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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF GRADUATE STUDIES

DIGITAL MARKETING IN TOURISM SECTOR DURING COVID-19 CRISIS: AN EMPIRICAL STUDY FOR MOROCCO

MASTER'S THESIS

Chaimae BEN RAZOUK

Department of Business

Business Administration Program

OCTOBER, 2023

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APPROVAL PAGE

DECLARATION

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis.

Chaimae BEN RAZOUK

FOREWORD

I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome our difficulties, especially Assist. Prof. Dr. TAYFUN TUNCAY TOSUN who honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration.

October, 2023   Chaimae BEN RAZOUK

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ABSTRACT

To help tourism businesses succeed in the digital world, this thesis looks into consumer behavior regarding digital marketing solutions in the industry. Its case study of Morocco focuses on the dynamic relationship between digital marketing and the travel and tourist sector, especially in light of the COVID-19 pandemic. Digitalization, social media marketing, e-commerce, and measuring the efficiency of digital marketing in the tourism industry are major research fields. The study reveals the changing patterns of consumer behavior in the travel industry, highlighting the necessity for companies to modify their marketing plans in order to successfully engage and reach consumers. It emphasizes the value of digitization for the travel and tourism sector and exhorts companies to use digital platforms and marketing avenues to promote their products and draw tourists. The survey clarifies how important social media is as a tool for tourist companies to interact with clients, promote their brands, and increase bookings. The results of this research highlight how critical it is to comprehend consumer behavior and preferences when using digital marketing in the field of tourism and travel. Tourism organizations may optimize their digital marketing strategies, increase customer engagement, and enhance overall marketing results by leveraging pertinent metrics, analytics, and data-driven insights.

Keywords: Digital marketing, tourism sector, customer behavior, COVID-19 pandemic, digitalization, social media marketing, e-commerce.

FAS'TA COVID-19 KRİZİ DÖNEMİNDE TURİZM SEKTÖRÜNDE DİJİTAL PAZARLAMA: AMPİRİK BİR ÇALIŞMA

ÖZET

Bu tez, turizm sektöründe dijital pazarlama stratejilerinin müşteri davranışları üzerindeki etkisini incelemektedir. Ayrıca, dijital ortamda başarılı olmak için turizm işletmelerine çözümler sunmaktadır. Çalışma, Fas'ı örnek olarak ele alarak, özellikle COVID-19 pandemisi sırasında dijital pazarlama ve turizm sektörünün etkileşimini incelemektedir. Dijitalleşme, sosyal medya pazarlaması, e-ticaret ve turizm sektörü, araştırmanın odaklandığı temel alanlar arasında yer almaktadır. Turizm sektöründe müşteri davranışı desenlerinde bir değişiklik olduğunu gösteren araştırma, işletmelerin müşterilere ulaşmak ve onlarla etkileşimde bulunmak için pazarlama stratejilerini değiştirmeleri gerektiğini vurgulamaktadır. Turizm sektöründe dijitalleşmenin önemini vurgulayarak, işletmelerin seyahat edenleri çekmek için dijital platformları ve pazarlama araçlarını kullanmalarını önermektedir. Çalışma ayrıca sosyal medyanın turizm şirketlerinin müşterilerle bağlantı kurmak, marka bilinirliğini artırmak ve rezervasyonları artırmak için güçlü bir araç olarak ne kadar önemli olduğunu göstermektedir. Turizm sektöründe dijital pazarlama için müşteri davranışlarını ve tercihlerini anlamak çok önemlidir. Turizm işletmeleri, veri odaklı içgörüler, metrikler ve analizler kullanarak dijital pazarlama stratejilerini optimize edebilir, müşteri etkileşimini artırabilir ve genel pazarlama sonuçlarını iyileştirebilir.

Anahtar Kelimeler: Dijital pazarlama, turizm sektörü, müşteri davranışı, COVID-19 pandemisi, dijitalleşme, sosyal medya pazarlaması, e-ticaret.

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I. INTRODUCTION

A. Background of the study:

(Alghizzawi, 2019) The Coronavirus has a significant impact on the travel sector. According to the search engine Land, the number of persons seeking for food has increased since the coronavirus epidemic swept the nation, while the number of those leaving appears to be falling (Strielkowski, 2020). The influence of huge scope social limitation (PSSB) generates a few open doors on the lookout due to their ebb and flow seek aims. Nowadays, quarantine has a significant impact on how well people can travel. Learnings from the New Typical for Consumer Behavior After the Coronavirus is over, it is predicted that domestic getaways will receive more attention from consumers than international ones. In this manner, the analyst wagers using the gauge that local travel will increase right away soon Coronavirus is done. According to (Burhanuddin and Abdi, 2020), just a small portion of the real economy may be used to calculate the size of the global economy. The presence of COVID-19 (Coronavirus) is evidence that infection may harm one's health and could cause global financial instability (Yuswohady, Rachmania, et al., 2020).

According to (Jamal & Budke, 2020), the Coronavirus problem is related to immaterial betrayals encouraged by prejudice, segregation, emotional reactions, and terror notwithstanding financial and asset requirements. Every emergency planning, organizing, and response strategy should take care of this. Important players in the tourism industry and community relations should continue communicating with local and territorial general wellness specialists through various media as part of a proactive key reaction strategy. This is one of the examples gathered from previous pandemics. In a review conducted by (Haque, Anis, and Ulfy, 2020), the viral pandemic and its effects on these two organizations (namely, carriers and lodgings) were highlighted.

More specifically, the employment of offices and protests in opposition to an unbalanced organic market in the market led experts to realize the unpredictability of

the problem the traveler region was experiencing throughout this calamity (Senbeto & Hon, 2020). Scientists also learned from their data that there are two important categories of changes in open-air travel behavior. Regardless of their profile or purpose, restless travelers are more anxious while traveling. The second would have to do with money; they would start making fewer purchases as they started to worry more about cost flexibility. According to (Fearn-Banks, 2009), a crisis is a significant occurrence that would negatively impact a company, association, or industry as well as the general public, customers, goods, or renown. It obstructs ordinary organizational work and occasionally jeopardizes the association's viability. At now, things are difficult in the tourist region.

Because of lessons learned from the previous pandemic, (Dissertori, 2017) research demonstrates that the flu pandemic in 2009 and 2010 had a significant impact on travel industry demand, as measured by changes in the number of room nights sold, and consequently on supply, as measured by the number of rooms available. The emergency board plans and tactics that groups and chiefs establish need to be thoroughly examined and modified.

Several nations place a high value on the travel business, but the structure of this sector is vulnerable to changes brought about by economic, ecological, political, and health-related calamities and illnesses. Although there have been a few catastrophes in the passenger sector, none have had the same impact as the Coronavirus pandemic. But this plague significantly impacts a general level, unlike previous calamities that only had a local or regional influence. So, the coronavirus, which spread from China to the rest of the world, had an impact on the travel sector in China or the Far East as well as everywhere else in the world from a financial, social, and psychological standpoint (Cucinotta and Vanelli, 2020; Ghebreyesus, 2020). These findings are clearer in nations where the travel sector is a sizable industry.

The travel sector has been severely impacted by the coronavirus in terms of organizations, representatives, and customers, since it has important interests in hotels, visit administrators, and aviation companies (Demir, 2020). This is because the long-term financial implications of the travel industry's decline, as well as the effects on the social and mental components of people, cannot be disregarded. In general, tension brought on by being taken by surprise transforms into anxiety over

time, making the gravity of the effects of the Coronavirus pandemic more apparent. The planned activities of the hotels are suspect due to Coronavirus. Because of the contamination of data by the scourge, a lack of mechanical and medical equipment, and a lack of emergency board expertise, the majority of hotels experienced problems during the Coronavirus pandemic. Government policies that take into account the ban on strange flights, the shutting of line junctions, the restrictions on open travel, and the limits on interior travel have led to the closure of the majority of hotels. The pandemic has forced all lodgings to reconsider their activities and planning choices. It has also had an impact on any lingering organizations, foundations, and people who are directly or indirectly connected to lodgings (Jiang & Wen, 2020).

By 2020, the global economic impact of the coronavirus pandemic and its effects on a few enterprises will be complete. Most nations have curtailed import and commodities trade to defuse the epidemic. A protracted work and creation end affected a few projects in China, and the government cautiously managed people's movement between regions and across borders. These agreements have negatively impacted the tourist industry, which has often been more reliant on the real economy. According to the UN World Travel Industry Association, the new Covid pandemic caused the global travel industry to lose $320 billion in revenue from January to May 2020 alone. This is a much higher amount than what was lost during the global financial emergency in 2009 and put the jobs of millions of people in danger (UNWTO, 2020).

According to recommendations from the World Health Organization (WHO), several nations restricted travel shut down tourist destinations, and halted monetary exchange and public gatherings during the coronavirus episode (UNWTO, 2020). Urban areas have been placed under lockdown due to pandemics or medical issues, such as fear of the Coronavirus (FCV) and perceived risk, in numerous countries (Toubes, Vila, & Brea, 2021). The widespread dissemination of the coronavirus through internet entertainment may alter how passengers perceive and react to danger, leading to adjustments in their behavior, discernment, and attitude (fear, overcompensation, and negativity). Since China's plague situation has subsided since the latter half of 2020, travel restrictions have gradually been lifted in several locations. As a result, the tourist region has started to recover and improve. The

shock of the disease caused a reorganization in the travel and tourism sector, forcing small travel companies with precarious financial standing to exit the market. The entire company has gradually switched from an offline to a web-based sales and benefit process. One of the most effective marketing strategies is to use online entertainment to promote vacation destinations, create a "cloud the travel industry" space, increase customers' desire to travel immediately, overcome barriers to the development of the real economy, and generate online revenue for the tourism industry.

Traditional advertising is currently unable to meet its core goals because of its high costs (financial uses), extensive time requirements, and preparation of HR. Thus, the profit from venture (return on original capital expenditure) of typical marketing processes is seldom sufficient. The majority of firms are thus forced to change their methods by incorporating new advertising channels. One of the tactics used in the era of correspondence and data innovation is electronic marketing, notably e-marketing via online entertainment. The last solution is unquestionably a quicker, more sensible, and more effective tool for their correspondence drives. A wider range of socio-professional events may be focused on thanks to online entertainment e-showcasing. So, it is possible to swiftly fulfill the goals of a successful correspondence approach while concentrating on a huge number of customers through the marketing mix on this channel and influencing consumer decisions. Hence, communication is a crucial element of virtual entertainment since it enables businesses to handle the expectations, concerns, and complaints of their customers by staying in constant contact with them through online entertainment venues to earn their loyalty. Certainly, brand recognition, conventional marketing through the marketing mix, and new marketing techniques like sponsorship, events, digital marketing, and social media marketing have all been utilized by marketers to increase and sustain client loyalty to their companies (Keller, 2008; Kotler and Keller, 2007).

Undoubtedly, despite the nature of their business, several associations use e-marketing as part of their marketing strategy nowadays (essential, optional, or tertiary area). It is often used on many sophisticated platforms, including as websites, social media, and texting. Brands rely on the benefits of data and communication innovation to truly connect with the audience. Financial players are thus forced to

place a high value on computerized advertising and gadgets because a large number of individuals have regular access to the Web and numerous virtual entertainment platforms (Gaikwad & Kate, 2016).

The term "social media" refers to a group of Web-related apps that might provide advantages for a concept like Web 2.0, which focuses on value creation and encourages and works on the sharing of user-generated content (UGC) (Kaplan & Haenlein, 2010). In addition, cutting-edge developments like 3D and 4D, symbols, expanded reality, and other cutting-edge technologies can help promote internet-based social collaboration in the era of experience computerized showcasing and web 3.0 and 4.0. (Batat, 2016).

Nowadays, social media is a crucial tool for interpersonal communication because of the proximity and sharing they promote (Marrone & Gallic, 2018). The sharing of experiences through online entertainment also contributes to the development of a stronger bond between the company and its customers. It would be a clever move to do this while emphasizing creativity, responsiveness, confidence, simplicity, and the use of tools as a last resort (Marrone & Gallic, 2018).

By moving on to more advanced levels, they inspire more devotion from current clients while also attracting new ones. Social media comes in a variety of formats, including web journals, social bookmarking, microblogging, web recordings, wikis, and social networks, among others (Ismail, 2017).

In the current commercial and financial climate, the travel industry is particularly defenseless against the effects of accelerating mechanical turn of events, large information, and man-made reasoning (artificial intelligence). The movement's center of gravity and its tasks have been fast digitalized in the advanced transformation. In reality, more and more purchasing and booking procedures are carried out electronically. Today's motels tighten their belts to draw in more guests. Yet, for what it's worth in terms of other economic endeavors, the challenge facing these tourist companies is to create and strengthen customer dependability. It may be the biggest problem the board is now facing with displaying. The objective of any manager might be seen as brand loyalty. It displays the enhanced level of brand connection between customers and their reputation (Keller, 2008).

So, the current trends brought about by communication and data improvements are not an exception in the traveler sector. In reality, the majority of hotels organize computerized communication activities and use online entertainment accounts to advertise their services and goods. With the use of online entertainment platforms (such as Facebook, Twitter, and YouTube), marketers may access accounts that aren't even promoters of their pages, enabling them to quickly reach a large number of customers. This is possible because online entertainment platforms (such as Facebook, Twitter, and YouTube) can constantly provide users with accurate and timely information about goods and services, even if such goods and services are required for a virtual local area.

The article is set up as follows. The literature on digital marketing tactics used during the COVID-19 epidemic and how they handled obstacles brought on by unforeseen circumstances is evaluated after the introduction. The setting, the procedure for gathering data, and the analysis are all described in the methodological part. The situation in the Moroccan tourism market and the findings of a survey carried out in the Marrakesh-Safi (Northwest) region are covered in the following sections. The report concludes with suggestions for future research directions.

B. Importance of the research:

This study is important because it examines how digital marketing affected the Moroccan tourism industry during the COVID-19 crisis. Understanding the efficiency of digital marketing tactics is essential for attracting tourists and adjusting to difficult circumstances as a result of the pandemic's disruptions and restrictions. The study's conclusions offer Moroccan tourism enterprises and those in other locations dealing with comparable problems insightful information and practical suggestions. Additionally, the empirical analysis of data enhances the reliability of the results and adds to our understanding of tourism marketing, particularly in times of crisis. Overall, the significance of this study resides in its applications to marketing travel destinations, interacting with travelers, and fostering the tourism sector's sustainable growth.

