

# IMPACT OF SOCIAL MEDIA SITES ON THE DEVELOPMENT OF INLAND TOURISM IN SAUDI ARABIA: A FIELD STUDY ON A SAMPLE IN SAUDI ARABIA

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## ABSTRACT

*The study's objective is to examine the effects of social media usage on domestic tourism in Saudi Arabia and determine the factors that contribute to these effects. To accomplish this goal, we will analyze data regarding users' utilization of social media platforms and their influence on their responsible conduct towards domestic tourism. This analysis will be done by administering 886 questionnaires tailored to each user, the study also seeks to determine the elements influencing user response to this information, including age, gender, education, culture, socioeconomic status, and environmental factors. Amos will utilize equations to analyze the data. The study discovered a statistically significant correlation between the utilization of social media platforms to promote domestic tourism in Saudi Arabia and the variations in impact based on gender and educational attainment.*

## KEYWORDS

*Social Media, Inland Tourism, Saudi Arabia.*

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# 1. INTRODUCTION

Social media is one of the most significant technological innovations of the last decade, and it has seen a dramatic development in use and diffusion worldwide. Among the sectors that have greatly benefited from this development is tourism, specifically the development of inland tourism. Saudi Arabia is one of the most essential destinations in the world, with a rich cultural and historical heritage and many beautiful natural sites. [5]. The development of social media has played a significant role in promoting domestic tourism and informing people about the Kingdom's contribution. The tourism industry's development considers the tourist destination's social and cultural environments, particularly its perceptions [25][30]. It considers tourism a promising sector in providing local employment opportunities and raising and promoting tax revenues. [25].

Tourism development has gained global recognition as a catalyst for economic growth, agriculture, energy development, and poverty alleviation. Although scientists disagree with empirical research, tourism development is widely believed to lead to economic growth [24]. Tourism participates in the growth and development of the State, primarily by bringing in multiple economic values and benefits and by helping to build the value, image, and identity of the brand in the region. As a significant contributor to economic growth [18], however, we must also face the potential challenges and problems that may arise from using social media to develop inland tourism. The dispersion of information, the spread of false news, the negative impact on privacy and safety, and the challenges of controlling the reputation and quality of destinations may arise. [39].

This study will contribute to a better understanding of the impact of social media sites on the development of inland tourism in Saudi Arabia. It will provide practical recommendations and suggestions to promote the effective use of these platforms in promoting local destinations. It will also contribute to guiding governmental and private efforts to strengthen the domestic tourism sector and achieve sustainable development in Saudi Arabia. Hence, the problem of the following:

## **Do social media sites have a statistically significant impact on the development of inland tourism in Saudi Arabia?**

This scientific article aims to study the impact of social media sites on the development of inland tourism in Saudi Arabia. The various impacts of these platforms on the tourism sector will be analyzed, as well as how their practical use in promoting local destinations can be enhanced. A comprehensive research methodology, including a quantitative analysis of available data, was used, and previous studies and research on the impact of social media on inland tourism were also reviewed.

The importance of studying the impact of social media on the development of inland tourism in Saudi Arabia is to promote inland tourism. The development of domestic tourism is essential for strengthening the local economy and diversifying Saudi Arabia's sources of income. By understanding the impact of social media sites,

promotion and marketing strategies for inland destinations can be improved, and demand can increase. In addition to raising community awareness, social media can play an essential role in raising awareness of Saudi Arabia's culture, heritage, and natural beauty among the community. By sharing personal images and experiences, national affiliation and pride can be enhanced, and interest in internal tourism can be enhanced. Impact on the local economy: Strengthening domestic tourism leads to increased spending in tourist areas, shops, restaurants, and local hotels. The contributes to the creation of new jobs, the strengthening of the local economy, and the improvement of the local population's standard of living.

