

The Role of Social Media in Promoting Tourist and Heritage Sites "A case study of Al-Mu'izzLedin Allah Street"

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Abstract

This paper aims at exploring the role of social media in promoting the tourist and heritage sites in Egypt.

The data were collected offline and online through an online survey from users of Al-Mu'izz Facebook pages and a printed version of the questionnaire was distributed to 350 tourists who visited Al-Mu'izz Street. Data were analyzed using (SPSS).

This paper provides evidence that supports the positive impact of social media (Facebook pages) from the tourist's perspective on promoting heritage sites in Egypt.

Keywords -Social Media, tourism promotion, Facebook, heritage sites, Al-Mu'izz Li-din Allah Street

1. Introduction

Tourism is considered as an important source of economy, which continues to grow rapidly. It is considered as a good opportunity for development in many countries (Guzzo et al., 2013). Tourism was always one of the main significant elements of the electronic commerce world, which may affect the structure of the tourism business. Online travel has witnessed the development of new

consumer behaviors and promoting tools (Klein, 1999; Werthner & Ricci, 2004; Milano & Piattelli, 2011).

Social Networking is a vital instrument to advertise good things about destination and people. Thus, Social media has a significant role in promoting tourism through different network sites where tourists generally communicate and involve (Buted et al., 2014; Madondo, 2016). Accordingly, Tourism marketers are also noticeably using social networking to communicate with actual and potential travelers during the decision-making process (Hudson & Thal, 2013).

Furthermore, the increasing numbers of users to the internet applications enable various tourism organizations like airline companies, hotels and travel companies to start using the internet as a competitive strategy (Sahin & Sengün, 2015).

More specific, Facebook has attained a leading position and is considered to be the most widespread social media website ever. It has become a key reference mean in online travel and tourism industry, employed by customers in any stage of the decision buying process (Fotis et al., 2012; Bulencea & Egger, 2013).

Several empirical studies have measured the role played by Facebook and other social media in the supply and demand of the E-Tourism market and have revealed the significance which attained by these platforms in the tourism industry (Milano et al., 2011; Zeng & Gerritsen, 2014; Mich & Baggio, 2015). Therefore, social network sites can be employed as a new marketing technique in increasing online technologies by the tourism industry (Sahin & Sengün, 2015). Moreover, its role has been investigated mainly from a marketing perspective (Kotler et al, 2014).

The above discussion shows the importance of social media as a new marketing tool in promoting tourist sites. In this vein, the current study aims at exploring the role played by social media in promoting heritage sites applied on Al-Mu'izz Street-Egypt.

2. Social media

Social media is "a catchphrase that describes technology that facilitates interactive information, user-created content and collaboration" (Elefant, 2011, p. 4; Seth, 2012). While Mayfield (2008, p.4) stated that social media "is a two-way conversation when comparing to traditional media because social media outlets are open up to feedback and participation".

Kaplan & Haenlein (2010) classified social media into six fields: virtual social worlds, social networking sites, blogs, content communities, collaborative projects and virtual game worlds. For examples customers use social networks like Wikipedia for (reference), Facebook for (social activity), YouTube for (sharing videos) and Trip Advisor (for travel networks) which let them see reviews and comments of other actual customers, thus, today information is considerably perceived in

different ways (Weinberg, 2009 and Seth, 2012).

Facebook is one of the most important types of social media. Facebook reached 1.15 billion users in 2013 (Bulencea & Egger, 2013) and according to Facebook Pages guide in 2018 more than 20 million people used Facebook every day. More than half of them connect with their pages every day and spend about nineteen minutes a day on Facebook (O'Connor, 2011 and Merello, 2018). The statistic website showed a timeline with the worldwide number of monthly active Facebook users from 2008 to 2018 which indicated that the number of Facebook monthly active users reached 2.23 billion in the second quarter of 2018 and about 52 percent of Facebook users stated that photos on Facebook encouraged them to travel to a certain destination (Wittman, 2012; Bulencea & Egger, 2013).

As the number of users increased and the awareness level of the consumers increased, these sites created online communities of users share activities, experiences and interests. Thus, the leisure time to communicate socially has become more suitable as communication became faster, easier and cheaper (Choustis, 2013). Therefore, a high number of tourists use the internet to find information about their destination, accommodation, transportation or activities before making purchases (Litvin et al., 2008; Xiang & Gretzel, 2010; Milwood et al., 2013).

