

The Role of Electronic Marketing in Activating Tourism and Hospitality in Libya

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Abstract

The tourism and hospitality industries are vital to the global economy, employment market, and cross-cultural interchange of nations. Libya is ripe for growth in the tourist sector thanks to its varied landscapes, rich historical legacy, and cultural attractions. The aim of this research is to analyze the effect of Tourist destination online content (TDOC) perceptions on satisfaction, behavioral intentions, and digital marketing interactions; to analyze the effect of satisfaction and digital marketing on behavioral intentions of tourists; and as mediation variable between tourist behavioral intentions and TDOC perceptions. The population in this study were individuals involved in tourism and hospitality activities in Libya. This research is quantitative research, where sampling technique used was non-probability sampling (purposive sampling). The number of samples used in this study was 300 respondents, the data collected using a questionnaire. The data analysis technique used in this study was Partial Least Square (PLS) using Smart PLS version 4.0 software. The result showed that Tourist destination online content perceptions have a positive impact on their satisfaction, Tourists' TDOC perceptions positively impact their behavioral intentions, Tourists' TDOC perceptions significantly and positively affect digital marketing interactions, Satisfaction can't mediate between tourist behavioral intentions and TDOC perceptions, Satisfaction significantly and positively affects the behavioral intentions of tourists, Digital marketing interactions have a positive impact on the behavioral intentions of tourists, Digital marketing can't mediate tourist behavioral intentions and TDOC perceptions. The implications of the study highlight the importance of engaging digital content, social media optimization, and improving tourist satisfaction in Libya's tourism sector. It recommends active use of social media, focusing on service quality, and training industry players to design effective digital marketing campaigns to enhance tourist engagement and behavioral intentions.

Keywords: Digital marketing interactions, Electronic marketing, Hospitality, Tourism, Tourist destination online content (TDOC), Tourist behavioural intentions, Satisfaction.

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INTRODUCTION

The tourism and hospitality industries are vital to the global economy, employment market, and cross-cultural interchange of nations. Libya is ripe for growth in the tourist sector thanks to its varied landscapes, rich historical legacy, and cultural attractions. But despite its natural charm, political unrest, security issues, and poor infrastructure pose problems for Libya's tourist industry. The advent of electronic marketing, enabled by technological progress and the extensive integration of the internet, has fundamentally transformed the manner

in which companies advertise their goods and services [1].

Electronic marketing in the travel and hospitality industry refers to a range of tactics and platforms, such as content marketing, search engine optimization (SEO), social media marketing, and online travel agencies (OTAs). With the use of these resources, tourism stakeholders may interact with potential tourists, reach a worldwide audience, and highlight the distinctive features of their locations. However, due to a number of issues like low internet penetration, antiquated marketing strategies, and a lack of digital literacy among tourist

stakeholders, the use of electronic marketing is still underdeveloped in Libya. Therefore, it is imperative to investigate how electronic marketing contributes to the development of tourism and hospitality in Libya and to determine ways to increase its efficacy [2].

In the hotel and tourist sector, digital marketing has emerged as a key instrument that provides access to a wealth of data that is utilized by marketers for a variety of purposes, including destination management, service creation, and influencing customer behavior. The method that customers and producers share information has evolved due to the rise of digital platforms, which has elevated consumer purchasing behavior and experience. E-marketing is acknowledged as a novel approach to draw visitors to Libya, providing an array of advantages such as expanding brand exposure, enhancing customer involvement, and reaching a broader audience. Another topic of research is how electronic marketing affects the quality of tourism services in Libya. Findings show that electronic marketing is crucial for raising the standard of tourism services and drawing in more tourists [3].

The goal is to look into how tourism businesses use digital marketing tools, how satisfied they are with their use overall, and what effects the COVID-19 pandemic has had on digital marketing. After that, they want to show off all the unique features that set their business apart from the competition and develop a marketing plan that will bring in more business and bring in new clients. An empirical survey was carried out in tourist firms with the aim of answering research questions in order to achieve this goal. This research serves as the foundation for future studies into the use of technology and digital tools to reach customers and provide them a more customized experience, as tourist firms have not yet utilized digital media as a strategic marketing tool to the fullest extent possible [4].