Furthermore, the development of tourism infrastructure, where increased attention to inland tourism can enhance investment in tourism infrastructure, and famous tourism trends can encourage private and government participation to improve infrastructure, including developing tourism roads, facilities, and monuments. Finally, private sector development can enhance the role of the private sector in developing inland tourism. Hotels, tourist companies, and other facilities can use social media to promote tourism offers and services and attract more visitors.

The study of the impact of social media on the development of domestic tourism in Saudi Arabia aims to achieve several objectives, the most important of which is to understand the impact of social media. The study aims to explore and analyze how social media can influence tourism behavior and interest in domestic tourism in Saudi Arabia. The study will attempt to understand the patterns, trends, and impact of these platforms on destination selection and travel decisions. Improving promotion and marketing strategies: The study will analyze data and capture patterns and trends in the use of social media to promote internal tourism. This knowledge will be used to improve marketing strategies, promote internal destinations, and raise awareness and demand. Measuring the impact of social media on inland tourism: The study will assess the results and practical impact of social media in promoting inland tourism. Research and analysis tools will be used to measure the increase in demand for inland tourism and to identify the factors influencing this increase.

The results show that social media sites are crucial in promoting domestic tourism in Saudi Arabia. Local travelers can share experiences and destination information through these platforms and obtain valuable recommendations and tips [4]. In addition, tourism institutions and stakeholders can use social media sites to promote performances and events and raise awareness of the Kingdom's cultural and natural heritage. [34]

This article was divided into five parts arranged as follows: first, introduction, Second, Literature Review. Thirdly Methodology. Fourthly, Results and Discussion. Finally, it contains a summary of the findings and recommendations and a search horizon.

## 2. LITERATURE REVIEW

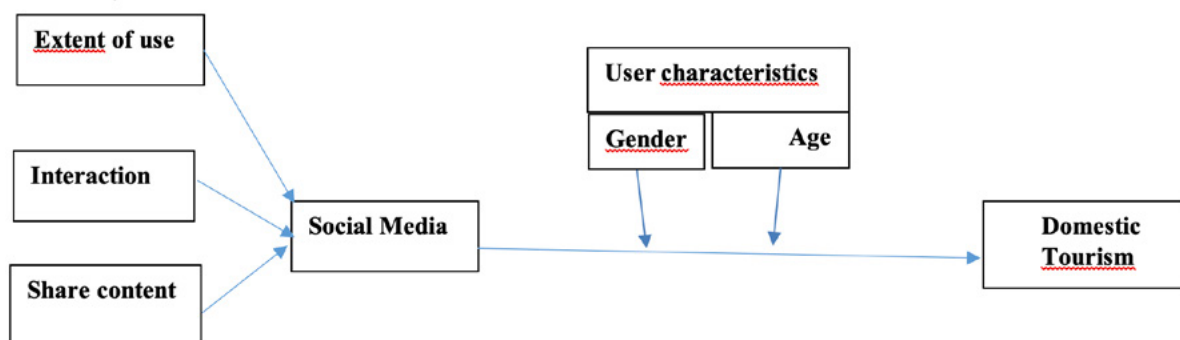
Several studies covered the subject in various aspects, including the reference to the relationship between inland tourism and its impact on the quality of life. Study [25] Effects of tourism on residents' quality of life in Saudi Arabia: An empirical study, which examined the effects of tourism on the quality of life of residents of Saudi Arabia and identified a range of critical derivatives that could be affected by tourism. This article discussed four main dimensions that precisely define the scope of tourism: economic, social, cultural, and environmental; with the analysis of empirical data from Saudi Arabia, these dimensions are being tested about Saudi Arabia's broader demographic variables through a questionnaire from a sample of 775 locals living in the Makkah Al-Mukarramah area. A simple regression analysis was carried out, and a test (v) was conducted to examine the study hypotheses. A regression analysis showed that tourism had a rather direct impact on the population's quality of life. Analysis of test t showed that many demographic factors were primarily linked to the four dimensions of tourism. Also, a study [29] concluded that the participants had been granted leave as the primary motivation for choosing to spend their vacations locally; a recent study [34] investigates the impact of tourism on fostering economic growth in Saudi Arabia. The study utilizes annual time series data spanning from 2003 to 2019. The study employs fundamental statistical techniques such as correlations, unit root testing, and Johansen joint integration testing. The researchers are conducting tests on the decrease in joint integration and the Granger causality test to validate the correlation between tourism and economic growth. The findings indicate a significant and enduring correlation between economic growth and several aspects of tourism, including tourism profits, tourism expenditures, and tourist arrivals. Specifically, the number of tourists visiting a destination is closely associated with economic growth. This study conducted by Rehman and Alnuzhah [38] focuses on examining the relationship between tourism and economic growth. To determine the motives for travel or the intentions of tourists. The catalysts identified showed that "participation in new adventures has increased tourist knowledge and flight from routines has been the most important reason for visiting Saudi tourists in the Ha'il area. The cluster analysis results show that "relaxation" is the highest catalyst for tourists visiting Hail. Studies focused on social media, most notably Alqahtani & Saba, 2014, which were conducted through 646 online surveys and used for data analysis. The study conducted the Tokidi working analysis, structural equation modeling, and multi-cluster analysis to test hypotheses through SPS and AMOS. The results also showed that "the credibility of information" significantly affects "knowledge image," "emotional image," and "behavioral intention." The results also indicated that participants using Twitter and different platforms to search for emerging destinations had partially influenced the model. It contributes to understanding the factors affecting the images of emerging destinations through social networking platforms and influencing tourists' intentions to visit emerging destinations. This proposition is consistent with a study [19], which refers to the use of social media for e-commerce between small companies in Saudi Arabia through various sites, and a study [40], which argues that Internet and information technology are not critical factors for successful marketing of small and