C. Limitation of the study:

While this study has provided valuable insights into the role of digital marketing in the tourism sector during the COVID-19 crisis, certain limitations should be acknowledged. First, the study focused on the specific context of Morocco, which may limit the generalizability of the findings to other regions or countries. The unique cultural, socio-economic, and geographical factors in Morocco may influence the effectiveness of digital marketing strategies differently compared to other destinations.

Another limitation is the researcher's location in Turkey while conducting the study in Morocco. This geographical distance might have posed challenges in terms of accessing primary data, conducting on-site observations, or engaging directly with the participants. Although efforts were made to mitigate this limitation through remote data collection methods, the physical absence could have influenced the research process and the depth of understanding of the local context.

Furthermore, limitations related to the research methods and time constraints should be considered. Difficulties with research methods and limited time availability might have impacted the scope of data collection, sample size, or the extent of data analysis. This could have implications for the comprehensive exploration of the research topic and the statistical power of the analysis conducted.

D. Research Hypotheses:

- **H$_1$**: There is significant difference in the tourism sector across the use of social media as a tool of digital marketing.

- **H$_2$:** There are significant differences in the tourism sector across the different demographic variables.

- H$_{2a}$: There are significant differences in the tourism sector across the Age ranges of the participants.

- H$_{2b}$: There are significant differences in the tourism sector across the different genders.

- H$_{2c}$: There are significant differences in the tourism sector across the educational level.

- H_{2d}: There are significant differences in the tourism sector across the Marital status of the participants.

- H_{2e}: There are significant differences in the tourism sector across the frequency of holidays.

II.   LITERATURE REVIEW

Deep roots are being sown by the epidemic. It had an impact on the Philippines and still does. Several businesses had to close as a result of the situation, and many representatives lost their jobs. In addition, a lot of businesses folded due to liquidation. Many businesspeople learn how to survive.

Because there are so many exchanges now and in the future, trading and commercial exchanges have become computerized. In this instance, the contribution increases under demanding circumstances. When bartering tools like the "Web" and "social media" are used, many of their marketing strategies are successful "on the web" or "computerized." It is essential to use "social media" to promote work and goods. A fully thought-out method for achieving a single marketing goal, or a group of linked goals, is a showcasing technique. Everything is computerized nowadays, and innovation permeates every aspect of our lives in ways that often feel overwhelming (Bersin, 2016). Nowadays, digitalization has an impact on both consumer and commercial advertising. Professionals and gurus in contemporary marketing need to understand this. According to (Herhausen, Miočević, Morgan, and Kleijnen, 2020), more work has to be done to realize its existing capabilities. In this situation, computerized showcasing could assist web businesses in reaching a broad audience. Modern advertising techniques are quickly being surpassed in importance by advanced showcasing and web-based entertainment. Nowadays, computerized marketing is frequently cited as the key element of advertising (Mandal & Joshi, 2017). By getting to know their consumers, online merchants may build brand loyalty, reach more people at a lower cost than they could with traditional marketing strategies, and save money.

Nowadays, with so many changes taking place and so many people relying on online businesses to make a living, it is essential to establish an online business, especially when a pandemic grips our nation. The most popular trend nowadays may very well be online buying. You advertise products online, especially to young people.

You may earn money by selling products online while being in your house. Computerized showcasing, as the name suggests, alludes to a system, approach, or activity in computerized marking and promoting. Computerized marketing is the online development of a name, an item, or a service. As a result, inbound marketing has been integrated into advanced advertising. Understanding the motivations behind customers' comments and reviews of a product or establishment may help us better understand why they do so. Computerized advertising is affordable and has a significant financial impact. Inbound marketing is an essential component of digital advertising since it fosters customer loyalty and trust (Atienza and Tabuena, 2021, 287-296; Baltes, 2016).

Travelers' future behavior may be influenced by how the Coronavirus scourge has either destroyed or adversely damaged the experience of traveling. While the majority of the review's participants stated that the restrictions imposed during the pandemic conflict with the very nature of the travel industry and that they wouldn't travel because of the disease, the participants who stated that they would take some time off also stated that they would prefer to engage in activities and facilities like setting up camp, glamping, hobbit houses, or homes rather than mass the travel industry, according to (Yenişehirlioğlu and Salha, 2020) findings.

Travelers frequently choose fascinating housing options (such as parades, putting up camp, and home rentals) or more affordable housing foundations (such as shop inns and aparthotels), according to (Aydın and Doğan, 2020). The designers also saw that interest in regional tourism was rising and speculated that this trend may have been what spurred the creation of new specialty businesses. According to (Aydın and Doğan, 2020), interest in mass participation events like fairs, conferences, and festivities will decline with time while interest in online activities will increase. Additionally, the creator foresaw a rise in interest in ecotourism and sustainably produced travel. An alternative exploration predicted that after the Coronavirus pandemic, travelers' inclination would increase and they would turn to well-known tourist destinations once more. However, it has been discovered that travelers are still wary and prefer short excursions and travel that offer private vehicles and basic lodging options. Additionally, it has been confirmed that tourists worry about things like social distance, credentials, tidiness, and cleanliness while on a long vacation (Kılıç, Aslan, and Gövce, 2020). According to (Özaltın Türker,

2015), the Coronavirus would reduce interest in the travel business, leading to financial hardship and employment concerns while increasing affiliation with individual-based traveler activities and the significance of digitalization.

The end of attractions and social hubs, the cancellation or postponement of dress-up and creative events, the restriction of access to public beaches and parks, and the temporary closure of restaurants, bars, and other entertainment venues are just a few effects of the coronavirus that have occurred in many places (Baum and Hai, 2020). Through this method, sightseers have attempted to recoup reserves associated with event reservations that have been lost as a result of limitations, isolation, and social segregation. The majority of these attempts at compensation have had problematic outcomes, and these negative events have been discussed in public on websites, online forums, and entertainment platforms. Due to potential travelers' propensity to look for travel options, such as taking part in virtual entertainment like gatherings, occasions, celebrations, food associations, and visits, the interest in the electronic travel industry on computerized and virtual stages has grown (Sigala, 2020). People have tried to meet their social needs, such as the need for social association, through traveling, studying, and meeting new people via internet-based platforms that offer these activities.

On a single basis, one might also assert that the coronavirus has affected experts in the traveler community. The most persistent negative effects on representatives are challenges with one's functional life, dampening brought on by susceptibility, harmful effects on one's prosperity, cynicism, job unease, and a fear of infection (Kaushal and Srivastava, 2021). During the Coronavirus, hotel companies changed their HR practices. Execution strategies like reducing the number of current employees (Demir, Günaydın, and Demir, 2020); and not hiring new employees (Bayat, 2020; Demir, Günaydın, and Demir, 2020) have forced lodging organizations into an unavoidable situation.

During the plague, hotel companies encouraged personnel in particular areas (including reservations, bookkeeping, and HRM) to telecommute to improve employee health and reduce expenses. This tendency appears to be significant right now, even in the immediate aftermath of the epidemic (Hao, Xiao, and Chon, 2020); (Kaushal and Srivastava, 2021). Inn organizations increased their interest in mechanical devices, frameworks, and applications both during and after the

epidemic, as several research findings have shown. According to (Zeng, Chen, and Lew, 2020), robot technology is frequently used in the hospitality industry to do tasks including transporting visitors' bags, handling gathering liabilities, and cleaning the rooms. According to (Hao, Xiao, and Chon, 2020), there will be a computerized upheaval in the hotel industry in China, with a rise in personal-based innovations, face and voice recognition systems (Sam, Kim, Badu-Baiden, Giroux, and Choi, 2020), and in-room smart control devices for C/in and C/out. found that Chinese visitors preferred hotels with robots over those that required a lot of physical labor during the Coronavirus.

Worldwide, the coronavirus hurts individuals and has started to challenge people's ability to live (Baum and Hai, 2020). It has also influenced cultural developments in politics, economics, and social behavior. If the impacts of the coronavirus on the Turkish tourism sector are studied, 5,639,413 tourists traveled to Turkey in the first quarter of 2020. This is in contrast to the first quarter of 2019, where there has been a degradation of 15.1%.

In the first quarter of 2020, travel-related compensation also decreased by 11.4%, totaling around $4.1 billion (TUİK, 2020). Both the number of tourists and the company's earnings decreased in the second quarter of last year. The revenue for the travel business decreased by 71.2% to roughly $4.44 billion in the second quarter from the previous year when compared to a comparable period. Spending by travelers overall decreased in the second to last quarter of 2020 compared to the same time in 2019. It is estimated that spending on sports, education, and culture fell by 82.6% while spending on visit administrations fell by 78.8% and spending on package tours—the remaining portion of expenditures in the nation—down by 77.2%. The second quarter of 2020's visitor population consisted of just 5,604,155 people, a 74.1% decrease from the second quarter of 2019.

Due to the decrease in visitors brought on by the suspension of domestic and international flights, the shutting of border crossings, and travel restrictions, hotels have survived the epidemic. The problem caused by the coronavirus epidemic has resulted in significant losses for the European lodging industry as well as significant changes for the global lodging industry (Nicola, Alsafi, et al., 2020). Bookings for restaurants, events, gatherings, weddings, and other types of gatherings have decreased in value as a result of hotels' dropping occupancy rates. Some hotels

stopped operating right away. Sadly, the stock prices of important hotel networks quoted on the stock exchange decreased. During this time, it is known that occupancy rates for global hotel networks fell by more than 50%, and the value of their stocks generally decreased by 16% (Siddiqui & Khan, 2020). (European Parliament, 2020) estimates that as a result of this decline, the motels' revenues will decrease by 50%. On the other hand, one may argue that small and medium-sized organizations specifically hurt the housing region, which is through a severe situation. Due to the current situation, several hotels have decided to close due to the decline in traveler interest (European Parliament, 2020).

Because of the specialized advancements such as online entertainment and Web 2.0, there have been significant changes in business-to-business correspondence, business-to-client correspondence, and client-to-client correspondence (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). The Web has evolved from a telecom medium to a participatory stage in the age of online entertainment, enabling users to collaborate and exchange information without being considered "media". Because it is one of the "uber patterns" that has had a significant impact on the travel industry area, the importance and use of virtual entertainment in explorers' decision-production as well as in the travel industry activities and the executives have been widely addressed.

The use of social media in travel industry activities and the board, as well as its impact on guest behavior, have been heavily researched in the fields of travel industry and friendliness research as one of the "uber patterns" that have generally changed the business. (Leung, Law, Hoof, & Buhalis, 2013) study focuses on these topics. The focus of the analysis is on the travel and neighborliness industries, and it analyses and investigates broadly trending virtual entertainment-related research publications that have been published in academic journals between 2007 and 2011. According to the article's findings, consumer-driven studies have typically concentrated on the use and effect of virtual entertainment throughout the research stage of travelers' holiday planning processes. These decisions are based on an analysis of the disassembled items from the suppliers' and consumers' points of view. With the majority of provider-related studies concentrating on innovation, the board, and exploration exercises, item dispersion has not been the subject of numerous studies.

Additionally, the coronavirus pandemic is currently affecting the tourist industry, and some academics have conducted research that examines the significant changes in travel industry advancement and promotion throughout the pestilence. Online data sources currently outweigh contacting loved ones, according to (Toubes, Vila, & Brea, 2021). A large advancement in digitalization is also anticipated, with online platforms replacing traditional travel services overall, except for specialized and prompting administrations. AI (artificial intelligence) and VR (virtual reality) advancements may also play a bigger role in the longer term.

Despite the emphasis placed on the conventional approach to winning over customers, companies working in the travel industry consistently worry about improving their exhibitions by relying on data and correspondence innovation. Additionally, the majority of brands worry a lot about customer loyalty. Since keeping current clients is just as difficult for them as finding new ones. Thanks to the computerized upheaval, websites are becoming more intricate, compelling, and focused, enabling them to interact with users and meet their needs. However, they are still unable to communicate openly with clients. The advancement and development of virtual entertainment have helped to solve this flaw. by eliminating the distinction between websites and online entertainment and by thinning the boundaries between the two systems. The growth of virtual entertainment has created the best opening for businesses that have chosen the outbound marketing strategy. As the number of people using virtual entertainment increases globally, businesses are increasingly pressuring consumers to buy their products. By showing up in Facebook news feeds, support pages have been successful in getting into the personal records of online entertainment customers. Website promotion works well with inbound brand initiatives. While virtual entertainment has clear benefits for those who have chosen outbound marketing, it also empowers them to push marketing and business efforts in the direction of the customer to strengthen the relationship between the customer and his hotel through the websites' entertainment destinations themselves or through direct links to its website; a relationship that is particularly noteworthy in a situation distinguished by the low use of virtual entertainment by customers for online shops. This lag is a result of Moroccans' overall lack of faith and confidence in technology and online commerce. Our study aims to address the problem of comprehending how e-promotion affects customer dependability and demonstrates

the influence that online entertainment may have in this relationship. Depending on this discovery.

A. Evolution of Digital Marketing in Tourism:

With the introduction of digital technologies, the tourism sector underwent a major revolution in its marketing tactics and practices. Key phases, technical developments, and modifications made in response to consumers' ever-changing behavior can all be used to trace this transformation.

1. Emergence of the Internet:

The development of the Internet as a disruptive force in the tourism and travel industry occurred in the late 20th century. According to Hays (2000), the Internet had a major effect on marketing since it allowed for hitherto unthinkable levels of accessibility and worldwide reach. The ability to explore destinations, lodging options, and activities from the comfort of their homes was an excellent new resource for tourists. The digital era in travel marketing officially began at this point.

2. Introduction of Search Engines:

The development of search engines, most notably Google, in the late 1990s completely altered how people obtain travel-related information. The revolutionary impact of search engines on the landscape of tourism marketing is highlighted by Buhalis and Law (2008). They gave passengers a quick and easy method to look for locations, accommodations, dining options, and activities. This required tourism-related firms to optimize their online presence to score highly on search engine results pages, signaling a significant change in digital marketing tactics.

