements.
- There is a statistically significant influence of e-marketing in tourism industry on the development of the tourism sector in the Kingdom of Saudi Arabia.
- The positive steps of e-marketing in tourism industry, positively affect the development of the tourism sector in the Kingdom of Saudi Arabia.

11. Recommendations

- The prerequisite of providing an infrastructure to assist e-marketing in tourism industry, interacting with the technological updates and most importantly taking part in international tourism exhibitions.
- The inevitability of raising the administrative skills by performing e-marketing in tourism industry through training courses and intensifying the tourism promoting programs.
- The urgency of considering targeted tourism marketing and making agreements and special galleries.

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11/18/2022