medium-sized businesses from the point of view of the Saudi Arabia tourism industry. What characterizes our study is that all studies have focused on an essential factor, namely, the underlying motives or factors affecting internal tourism, without considering their development factors.

### 3. METHODOLOGY

The research explains in detail how the study is designed, and data is collected and analyzed. This method includes the description of the sample used, the measurement tools used, and the statistical analysis methods.

#### 3.1. STUDY MODEL:



**Figure 1.** Model of Study

The usage of media has an impact, on domestic tourism with age and gender playing a role in how people interact and share content. The more individuals use media the more likely they are to come across materials, travel guides and recommendations for domestic tourism destinations and activities. This exposure can influence their decision making process. Inspire them to explore tourism options. Interacting with tourism related content on media through liking, commenting and sharing can also contribute to spreading information about tourism destinations and experiences. Positive interactions with content can generate interest among individuals making them more likely to consider tourism as a leisure option. Users who actively share content related to tourism contribute to word of mouth promotion by exposing their circles to information about local attractions, events and accommodations. When this shared content comes from trusted peers or influencers, within ones network it carries greater credibility and influence.

Different age groups may have patterns of using media and engaging with domestic tourism content. Younger generations, like Millennials and Generation Z are often more tech savvy and active on media. They rely heavily on platforms like media for planning trips finding inspiration from posts created by users and influencer recommendations. On the hand older age groups may not use media as much when it comes to travel planning but could still be influenced by content shared by friends or family members. Gender also plays a role in how people engage with tourism content

on media. Research suggests that women tend to share and interact with travel related content frequently than men. This means that marketing strategies targeting social media users should focus on using user generated content, testimonials and captivating visuals to capture their interest in tourism experiences. Overall it is crucial for tourism marketers and policymakers to understand the factors that influence social media usage and engagement behaviors taking into account differences such, as age and gender. This understanding will help them effectively utilize media platforms to promote tourism initiatives.