3. Rise of Social Media:

Social media sites like Facebook, Twitter, and Instagram saw rapid growth in popularity in the middle of the 2000s. The expanding importance of social media in travel-related decision-making and destination marketing is highlighted by Kaplan and Haenlein (2010).

Tourism businesses were able to interact with tourists directly through social media, exchange user-generated content, and create communities around their

brands. Travelers were allowed to share their stories, images, and reviews, effectively serving as brand ambassadors. With this change, one-way marketing gave way to two-way involvement.

4. Personalization and Big Data:

Tourism industry businesses could precisely adapt their advertisements because of data analytics and personalization. The importance of big data in comprehending consumer preferences and behavior is highlighted by Peelen and Beltman (2013). The use of dynamic pricing techniques, personalized recommendations, and targeted advertising became prevalent in the world of digital marketing. This improved user experience while also increasing conversion rates and customer loyalty.

5. Content Marketing and User-Generated Content:

Businesses now provide educational and entertaining content as their primary tactic for luring and keeping customers. User-generated content (UGC) is significant and affects travel decisions, according to Leung et al. (2013). The use of reviews, blogs, and videos made by other travelers to help plan trips is growing. Businesses in the tourism industry saw the value of genuine UGC and started using it in their digital marketing campaigns.

6. Virtual Reality (VR) and Augmented Reality (AR):

The immersive experiences provided by virtual reality (VR) and augmented reality (AR) technologies improved tourism marketing. The potential of VR and AR for showcasing travel locations is covered by Eggers (2020). Before making a reservation, tourists could virtually experience destinations thanks to virtual tours, 360-degree films, and AR-enabled travel apps. These technologies changed digital marketing by giving consumers a more engaging and immersive platform.

7. Artificial Intelligence (AI) and Chatbots:

Customer service and booking procedures have been changed by AI-powered chatbots and virtual assistants. Elbedweihy et al. (2021) investigate how AI might be incorporated into the travel and hospitality sector. Instantaneous responses to traveler inquiries, booking assistance, and personalized suggestions based on user data are all

possible with AI-powered chatbots. This increased productivity and improved client satisfaction, particularly throughout the booking process.

8. Crisis Management and Adaptation:

The COVID-19 outbreak compelled the travel sector to swiftly modify its digital marketing approaches. The crucial part that digital marketing played in crisis management during the pandemic is examined by Zenker and Kock (2020). For travelers to interact under travel limitations, travel organizations have changed their focus to safety precautions, flexible booking regulations, and virtual experiences. This crisis-driven adaption showcased the adaptability and toughness of digital marketing in the face of unforeseen difficulties.

9. Sustainable Tourism and Responsible Marketing:

The tourism sector adopted ethical marketing techniques as a result of the growing attention to sustainability. Romagosa (2020) shows how to integrate digital marketing into your sustainable travel plans. Travelers are being encouraged to make thoughtful decisions by using digital marketing to showcase ecologically friendly options, encourage responsible travel, and promote responsible travel habits. It also contributed to the passengers' knowledge of how their decisions affected the environment.

The evolution of digital marketing in tourism is not merely a technological progression; it reflects profound shifts in consumer behavior, preferences, and expectations. Understanding this evolution provides a crucial context for comprehending how digital marketing strategies have been employed in the tourism sector, especially during the COVID-19 pandemic. This historical perspective underscores the industry's capacity for innovation and adaptation in response to dynamic challenges.

B. Impact of COVID-19 on the Tourism Sector:

The COVID-19 pandemic led to an unprecedented disruption of the global tourism industry. International travel restrictions, quarantine measures, and heightened health concerns resulted in a dramatic decrease in the number of international tourist arrivals (Gössling et al., 2020). This initial shock effectively

halted global travel, causing airlines to ground their fleets, hotels to close, and tour operators to suspend operations.

The epidemic had far-reaching economic consequences, particularly in the tourism industry. Hotels, restaurants, airlines, and tour operators all incurred significant income losses, resulting in massive job losses (Nicola et al., 2020). The World Travel & Tourism Council (WTTC) reported millions of job losses worldwide, hurting many people's livelihoods.

Destinations around the world faced the challenging task of selling themselves as safe and appealing places in the middle of a global health catastrophe. This necessitated a significant transformation in destination marketing methods (Toubes et al., 2021). Destinations had to shift their marketing campaigns to emphasize severe health and safety procedures. Messaging focused on safe, socially distant events became critical.

Traveler behavior changed dramatically as a result of the pandemic. When making travel decisions, travelers began to prioritize health and safety issues (Siddiqui & Khan, 2020). This shift altered travel destinations, activities, and preferred types of hotels. Travelers also showed a preference for rural, nature-focused, and less congested places, resulting in a significant shift in marketing methods.

As the tourism industry worldwide and in Morocco faced increasing obstacles, it was necessary to speed up the implementation of digital marketing tactics. The pandemic underscored the critical need to keep a strong online presence and utilize digital platforms for communication and bookings (Jiang & Wen, 2020). To remain competitive, Moroccan tourism enterprises have to quickly react to this digital paradigm shift.

C. The Digital Marketing Strategies

1. Digitalization and Digital Marketing

Digitalization, which expedites the most popular method of digitalizing organizational processes, is linked to coming up with innovative strategies for dealing with problems. It is not sufficient to only automate or digitalize existing tasks to improve the continuing value chain.

Further, by altering the course of action, restructuring the value chain, and creating a new inventory of labor and goods (as a result of the previously unheard-of coordination of computerized innovations into labor and goods), a better-than-ever method for delivering client respect is delivered. Information-driven continuous innovation progress has led to the creation of new business opportunities. Additionally, digitalization is essential for improving item processes across a variety of fields, which makes it essential for developing effective creation and organization plans and controls. However, has contributed to the seriousness of the business climate by providing information about information-driven advancements (Flores, Tucay, & Fernandez, 2021).

One benefit of computerized advertising, according to (Santos, 2020), is that it is inexpensive yet effective in attracting customers over time. Internet marketing is the practice of advertising and selling services and goods through the Internet under automated and virtual settings. Additionally, internet advertising for online retailers has both benefits and drawbacks. Its advantages include the elimination of the need for online businesses since virtual entertainment may serve as their advertising platform, the simplicity of reaching customers through web access, and the cap on two-way conversations at their own pace. One of its drawbacks is that some consumers genuinely prefer in-person product or service reviews and surveys, and another is that they are reluctant to make sincere financial commitments. Another factor that has no bearing on the benefits and difficulties faced by Internet business dealers is the company profile (years of operation, monthly net revenue, and web-based promoting expertise). In this way, the benefits and difficulties encountered are unrelated to training in internet marketing and the many online endeavors (item, administration, and item and-administration based).

Because the growth of online businesses has a significant impact on the economy, electronic advertising and sound finances are related. Online sales may have an impact on the growth and dependability of our economy. The way people purchase online has a significant impact on Internet businesses. Because it is so advantageous, online businesses should gain more and more traction. Instead of fighting this new reality, local businesses should embrace it. They could create a website and marketing campaigns that, through computerized showcasing, bring

them in front of their target customers. Taking on large organizations is simple. It merely needs a skilled computerized marketing team and a meticulous online strategy (Aque, et al., 2021).

2. Digital and Traditional Modes of Marketing

Regular methods of contact and marketing have been replaced by advanced advertising, which has been made possible by mobile technology, online entertainment platforms, and eWOM. Recently, refinement in the field of marketing has increased due to the effects of ferocious global competition on numerous ventures via new technologies. These factors have an impact on visitor perception and buyer behavior instead of standard showcasing and marketing techniques.

Customers benefit from the modern, expanding designs of computerized technology, which provide a wealth of information and many services for the travel business. Organizations must adopt a new approach to connecting with customers in light of technological advancements and the addressing preferences of younger generations, especially in the travel sector where there are fewer options for objections than in the past (Alghizzawi, 2019).

According to the focus by (Finotto & Mauracher, 2020), computerized marketing techniques are well-regarded in the wine industry, especially by small wineries, because they take into account access to untapped business sectors, have a more extravagant capacity to convey the product and terroir, and appear to be more cost-effective than conventional marketing techniques. Even though the importance of modern advertising is widely acknowledged, the reality is sobering: many wineries lag in the use of technology.

Significant advancements in marketing and correspondence, as well as new avenues for correspondence, have been made throughout the computer age. To provide customers with the best services one could expect to get and increase their level of satisfaction, businesses today attempt to use computerized marketing strategies. According to the finds, three of the four factors—including natural elements and functional technique factors—favorably influenced the growth of a computerized boosting expertise hole. Social and cultural context, religion, innovation, and economic considerations are all natural variables that affect the lack of sophisticated exhibiting ability.

3. Social Media as a Digital Marketing Strategy

According to (Dewi, 2020), online entertainment might be viewed as a virtual media that relies on cordial relationships. Superb Bali's computerized marketing strategy has been successful in building a positive reputation among customers because of the company's capacity for enduring client loyalty. Almost all business owners have used digital media to promote their goods.

Before the turn of the century, the development of the Web strengthened and then sparked predictions of growing consumer power in the advanced age. Companies need to review their advanced marketing strategy in light of shifting consumer behavior. Recent efforts in this area have focused more on the client than the company. The second wave of Web apps enhances advertising campaigns by enabling businesses to test new creative communication methods and collaborate with their customers on content delivery. How much participation by organizations in advanced advertising may be arranged according to the obvious advantages and applications of the medium. To sustain customer commitment through computerized showcasing, advertisers should focus on relationship-based communications (Bizhanova, Mamyrbekov, & Umarov, 2019).

4. Information Technologies as Marketing Tactics

Additionally, the growth of data innovation and the web may have brought about the biggest change in business in recent years. A computerized environment has an impact on how businesses are internally organized and managed due to online plans of action and computerized showcasing (DM) procedures (Saura, Palos-Sanchez, & Correia, 2019).

The MSMEs studies employ computerized marketing methods, however to a "low" extent, according to (Cammayo, 2021), with a wonderful mean of 1.1879. They continue to maintain and secure customers through conventional methods. They lack the skills necessary to effectively use modern technology, such as email marketing, a Google "My Business" account, and other information and communication technologies (ICT). The financial efficiency of Miniature, Small, and Medium-Sized Businesses (MSME) is influenced by ICT-based marketing techniques. This suggests that when ICT-related showcasing approaches are used more frequently, the MSME sector's financial display will also advance. She

identified areas of strength between hierarchical viability and internet business in Pakistan's banking sector. They ensure that conducting business online benefits a company's operational competence, professional effectiveness, and customer satisfaction. On a subjective scale, Isabela, Philippines' MSMEs are characterized as having "low" financial presentations. They have trouble obtaining credit. It is advised that MSMEs be given enough funding to maximize their ability to pay their operating capital to assist and support their growth.

5. Measurement and Evaluation of Digital Marketing Effectiveness:

Measuring the success of digital marketing actions in the tourism industry gives both opportunities and challenges, particularly in light of COVID-19. Website traffic, conversion rates, and income are still important key performance indicators (KPIs) for determining the effectiveness of digital marketing campaigns. The crisis has also brought to light the necessity for additional indicators that reflect the shifting market and consumer habits.

The analysis of data from numerous digital marketing channels is one area of focus. The sources of website traffic, user activity, engagement metrics, and conversions can all be better understood by using tools like Google Analytics and social media analytics. Tourism organizations can better understand the effects of their digital marketing campaigns by recording and evaluating this data (Buhalis & Foerste, 2020). Additionally, sentiment analysis can be used to determine how consumers feel about digital marketing campaigns, allowing for a qualitative evaluation of their efficacy (Sigala, 2020).

However, evaluating digital marketing results in the tourism and travel sector can be difficult. Since numerous factors affect the consumer's decision-making process, attribution is still a problem. To effectively credit conversions and comprehend the impact of different digital marketing channels, it is essential to use comprehensive tracking techniques (Hays & Page, 2020). Additionally, it calls for sophisticated measuring methodologies to accurately measure the influence of brand awareness and consumer loyalty, two factors that are essential for long-term success.

It is also critical to recognize the limitations and potential biases that come with evaluating the efficiency of digital marketing. The accuracy of measurements can be impacted by issues including sample representativeness, response bias in

surveys, and the difficulty of linking offline results to digital marketing initiatives (Buhalis & Foerste, 2020). Therefore, a comprehensive assessment of the success of digital marketing should take into account both quantitative and qualitative approaches, taking into account a variety of metrics and methodologies.

Tourism organizations can identify areas of improvement, develop their strategies, and more effectively allocate resources by accurately measuring and assessing their digital marketing activities. As a result, they become more competitive in a setting that is changing quickly.

6. Customer Relationship Management (CRM)

The techniques, tactics, and technology used by businesses to manage and analyze customer interactions and data over the course of the customer lifecycle are referred to as customer relationship management (CRM). CRM is essential for improving customer interactions and optimizing marketing results in the context of digital marketing (Payne & Frow, 2006). Businesses may capture, store, and analyze important customer data by combining CRM systems with digital marketing tactics. This enables them to provide tailored experiences, targeted campaigns, and successful client interaction.

The collection of client information is a crucial component of merging CRM and digital marketing. CRM systems make it easier to collect information from a variety of touchpoints, including online interactions with websites, social media participation, email correspondence, and offline channels (Reinartz, Krafft, & Hoyer, 2004). This data contains important details including demographics, past purchases, interests, and trends in consumer activity.

Businesses can use CRM to divide their client base into separate segments depending on a variety of factors once the customer data has been gathered. This segmentation makes it possible to create targeted marketing efforts that are suited to particular client segments, resulting in messaging that is more pertinent and individualized (Peelen & Beltman, 2013). Businesses can improve consumer engagement and forge better relationships by providing tailored communication through a variety of digital platforms (Chen & Popovich, 2003).

CRM tracks and analyzes client interactions across many touchpoints to help in mapping the customer journey. According to (Reinartz et al.,2004), this aids firms

in understanding the customer's path to purchase, recognizing their pain points, and improving the customer experience at each stage of the trip. Additionally, CRM platforms frequently provide automation technologies that streamline marketing workflows and processes. This enables organizations to send timely and appropriate content to customers depending on their behavior and preferences. It includes automated email marketing, lead nurturing, and task management (Rigby, Reichheld, & Schefter, 2002).