The promotion of goods and services via digital marketing channels keeps customers more aware, adopts goods and services, and changes their purchase habits. The amount of online information and material on the services and goods of tourist destinations on the Internet has rapidly increased as a result of these advancements in communication and information technologies. The proliferation of online information, particularly through social media, has undoubtedly led to the problem of TDOC (Tourism Destination Online Content), which includes issues related to information quality and accessibility [5].

Looked at digital marketing and e-tourism, with a particular emphasis on Nigeria. They used social media marketing to discuss the prospects and problems in Africa in regard to foreign visitor influxes. The research findings indicate that digital marketing strategies, content, and mobile promotion play a crucial role in influencing the digital marketing landscape and

advancing African digital marketing opportunities for both local and global tourist events [6].

A barrier-free digital environment for PwD and a more inclusive and sustainable online marketing landscape are promoted by tourism e-commerce platforms, the current expert-driven conceptual research explores tourism digital sustainability and inclusion. The results draw attention to the aspects that must be taken into account in order to create a barrier-free and sustainable e-commerce environment, as well as the necessity of continuous review and enhancement of the user experience in order to achieve happiness, loyalty, and stakeholder involvement [7].

For scholars, decision-makers, and ecotourism professionals. Future research and multidisciplinary cooperation can be facilitated by identifying important topics and collaborative networks. By using bibliometric analysis, this study adds to the body of knowledge already available on technology developments in sustainable tourist destinations. It gives important insights into the state of research today by summarizing the field, pointing out trends, and highlighting cooperative networks. The results provide as a starting point for more research and development in digital technology and sustainable tourism [8].

An examination, analysis, and critical assessment of prior research to emphasize the traits, conclusions, and research elements of digital entrepreneurship and CCIs in the tourist industry. The critical review emphasized the paucity of study in this field and outlined the economic, socio- psychological, and other aspects of tourism, such as concerns related to sustainability, technology, and space. Based on the results of earlier studies, a study agenda of six important variables that affect digital entrepreneurship and the creative industries in travel has been developed. These elements enable tourist business owners to align with the emerging digital era of creative entrepreneurship [9].

The aim of this research are to analyze the effect of Tourist destination online content (TDOC) perceptions on satisfaction, behavioural intentions, and digital marketing interactions; to analyze the effect of satisfaction and digital marketing on behavioural intentions of tourists; to analyze the effect of Satisfaction and digital marketing interactions as mediation variable between tourist behavioural intentions and TDOC perceptions.

LITERATURE REVIEW

Small and Medium-Sized Tourism Enterprises (SMTEs)

Small and medium-sized tourism enterprises (SMTEs) can use digital marketing strategies to succeed in the Libyan tourism industry, according to a comprehensive theory that takes into account the role that electronic marketing plays in promoting tourism and

hospitality in Libya [10]. This theory combines knowledge from a number of fields, such as economics, technology, entrepreneurship, and marketing, to offer a thorough framework for examining the potential and difficulties SMTEs encounter while implementing electronic marketing activities [11].

The Grand Theory explicitly highlights the importance of electronic marketing strategies for Small and Medium-sized Tourism Enterprises (SMTEs) in the Libyan tourism industry. It provides a comprehensive framework that integrates knowledge from various fields, such as economics, technology, entrepreneurship, and marketing, to address the unique challenges and opportunities SMTEs face in the digital era. The theory emphasizes that SMTEs play a crucial role in the growth and sustainability of the tourism industry, but they often face constraints, such as limited financial resources, access to technology, and digital skills [12, 13].

Tourist destination online content (TDOC)

The impressions and travel intentions of visitors are greatly influenced by tourism destination online content, or TDOC. TDOC includes digital content and services offered by travel destinations via websites, social media, and e-blogs, among other online channels. Travelers' pleasure, behavioral intentions, and interactions with digital marketing activities are strongly influenced by the quality and accessibility of Traveler-Friendly Online Information (TDOC), which includes elements like User-friendly Accessibility (UFA) and Online Information Quality (OIQ). Empirical studies have demonstrated the influence of TDOC perceptions on tourist behavior, satisfaction levels, and digital marketing interactions. This underscores the need of comprehending and refining TDOC in order to augment the whole tourism and hospitality experience in destinations [14].