## **3.2. STUDY VARIABLES:**

### **3.2.1. SOCIAL MEDIA SITES:**

Social connection is being facilitated through the Internet and the global network. Nevertheless, the swift proliferation of web features in the social realm, coupled with the affordable nature of online data storage, has enabled the provision of user-centric online spaces to Internet users. These spaces can be filled with user-generated content and offer numerous possibilities for interlinking, thereby facilitating the formation of virtual social networks. Social media services rapidly became a commercial and social phenomenon by capitalizing on the underlying necessities [37]. The most prominent social media platforms include Facebook, Twitter, Instagram, and TikTok. The word "social network" will be the initial concept mentioned while discussing the question: What is social media? The response could be deemed unambiguous. Facebook and Twitter are both prominent social media platforms. The reference is from Boyd and Brennan's work published in 2006. In the past decade, there has been significant growth in intricate, diverse, and highly engaged interactions between firms and their customers via social media platforms. Companies utilize social media platforms to enhance their reach to customers in different locations [15] and improve their brand perception [35]. As customers now view social media as a source of marketing information rather than just a promotional tool, it has become crucial for marketers to effectively utilize social media and its capabilities to control, analyze, and predict customer behavior. In order to gain a competitive edge and produce exceptional results [27], although corporate social media presents significant opportunities, there is currently a lack of a definitive definition or comprehensive framework to effectively incorporate social media into marketing strategies and fully comprehend the nature and function of social media marketing strategies [12]. Social media platforms serve as channels in marketing, enabling individuals to establish connections and exchange information and emotions. The reference is from Kaplan and Haenlein, 2010. Social media initiated three essential market developments initially. Social media enables companies and customers to engage in previously unattainable communication. Communication is facilitated through various platforms like Facebook, small blog sites like Twitter, and content communities like YouTube. These platforms enable social networks to form around shared interests and values [23].



Additionally, "social media" and "[31]" refer to internet platforms or mobile phones that utilize content-focused techniques and user interaction [10 Page:17]. These platforms allow for two-way interaction through user-generated content and facilitate communication between users. [28]. Social media differ from traditional sources or static websites, as they are communication channels that enable users to generate and share their content and engage with information. Such platforms include Facebook, Twitter, Instagram, YouTube, and Google Plus.

### **3.2.2. HOME TOURISM AND THE FOUNDATIONS FOR ITS DEVELOPMENT:**

Tourism literature frequently represents the factors influencing tourism as driving and attractive forces. The underlying principle of this concept is that individuals engage in travel due to the impetus of their internal motivations and the attraction of external factors related to the destination's characteristics. [7]. The two aspects that influence the decision-making process in travel are "payment" and "pull." Payment factors refer to the social and psychological motivations that enable a person to travel. At the same time, attractions are the specific aspects that draw a person to a particular destination when making a travel decision [7]. In the case of Saudi tourists, their attractions are primarily based on cultural and religious values. These facts indicate that Islamic culture strongly influences Saudi society, Dean. The study further substantiates the correlation between push and pull factors. In contrast to international tourism, which relies heavily on global regulations and colossal infrastructure, local tourism asserts that it has developed and is self-sufficient without substantial investments and marketing. It was suggested as a suitable substitute for international travel in response to external events like disasters and crises. [41]. The tourist industry in the KSA is a burgeoning sector seeing tremendous expansion. It is a critical priority in the Kingdom's vision for 2030. It contributes to the Kingdom's historical and heritage assets and its natural and cultural variety. The country is considered the birthplace of the Islamic religion, which adds to its appeal to travelers. [13].

### **3.3. STUDY COMMUNITY AND SAMPLE:**

The research community consists of individuals residing on the northern border. Simultaneously, the researcher disseminated the resolution electronically using diverse communication channels for the sample study. There were 856 genuine replies available for analysis, around 10% to 20% of the total population [25]. The responses indicate the State of the community in thousands and are highly suitable for this study.

#### ***The study hypotheses are derived from the model:***

The Galati hypotheses were derived from model 6. The initial primary proposition is that the respondents' responses indicate a positive trend for the studied variables.



**Second fundamental premise:** H0: There is no statistically significant correlation between social media and the development of internal tourism in the sample, with a confidence level of 5%. This premise assumes the existence of three sub-suppliers.