The integration of CRM with digital marketing needs to involve measurement and analysis. CRM systems include analytics features that let companies assess the success of their online marketing campaigns (Payne & Frow, 2006). Businesses may obtain insights into their marketing success and make data-driven decisions to optimize their strategies by measuring important metrics like client acquisition, conversion rates, and customer lifetime value.

In conclusion, firms may successfully manage client relationships and propel marketing success by integrating CRM with digital marketing. Businesses may increase customer engagement, boost marketing results, and foster enduring customer loyalty by utilizing customer data, segmenting customers, providing personalized communication, mapping the customer journey, automating activities, and assessing success.

D. Challenges Businesses Are Facing during the COVID-19 Pandemic

Numerous academics and professionals have focused on the difficulties that the global Coronavirus pandemic has brought to most organizations (Amankwah-Amoah, Khan, & Wood, 2020); (Donthu & Gustafsson, 2020). The financial and social peculiarity brought on by social distance has caused a few quick changes in virtually every business scene (Krishnamurthy, 2020) and raised concerns about potential liquidations, for SMEs as well as for some notable brands in numerous enterprises (Tucker, 2020).

Customers stay at home, and economies close down. According to a select few inventors, the current plague has "had gigantic — yet ideally present moment — consequences for our lives as a whole". According to the majority of scholars, the COVID-19 pandemic is a society-altering event that might have a significant long-

term influence on every facet of business (Crick & Crick, 2020).

Nobody disputes how significant and typically long-lasting the impact was on SMEs (Bartik, Bertrand, & Cullen, 2020). Numerous experts affirm that small businesses are more likely than large ones to be impacted by the pandemic. SMEs struggle with a shortage of funding and liquidity, staff, customers, and innovation notwithstanding their limited capacity to mitigate risks and absorb costs during periods of slowing company growth (Syriopoulos, 2020). For instance, (Lu, Wu, Peng, and Lu, 2020) consider the data from a sample of 4807 SMEs in the Sichuan Region of China. They acknowledge that the majority of SMEs were unable to resume operations due to a lack of arrangements for pestilence management, workers' inability to work again, hampered supply chains, and waning market interest. Many SMEs were susceptible to income opportunities because they were required to continue paying for various fixed costs despite having almost no income.

SMEs, on the other hand, are more adaptable whenever threats or opportunities present themselves in their current situation, and as a result, they have qualities that might help them survive emergencies. This claim is based on an analysis of 69 publications that looked at SMEs during previous crises (Eggers, 2020), therefore it makes sense to assume that they will exhibit similar traits during the current Coronavirus pandemic (Alonso, Kok, and Bressan, 2020).

(Thorgren and Williams, 2020) demonstrates how SMEs responded quickly by postponing speculations, cutting prices and labor hours, and changing terms and conditions using unique information from 456 SMEs amid an unfolding situation. Their findings also demonstrate how SMEs are hesitant to take any actions that might increase their obligation to value proportion when faced with a crisis.

Along with credits, mandatory representative reductions, or lower pay, changes in organizational origins or marketing strategies and greater use of computerized technology were among the most well-known opponents of emergency measures advised by the ventures addressed in different countries (Jnr & Petersen, 2020). During an emergency, participation among SMEs is crucial because it gives organizations more prominent options to be economical by concentrating limited assets and exchanging knowledge within an environment (Benn, Edwards, and Williams, 2018).

Members of the organization exchange goods while also regularly developing the skills necessary to deal with challenging situations (Belso-Martínez, Mas-Tur, and Sánchez, 2020).

1. Tourism Firms' Challenges in Pandemic and Postpandemic Environment

The traveler region was maybe the first and most severely affected area by the Coronavirus epidemic. Numerous trips must be canceled or delayed, and those scheduled for later dates must also be canceled. Due to socially segregating regulations, travel restrictions, and closed borders, the need for mobility and friendlier administrations has practically disappeared, and the influx of assets in April and May 2020 has completely stopped. Due to the intriguing characteristics of the development and use of the travel industry and neighborliness administrations, every abrogation resulted in losses for market participants, which ultimately severely harmed their capacity to fulfill their obligations to guests and their staff (Gössling, Scott, & Hall, 2020).

Given the evolving nature of the Coronavirus pandemic and its potential financial effects (Baum & Hai, 2020; Sheresheva, 2020), it is urgent for policymakers to support a workable macroeconomic strategy response. It is also important for business entertainers, particularly SMEs, to find a foothold for endurance and future growth. Chiefs are effectively "surfing" through the continuing situation without medium- or long-term strategies, and a temporary plan of action/methodology modification may be the difference between disappointment and endurance.

However, "As the world struggles with the true causes of the global pandemic there is an amazing opportunity to reexamine precisely exactly thing the travel industry will look like for the long time ahead" (Brouder, 2020) and to reveal new avenues for effective the travel industry (Niewiadomski, 2020; Romagosa, 2020).

A few innovators express their belief that contactless advances, such as robotics and artificial intelligence (AI), may help reduce fixed costs and increase liquidity and flexibility in mobile and environmentally friendly businesses (Assaf & Scuderi, 2020), (Zeng, Chen, and Lew, 2020). Additionally, increased cooperation, corresponding assistance, and close communication between all parties involved in the recovery and continued growth of the travel industry will become crucial factors

(Haywood, 2020). Due to their limited resources, SMEs may struggle to survive if they are not integrated into a larger framework of mutually beneficial collaboration with local travel industry aim partners (Zemła, 2016). Finally, several publications (Javed, 2020) focus on the issue of administrative support for SMEs operating in regional traveler interest areas. The Global The United Nations World Tourism Organisation (UNWTO) has developed several proposals for resolving the COVID-19 issue in the sector to control and reduce its impact as well as to enable the region to recover and get ready for responsibilities after the emergency (World Tourism Organization, 2020).

Each of the generated collections of recommendations contains a comprehensive list of steps to maintain current positions and establish new ones, keep market participants flexible, encourage speculation, advance the development of the travel industry across the board at all levels, and increase the viability of the travel industry organizations. The analysis shows that even if states implement these recommendations and develop additional tailored strategies, SMEs may not necessarily gain from them. Therefore, it is important to investigate the suitability and accessibility of government drives in terms of both their immediate and long-term efficacy.

2. Shift in Consumer Behavior: Crucial Factors in the Tourism Industry

The pandemic has caused or catalyzed a significant shift in consumer behavior in the travel industry. In addition to creating a global emergency for the hotel and travel industries, the Coronavirus profoundly altered consumer preferences and market demands that were satisfied by conventional value chains and corporate structures (Gössling, Scott, & Hall, 2020). In the Coronavirus era, (Kock, Nørfelt, Josiassen, Assaf, and Tsionas, 2020) emphasize that the previous "ordinary" may never again play out as predicted, urging both analysts and experts to thoroughly reevaluate it.

Travel and hospitality operators would have more challenges in the area of customer cooperation during the pandemic and post-pandemic eras, according to industry experts (Sheth, 2020). Organizations in the travel and hospitality sectors should place less emphasis on client retention and more on repeat business, look at how to display and use innovations in safe support, and keep track of shifting

consumer preferences and behavior (Gursoy & Chi, 2020). All participants in the global travel sector should adapt to the considerable shifts in the capabilities and regions of international travel.

The greatest changes are the colossal sickness aversion inspiration and the quickly expanding interest of explorers in homegrown areas across all countries (Kourgiantakis, Apostolakis, & Dimou, 2021), both "close to home" ones for fast outings (i.e., end of the week visits) and novel ones for longer voyages. Potential vacationers are probably going to put together their movement choices concerning travel well-being concerns and are probably going to pick homegrown the travel industry over outward the travel industry given their consciousness of the dangers and impacts of a new Covid sickness (Coronavirus). Likewise, traveler regions and areas with a high Coronavirus caseload (for the two occupants and guests) run the risk of losing their enticement for guests and will make some harder memories tricking new guests in the future (Zenker & Kock, 2020).

Because the travel industry is a human movement that is intimately linked to human conduct in communications with others, economies, and conditions (Hao, Xiao, & Chon, 2020), numerous studies support the urgent significance of adhering strictly to the fundamental anti-pandemic measures presented by specialists, as well as regarding the recommendations of medical services associations (Mirskikh, Mingaleva, Kuranov, & et al., 2021). For types of the travel industry like stringent, experience, agricultural, and MICE travel business, which assembles enormous gatherings for events like gatherings, impetuses, meetings, and shows, social-separating estimations will be necessary to ensure maintainable traveler improvement methods.

The widespread dissemination of medical information about the Coronavirus among workers is currently a requirement for the travel industry and friendliness industry recovery that will enable market participants to achieve the fundamental level of administration well-being while also saving help quality (Wen, Wang, Kozak, Liu, and Hou, 2020). This necessitates extra framework uses (such as cleaning and disinfecting frameworks, hard decks, air handling frameworks, and so forth) to maintain a healthy atmosphere for visitors and workers. Currently, hospitality organizations use the act of social isolation when performing tasks like hosting guests, providing catering, and organizing social and educational activities.It

will undoubtedly continue soon after the plague, but perhaps not with the same zeal.

Additionally, personal protective equipment (PPE) will be expected for air travel and travel, and transportation companies and individual transporters should create and implement new policies and procedures to guarantee the security of tourist transportation (Chang, McAleer, & Ramos, 2020). It's also important to remember that, in light of the new conditions, the pre-scholarly patterns of administrative digitalization and the rising significance of electronic informal interaction as a potent specialized tool (Reyes-Menendez, Correia, & Matos, 2020) became notably more apparent. For traveler associations, the development of separating approaches that reflect the value of online client partnerships and the utilization of cutting-edge showcasing tools become crucial (Saura, Palos-Sanchez, & Correia, 2019).

For the travel industry ventures looking for a chance to survive in pandemic and post-pandemic times, marketing improvements that ensure the production of services tailored to the new customer worries, needs, and inclinations are required.

III. METHODOLOGY

A. Research Strategy

This study aimed to examine the effect of Digital Marketing on the Tourism sector.

The researchers recommended utilizing a quantitative technique to evaluate these components because the majority of illustrative assessment is quantitative. The quantitative assessment technique must also be used to establish the links between distinct parts.

Data should be acquired, by "Quantitative Assessment," in a way that allows for examination and verification of assertions made by elective data (Leedy & Ormrod, 2001). It is more appropriate if it is possible for them to "impartially survey the variable(s) of interest... furthermore, be separated from the investigation members so they may make honest finishes" (Leedy & Ormrod, 2001).

B. Targeted Population

According to (Lancaster, 2005), the idea of "population" in the context of our study comprises the entire assemblage of individuals or subjects that fall within the scope of our investigation. It reflects the entire group that is the focus of our investigation. The population under consideration in this study is a diverse and dynamic cohort of approximately 250 respondents.

Within the scope of our research, this population is distinguished by several prominent qualities and characteristics that are critical for comprehending the context and applicability of our findings. These respondents represent a cross-section of people from various backgrounds, age groups, educational levels, and professions, representing the diversity and complexities inherent in our investigation's broader target audience.

Our population's demographic mix suggests a gender balance, with nearly equal numbers of male and female respondents. This gender balance contributes to the study's representativeness, allowing for a thorough examination of gender-related factors within the subject topic.

Furthermore, the group includes responses ranging in age from young adults in their early twenties to people aged 60 and up. This age diversity allows us to investigate how views, behaviors, and intentions in the travel and tourism industry alter throughout life stages and generational cohorts.

Individuals with a wide range of educational backgrounds make up the population, including those with primary schooling, undergraduate degrees, and advanced degrees (Masters+). This educational diversity is especially significant because it allows us to investigate how different levels of education influence responses and attitudes about the elements of the tourism sector.

Geographically, the population is chosen from various places, including urban and rural areas, ensuring that our study covers a wide range of geographical contexts and experiences. This geographical diversity is critical for reflecting the nuances and regional disparities that may influence tourism perceptions and actions.

C. Sampling Population

It is "the method by which a researcher selects a sample of respondents for a survey from the pool of interested inhabitants" (Leary, 2004). It gives academics the ability to examine the audit population's inactive contrasts. The population's diversity or heterogeneity, the typical error rate, and the degree of confidence are the three most important factors to take into account when choosing the model size (Zikmund, 2003).

The sampling population for this study consisted of individuals who met the specific criteria outlined in the targeted population and were relevant to the investigation.

A sample size of approximately 250 respondents was selected to ensure sufficient representation and to achieve meaningful insights. The sample population was recruited using a combination of purposive sampling and convenience sampling techniques. Purposive sampling was employed to include individuals who possessed

relevant knowledge and experiences in the tourism sector during the COVID-19 crisis. Convenience sampling was utilized to facilitate the ease of access to potential participants within the target population.

The sample size of 250 respondents was determined based on considerations of feasibility, resources, and the desired level of confidence in the findings. It was selected to capture a diverse range of perspectives and experiences within the tourism sector in Morocco.

D. Research Instruments

The survey was taken from the piece of writing named, "Social Media Marketing in Tourism Industry and Role of the Social Media on Consumer Preferences: A Survey on the Effects of Social Media Sites on the Buying Decision Making Process" by ANIL KÜTÜK. Closed-ended questionnaires will be used to collect the data, and respondents who are taking part in the study will get them to complete. A five-point Likert scale measuring Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree will be used to design the questionnaire.

The questionnaire is broken into two portions, the first of which contains questions about the respondents' biographical information, and the second of which includes questions about the digital marketing and tourism sector. The instrument will be chosen on purpose since it asks for the respondents' personal opinions and allows them to use their expertise to provide a variety of facts.

The information for this study was gathered between March and June, 2023. The structured questionnaire was used to collect data, and it was administered using Google Forms, a popular online survey tool. This method was selected due to its ease of use, efficiency, and capacity to reach a varied and geographically distributed respondent pool.

To promote the survey's accessibility and reach, invitations and survey links were distributed via email, social media platforms, and relevant online communities. This multi-channel approach was chosen to maximize the survey's exposure and encourage participation from a broad and representative sample of the population under investigation.