Online information Quality (OIQ)

The term online information quality describes the dependability, correctness, relevance, and legitimacy of data that is accessible via websites and digital platforms. It includes a number of elements, including as the information's source, timeliness, transparency, and the lack of false or misleading material. Good online content gives consumers reliable and insightful information that helps them make wise decisions and improves their digital experiences [15].

Travelers are empowered to evaluate their selections wisely, match their tastes with available possibilities, and create customized itineraries that satisfy their requirements and expectations thanks to comprehensive location guides, user-generated reviews, and professional advice. When tourists base their pleasant experiences on trustworthy and accurate information. They are more likely to become brand ambassadors who spread the word about their great

experiences and help the tourism and hospitality industries expand organically [16].

User-friendly accessibility (UFA)

User-Friendly Accessibility (UFA) describes how simple and convenient it is for people to use and interact with digital platforms, goods, or services especially for users with a range of requirements and abilities. Regardless of a user's level of technological skill or their physical, cognitive, or sensory abilities, UFA focuses on designing and optimizing digital experiences to be inclusive, intuitive, and accommodating to a wide range of users. UFA places a strong emphasis on design that is simple to understand and intuitive, facilitating user interaction and navigation of digital interfaces. This contains directions that are simple to follow, straightforward navigation options, and clear layouts [7].

The development of an inclusive, user-friendly website involves the interrelated concepts of accessibility, usability, and inclusion. Usability and inclusiveness are larger ideas that serve the demands of a wide variety of users, including those with impairments, whereas accessibility solely focuses on those with disabilities [17].

Digital Marketing Interaction (DMI)

The term "digital marketing interaction" (DMI) describes the dynamic communication that occurs between companies and customers thanks to digital platforms and technologies. It includes all of the online venues where customers can engage with businesses, goods, and services: search engines, social media sites, email marketing, mobile apps, and websites. With DMI, marketing paradigms are fundamentally shifted, allowing for tailored, interactive, real-time interactions that go beyond conventional one-way communication methods. DMI has been a more crucial component of marketing strategy in a variety of industries in recent years, changing the way companies interact with their target markets and resulting in better customer experiences [18].

Apart from the advantages it offers to companies, DMI also gives consumers more authority and autonomy over how they engage with brands. Customers can express their ideas, look for recommendations, and share their experiences with others via social media platforms, review websites, and online communities [19].

Satisfaction Attitude toward Destination

In the world of digital product design and user experience, satisfaction is a vital component that determines the lifespan and success of digital goods. Ensuring that consumers are involved, happy, and satisfied with a product's experience is essential to maintaining user happiness. This is accomplished through a variety of tactics, including competitive

advantage, usability, accessibility guidelines, human-centric design, and user interface simplicity. Users who are happy with a product are more inclined to stick with it, tell others about it, and use its features, all of which improve the product's reputation and draw in new customers [20].

Travelers can easily obtain the information they require about the travel and tourism industries by using eWOM channels. User-oriented online information and eWOM have a significant impact on customers' purchase intents and decisions [21]. Customer happiness is a motivating factor that may boost output, strengthen departmental and commercial partnerships, and eventually result in higher customer satisfaction. Organizations may expand more quickly and maintain their competitiveness in the digital market by concentrating on developing digital goods that prioritize customer pleasure, give value, and solve individual requirements [22].

Tourists' Behavioral Intentions (TBI)

Tourists' Behavioral Intentions (TBI) describes the planned acts or behaviors that travelers hope to display before, during, and after their expedition. TBI includes a variety of activities that travelers intend to do, including choosing a destination, researching it, making hotel reservations, participating in events, and exchanging experiences. Travelers may have intentions about the destinations they want to visit, the activities involved in preparing their trip, and the decision-making processes they will use [23].

Travelers' behavioral intentions may center around the experiences, interactions, and activities they will have at their destination. This can be going to historical sites, taking part in trips and tours, trying the local food, and getting to know the local people and their cultures. Intentions for while traveling might also include impromptu judgments and modifications in response to external circumstances and encounters. Travelers may want to participate in post-trip events, share their experiences, and offer feedback after returning from a trip [23].