According, to the important role of social media to communicate and involve with tourists, tourism marketers need to raise their level of online commitment and transform their marketing strategies to the online environment (Madondo, 2016).

3. Tourism Promotion

Promotion can be defined as the “function of informing, persuading and influencing a consumer decision” equally important for non-profit and profit organizations and equally important for products or services. Promotion can be used to increase sales, attract new customers, create awareness, change the attitude or create an image, through advertising, personal selling, public relations, publicity, direct marketing and sales promotion and interactive/internet marketing (Esu&Ebitu, 2010).

The promotion has a significant effect on the purchase decision of services, products, or the choice of a specific destination. The importance of promotion comes from its ability to increase the awareness and interest in the destination, display its attractiveness, differentiate the destination from competitors, enhance the image of the destination and it can also encourage travelers to stay longer (Esu&Ebitu, 2010)

Destination promotion process occurs in a variety of ways, for example, across adverts, websites, social networks, brochures, travel journals and marketing specialized agencies. Promotion in tourism plays a hugely valuable portion and emphasizes the interaction between both supply and demand (Rodrigues, 2017).

Promoting a tourist destination is not an easy task. Its difficulties derive from the non-homogeneous request of travelers and multi-attributed nature of the destination (Butedet al., 2014). Therefore, the development of information and communication technologies, especially the internet has a strong influence on changes in the use of marketing (Popesku, 2014).

4. Social media and Tourism promotion:

The intangibility of tourist products and hospitality made them hard to be evaluated before their use and are high-risk purchases (Lewis & Chambers, 1999). The marketing activities in the tourist destinations are designed to shore up the basics of the destination in attracting the expected tourists to come and see it, to use its services and proofing that their visit's expectations met those of the destination (Popesku, 2014).

As stated by Dickman and Maddock (2000) tourism can be promoted when there is effective communication with the potential and actual tourists. The marketer can use different elements of the promotional mix to promote either a service or a product. Despite the excess marketing tools existing to promote tourism, social media has become the most effective tool for generating awareness and creating interest in a product (Waxer, 2012; Madondo, 2016).

Commonly, the electronic media is preferred more than the printed media and has a greater influence on tourists' decisions. More specific, social media is considered to be the most effective tool than all other types of media. Therefore, marketers in hospitality industry prefer using social media as a mean to promote destinations and enhance performance (Park, 2015).

Social media use is growing, and the destination marketing organizations challenge is to efficiently select not only the applications they need, but also to recognize the needs of their consumers from their sites and the essentials to be included in their website that will successfully affect the decision making of the traveler, socially, practically and accurately (Wendy and Statia, 2012).

The internet has changed from the world of information to the world of persuading at the same time and its elements like the social media “start to revolutionize the state of marketing, advertising, and promotions. (Hanna et al, 2011).

Travel websites like Trip Advisor, Expedia and booking.com, as well as social networking platforms (Facebook and Twitter) currently play a key role in online communications among travelers (Kim, Lim, & Brymer, 2015). We are in front of user-friendly platforms, where travelers can easily find or share comments, opinions, photos and videos about their travel experiences (Merello, 2018; Papathanassis & Knolle, 2011). For instance, nearly 70% of tourists consult the experiences of other customers to take a decision (Minazzi & Lagrosen, 2013).

According to (Milano & et al, 2011) However, most of the studies have evaluated the social and psychological impacts and most of them confirmed the role of social as sources of information and others related to discussing various topics related to travels and holidays (Chung & Buhalis, 2008; Schmallegger & Carson, 2008; Inversini & Buhalis, 2009; Xiang & Gretzel, 2010 ; Parra-Lopez et al., 2010; Kasavana et al., 2010).

Many studies were conducted to explore the impact of social media tools on the destination image (Burgess & et al., 2009; Inversini & et al., 2009; Matloka & Buhalis, 2010; Sigala, 2010). Other studies highlighted the impact of the social media on the loyalty of the brand, as well as its influence on hotels' sales (Dellarocas, 2003; Litvin et al., 2008; Ye et al., 2009). While, some authors have focused their study on hotels websites' evaluation (Wan, 2002; Wong & Law, 2005 and Escobar & Carvajal, 2013).

Other studies argued that while many hotels have pages on Facebook, most of them are quite unseen and did not reach high levels of activity and engagement (O' Connor, 2011). Despite, the importance of social media, most tour operators have not entirely estimated the role of this new technological world and still have many concerns about it (Milano et al., 2011).