H01/ There is no statistically significant correlation between the extent of social media usage and the growth of domestic tourism in the study sample, with a confidence level of 0.05.

H02/ There is no statistically significant correlation between the engagement on social media and the development of inland tourism in the study sample in terms of trust.05

H03/ There is no statistically significant relationship between the extent of engagement with social media content and the advancement of indoor tourism in the study sample in terms of trust.05

The third hypothesis posits that there are no statistically significant disparities between the research variables as a result of the social type variable in the study sample, with a confidence level of 5%. The fourth hypothesis posits that there are no statistically significant alterations between the study variables that can be ascribed to the age variable of the study sample, with a confidence level of 5%. The study employed the quantitative methodology [22] to examine data, obtain outcomes, and explain the associations and impacts among different variables in the study. In addition, extrapolation was used to examine and convey the results to the study community.

### ***Educational instrument***

Data collection from the study sample mainly relies on identification, which involves distributing surveys to people on the northern border through various communication channels. A total of 886 responses were obtained. Form 23 consists of three paragraphs, outlined as follows:

Section I: Personal details: This section focuses on acquiring students' personal information, including their gender, age, educational qualifications, and preferred contact methods.

Part II consists of the independent variable, social media, encompassing 15 paragraphs.

Part III includes the subsequent variable: The text consists of eight paragraphs and focuses on e-marketing. A pentagram ladder has been employed for the resolution.

## 4. RESULTS AND DISCUSSION

### *Validation of form and method of statistical analysis*

The method of validation was verified by administering The survey to a panel of experts. Several paragraphs underwent modifications, including additions, reformulations, and insertions. Therefore, the questionnaire was completed, and the stability of the research tool was assessed using the Alpha Cronbach coefficient, which yielded a value as indicated in Table 01.

**Table 1.** Item-Total Statistics

principal variable	Subvariables	Number	Alpha Cronbach's
Social Media	Extent of use	5	0.93
	Interaction	5	0.92
	Share content	5	0.92
domestic tourism		8	0.91

*Source: SPSS Outputs.*

The results in table 01 specify that the persistence factor for each paragraph is 0.90, which exceeds the accepted reliability degree of 0.70. This factor suggests that the results are acceptable for scientific research. Furthermore, the overall measure of 0.92 indicates a high level of persistence in resolution.

### *Natural distribution test.*

For a sufficiently high sample size, it is possible to infer the original distribution by applying the Central Limit Theorem, which assumes a normal distribution [9]. Among the statistical procedures employed, the Statistical Programme SPSS (24) has been utilized to perform the necessary statistical analyses utilizing the subsequent statistical tools:

- Performing calculations for mean and standard deviation.
- A correlation factor used to calculate the coefficient of interpretation.
- Calculate the values of f and t to ascertain the veracity or falsity of the hypothesis.
- Utilization of a multiple linear regression model.
- Studying the moral differences between study variables.

### Testing hypotheses and discussing results

The initial fundamental assumption is that the interviewees' trends positively correlate with the study variables. In order to verify this idea, the calculating averages are derived from the following:

**Table 2.** Descriptive Statistics

	Min	Max	Mean	St. Dev
Q1-5	1,2	5	3,842	1,046
Q6-10	1	5	4,018	1,0144
Q11-15	1	5	4,21333	0,92933
W1-4	1	5	3,37	0,8115
W5-8	1	5	3,81	0,84375
extent of use	2	5	3,8397	0,75504
interaction	1,4	5	4,0187	0,7691
share content	1,2	5	4,0485	0,78069
domestic tourism	1	5	3,2164	0,66586
social media	1,53	5	3,969	0,69153
N	886			

Source: SPSS Outputs.