Intention to visit tourist destination (IVTD)

Intention to Visit Tourist Destination (IVTD) describes people's tendency or desire to visit to a certain location for tourism within a predictable timeframe. It shows the stated intention or willingness of prospective travelers to travel to a specific location depending on a

number of variables, including the destination's perceived value, attractiveness, and individual reasons. The intention or plan to participate in tourist activities and go to a destination in the future is reflected in IVTD. It could involve thinking on the trip's schedule, length, and objectives, such as business, adventure, cultural discovery, or leisure travel [24].

It's important to comprehend why people travel and what influences their choice of where to go. Travel intentions are greatly influenced by a variety of motives, such as the desire for adventure, leisure, cultural encounters, social engagement, or personal development. People's intentions to travel might be influenced by perceived risks, which include worries about their safety, health, or ability to pay. Taking care of and reducing these perceived dangers might boost tourists' self-assurance and desire to visit a certain place [25].

Electronic word-of-mouth (eWOM)

Electronic word-of-mouth, or eWOM, is the term used to describe the digitally shared experiences, suggestions, and views about goods, services, or brands via online forums and communication channels. Customers share their opinions, criticisms, and reviews on review websites, blogs, social media, forums, and other online platforms. In the digital era, eWOM is crucial for forming customer views, influencing decisions about what to buy, and enhancing brand reputation. The tourism and hospitality industries are significantly impacted by Electronic Word of Mouth (eWOM), which has an impact on visitor behavior, location preferences, and brand impressions [26]. eWOM may quickly spread to a large audience since digital platforms are interconnected. When a single, favorable review or suggestion is liked, shared, and published by other users on social media, it may have a compounding effect and boost the visibility and exposure of travel and hospitality firms [27].

The Model

The study framework aims to investigate how electronic marketing might stimulate tourism and hospitality in Libya by taking a methodical approach to examining important factors and their connections. The framework directs the choice of research methodologies, methods for gathering data, and analytical strategies, enabling a methodical investigation of the various facets of electronic marketing's influence on Libya's travel and hotel industry.

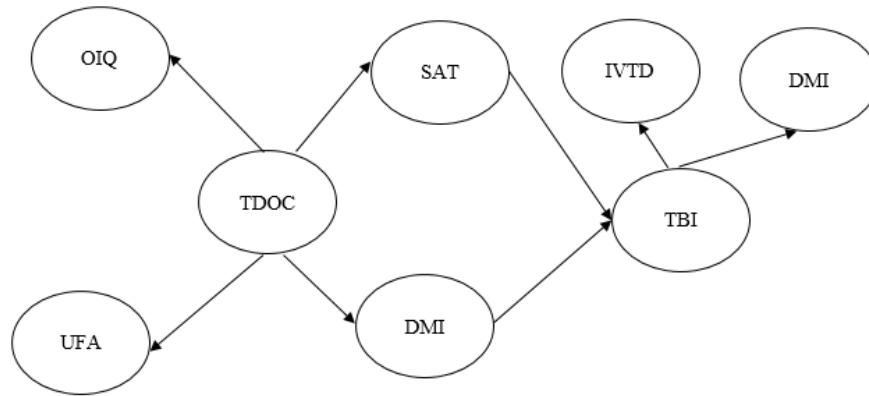


Figure 1: The Model of Role of Electronic Marketing in Activating Tourism and Hospitality in Libya

RESEARCH METHODS

This study took a quantitative approach. In quantitative research, statistically based hypotheses are frequently evaluated [28]. By gathering information via surveys and questionnaires and applying deductive reasoning to draw those findings, researchers can draw broad generalizations. In this study, researchers determined that the target population was people involved in tourism and hospitality activities in Libya. The sampling technique used in this study was non-probability sampling, namely purposive sampling [28]. In this study, researcher used the Partial Least Square

(PLS) analysis technique utilizing SmartPLS software version 4.0.