Platforms analysis is considered to be one of the most employed tools to measure social media influences and to analyze the visibility, interactivity and profile performance of Facebook pages, such as Facebook Insights, Fanpage karma and the other Analytics, which helps the examination of different key performance indicators (KPIs). KPIs is a metric that determines the success of marketing strategies. Quaintly website emphasized that KPIs numbers maybe different according to ones social media marketing strategy, on ones specific needs, goals and depends on the KPIs that matters for ones clients. Accordingly, Benea (2014) stated that KPIs are the number of followers, the level of engagement in their pages from the number of likes, shares, comments and the views followers do for the social media posts. While Megalytic website stated that the common Facebook KPIs are Page Likes, Page Reach (which tell how many people are exposed to the posts across Facebook) and Website Traffic from Facebook (If the post was linked back to the site on Facebook) one of the most useful measurements for any marketer is assessing how well these posts contribute to the overall website traffic).

Thus, the difference between being on Facebook and succeeding on Facebook is largely about identifying KPIs and framing everything, from posting to reporting, around those metrics.

This study focused on five central social media metrics that could be used as ones KPIs, Number of fans, People talking about pages, People checked in the page, Profile Performance and engagement percentage of Al-Mu'izz Street Facebook pages.

5. Al-Mu'izz Li-din Allah Street

Al-Mu'izz Street, named after the fourth Fatimid Imam-caliph al-Mu'izz li-Din Allah (953-975 CE), who ruled Egypt for 22 years from 953 AD and ordered the construction of the new capital Cairo, The street is also known as the *qasaba* street and by *al-Karyn*, It is almost certainly the oldest street in Cairo, it extends to one kilometer long, running through the central core of Islamic Cairo, it starts at Bab Al-Fotuh in the north and ends at Bab Zoweila in the south, according to a UN study it encloses the largest medieval architectural treasures concentration. In the Islamic world, this street held all the important celebrations of the Fatimid caliphs (Hristova;Czepczyński, 2017, p. 111).

In the Fatimid Era "Al-Mu'izz Street was restricted to the elite of society and the royal family members, whose architectural constructions lined both sides of the street. Here is where Sultans paraded when they took over the regency" (Mehrez, Samia, 2010, p. 42).

"The street in the Fatimid era was a cultural and educational center with a great library. By the time, prosperous merchants replaced the original residents of the street". (Antoniou, 1998, pp.32-35)

"After the successive Sunni caliphates regained control on the city of Cairo, much of the Fatimid capital was destroyed, Al-Mu'izz Street kept its importance. most of the mosques, *wikala*, *madrassa*, *sail* and other architectural construction of the Ayyubid,

Mamluk, Ottoman rulers who reigned Egypt after the Fatimids were constructed along this street through the heart of the city" (Hristova;Czepczyński, 2017, p. 112).

Besides, the extraordinary monuments spread along the length of the street; it hosts a bustling district in which there are homes for thousands of craftsmen who make goods to be sold in the commercial node of Khan Al-Khalili, the old market which characterizes the midpoint of the street (Sayyed, 1981, p.93).

In 1997, the national government carried out massive restoration and preservation operation for the historical buildings, modern buildings, land escaping, street pavement and repairing the sewerage system and installation of LED lightsturning the street to an "outdoor museum" that demonstrates the flourish of a civilization where ideologies, religious believers and even individuals living at this time are preserved in its essence (Mehrez & Samia, 2010, p. 44).

The surrounding building of the street was raised in their current condition and then they underwent restoration that took them back to their original glory by tearing down any existing infringements and redesigning the existing commercial facades to reflect the typical character of the space while maintaining the unique character of it, completing the original image created along the time (Sedky, 2009, p.183).

The Street was reopened on April 24, 2008, as a walker zone from 8:00 am to 11:00 pm; while the good traffic is permitted only outside these hours (Lababidi, 2008, pp. 17-19).