Table 2 displays all variables' mean and standard deviation, allowing for the following observations: By applying the maximum range calculation approach, we can determine the threshold/level at which 5.4 divided by 3 is 1.33. Consequently, we may classify values from 1 to 1.33 as weak, 1.34 to 3.67 as medium, and 3.68 to 5 as strong. The social media variable had an overall calculation average of 3.97, indicating its relative importance for third-level (strong) researchers. The variable's standard deviation was less than 1 [14], suggesting there is weak dispersion in the sample responses. This deviation aligns with the findings of Glassy [16], Jacobs et al. [21], and Alghizzawi et al. [3], regarding the influence of social media on the effectiveness, precision, and user-friendliness of information. However, it contradicts the Nielsen & Schröder [36], study conclusions, which have been more applicable to news rather than social media in the countries examined. Furthermore, it contradicted a study [1] that found a prevailing inclination among the participants to utilize social media platforms.

The mean level of domestic tourism was computed to be 3.2164, categorized as level II (average), with a standard deviation of less than 1. This discovery is consistent with a study carried out by Bogari et al. [7], which found "cultural value" and "religious" elements as the primary drivers for Saudi tourism. These characteristics include

elements such as cultural, religious, advantageous, cognitive, social, economic, familial collaboration, attention, leisure, and accessibility to amenities. The citation is derived from the publication of Mufeed and Gulzar, [32]. This finding corroborates the initial premise, which posits that the interviewees had a favorable inclination towards the research variables. Additional information regarding this matter will be presented in the results section. The second primary hypothesis states that no statistically significant relationship exists between social media and the development of inland tourism in the sample used for the study at specified level of confidence. The number is 05, correlation analysis is necessary to address the issue of multiple linear correlation. It involves assessing the correlations between the four independent and dependent variables. This evaluation helps determine the extent of correlation between the independent and dependent variables. The table below displays the correlations between each independent variable and the dependent variable and the correlations between each independent variable and its corresponding counterpart.

**Table 3.** Matrix of correlations between variables

	extent of use	interaction	share content	social media	domestic tourism
extent of use	1				
interaction	487	1			
share content	310	324	1		
social media	106	480	408	1	
domestic tourism	362	509	610	567	1

Source: SPSS Outputs.

**Table 4.** Correlations between study variables

(domestic tourism) (social media)	Correlation value	Significant level
extent of use	0.36	0
interaction	0.50	0
share content	0.61	0

Source: SPSS Outputs.

The table indicates a moderate association between the dimensions of social media and inland tourism. Nevertheless, there exists a disparity in the correlation between different elements within this relationship. The feature of inland tourism that holds the most tremendous significance is the sharing of material, with a connection factor of 0.61. This factor is closely followed by interaction, which has a connection factor 0.57. Ultimately, the level of usage is accompanied by a low correlation

coefficient. The value is 0.36. These findings align with multiple notable investigations [2], which have arrived at three primary conclusions:

1. Many individuals utilize social media technology to gather information about appealing locations they desire to visit in Amman.
2. The majority of survey participants assert that negative encounters shared on social media regarding a specific destination influence their travel choices.
3. Numerous respondents emphasize the necessity for the Ministry of Tourism of the Sultanate of Oman to employ additional social media platforms, aligning with the findings of our study and a separate study [20], which determined that individuals now have the means to exchange knowledge, perspectives, and experiences through online communication. Furthermore, its influence extends to shaping the behavior of other users during the purchase process, in addition to a study conducted by [33].

The document outlines the goals, anticipated achievements, criteria for success, and metrics for evaluating performance during the two years, as shown in Table 05.

**Table 5.** Regression analysis of variance (ANOVA)

	The sum of squared variance.	Degrees of freedom.	Mean square variance.	Calculated F value	Moral level.
Regrission	13.232	1	13.232	59.222	0
Residuel	13.182	59	223		
Total	26.414	60	-		

*Source: SPSS Outputs.*

The above table shows that Fisher's calculated value (59.222) and the corresponding level of morale (0.000) are estimated to be statistically significant. This estimation means rejecting the primary zero hypothesis and accepting the central alternative premise based on a statistically significant impact of social media on the development of internal tourism at the moral level (0.05.) of the sample in question. This result is consistent with Al-Badi et al. [2] and Bogari et al. [7].