RESULTS AND DISCUSSION

Outer Model

The outer model, or measurement model, shows directional arrows between variables and indicators for each variable. To ensure the suitability of the model, the researcher must observe the results and compare them and judge based on the results. To assess the external model, we used external loading, composite reliability, Cronbach's alpha, AVE and VIF calculated by Smartpls. The results of the outer model results in this study are:

Table 1: Outer Model Results

Variabel	Indikator	Outer Loading	Cronbach's Alpha	Composite Reliability	VIF	AVE	Conclusion
Digital Marketing Interaction (DMI)	DMI1	0.822	0.967	0.963	4.114	0.725	Fit
	DMI2	0.902			4.933		Fit
	DMI3	0.792			4.669		Fit
	DMI4	0.841			3.830		Fit
	DMI5	0.879			4.239		Fit
	DMI6	0.787			4.965		Fit
	DMI7	0.857			4.860		Fit
	DMI8	0.910			4.532		Fit
	DMI9	0.809			3.296		Fit
	DMI10	0.903			3.564		Fit
Satisfaction	Sat 1	0.846	0.876	0.922	2.935	0.799	Fit
	Sat 2	0.864			2.282		Fit
	Sat 3	0.966			4.583		Fit
Tourist destination online content (TDOC)	TBI1	0.884	0.978	0.980	3.815	0.686	Fit
	TBI2	0.780			4.799		Fit
	TBI3	0.838			4.741		Fit
	TBI4	0.879			4.223		Fit
	TBI5	0.757			2.854		Fit
	TBI6	0.775			3.170		Fit
	TBI7	0.862			4.693		Fit
	TBI8	0.832			4.303		Fit
	TBI9	0.830			4.123		Fit
	TBI10	0.876			4.321		Fit
	TBI11	0.845			4.632		Fit
	TBI12	0.845			4.272		Fit
	TBI13	0.835			4.923		Fit

Variabel	Indikator	Outer Loading	Cronbach's Alpha	Composite Reliability	VIF	AVE	Conclusion
	TBI14	0.832			4.694		Fit
	TBI15	0.814			4.830		Fit
	TBI16	0.874			4.987		Fit
	TBI17	0.761			4.497		Fit
	TBI18	0.765			4.309		Fit
	TBI19	0.879			4.223		Fit
Tourists' Behavioral Intentions (TBI)	TDOC1	0.769	0.975	0.977	3.004	0.691	Fit
	TDOC2	0.820			4.958		Fit
	TDOC3	0.869			4.821		Fit
	TDOC4	0.853			4.420		Fit
	TDOC5	0.876			4.691		Fit
	TDOC6	0.884			4.970		Fit
	TDOC7	0.868			4.224		Fit
	TDOC8	0.841			4.499		Fit
	TDOC9	0.803			3.661		Fit
	TDOC10	0.811			4.358		Fit
	TDOC11	0.871			4.331		Fit
	TDOC12	0.813			4.335		Fit
	TDOC13	0.787			4.136		Fit
	TDOC14	0.709			3.041		Fit
	TDOC15	0.880			4.476		Fit
	TDOC16	0.806			4.195		Fit
	TDOC17	0.791			4.163		Fit
	TDOC18	0.850			4.426		Fit
	TDOC19	0.913			4.637		Fit
	TDOC20	0.750			3.920		Fit
	TDOC21	0.793			4.622		Fit
	TDOC22	0.840			4.528		Fit

Source: Processed From Research Data (2022)

Based on the results from table 1, the results of Cronbach's alpha show that all variables are above the threshold of 0.7. Therefore, based on the results, the item is reliable because it has a Cronbach's alpha value that is above the threshold that is > 0.7.

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The results for AVE in Table 1 show that all variables in this study have values above the threshold, which is 0.5. The AVE value refers to how much the construct is able to explain the variance in the indicator.

The threshold is 0.5 or 50%, if the value is below 0.5 there is an error in the item. VIF shows a potential problem of collinearity in size, which in table 4.10 shows that all VIF values for items have not exceeded 5, which is below the threshold for VIF. Therefore, items cannot possibly have collinearity problems.

Inner Model

The model in describing the relationship between latent variables and indicators, consists of exogenous and endogenous variables. Exogenous refers to variables that can be influenced by factors outside the research model, while endogenous refers to variables that can be influenced by other endogenous factors as well as exogenous within the research model itself.