The northern part of the street extends from Al-Hakim Mosque in the north to Al-Azhar Street which includes the markets of spices, textiles, it comprises the following monuments: (Sedky, 2009, p.184) (Plate 1)

- Bab Al-Futuh (1087 AD)
- Al-Hakim Bi Amr Allah mosque (1013 AD)
- Wikalat Al-sultan Al-Mansour Qaytbay (1481AD)
- Wikalat Al-AmirQawsum (1330 AD)
- Mosque, sabil,and kuttab of Sulayman Agha al-Silahdar (1839 AD)
- Bayt al-Shaymin (1648-1796 AD)
- Al-Aqmar mosque (1125 AD)
- Al-Amir Bashtak Palace (1339 AD)
- Al Madrasa al family (1229 AD)
- The Sabil-Kuttab of Abdel Rahman Katkhuda (1744AD)
- Sabil of Ismail Pasha (18281829 AD)
- Mosque and madrasa of al-Zahir Barquq (1386-1384 AD)
- Madrasa of Al-Nasir Muhammad bin Qalawun(1304AD)
- Qubba, Madrasa, and Bimarestan of Al-Mansour Qalawun (1285 AD)
- Madrasa and Qubba of Al-Salih Najm Al-Din Ayub (1250 AD)
- Hamam of Sultan Al-Ashraf Aynal (1456 AD)
- Sabil-Kuttab of khusrw Pasha (1535 AD)
- Mosque-Madrasa of Al-Ashraf Barasbay (1424 AD)



figure (1) The northern part of Al-Mu'izz Street

The southern part of the street stretches from the complex of Sultan al Ghuri to Bab Zoweila and includes the splendid Tent Market in Al-Gamaliya quarter and the following monuments:

- Madrassa-Mosque of Sultan Al-Ghaury (1505 AD)
- Mausoleum of Sultan Al-Ghaury(1505 AD)
- Wikala of Al-Sultan Al-Ghaury(1505 AD)
- Mosque of Al-Lakhani (1735 AD)
- Sabil of Mohamed Aly (1820 AD)
- Mosque of Sultan Al-Muaayad Shaykh(1415-1420 AD)
- Wikala and Nafisa Al-Bayda (1796 AD)
- Sabil of Nafisa Al-Bayda (1796 AD)
- Bab Zuweila (1092 AD)



figure (2) The southern part of Al-Mu'izz Street

The social media, especially Facebook played a vital role in promoting the street and rediscovering it. Many pages and groups were created to show its historical value, in which people are sharing information and photos about the street.

Some pages go further and organized free tours of the street, in which there is a guide to explain the archeological and historical sites in it. These tours met a big turnout and the number of people joining it increases over time, (Plate 2).



The aim of this study was to explore the impacts of social media specifically Facebook pages on tourism promotion in Egypt (**tourist and heritage sites**) from the perspective of a tourist and to show the importance of social media as an important marketing and promoting tool.

6.1. The objectives are as follows:

- 1- Analyzing the visibility, interactivity and profile performance of Al-Mu'izz Street pages on Facebook.
- 2- Assessing the effect of social media in promoting heritage sites.
- 3- Presenting the visitor's perception of the benefits of social media (Al-Mu'izz Le din Allah streetpages) as an effective marketing tool.



6.2. Pilot Test

The questionnaire was pre-tested by interviewing 3 academic researchers and 2 admins of Al-Mu'izz page and 15 shops owners in Al-Mu'izz Li-din Allah Street. Some corrections to the questionnaire were made to improve its clarity and eliminate some duplicated items.

6.3. Data collection

Data was collected through an online questionnaire and a printed form of the questionnaire was also distributed to visitors of Al-Mu'izz street. Visitors of the Al-Mu'izz participated in filling the survey. The questionnaire formed on Survey Monkey (www.surveymonkey.com). It was in English and consisted of 10 questions. The questionnaire questions were derived from some previous similar studies. Data was gathered offline and online in the period between (first of January and till the end of February 2017).A link to the questionnaire



figure (3) Facebook pages

6. Study Methodology

The study was a quantitative approach in its nature by surveying some of the Facebook pages. The target population was the tourists who visited Al-Mu'izz Street and Facebook pages. A total of 300 questionnaires were collected and analyzed using SPSS v20.

was distributed on Al-Mu'izz Facebook pages with permission of the admin to gather data online. This method is useful as it gives data at low cost as it is done online. Other advantages of collecting data online are easiness to reach persons online; flexibility to complete the survey at the time suitable for them, additionally, the secrecy of participants is also very important (Evans & Mathur, 2005 and libweb, 2015). A total of 350 questionnaires were distributed; 50 uncompleted surveys were eliminated leaving 300 usable questionnaires yielding a response rate of 85%.