Stringent measures were put in place throughout the data collection period to ensure the quality and integrity of the responses. Regular monitoring of incoming data, validation checks to verify completeness and correctness, and prompt follow-ups with participants to resolve any potential issues or inquiries were among these methods.

IV. DATA ANALYSIS

A. Description

The data analysis process involved several stages, beginning with the examination of descriptive statistics. Descriptive statistics were employed to summarize and present key findings related to respondents' demographics and their responses to the questionnaire. These statistics offer a comprehensive overview of the characteristics of the sample population, enabling a better understanding of the profile of individuals who participated in the study.

Following the descriptive statistics, demographic statistics were analyzed to identify any significant patterns or trends among different demographic groups. This analysis provides valuable insights into how various factors, such as age, gender, income, and educational background, may influence respondents' perceptions and behaviors related to digital marketing in the tourism sector.

Factor analysis was then conducted to explore the underlying dimensions or constructs that shape respondents' perceptions and behaviors. This technique helps identify latent factors that influence respondents' preferences and attitudes towards digital marketing strategies in the context of the COVID-19 crisis. By uncovering these factors, the study aims to provide a deeper understanding of the key drivers that shape tourists' decision-making processes.

Moreover, a correlation matrix was utilized to examine the relationships between different variables within the collected data. This analysis enables the exploration of associations and dependencies between various factors related to digital marketing and tourist behaviors. By identifying significant correlations, the study seeks to determine which factors are most influential in shaping tourists' responses to digital marketing efforts. And lastly, regression tests were employed to analyze the hypotheses formulated in the study to know if they were accepted or rejected.

B. Research Model:
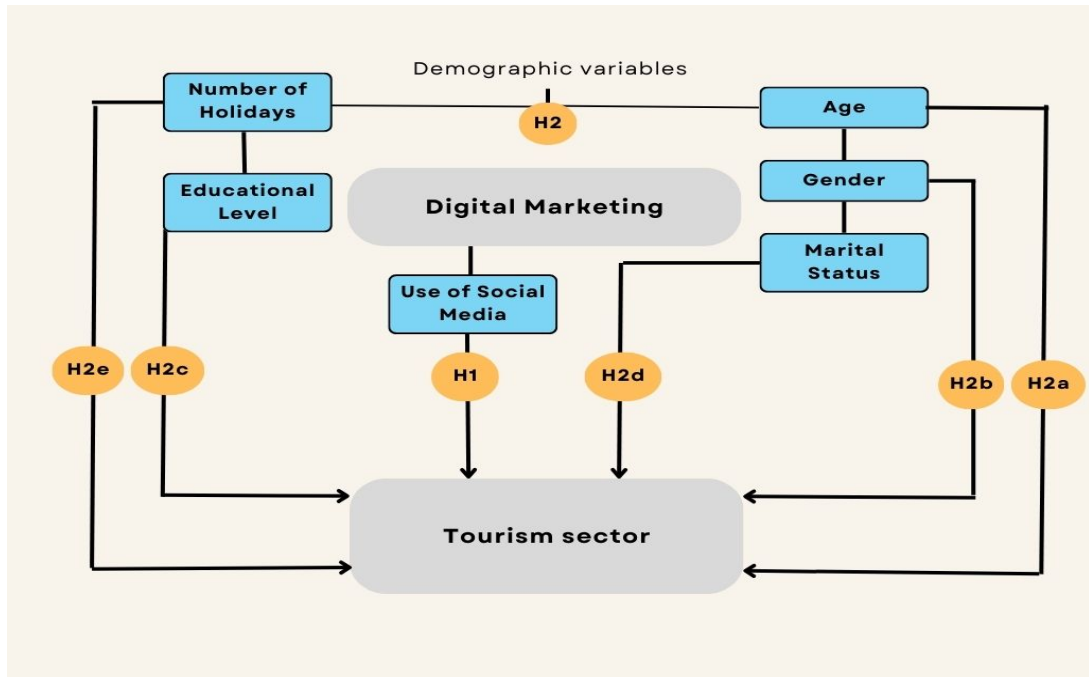
Figure 1. Research model for hypotheses

This conceptual model depicts the relationships between digital marketing and the tourism industry, as well as the potential influence of demographic variables on the tourism sector. It consists of two main components: H_1 and H_2.

H_1: There are significant differences in the tourism sector across the use of social media as a tool of digital marketing.

This hypothesis suggests that digital marketing has a direct impact on the tourism industry. It implies that effective implementation of digital marketing strategies, such as online advertising, search engine optimization, social media marketing, and targeted promotions, can influence various aspects of the tourism sector. This includes customer engagement, brand awareness, online bookings, customer reviews, and overall business performance.

H_2: There are significant differences in the tourism sector across the different demographic variables.

This component explores the potential relationships between demographic variables and the tourism sector. It posits that demographic factors can have a significant effect on various aspects of the tourism industry.

Under H_2, several sub-components are representing specific demographic

variables:

H_{2a}: There are significant differences in the tourism sector across the Age ranges of the participants.

This hypothesis suggests that age can influence the tourism sector. Different age groups may have distinct travel preferences, interests, motivations, travel styles, and spending habits. These variations can impact their engagement with the tourism industry, such as the types of destinations they prefer, the activities they seek, and the services they demand.

H_{2b}: There are significant differences in the tourism sector across the different genders.

This hypothesis proposes that gender can affect the tourism sector. Gender-based differences in travel behavior, decision-making processes, travel preferences, and motivations can shape individuals' engagement with the tourism industry. This includes factors like preferred travel destinations, activities, and accommodations.

H_{2c}: There are significant differences in the tourism sector across the educational level.

This hypothesis suggests that educational level can influence the tourism sector. Differences in educational backgrounds can lead to variations in travel aspirations, interests, motivations, and travel preferences. These differences can impact individuals' engagement with the tourism industry, such as the types of experiences they seek, the level of cultural immersion they desire, and their interest in educational or eco-friendly tourism.

H_{2d}: There are significant differences in the tourism sector across the Marital status of the participants.

This hypothesis suggests that marital status can influence the tourism sector. Marital status can impact travel patterns, preferences for family-oriented tourism, opportunities for solo travel, and overall engagement with the tourism industry. This includes factors like the choice of destinations, activities, and accommodations suitable for different marital statuses.

H_{2e}: There are significant differences in the tourism sector across the frequency of holidays.

This hypothesis posits that the frequency of holidays can impact the tourism sector. Individuals' frequency of taking holidays can influence their level of engagement with the tourism industry, travel preferences, and the demand for various tourism-related products and services. This includes factors like the frequency of bookings, travel-related expenditures, and the overall impact on the tourism sector.

1. Descriptive statistics:

Table 1. Shows the discriptive analysis

	Statistic	Mean	Std. Deviation	Skewness	Kurtosis
INF1	250	3,60	1,365	-,585	-,918
INF2	250	3,70	1,299	-,644	-,766
INF3	250	3,12	1,382	-,100	-1,180
INF4	250	3,48	1,299	-,395	-,957
INF5	250	3,94	1,234	-1,016	,050
INF6	250	3,93	1,210	-,971	-,037
UTZ1	250	3,67	1,276	-,725	-,480
UTZ2	250	3,78	1,229	-,797	-,309
UTZ3	250	3,13	1,342	-,203	-1,103
UTZ4	250	2,81	1,274	,064	-1,045
UTZ5	250	3,49	1,293	-,437	-,947
UTZ6	250	3,81	1,291	-,778	-,578
UTZ7	250	4,13	1,133	-1,155	,316
INR1	250	3,73	1,201	-,789	-,323
INR2	250	3,52	1,145	-,557	-,412
INR3	250	3,18	1,239	-,326	-,846
INR4	250	3,58	1,167	-,646	-,348
INR5	250	3,66	1,200	-,661	-,451
BUY1	250	3,24	1,118	-,303	-,614
BUY2	250	3,72	1,176	-,531	-,667
BUY3	250	3,81	1,200	-,706	-,427
BUY4	250	3,77	1,202	-,698	-,418
BUY5	250	3,70	1,169	-,551	-,582
INT1	250	3,47	1,487	-,455	-1,244
INT2	250	3,57	1,325	-,492	-,939
INT3	250	3,82	1,203	-,885	-,094
INT4	250	4,05	1,056	-1,191	,996
INT5	250	3,98	1,192	-1,072	,283
Valid N (listwise)	250				

Information (INF1 to INF6): The mean scores for all information-related variables range from 3.12 to 3.94. The scores show some variability, with standard deviations ranging from 1.210 to 1.382. The distributions appear slightly negatively

skewed (skewness values ranging from -0.100 to -1.016), indicating a slight tendency towards lower scores. The kurtosis values range from -1.180 to 0.050, suggesting varying degrees of flatness or peakedness in the distributions.

Utilization (UTZ1 to UTZ7): The mean scores for utilization-related variables range from 3.13 to 3.93. The standard deviations range from 1.169 to 1.342, indicating moderate variability. The skewness values range from -0.203 to -0.971, indicating slightly negatively skewed distributions. The kurtosis values range from -1.103 to -0.037, suggesting varying degrees of flatness or peakedness.

Interaction (INR1 to INR5): The mean scores for interaction-related variables range from 3.18 to 4.13. The standard deviations range from 1.118 to 1.487, indicating moderate to high variability. The skewness values range from -0.303 to -1.155, suggesting slightly negatively skewed distributions. The kurtosis values range from -0.846 to 0.316, indicating varying degrees of flatness or peakedness.

Buying (BUY1 to BUY5): The mean scores for buying-related variables range from 3.24 to 3.98. The standard deviations range from 1.056 to 1.487, indicating moderate variability. The skewness values range from -0.326 to -1.191, indicating slightly negatively skewed distributions. The kurtosis values range from -0.614 to 0.996, suggesting varying degrees of flatness or peakedness.

Intention (INT1 to INT5): The mean scores for intention-related variables range from 3.47 to 3.98. The standard deviations range from 1.056 to 1.487, indicating moderate variability. The skewness values range from -0.551 to -1.072, suggesting slightly negatively skewed distributions. The kurtosis values range from -0.582 to 0.283, indicating varying degrees of flatness or peakedness.

C. Demographical Patterns of Respondents of the Study

Table 2. Demographic analysis

		Frequency	Percent
Age	20-25	100	40,0%
	26-30	63	25,2%
	31-35	43	17,2%
	36-40	18	7,2%
	40+	26	10,4%
Gender	Female	128	51,2%
	Male	122	48,8%
Marital status	Single	163	65,2%
	Married	87	34,8%
Educational Status	Primary	5	2,0%
	Secondary	4	1,6%
	High School	30	12,0%
	Foundation Degree (Vocayional School)	14	5,6%
	Undergraduate Degree	81	32,4%
	Masters+	116	46,4%
Income Level (Per Month - MAD)	Less than 2500 MAD	42	16,8%
	2500-3000	13	5,2%
	3001- 3500	17	6,8%
	3500-4000	24	9,6%
	More Than 4000	154	61,6%
How many times do you go on holidays per year?	1 time	79	31,6%
	2 times	78	31,2%
	3 times	44	17,6%
	4 times	13	5,2%
	More than 4	36	14,4%
Frequency of social media use per day	10-30 min	5	2,0%
	30-45 min	16	6,4%
	45-60	22	8,8%
	60-120min	48	19,2%
	120-180 min	50	20,0%
	More than 180 min	109	43,6%

The age distribution of the respondents shows that the majority, 40%, fall into the 20-25 age range, while 25.2% are between 26-30 years old. A smaller percentage, 17.2%, falls into the 31-35 age group, followed by 7.2% aged 36-40. Additionally, 10.4% of the respondents are 40 years old or older.
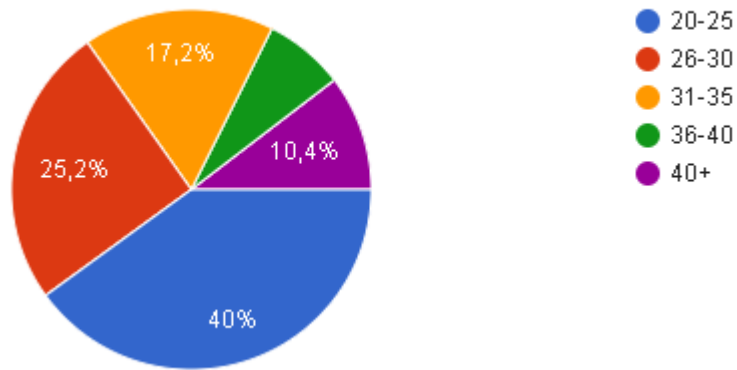
Figure 2. The age distibution

In terms of gender, slightly over half, 51.2%, of the respondents identify as female, while the remaining 48.8% identify as male.
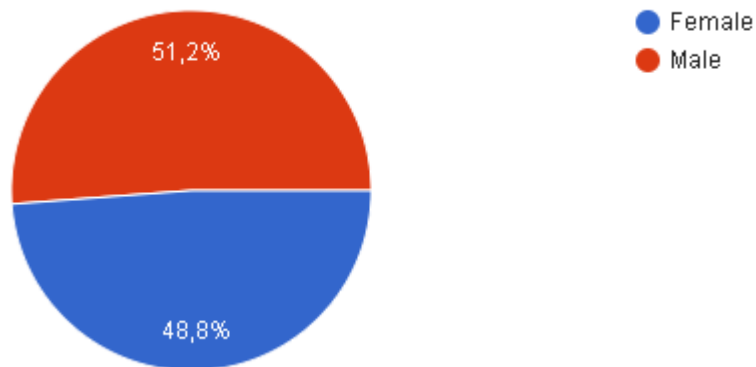
Figure 3. Gender distibution