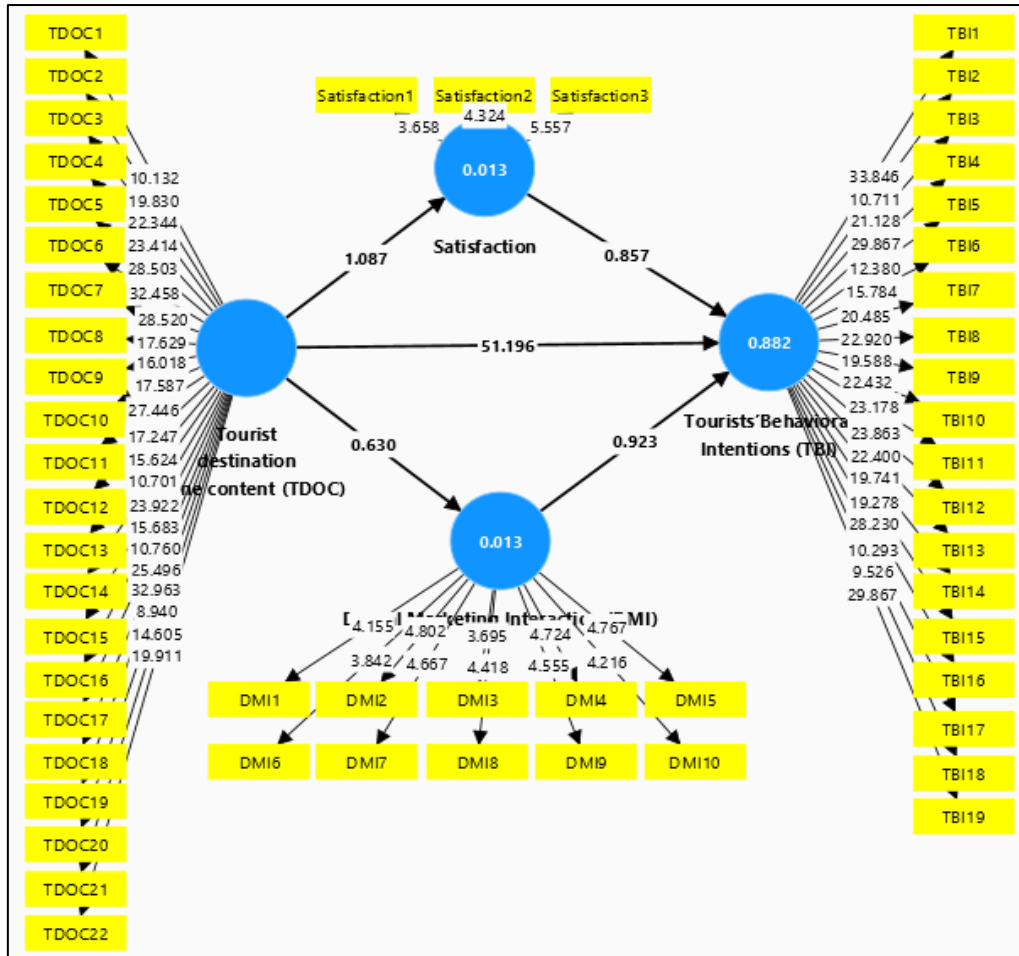


Figure 2: Path model

To further assess the model, the researcher will use the path coefficient, critical value, and p-value shown in Table 2.

Table 2: Structural Model Results

H	Variable relationship	Path Coefficient	t-Statistics	P-Value	Conclusion
H ₁	(TDOC impact on satisfaction)	0.115	2.087	0.027	H1 Accepted
H ₂	Tourists' TDOC perceptions positively impact their behavioural intentions.	0.938	51.196	0.000	H2 Accepted
H ₃	Tourists' TDOC perceptions significantly and positively affect digital marketing interactions	0.115	2.630	0.029	H3 Accepted
H ₄	Satisfaction mediates between tourist behavioural intentions and TDOC perceptions	-0.008	0.016	0.599	H4 Rejected
H ₅	Satisfaction significantly and positively affects the behavioural intentions of tourists	0.073	2.857	0.039	H5 Accepted
H ₆	Digital marketing interactions have a positive impact on the behavioural intentions of tourists	0.075	2.923	0.035	H6 Accepted
H ₇	Digital marketing interactions mediate tourist behavioural intentions and TDOC perceptions	0.009	0.612	0.541	H7 Rejected

Source: Primary Data Processed (2024)

Hypothesis Test 1: Influence of Tourist Destination Online Content (TDOC) Perceptions on Satisfaction

Hypothesis 1 states that Tourist destination online content (TDOC) perceptions have a positive impact on their satisfaction with a path coefficient of

0.115, t-statistics 2.087 and a p value of 0.027. Therefore, it can be concluded that H1 is supported.