7. Results & Interpretation:

This part presents the results of a visitor's perspective analysis. The results of the study reveal that there is a great effect of Facebook pages in increasing the number of visitors to Al-Mu'izz Street.

To achieve the first objective, analysis the visibility, interactivity, and profile Performance of Al-Mu'izz pages by evaluating pages KPIs. The online free tool Fan page Karma used, <http://www.fanpagekarma.com/>, which is suitable for analyzing the effectiveness of social networks profiles, monitor any Facebook page with the best analytics and monitoring tool, Create insight reports and optimize your social media marketing strategy. The study analyzes the most important Facebook pages according to visitor's number and events for example:

- 1- 'šāqāl-Mo'z(Al-Mu'izzLedinAllahstreet)
(عشاق المعز)
- 2- ādārtāl-wa'īāl-'trībi āl-ġmālīh اداره الوعى
(الاثري بالجمليه)
- 3- Šār'āl-mo'zldīnāllahāl-Fāṭmī (شارع المعز لدين
الله الفاطمي)

4- Šār'āl-mo'zldīnāllahāl-Fāṭmī(@elmo3ezstreet) شارع المعز لدين الله
(الفاطمي)

5- Šār'āl-mo'zldīnāllahāl Fāṭmī(@moeaz.fos7tna) شارع المعز لدين الله
(الفاطمي)

The study of the Sánchez-Amboage, E., Ludeña-Reyes, A.P. and Viñán-Merec, C., 2017 has been taken as a reference;"Impact of Religious Tourism in Social Media in the Andean Region of Ecuador".

In terms of the visibility and interactivity of the above-mentioned Facebook pages, (table 1) has shown that "(Al-Mu'izz Le din Allahstreet (Šār'āl-mo'zldīnāllahāl-Fāṭmī)" and "ādārtāl-wa'īāl-'trībi āl-ġmālīh" are the most visible in Facebook, after that "Šār'āl-mo'zldīnāllahāl-Fāṭmī" and, Šār'āl-mo'zldīnāllahāl-Fāṭmī(@elmo3ezstreet) "Šār'āl-mo'zldīnāllahāl-Fāṭmī@moeaz.fos7tna).

Generally, the Facebook pages mentioned above attract the interest of 416.98 followers. Regarding the visibility of the above-mentioned pages, there is a variation between the number of comments, shares and likes of the analyzed pages, for example, likes in these pages has the highest number. Additionally, the analysis showed that it's important to make a mention of likes related to the photos on the pages.

Table (1) The interactivity of Facebook pages

Fan pages	Number of fans	People talking about pages	People checked in Home	Profile Performance	Engagement (%)
šāqāl-Mo'z (Al-Mu'izz Ledin Allah street)	263.212	23.725	231.322	69%	2.3%
ādārtāl-wa'īāl-'trībi āl-ġmālīh	53.517	5.424	-----	87%	3.4%
Šār'āl-mo'zldīnāllahāl-Fāṭmī	40.402	-----	-----	-----	-----
Šār'āl-mo'zldīnāllahāl-Fāṭmī (@elmo3ezstreet)	34.501	384	-----	-----	-----
Šār'āl-mo'zldīnāllahāl-Fāṭmī (@moeaz.fos7na)	25.367	1.730	47	61%	1.7%
	416.98				

The profile performance of Facebook pages in Table (1), showed that “ādārtāl-wa'īāl-'trībi āl-ġmālīh” page has the highest profile performance in Facebook with (87%), followed by “(Al-Mu'izz street (Šār'āl-mo'zldīnāllahāl-Fāṭmī)” with (69%) and followed by Šār'āl-mo'zldīnāllahāl-Fāṭmī@moeaz.fos7na” with (61%).

This indicated the overall strength of a Facebook fan page. And According to the information in Table (1), it is shown that the numbers of visitors checked in to Al-Mu'izz street according to the Facebook page reached 232,3322 which indicated the great impact of

the pages in their decision to visit Al-Mu'izz street.

The second and third objectives were based on the implementation of surveys, which are designed for gathering digital information and measuring variables (Punch 2003).

According to the data analysis using SPSS v20.98% of the respondents visit Al-Mu'izz Street regularly, 66.67% visit the street in groups and 33.3 visits Al-Mu'izz alone. Additionally, 80% of the respondents visited Al-Mu'izz through events organized by Al-Mu'izz street (šāqāl-Mo'z page), which give evidence that visiting the street in groups organized by the Facebook pages are around three times than visit it alone.