Regarding marital status, a significant proportion of the respondents, 65.2% reported being single, whereas 34.8% indicated that they are married.
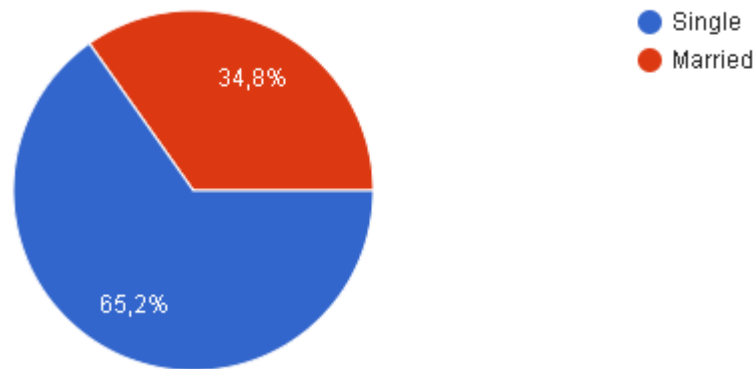
Figure 4. Marital Status distibution

When it comes to educational status, the distribution shows that 2.0% of the respondents have a primary education, while 1.6% has a secondary education. Furthermore, 12.0% have completed high school, and 5.6% have a foundation degree from vocational school. A significant portion, 32.4%, holds an undergraduate degree, and the majority, 46.4%, have a master's degree or higher.
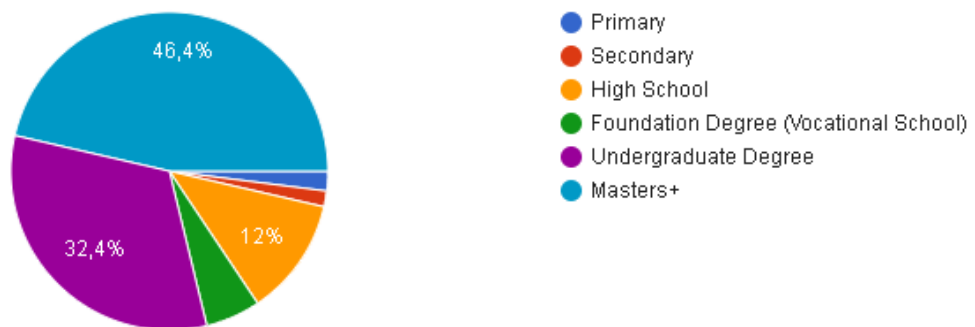
Figure 5. Educational status distribution

In terms of income level, 16.8% of the respondents reported having an income less than 2500 MAD per month. A smaller percentage, 5.2%, fell within the 2500-3000 MAD range, while 6.8% reported an income between 3001-3500 MAD. Additionally, 9.6% fell within the 3500-4000 MAD range, and the majority, 61.6%, reported having an income higher than 4000 MAD per month.
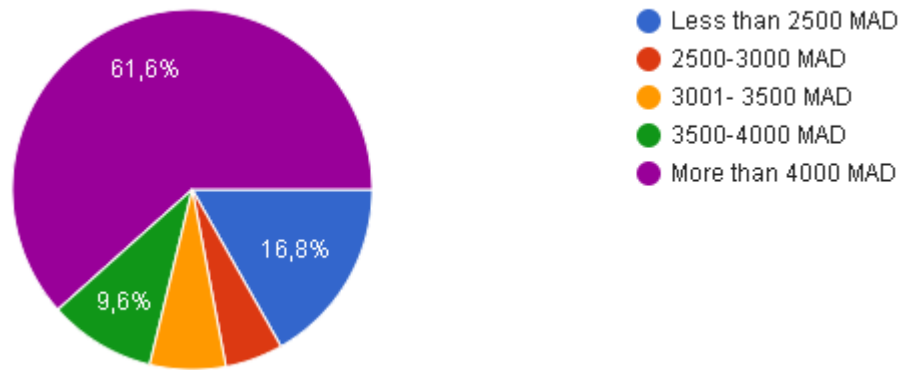
Figure 6. Distibution of respondents by the level of income

When asked about the frequency of holidays per year, the responses were fairly evenly distributed. Approximately 31.6% of the respondents go on holidays once a year, while 31.2% go on holidays twice a year. A slightly smaller proportion, 17.6%, goes on holidays three times a year, and only 5.2% go on holidays four times a year. Finally, 14.4% of the respondents reported going on holidays more than four times per year.
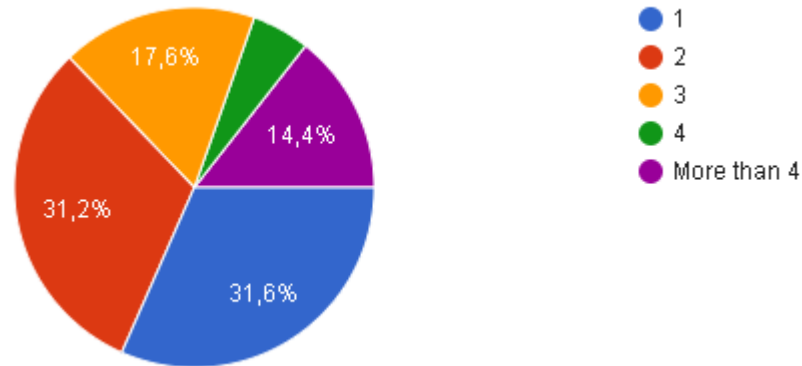
Figure 7. Frequency of holidays per year

The data also revealed the frequency of social media use per day. A small percentage, 2.0%, reported spending 10-30 minutes on social media daily. A slightly higher proportion, 6.4%, spends 30-45 minutes, and 8.8% spend 45-60 minutes. A significant number, 19.2%, spend 60-120 minutes (1-2 hours) on social media per day, while 20.0% spend 120-180 minutes (2-3 hours). The majority, 43.6%, spend more than 180 minutes (3 hours or more) on social media each day.
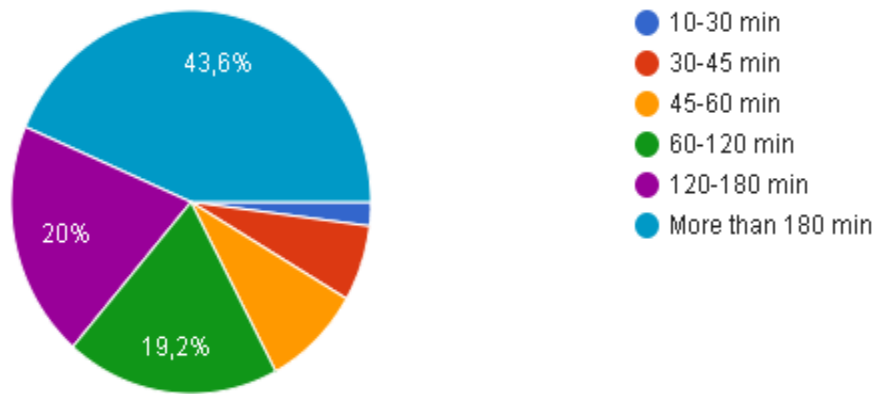
Figure 8. Frequency of social media per day

D. Factor analysis

Table 3. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,961
Bartlett's Test of Sphericity	Approx. Chi-Square	6496,513
	df	378
	Sig.	<,001

The results of the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity provide important insights into the suitability of conducting a factor analysis on the given data. The high KMO measure of 0.961 indicates that the data is highly adequate for factor analysis, suggesting that the variables included in the analysis are appropriate for exploring underlying factors. Additionally, Bartlett's Test of Sphericity yields a significant result with a chi-square value of 6496.513 and 378 degrees of freedom, indicating that there are meaningful relationships among the variables that can be explained by factors. Together, these findings support the appropriateness of conducting a factor analysis and suggest that the data contains valuable information for uncovering the underlying factor structure.

Table 4. Rotated Component Matrix

	Component			
	1	2	3	4
I might make preferences between locations / districts according to the comments posted on social media concerning such touristic locations.	,765			
I might purchase a trip of a travel agency to a destination according to the information that are provided by means of social media or websites.	,734			
I might purchase a trip for a touristic destination which is posted on social networking sites.	,729			
I might decide where to spend my holiday by social media and websites.	,660			
I am sure that from now on I am going to use social media means while organizing and improving my future trips	,621			
Positive comments /posts of the users on social networking sites make me trust the touristic facilities that I am interested in.	,621			
I think, day by day, many people are going to arrange trips by making use of social platforms; and then they are going the share their opinions via comments.	,597			
I check all of the posts on social networking sites about the touristic products that I am the stage whether to purchase or not.	,591			
I watch videos on the pages of social networking sites concerning touristic facilities that I am planning to visit	,572			
I make use of the posts and the comments of the people on social networking sites while deciding.	,505			
Social networking sites contribute to the promotion of touristic facilities and destinations.		,759		
Social networking sites provide information for me about hotels.		,759		
Social networking sites provide information for me about touristic facilities and destination while I am making decisions.		,744		
I learn every kind of innovations regarding to the hotels and touristic destinations by means of such social networking sites.		,734		
Social networking sites are informative before trips.		,729		
I subscribe on the social networking sites concerning my favorite hotels and touristic destinations; and I follow their updated notifications.		,702		

Table 4. (con) Rotated Component Matrix

	Component			
	1	2	3	4
I carefully check and examine all of the special offers on the social networking sites concerning the destinations and the touristic facilities that I am planning to visit.		,571		
Social networking sites help me to make faster decisions about the touristic facilities or the destinations I want to visit.		,537		
I allow touristic companies and hotels to send me emails about their latest offers.			,719	
I am easily affected by the comments on touristic facilities posted on social networking sites and received by email.			,666	
I think the posts and the comments of tourists on social networking sites are reliable.			,590	
I ask/post questions on social networking sites while I am deciding the touristic facility or the destination that I am planning to visit.			,584	
I share my holiday experiences on social platforms and consequently I encourage my friends for such trips.				,779
I like sharing the pictures of the places I have visited during my trips on social networking sites.				,687
I can share my opinions regarding to both positive and negative experiences I had with a hotel on social platforms				,561

The Rotated Component Matrix provides a comprehensive understanding of how social media influences travel decisions through four distinct components.

In Component 1, which represents the "Influence of Social Media on Travel Decision-Making," individuals who agree with statements such as "I might make preferences between locations/districts according to the comments posted on social media concerning such touristic locations" (loading: 0.765) or "I might purchase a trip for a touristic destination which is posted on social networking sites" (loading: 0.729) are notably influenced by social media in shaping their travel choices. They rely on online information and social media content when deciding on travel destinations and activities.

Component 2, referred to "Social Media as an Informative Source for Travel," denotes that those who agree with statements such as "Social networking sites contribute to the promotion of touristic facilities and destinations" (loading: 0.759) or

"I learn all kinds of innovations regarding hotels and touristic destinations through such social networking sites" (loading: 0.734) regard social media platforms as valuable sources of information about hotels, touristic facilities, and touristic destinations. They rely on these networks for travel-related updates and promotions.

Component 3, "Social Media Sharing and Influence," examines people's tendency to share their travel experiences on social media and how this motivates others to take similar journeys. High positive loadings on this component are associated with statements such as "I share my vacation experiences on social platforms and, as a result, encourage my friends to take similar trips" (loading: 0.779) or "I enjoy sharing pictures of places I've visited on social networking sites" (loading: 0.687). These people actively share their travel experiences on social media, urging others to do the same.

Component 4, "Influence of Emails and Social Media Comments/Reviews," emphasizes the importance of emails from tourism organizations as well as the impact of comments and reviews on social networking sites in influencing travel selections. Those who agree with statements like "I allow touristic companies and hotels to send me emails about their latest offers" (loading: 0.719) or "I am easily affected by comments on touristic facilities posted on social networking sites and received by email" (loading: 0.666) are more likely to subscribe to travel-related emails and be influenced by comments and reviews on social media and email communications when making travel decisions.

In summary, the Rotated Component Matrix reveals four underlying factors in the influence of social media on travel decisions, encompassing the extent to which social media shapes travel choices, its role as an informative source, the inclination to share travel experiences on social platforms, and the impact of emails and social media comments/reviews on decision-making. The loadings indicate the strength of these associations for each survey question.

E. Reliability Test

Table 5. Reliability analysis

	Cronbach's Alpha
Information	,927
Utilisation	,904
Interaction	,928
Buying	,924
Intention	,894

Information (Cronbach's Alpha = 0.927):

The category labeled "Information" exhibits an exceptionally high level of internal consistency with a Cronbach's Alpha value of 0.927. This implies that the questions or statements related to information within your survey or questionnaire are highly correlated and reliably measure the same underlying concept. So we can have confidence that the items in this category are effectively capturing the intended information-related construct.

Utilization (Cronbach's Alpha = 0.904):

The "Utilization" category demonstrates a strong level of internal consistency with a Cronbach's Alpha of 0.904. This suggests that the items within this category, which likely pertain to the utilization of a particular resource or service, are reliably measuring a common construct. The high Alpha value indicates that these items are consistent in their assessment of utilization-related factors.

Interaction (Cronbach's Alpha = 0.928):

Within the "Interaction" category, Cronbach's Alpha value is 0.928, indicating a very high level of internal consistency. Items related to interaction, such as interpersonal communication or engagement, are assessed with great reliability. We can have confidence in the consistent measurement of the interaction construct based on the survey items.

Buying (Cronbach's Alpha = 0.924):

In the "Buying" category, Cronbach's Alpha value is 0.924, indicating a high degree of internal consistency. The items in this category likely focused on purchasing behavior or intentions and consistently measured the same underlying concept.

Intention (Cronbach's Alpha = 0.894):

Lastly, the "Intention" category yields a Cronbach's Alpha value of 0.894, signifying good internal consistency. Although slightly lower than the other categories, this value is still well above the commonly accepted threshold of 0.7 for internal consistency. The items in this category, likely addressing intentions or future actions, reliably measure the intended construct.

In summary, Cronbach's Alpha values for the five categories assessed in this study indicate a high degree of internal consistency and reliability. This suggests that the questions or statements within each category effectively measure their respective constructs. So we can trust the validity of the survey instrument for assessing information, utilization, interaction, buying, and intention-related factors. These results support the robustness of the questionnaire and the reliability of the data collected for analysis in this thesis.