From the standpoint of hospitality and tourism, visitors' happiness with tourism services is determined

by the interaction between their expectations and perceptions [29]. The quality of TDOC's information determines how satisfied tourists are. However, due to travelers' sophisticated perceptual filters on what constitutes high-quality tourism, assessing visitor happiness is a challenging phenomena for the travel industry [30]. Practitioners of destination marketing find it difficult to investigate ways to satisfy travelers using internet tourism promotion [31].

Through influencing the caliber of online information about tourism sites, TDOC perceptions have a direct impact on travelers' pleasure. Tourists who have a positive opinion of TDOC are more likely to discover information that matches their needs and expectations and to be accurate, relevant, and interesting. Travelers' satisfaction levels are significantly influenced by how easily accessible and user-friendly web material is regarding tourist sites. When TDOC is easy to use, well-structured, and navigable, visitors are more likely to enjoy their browsing experience and be more satisfied with the information they obtain [32].

Hypothesis Test 2

Hypothesis 2 states that Tourists' TDOC perceptions positively impact their behavioural intentions with a path coefficient of 0.938, t-statistics 51.196 and a p value of 0.000. Therefore, it can be concluded that H2 is supported.

Since travel is being advertised on a variety of platforms, including social media, websites, e-blogs, and search engines. TDOC is only deemed relevant and useful if it is readily accessible to travelers when they are first looking for travel-related information online. Good image quality, a suitable font size, logical text links and navigation, completeness and clarity of information, a payment guarantee, security and privacy policies, and real contact information of the service provider are all indicators of user-friendly online content [33]. Good views, high levels of trust and satisfaction, and visitor loyalty to a host place can result from TDOC's user-friendly accessibility, which in turn can lead to good recommendations.

Professionals in tourism marketing highlight TDOC by offering distinctive travel-related goods and services. Thus, the ideas of TDOC's appropriateness, usefulness, and ease of accessible may be linked to travelers' favorable inclinations to visit tourist locations. Researchers point out that among online information-seeking visitors, TDOC may result in favorable or unfavorable eWOM [34]. It has been recognized that internet marketing plays a critical role in driving e-tourism company and drawing travelers with good eWOM and purchase inclinations [35].

Hypothesis Test 3

Hypothesis 3 states that Tourists' TDOC perceptions significantly and positively affect digital

marketing interactions with a path coefficient of 0.115, t-statistics 2.630 and a p value of 0.29. Therefore, it can be concluded that H3 is supported.

Visitor images posted on social media have a big influence on travelers' intentions to return and forge new relationships [36]. Travelers' interactions with digital marketing might be influenced by the quality of the information they see online. Travelers are more inclined to believe and participate in digital marketing interactions when they have access to reliable and accurate information about a place or travel product. Additionally, a crucial component of digital marketing interactions is user accessibility [37].

Travelers must have rapid and easy access to digital marketing materials. Travelers may be less inclined to interact with digital marketing materials. If they are hard to locate, take a long time to load, or are not mobile-friendly [37]. As a result, it is anticipated that the aforementioned digital marketing interactions would favorably influence travelers' behavioral intentions. People's travel plans and booking practices are evolving due to the usage of digital marketing, particularly social media. Most travelers use social media to plan their travels and even reserve experiences based on what they see online [38].

Hypothesis Test 4

Hypothesis 4 states that Satisfaction mediates between tourist behavioural intentions and TDOC perceptions with a path coefficient of -0.008, t-statistics of 0.016 and a p value of 0.599. Therefore, it can be concluded that H4 is no supported.

Before visiting tourist places with their family and friends, travelers like to peruse online travel information, compare, and buy the finest online travel packages [39]. Tourists' happiness and behavioral intentions, such as buying travel packages, going to actual tourist locations, and spreading word of mouth, may be influenced by their perceptions of TDOC. Tourists may have a more enjoyable browsing experience and have their behavioral intentions positively influenced by less perceived browsing risk in TDOC [40].

Thus, the degree to which travelers are satisfied with their virtual travel experience and the accuracy of the information greatly influences their behavioral intentions [41]. It is well recognized that digital marketing interactions take place on websites like eWOM, and that these interactions may have a significant impact on people's preferences for what products and services to buy. Note that travelers use eWOM channels to swiftly obtain the information they want on the travel and tourism industries [42].