62 % of people participated in the survey showed that Facebook is the most popular social sites. While 38 uses other sites, which showed the power of using Facebook in promoting any destination.

73.7% indicated that services provided during the visit are matched with what was announced on the page, 16.7% showed that the service is matched to some extent, 9.7 of respondents disagree with that, which indicate that the visitor's trust information available on the facebook pages.

66.3% of participants agreed that social media sites were an appropriate source of data about the destination and help to have a great experience about the place you want a visit, 30.0% strongly agree, while 3.7% of Respondents' disagree. Most of Respondents' 67% agreed that reviews and positive comments on social media sites affect their intention to visit the destination, 30% strongly agree, while 3% of participants to some extent, which approve that social media can be employed as a reliable data source to revisit intention, as tourists who share their

experiences affected by reviews when they make tourism preferences.

75.3% of participants strongly agreed that photos, videos are the most factors that affected their decision to visit a certain destination, while 24.7% of Respondents' disagree. 74 % affected by images and photos in the page and 64% affected by word of mouth from relatives and friends, while 20% of Respondents' agreed. 70 % agreed that Facebook message strongly received through words, description and also by images and photos on the pages, while 20% of Respondents' agreed and 10% of Respondents' disagree, which indicate that photos, images and videos play an important role in the intention to visit a destination.

Most respondents' (83.3%) indicated that there were no obstacles met when browsing the pages of Al-Mu'izz. Street, while 16.7% of respondents just agreed, which approved that Al Mui'zz Facebook pages are easy to use and well designed.

8. Conclusion and Discussion:

The role of social media on promoting heritages sites in Egypt has not received enough attention from scholars and responsible authorities. This study attempts to fill this gap by studying the role of social media on Tourism promoting to highlight what needs to be considered to effectively promote heritagesites in Egypt. It's significant to show the main results of the survey to explore visitor's perception of the benefits of social media. The aim of this study was to improve the understanding of analyzing the visibility, interactivity and profile performance of Facebook pages. Consequently, Identifying the various key performance indicators (KPIs). The results of this study found that the numbers of visitors checked in to Al-Mu'izz street -

according to the Facebook page- reached 232, 3322 which prove the great impact of the pages in the decision to visit Al -Mu'izz street. The results of the study indicated that most visitors highlighted the importance of promoting heritages sites via social media sites. Moreover, the analysis of data showed that Facebook pages are the most employed social network sites when collecting data on heritage sites. Furthermore, the data analysis highlighted the importance of Facebook pages' comments on the degree of truthfulness and the ability to increase the number of visitors to Al-Mu'izz Street.

The results of this study are consistent with Fotis et al, (2012) who confirmed that social media has a great effect of on destination choice and trust information provided by different websites. It has been also observed in other studies as the study conducted by Gururaja (2015) who found that the majority, almost half of the tourists, did not book their travel without reading reviews presented about the destination on the social media sites. These previous results support the finding of the current study in which reviews and positive comments on social media sites were found to have a great effect on their next visit. Finally, the findings of this study support the existence of a positive relationship between social media and promotion of heritage sites. This result is consistent with Wittman, (2012); Bulencea & Egger (2013) and Sahin & Sengün (2015) who found that most tourists use social media to share videos, photos and experiences.

9. Recommendation

According to the study findings, there is a segment of the Facebook market interested in visiting tourist destination. Tourism authority along with tourism companies are advised to take into consideration the impact of these sites on visitors buying intention,

consequently, reengineer their marketing plans accordingly. The results of this study as well recommend cooperating and supporting the admins of some Facebook pages especially some pages reached more than 231,322 users visited Al-Mu'izz Street because of shared photos, reviews and organized events.

Social media is a good tool for the promotion of domestic tourism, especially, in the times of crisis as most of the visitors of Al-Mu'izz Street are from domestic tourism. In this vein, it is important to ensure the efficient use of the internet for tourism activities. Social media is time and money saving promotional tool for tourism, so it should take more concern from the authorities.

The ministry of tourism should support and encourage the successful social media pages which play a vital role in promoting the touristic places by organizing free tours, posting information and photo about heritages and tourists' sites which not only help to promote the touristic site but also it helps in preserving it. The ministry of tourism should give more concern to their authorized social pages and do more advertises on it and encourage the interaction with their followers.

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