Partial hypotheses test: The F test may be misleading because it tests the overall mentality of the model. In order to test the partial hypotheses, the T-test has been adopted to test the mentality of each of the model's teachers individually at a moral level ( $0.05 \geq \alpha$ ). Table 06 below shows the following:

**Table 6.** Testing the significance of regression coefficients according to the student statistic

	B	Std. err	BETA	T	SIG
C	287	449	-	639	-
extent of use	111	96	125	1.159	0.251
interaction	157	108	173	1.458	3
share content	404	108	387	3.755	0

Source: SPSS Outputs.

In order to explain the results of the above table, it is necessary to detail in detail the partial assumptions to be tested, which will be presented as follows:

### **Sub-Hypothesis 01:**

Hypothesis H0: There is no discernible effect that is statistically significant of use on domestic tourism at a significance level of 0.05 at the institution under consideration.

Alternative Hypothesis H-1: There is a statistically significant impact of use on domestic tourism at a moral level (0.05.) in the institution in question.

The above table shows that the regression factor for the independent variable (economic dimension) was (0.111), the corresponding standard value is (0.125), and the corresponding T value is statistically unethical, with the calculated level of morale (0.251) being more significant than the approved level of morale (0.05), meaning acceptance of the zero hypothesis that there is no statistically significant effect of use on domestic tourism. This study agreed with the study [2] regarding the unenforceability of the use in the development of inland tourism while with the study [17], which social media have proved to be a significant means of communication that has spread throughout the region. Tourism is one of the sectors that has benefited most from the Internet. As a result, social media have become an integral part of any central or government tourism promotion and planning.

### **Sub-Hypothesis 02:**

There is no statistically significant impact on domestic tourism at a moral level (0.05.) in the institutions in question.

Alternative Hypothesis H-1: There is a statistically significant impact on domestic tourism at a moral level (0.05.) in the institutions in question.

The above table (06) shows that the regression factor for the independent variable was (0.157), the corresponding standard value was (0.108), and the corresponding T value was (1.458), statistically unethical, with the calculated level of morale (0.003) being lower than the approved level of morale (0.05), meaning acceptance of the alternative hypothesis that there is a statistically significant influence on domestic

tourism. This results is our agreed study [20] that social media have created new opportunities for interaction and communication among people. Today, online communication lets individuals exchange knowledge, views, and experiences. Its impact also goes further by influencing other users; behavior in the decision process [17] and, through the presence of the Internet in today's world, has also tended to be one of the most effective marketing and advertising tools. Social media has proved to be a significant part of the tourist industry.

### **Sub-Hypothesis 03:**

The non-H<sub>0</sub> hypothesis: There is no statistically significant impact on domestic tourism at a moral level (0.05.) in the institutions in question.

- Alternative Hypothesis H<sub>1</sub>: There is a statistically significant impact on domestic tourism at a moral level (0.05-) in the institutions in question.

Table (06) shows that the regression factor for the independent variable (ethical dimension) was (0.404), the corresponding standard value is (0.108), and the corresponding T value (3.755) is statistically moral, with the calculated level of morale (0.000) being lower than the approved level of morale (0.05.iii.), meaning that the zero hypothesis and acceptance of the alternative hypothesis based on a statistically significant impact on domestic tourism are rejected, this was the case with several studies, most notably [2][7]. However, after the elimination of the extent of use because it does not affect the dependent variable (community competence sharing) in the sample in question, because the corresponding level of morale is greater than 5%, in which case we must delete the two former independent variables and re-analyze the statistically, the following results are shown:

**Table 7.** Summary of the Regression Model

R	R <sup>2</sup>	R <sup>2</sup> -Ajust	Standard error
702	493	475	481

Source: SPSS Outputs.