Hypothesis Test 5

Hypothesis 5 states that Satisfaction significantly and positively affects the behavioural intentions of tourists with a path coefficient of 0.073, t-statistics of 2.857 and a p-value of 0.039. Therefore, it can be concluded that H5 is supported.

Customers' actions in the business world, such as buying a good or service and making remarks publicly, are mostly influenced by how satisfied they are with the degree of perceived risk in their transactions. Because tourism has so many IHIP (intangible, heterogeneous, inseparable, and perishable) components. It also carries a greater risk and lower levels of pleasure from visitors. When interacting with service providers, customers may experience greater dissatisfaction than when purchasing a tangible good [43].

An important determinant of tourists' behavioral intentions is their level of satisfaction. Tourists are more inclined to return and refer others to the location when they are happy with their experience. This is due to the fact that behavioral intention, which increases the desire to return and suggest to other travelers via the use of good word-of-mouth advertising, is significantly predicted by behavioral intention [44].

Hypothesis Test 6

Hypothesis 6 states that Digital marketing interactions have a positive impact on the behavioural intentions of tourists with a path coefficient of 0.075, t-statistics of 2.923 and p-value of 0.035. Therefore, it can be concluded that H6 is supported.

Consumers' decision-making process is influenced by online social networks to varying degrees based on the kind of retail grocery shop. The study examined the impact of these networks on consumers' purchase decisions. Customers frequently participate in social network interactions online to compare goods, exchange information, lower risks, and get suggestions from other users. In addition to influencing the products that consumers choose, these exchanges help online social networks develop a feeling of trust and community [45].

Customers' judgments on what to buy are influenced by this individualized engagement, which builds trust and loyalty. Additionally, social network marketing uses data analytics to provide SMEs with insightful information. SMEs may better match the requirements and expectations of their target audience by customizing their marketing strategy based on an analysis of consumer behavior, preferences, and engagement data. SMEs may increase the efficiency of their product promotions and maximize their marketing efforts with the help of this data-driven method [45].

Hypothesis Test 7

Hypothesis 7 states that Digital marketing interactions mediate tourist behavioural intentions and TDOC perceptions with a path coefficient of 0.009, t-statistics of 0.612 and p-value of 0.541. Therefore, it can be concluded that H7 is not supported.

Digital interaction content, which comprises current, accurate, and accessible experiences, plays a crucial role in travelers' decision-making process when it comes to services and goods. This suggests that the information made available on digital platforms affects the decisions passengers make about the goods and services they use while traveling. Because digital content is readily available to them, travelers may use it to obtain information, evaluate their alternatives, and make well-informed judgments based on its relevance and quality. Travelers are assisted in assessing their alternatives, comparing products and services, and choosing products and services that meet their expectations and preferences by the availability of up-to-date and pertinent material [46].

Social media sharing results in an increase in digital interactions. Sharing material on social media is essential for increasing its visibility and encouraging user engagement. People are actively contributing to the digital discourse and the spread of knowledge when they share posts, articles, videos, or other types of material. Through likes, comments, and resharing, this sharing behavior not only increases the visibility of material but also promotes more interaction [47].

CONCLUSION

The result of this research showed that Tourist destination online content (TDOC) perceptions have a positive impact on their satisfaction, Tourists' TDOC perceptions positively impact their behavioral intentions, Tourists' TDOC perceptions significantly and positively affect digital marketing interactions, Satisfaction can't mediate between tourist behavioral intentions and TDOC perceptions, Satisfaction significantly and positively affects the behavioral intentions of tourists, Digital marketing interactions have a positive impact on the behavioral intentions of tourists, Digital marketing can't mediate tourist behavioral intentions and TDOC perceptions. The suggestions of this research is destination marketers can focus more on creating engaging, informative and visually appealing content, marketers should increase destination-related content because effective tourist destination online content can be a powerful tool to increase destination loyalty and word-of-mouth promotion, digital marketing can emphasize the role of online content in engaging tourists through various digital platforms. this suggests that high-quality TDOC can strengthen digital marketing efforts, leading to increased interaction and engagement and destination marketers need to invest in strong digital marketing campaigns that resonate with tourists.

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