Table 6. Correlation Matrix

	INFO	UTILIZ	INTERAC	BUYING	INTEN
INFORMATION	1	,798**	,646**	,734**	,742**
UTILIZATION		1	,783**	,809**	,799**
INTERACTION			1	,778**	,754**
BUYING				1	,807**
INTENTION					1

The correlation matrix reveals several important findings. Firstly, there is a strong positive correlation between Information and Utilization, indicating that higher levels of information are associated with increased utilization of digital marketing in the tourism sector. Similarly, Information is positively correlated with Interaction, Buying, and Intention, suggesting that more information leads to greater engagement, purchase behavior, and intention to take action. Additionally, Utilization shows strong positive correlations with Interaction, Buying, and Intention, implying that effective utilization of digital marketing strategies is associated with increased interaction, buying behavior, and intention to engage in specific actions. Furthermore, Interaction is positively correlated with Buying and Intention, indicating that higher levels of interaction with digital marketing content correspond to greater buying behavior and intention to act. Lastly, there is a strong positive correlation between Buying and Intention, suggesting that increased buying behavior is closely linked to a higher intention to engage in certain actions. Overall,

these findings highlight the significance of information, utilization, and interaction in influencing buying behavior and intention in the context of digital marketing in the tourism sector.

F. Regression Analysis

H$_1$: There are significant differences in the tourism sector across the use of social media as a tool of digital marketing.

Table 7. Anova Test for the Use of Social Media (per day)

Dependent Variable	(I) Frequency of social media use per day	(J) Frequency of social media use per day	Mean Difference (I-J)	Sig.	Sum of squares	F
Information	10-30 min	More than 180 min	-1,87890*	<,001	308,003	11,204
	30-45 min	120-180 min	-1,30583*	<,001		
		More than 180 min	-1,57473*	<,001		
	60-120min	More than 180 min	-,65459*	,003		
	120-180 min	30-45 min	1,30583*	<,001		
	More than 180 min	10-30 min	1,87890*	<,001		
Utilization	30-45 min	120-180 min	-1,00214*	,003	252,495	8,288
		More than 180 min	-1,18594*	<,001		
	45-60	More than 180 min	-,80120*	,004		
	120-180 min	30-45 min	1,00214*	,003		
	More than 180 min	30-45 min	1,18594*	<,001		
Interaction	30-45 min	More than 180 min	-1,17271*	<,001	274,004	8,218
	45-60	More than 180 min	-,96589*	<,001		
	More than 180 min	30-45 min	1,17271*	<,001		
		45-60	,96589*	<,001		
Buying	30-45 min	120-180 min	-1,17600*	<,001	262,683	9,763
		More than 180 min	-1,40367*	<,001		
	60-120min	More than 180 min	-,67867*	<,001		
	120-180 min	30-45 min	1,17600*	<,001		
	More than 180 min	30-45 min	1,40367*	<,001		
		60-120min	,67867*	<,001		
Intention	30-45 min	120-180 min	-1,05400*	,003	278,275	8,835
		More than 180 min	-1,36743*	<,001		
	45-60	More than 180 min	-,99925*	<,001		
	120-180 min	30-45 min	1,05400*	,003		
	More than 180 min	30-45 min	1,36743*	<,001		
		45-60	,99925*	<,001		

The ANOVA table investigates the effect of daily social media use duration on the following tourist sector dimensions: "Information," "Utilization," "Interaction," "Buying," and "Intention."

"Information": Those who spend more than 180 minutes each day on social media had considerably lower "Information" ratings than shorter users (10-30 min,

30-45 min, and 60-120 min).

"Utilization": As with "Information," heavy users (more than 180 minutes) score worse in "Utilization" than shorter users (30-45 minutes, 45-60 minutes, and 120-180 minutes).

"Interaction": Heavy users have lower "Interaction" ratings than moderate users (30-45 min and 45-60 min), but moderate users outperform heavy users (30-45 min).

"Buying" Dimension: Heavy users do worse than moderate users (30-45 minutes, 60-120 minutes, and 120-180 minutes). Moderate users outperform heavy users.

"Intention" Dimension: Heavy users do worse in "Intention" than moderate users (30-45 minutes, 45-60 minutes, and 120-180 minutes). Moderate users outperform heavy users.

In summary, daily social media use duration has a considerable influence on reactions in the tourism sector across all aspects. Longer daily social media use is connected with lower scores in these areas, whereas moderate users have higher scores. This demonstrates that the frequency of daily social media use has a considerable impact on behaviors and attitudes in the tourism industry. So, H_1 is **accepted**.

H_2: There are significant diffirences in the tourism sector across the defferent demographic variables.

H_{2a}: There are significant differences in tourism sector across the Age ranges of the participants.

Table 8. ANOVA Test for Participants' Age Distributions Information variable

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.	Sum of Squares	F
Information	20-25	26-30	,02905	1,000	308,003	2,449
		31-35	,09217	,991		
		36-40	,26185	,885		
		40+	,72410*	,025		
	26-30	20-25	-,02905	1,000		
		31-35	,06312	,998		
		36-40	,23280	,933		
		40+	,69505	,055		
	31-35	20-25	-,09217	,991		
		26-30	-,06312	,998		
		36-40	,16968	,982		
		40+	,63193	,144		
	36-40	20-25	-,26185	,885		
		26-30	-,23280	,933		
		31-35	-,16968	,982		
		40+	,46225	,647		
	40+	20-25	-,72410*	,025		
		26-30	-,69505	,055		
		31-35	-,63193	,144		
		36-40	-,46225	,647		
Utilization	20-25	40+	,82198*	,002	252,495	4,177
	26-30	40+	,86778*	,002		
	40+	20-25	-,82198*	,002		
		26-30	-,86778*	,002		
Interaction	20-25	40+	,85677*	,002	274,004	4,271
	26-30	20-25	,07241	,992		
	26-30	40+	,92918*	,001		
	40+	26-30	-,92918*	,001		
Buying	20-25	26-30	-,23187	,618	262,683	2,161
		31-35	-,15088	,926		
		36-40	-,28267	,814		
		40+	,39938	,386		
	26-30	20-25	,23187	,618		
		31-35	,08099	,994		
		36-40	-,05079	1,000		
		40+	,63126	,063		
	31-35	20-25	,15088	,926		
		26-30	-,08099	,994		
		36-40	-,13178	,991		
		40+	,55027	,192		
	36-40	20-25	,28267	,814		
		26-30	,05079	1,000		
		31-35	,13178	,991		
		40+	,68205	,189		
	40+	20-25	-,39938	,386		
		26-30	-,63126	,063		
		31-35	-,55027	,192		
		36-40	-,68205	,189		

Table 8. (con) ANOVA Test for Participants' Age Distributions Information variable

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.	Sum of Squares	F
Intention	20-25	26-30	-,14035	,917	278,275	3,759
		31-35	,17763	,880		
		36-40	,21044	,932		
		40+	,75062*	,010		
	26-30	20-25	,14035	,917		
		31-35	,31798	,528		
		36-40	,35079	,711		
		40+	,89096*	,002		
	31-35	20-25	-,17763	,880		
		26-30	-,31798	,528		
		36-40	,03282	1,000		
		40+	,57299	,172		
	36-40	20-25	-,21044	,932		
		26-30	-,35079	,711		
		31-35	-,03282	1,000		
		40+	,54017	,434		
	40+	20-25	-,75062*	,010		
		26-30	-,89096*	,002		
		31-35	-,57299	,172		
		36-40	-,54017	,434		

The ANOVA test was used to see if there were any significant variations in the age distributions of participants in the tourism sector's "Information" dimension. While most age group comparisons produced no statistically significant changes, there was a significant difference between the "20-25" and "40+" age groups. Individuals in the "40+" age group exhibit significantly different mean scores in the "Information" dimension compared to those in the "20-25" age group, indicating potential differences in how various age groups perceive and interact with tourism-related information.

The tests done in the tourism sector's "Utilization" and "Interaction" dimensions revealed substantial changes in mean scores across different age groups. In particular, the "40+" age group had considerably higher mean scores in both aspects than the "20-25" and "26-30" age groups, showing distinct patterns of consumption and engagement within the tourism sector. In either dimension, however, there were no significant differences in mean scores between the "20-25" and "26-30" age groups or between the "26-30" and "40+" age groups.

In the "Buying" dimension, there were no significant changes in mean scores between age groups, indicating that age has no significant impact on purchasing behavior in the tourism sector.

The "Intention" dimension analysis revealed statistically significant variations in mean scores between the "20-25" and "40+" age groups, as well as between the "26-30" and "40+" age groups. This implies that age influences people's intentions about tourism-related activities.

Overall, while age has a major impact on some aspects of the tourism industry, such as utilization, engagement, and intention, it does not have a consistent effect across all dimensions. As a result, hypothesis H_{2a} is partially supported. Specific dimensions show age variances. As a result, this hypothesis can be **accepted.**

H_{2b}: There are significant differences in tourism sector across the difference genders.

Table 9. T-test for Participants' Gender Distributions

	Gender	N	Mean	Std. Deviation	Std. Error Mean	F	Sig.
Information	Female	128	3,2773	1,10441	,09762	2,630	,106
	Male	122	3,9918	1,00088	,09062		
Utilization	Female	128	3,3214	1,03187	,09121	1,095	,296
	Male	122	3,7822	,92713	,08394		
Interaction	Female	128	3,3359	1,12940	,09983	8,426	,004
	Male	122	3,7377	,91781	,08309		
Buying	Female	128	3,3406	1,01775	,08996	1,223	,270
	Male	122	3,9689	,93809	,08493		
Intention	Female	128	3,5063	1,04330	,09222	,506	,478
	Male	122	4,0623	,99887	,09043		

Gender was shown to have no statistically significant impact on respondents' scores in the "Information" dimension, with a p-value of 0.106, indicating that gender does not significantly influence information-related replies.

Gender differences did not provide a significant influence in the "Utilization" dimension, as indicated by a p-value of 0.296, indicating that gender is not a relevant factor in utilization-related responses.

However, in the "Interaction" dimension, a significant gender-based difference emerged, with a p-value of 0.004, indicating that gender has a major influence on interaction-related responses. More research is required to understand the nature and significance of this divergence.

Gender was shown to have no statistically significant influence on

respondents' scores in both the "Buying" and "Intention" aspects, as indicated by p-values of 0.270 and 0.478, respectively.

In summary, the T-test results indicate that gender has a distinct impact on responses linked to the "Interaction" dimension but has no effect on replies in the other dimensions. As a result, the sub-hypothesis **H₂ᵦ** is **rejected**, emphasizing that gender differences, if present, are context-specific and primarily appear in the interaction dimension.

H₂ᵨ: There are significant differences in tourism sector across the educational level.

Table 10. ANOVA Test for Educational Status

	(I) Educational Status	(J) Educational Status	Mean Difference (I-J)	Sig.	Sum of Squares	F
Information	Primary	Undergraduate Degree	-1,77901*	,003	308,003	9,601
		Masters+	-2,27816*	<,001		
	High School	Masters+	-,88927*	<,001		
	Undergraduate Degree	Primary	1,77901*	,003		
	Masters+	Primary	2,27816*	<,001		
		High School	,88927*	<,001		
Utilization	Primary	Undergraduate Degree	-1,86067*	<,001	252,495	7,022
		Masters+	-2,05665*	<,001		
	Undergraduate Degree	Primary	1,86067*	<,001		
	Masters+	Primary	2,05665*	<,001		
Interaction	Primary	Undergraduate Degree	-1,72543*	,003	274,004	6,475
		Masters+	-1,92552*	<,001		
	Undergraduate Degree	Primary	1,72543*	,003		
	Masters+	Primary	1,92552*	<,001		
Buying	High School	Masters+	-,74011*	,003	262,683	7,174
	Foundation Degree (Vocayional School)	Masters+	-1,08202*	,001		
	Masters+	High School	,74011*	,003		
		Foundation Degree (Vocayional School)	1,08202*	,001		
Intention	Primary	Masters+	-1,76138*	,002	278,275	5,851

The investigation revealed significant discrepancies in the "Information" dimension based on individuals' educational levels. people with primary education demonstrated distinct patterns when compared to those with Undergraduate Degrees (p = 0.003), a distinction that was also evident for people with master's degrees. These findings highlight the importance of education in shaping how people perceive

and use tourism-related information.

Similarly, there were substantial differences in the "Utilization" component, with primary education participants deviating considerably from those with Undergraduate Degrees (p 0.001) and Masters+ degrees. Significant variations emerged in the "Interaction" dimension, with primary education participants considerably different from those with Undergraduate Degrees (p = 0.003) and Masters+ degrees. The "Buying" dimension revealed significant differences, including those between individuals with a High School education and those with Masters+ degrees (p = 0.003), as well as those between participants with a Foundation Degree (Vocational School) and those with Masters+ degrees (p = 0.001). Finally, there was a significant difference in the "Intention" component between participants with primary education and those with master's degrees (p = 0.002). In summary, educational levels influenced participants' attitudes, behaviors, and intentions in the tourist sector across all dimensions.

The execution of p-values emphasizes the statistical significance of these disparities, underscoring the need to take education into account when creating and personalizing tourism experiences. As a result, the hypothesis H_{2c} is **highly supported**, confirming that educational levels have a major impact on the tourism industry.

H_{2d}: There are significant differences in tourism sector across the Maritial status of the participants.

Table 11. T-test for the Distribution of Marital Status

	Marital status	N	Mean	Std. Deviation	Std. Error Mean	F	Sig.
Information	Single	163	3,6718	1,11287	,08717	,076	,783
	Married	87	3,5402	1,11223	,11924		
Utilization	Single	163	3,6074	,97232	,07616	1,736	,189
	Married	87	3,4319	1,06526	,11421		
Interaction	Single	163	3,6294	1,01695	,07965	,899	,344
	Married	87	3,3494	1,08915	,11677		
Buying	Single	163	3,6184	1,03394	,08098	,266	,607
	Married	87	3,7011	1,01792	,10913		
Intention	Single	163	3,8307	1,08811	,08523	,510	,476
	Married	87	3,6782	,99504	,10668		

The t-tests comparing "Single" and "Married" individuals across many parameters of the tourist sector revealed no statistically significant differences. In particular, there was no significant difference in replies (p = 0.783) between single

(mean score: 3.6718) and married (mean score: 3.5402) individuals in the "Information" dimension.