**Table 8.** ANOVA Test

	The sum of squared variance.	Degrees of freedom.	Mean square variance.	Calculated F value	Moral level.
Regrission	13.02	2	6.51	28.195	0
Residuel	13.39	58	231		
Total	26.41	60			

Source: SPSS Outputs.



**Table 9.** Testing the significance of regression coefficients according to Student statistics

	B	Std. err	BETA	T	SIG
C	210	418	-	501	-
interaction	474	107	454	4.432	0
share content	347	93	382	3.725	0

Source: SPSS Outputs.

### **The Mathematical model:**

Through the deployment curve extracted from SPSS, we found that the study follows the linear model shown in the following equation:

$$Y_i = \beta_0 + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \beta_4 * X_4 + \dots + \varepsilon_i \quad (1)$$

Whereas :  $Y_i$  is a Domestic Tourism, and  $X_1$  is Interaction, and  $X_2$  is Share Content,  $\varepsilon_i$  is Error term, and  $\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$  is parameter of model.

And The final linear regression model becomes as follows:

$$Y_i = 0.21 + 0.474 * X_1 + 0.347 * X_2 \quad (2)$$

## **5. CONCLUSION**

The statistical analysis conducted using the Social Science Statistical Package Programme (SPSS) yielded the following findings: The first significant hypothesis posited that the importance of social media and domestic tourism variables supported the interviewees' positive attitudes towards the study variables. These results align with Glassy [16], Jacobs et al. [21], and Alghazawi et al. [3], who emphasized the impact of social media on the efficiency, accuracy, and ease of information use. However, this contradicts the findings of Nielsen & Schröder [36], who found television more influential in news consumption than social media in the countries under study. It contradicted a study [1] that found a consistent pattern among the study participants to utilize social media platforms.

The findings on domestic tourism align with a study conducted by Bogari et al. [7], which identified "cultural value" and "religious" factors as the primary motivations for Saudi tourists. These factors were considered more significant than others, such as cultural, religious, beneficial, knowledge, social, economic, family group work, attention, relaxation, and convenience of facilities. Additionally, the study by Mansur and Mumuni [29] highlighted the importance of distinguishing between internal and external tourism in Saudi Arabia, which is consistent with the patterns observed in our study. Notably, our findings also support the notion that non-religious aspects of

tourism are gaining prominence, as indicated by previous research on the subject. Mufeed and Gulzar [32]

This study's primary hypothesis suggests a statistically significant relationship between social media dimensions and overall domestic tourism. The statistical analysis revealed that the null hypothesis (H0) was unsupported, and the alternative hypothesis (H1) was accepted. This acceptance means that social media significantly impacts domestic tourism in the sample study. Additionally, the study found that various practices influence domestic tourism.

By sharing personal images and experiences, people have encouraged each other to explore beautiful places and diverse cultures in the Kingdom. Social media has also made it easier for tourists to disseminate helpful information and advice about travel and accommodation in different places. It has also promoted awareness of Saudi cultural and historical heritage [38], increasing people's willingness to explore more local destinations. [11]. These efforts have significantly improved domestic tourism in the Kingdom in recent years. [41]. The number of visitors arriving at indoor tourist sites and interest in local events and festivals has increased. This increase in turn, has contributed to the strengthening and developing the local economy.

In short, social media have played a crucial role in stimulating domestic tourism in Saudi Arabia. It provided opportunities to promote destinations and provide better information and communication. As technology evolves and social media improves, we can expect a brighter future for internal tourism in Saudi Arabia. Strengthening cooperation between the tourism sector and social media can achieve tremendous success and sustainability in this area.

Therefore, social media's power must be invested in promoting domestic tourism while maintaining responsibility and accuracy in disseminating information. To continue to explore and promote the diversity of destinations in the Kingdom of Saudi Arabia and to contribute to the achievement of the 2030 Vision for the Development of Tourism as a Vital and Sustainable Sector that promotes the local economy and reflects the beauty and heritage of the Kingdom.

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