The "Utilization" component revealed no significant difference (p = 0.189) between single (mean score: 3.6074) and married (mean score: 3.4319) individuals.

Equally, there were no significant variations (p = 0.344) in the "Interaction" dimension depending on marital status, with single individuals (mean score: 3.6294) and married individuals (mean score: 3.3494) scoring equally.

There were no statistically significant differences (p = 0.607) in the "Buying" dimension between single (mean score: 3.6184) and married (mean score: 3.7011).

Finally, there was no significant difference (p = 0.476) in the "Intention" dimension between single (mean score: 3.8307) and married (mean score: 3.6782).

In summary, T-test results show that marital status has no significant impact on individuals' views, behaviors, or intentions in the tourism sector. As a result, the hypothesis H_{2d} implying major disparities based on marital status can be **dismissed**.

H_{2e}: There are significant differences in the tourism sector across the frequency of holidays.

Table 12. Anova Test for Number of Holidays (per year)

Dependent Variable	(I) How many times do you go on holidays per year?	(J) How many times do you go on holidays per year?	Mean Difference (I-J)	Sig.	Sum of squares	F
Information	1 time	2 times	-,65422*	<,001	308,003	12,553
		3 times	-,82274*	<,001		
		4 times	-1,25252*	<,001		
		More than 4	-1,26676*	<,001		
	2 times	1 time	,65422*	<,001		
	3 times	1 time	,82274*	<,001		
	4 times	1 time	1,25252*	<,001		
	More than 4	1 time	1,26676*	<,001		
Utilization	1 time	3 times	-,73315*	<,001	252,495	9,822
		4 times	-1,27236*	<,001		
		More than 4	-,87096*	<,001		
	3 times	1 time	,73315*	<,001		
	4 times	1 time	1,27236*	<,001		
	More than 4	1 time	,87096*	<,001		
Interaction	1 time	More than 4	-,76414*	,002	274,004	5,259
	More than 4	1 time	,76414*	,002		

Table 12. (con) Anova Test for Number of Holidays (per year)

Dependent Variable	(I) How many times do you go on holidays per year?	(J) How many times do you go on holidays per year?	Mean Difference (I-J)	Sig.	Sum of squares	F
Buying	1 time	3 times	-,73090*	<,001	262,683	8,904
		4 times	-1,12775*	,001		
		More than 4	-,91322*	<,001		
	3 times	1 time	,73090*	<,001		
	4 times	1 time	1,12775*	,001		
	More than 4	1 time	,91322*	<,001		
Intention	1 time	4 times	-1,26037*	<,001	278,275	9,589
		More than 4	-1,02447*	<,001		
	4 times	1 time	1,26037*	<,001		
		2 times	,79231	,062		
		3 times	,63741	,251		
		More than 4	,23590	,948		
	More than 4	1 time	1,02447*	<,001		

The examination of the impact of holiday frequency on tourism sector parameters revealed substantial disparities. Participants who go on vacation "4 times" or "more than 4 times" per year consistently got much lower scores. For example, on the "Information" dimension, the mean difference was -1.25252* for those who went on vacation "4 times" a year versus those who went once, indicating a significant impact on information-seeking behavior. Similar trends were found in other dimensions, including "Utilization," "Interaction," "Buying," and "Intention." These findings show that a higher frequency of vacations considerably impacts several dimensions of tourism involvement.

So the hypothesis **H$_{2e}$** is **accepted**.

Summary of regression analysis:

The hypotheses proposed in this study examine the relationship between digital marketing and the tourism industry, as well as the impact of demographic variables on the tourism sector. Hypothesis **H$_1$** states that digital marketing affects the tourism industry. Hypothesis **H$_2$** further explores the relationship between the tourism sector and demographic variables, including age, gender, educational level, income level, and marital status.

After conducting regression tests, it was determined that the two hypotheses (**H$_{2b}$** and **H$_{2d}$**) were rejected, indicating that gender and marital status do not have a significant effect on the tourism sector. This suggests that factors other than gender and marital status might play a more influential role in shaping tourist behaviors and preferences within the context of digital marketing.

However, it is important to note that the other demographic variables, namely age, educational level, and number of holidays per year, may still have a significant impact on the tourism sector, as stated in hypotheses H_{2a}, H_{2c}, and H_{2e} respectively. Further analysis and interpretation of the regression results are required to determine the strength and direction of these relationships.

Overall, the findings suggest that digital marketing indeed affects the tourism industry, supporting hypothesis H_1. While gender and marital status were found to have no significant effect, other demographic variables may still contribute significantly to shaping the tourism sector. This highlights the importance of considering various demographic factors when designing digital marketing strategies to target specific segments of the tourism market.

V. CONCLUSION AND SUGGESTIONS

A. Conclusion:

In conclusion, this thesis examined the impact of digital marketing in the tourism sector during the COVID-19 crisis, with a specific focus on the case study of Morocco. The findings of this study have shed light on the crucial role of digital marketing in navigating the challenges posed by the pandemic and have provided valuable insights into the perceptions and behaviors of potential tourists.

The research confirmed that digital marketing significantly influences the tourism industry, serving as a vital tool for connecting with target audiences and promoting tourism offerings. The utilization of effective digital marketing strategies has allowed tourism businesses to adapt to changing circumstances, engage with potential tourists, and mitigate the negative impacts of the crisis.

Furthermore, the analysis of demographic variables revealed that age, educational level, and travel' frequency play significant roles in shaping tourist behaviors and preferences. This underscores the importance of considering demographic factors when designing digital marketing campaigns. Tailoring marketing efforts to specific demographic segments can enhance engagement, improve targeting precision, and yield more favorable outcomes.

However, it is essential to note that the findings also indicated that the effects of gender differences and marital status on the tourism sector were not significant. This suggests that additional factors beyond this may exert more prominent influences on tourist behaviors and decision-making processes in the digital marketing context.

Based on the study's findings, it is clear that digital marketing plays a critical role in the success of the tourism sector, particularly during times of crisis. This calls for the adoption of digital transformation strategies by tourism businesses to harness the full potential of digital platforms and reach their target audiences effectively. Implementing personalized marketing approaches, leveraging social media and

influencer collaborations, enhancing online booking systems, and fostering collaborations with stakeholders are key strategies for enhancing the impact of digital marketing efforts.

B. Suggestions:

Building upon the study's findings, several specific recommendations can be made to guide tourism businesses and industry stakeholders:

- Customized Experiences: Understanding the impact of demographic variables on the tourism sector, tourism businesses can focus on providing customized experiences that align with the preferences and interests of different demographic groups. This could involve creating specialized tour packages, activities, and amenities that cater to the unique needs and desires of specific age groups, genders, and educational backgrounds. Customized experiences can enhance customer satisfaction, loyalty, and word-of-mouth.

- Consumer tastes might change over time in the tourism business, which requires ongoing monitoring and adaptation. Businesses in the tourist industry must constantly assess shifting consumer trends, market trends, and demographics in order to modify their digital marketing tactics. To guarantee that marketing initiatives continue to be effective and relevant, keep up with the most recent digital marketing tools, strategies, and platforms.

- Utilize data-driven personalization: Use analytics and customer data to learn more about visitor preferences, trends, and behaviors. Employ data-driven personalization techniques to create marketing content, offers, and experiences that are tailored to particular target markets.

- Use social media and user-generated material to your advantage: Take advantage of social media channels to interact with potential visitors and produce interesting content. Promote user-generated content and make use of influencer partnerships to raise brand recognition and credibility.

- Optimize online reservation and booking platforms: Streamline the online reservation procedure to make it simple, safe, and efficient. To

inspire confidence in potential visitors, be upfront and straightforward about safety procedures, accommodating cancellation rules, and any other pertinent information.

- Embrace innovation and technology: To improve digital marketing efforts in the tourism industry, continuously investigate and implement cutting-edge technologies like virtual reality, augmented reality, and immersive experiences. Take advantage of new trends to give potential tourists one-of-a-kind and unforgettable experiences.

C. Recommendation for future researchers:

- Enhance Research Methodology Skills: For future researchers, it is essential to dedicate sufficient time and effort to developing strong research methodology skills. This includes gaining expertise in data collection methods, statistical analysis techniques, and utilizing software such as SPSS. Taking courses or workshops, seeking guidance from experienced researchers, or collaborating with experts in the field can help improve research methodology proficiency.

- Allocate Sufficient Time: Time constraints can impact the depth and breadth of the research conducted. Future researchers should plan their research projects well in advance, allowing for ample time to carry out data collection, analysis, and interpretation. Allocating sufficient time will facilitate a more comprehensive exploration of the research topic, ensuring robust findings and conclusions.

- Consider Collaborative Research: Collaboration with researchers or research teams from the study location can be beneficial. This allows for on-the-ground involvement and a deeper understanding of the local context. Collaborative research can provide access to a larger sample size, facilitate data collection and interpretation, and enhance the overall quality and validity of the study.

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APPENDICES

Appendix 1: The Quesıonnaıre

Appendix 2: Ethıcs Commıtee Approval

Appendix 1: The Quesıonnaıre

Questionnaire

Dear Participant,

I hereby request you to fill the survey questionnaire in order to determine the effects of digital marketing, which is nowadays significant part of our lives, while tourism-related products are being purchased by the consumers (via social media, YouTube, email & more) in a time when the world experienced many changes due to the pandemic . The results of this survey shall be used for scientific purposes and this questionnaire hereby shall not include your personal information.

Thank you in advance for your contributions.

Chaimae BEN RAZOUK

Istanbul Aydin University

Business Administration

Master Degree Student

E-mail: chaymae.benrazouk96@gmail.com

Age :

☐ 20-25

☐ 26-30

☐ 31-35

☐ 36-40

☐ 40+

Gender :

☐ Female

☐ Male

Marital status :

☐ Married

☐ Single

Educational Status:

☐ Primary

☐ Secondary

☐ High School

☐ Foundation Degree (Vocational School)

☐ Undergraduate Degree

☐ Masters+

Income Level (Per Month - MAD):

☐ less than 2500 MAD

☐ 2500-3000 MAD

☐ 3001-3500 MAD

☐ 3501-4000 MAD

☐ More than 4001 MAD

How many times do you go on holidays per year?

☐ 1

☐ 2

☐ 3

☐ more than 4

Frequency of social media use per day:

☐ 10-30 min

☐ 30-45 min

☐ 45-60 min

☐ 60-120 min

☐ 120-180 min

☐ more than 180 min

	INFORMATION	I Strongly Agree	I Agree	Neutral	I Disagree	I Strongly Disagree
1	Social networking sites provide information for me about hotels.					
2	Social networking sites provide information for me about touristic facilities and destination while I am making decisions.					
3	I subscribe on the social networking sites concerning my favourite hotels and touristic destinations; and I follow their updated notifications.					
4	I learn every kind of innovations regarding to the hotels and touristic destinations by means of such social networking sites.					
5	Social networking sites are informative before trips.					
6	Social networking sites contribute to the promotion of touristic facilities and destinations.					
	UTILIZATION					
1	I have the chance to access the websites of the touristic facilities easily via social networking sites.					
2	Social networking sites help me to make faster decisions about the touristic facilities or the destinations I want to visit.					
3	I ask/post questions on social networking sites while I am deciding the touristic facility or the destination that I am planning to visit.					
4	I allow touristic companies and hotels to send me emails about their latest offers.					
5	I carefully check and examine all of the special offers on the social networking sites concerning the destinations and the touristic facilities that I am planning to visit.					
6	I make use of the posts and the comments of the people on social networking sites while deciding					
7	I watch the videos on the pages of the social networking sites concerning for touristic facilities that I am planning to visit.					

	INTERACTION / INFLUENCE					
1	Positive comments /posts of the users on social networking sites make me trust the touristic facilities that I am interested in.					
2	I think the posts and the comments of the tourists on social networking sites are reliable.					
3	I am easily affected by the comments on touristic facilities posted on social networking sites and received by email.					
4	I think the experiences and comments that are posted on social networking sites concerning the travel agencies or the trips are convincing					
5	The posts and comments on social networking sites affect my decisions about a touristic product.					
	BUYING/ PURCHASE					
1	I check all of the posts on social networking sites about the touristic products that I am the stage whether to purchase or not.					
2	I might purchase a trip for a touristic destination which is posted on social networking sites.					
3	I might decide where to spend my holiday by social media and websites.					
4	I might make preferences between locations / districts according to the comments posted on social media concerning such touristic locations.					
5	I might purchase a trip of a travel agency to a destination according to the information that are provided by means of social media or websites.					
	INTENTION					
1	I like sharing the pictures of the places I have visited during my trips on social networking sites.					
2	I share my holiday experiences on social platforms and consequently I encourage my friends for such trips.					
3	I can share my opinions regarding to both positive and negative experiences I had with a hotel on social platforms					
4	I think, day by day, many people are going to arrange trips by making use of social platforms; and then they are going the share their opinions via comments.					
5	I am sure that from now on I am going to use social media means while organizing and improving my future trips.					

Appendix 2: Ethıcs Commıtee Approval

T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : E-88083623-020-73495   04.01.2023
Konu : Etik Onayı Hk.

Sayın Chaime Ben RAZOUK

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 29.12.2022 tarihli ve 2022/21 sayılı kararıyla uygun bulunmuştur.
Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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RESUME

NAME SURNAME: Chaimae BEN RAZOUK

EDUCATION:

2014-2016: Higher technician diploma in management of small and medium-sized enterprises

2017-2018: Moulay Ismail University, Meknes, Morocco/ Bachelor's degree in Commerce and Marketing

2020-2023: Istanbul Aydin University/ Master of Business Administration

EXPERIENCE:

2016-2017: M.I.C CONSULTING GROUP, Marrakesh/ Morocco: Management Assistant.

2018: MARJANE Hypermarket: Inventory Management Assistant/ Seller

2018-2019: Rayhana & Ayoub SARL: Accounter

LANGUAGES:

Arabic: Native speaker

Frensh: Fluent

English: Fluent

Spanish: Biginner level

Turkish: Biginner level

SKILLS:

Computer skills: Microsoft (Word, Excel, PowerPoint...), SPSS, Photoshop..

Communication skills: Team work, Creativity, Flexibility, Negotiation Skills, Active
Listening and Problem solving.