The Impact of Social Media on Religious Tourism in Jordan

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Abstract
The study is based on the social media impact on religious tourism based in the country Jordan. Jordan is the remarkable place that has several tourists' spots to visit, and people all over the globe are excited to visit those places. Social media has a significant impact on the tourism industry of the country, and with the help of social media platforms, tourists can know the offers and the rules and regulations of the country. Recent covid-19 restrictions have changed the approach to tourism. Social media impact has helped tourists and the hospitality sector of the country to gain connectivity between tourists and the official board of tourism of Jordan. The study is based on the problems of the investigation and the literature review based on the topic of the study. The discussion is also based on the previous studies and statistics focused on the impact of social media on religious tourism. In the current context, the world has experienced rapid development in information technology, and social media plays a significant role to connect people all over the globe. The people who want to go on a religious trip can share their views and glimpses. With the help of social media, Jordan can also get increased revenue from the tourism sector.

1. Introduction

Religion tourism will be evaluated based on the social media impact in the country of Jordan. In this study, the background of the impact of social media on the religious tourism of Jordan, along with the literature review and the discussion, will take place based on the relevance of the study. As far as known, Jordan is a religious country based on the Muslim religion, and this country is a tolerant religious country depending on the culture [1]. Information technology has taken the role of advertisement for several tourists' spots across the world, and tourist's people get enough help based on social media advertisements [2], [3] [4]. Many religious tourists visit the country every day for a religious trip to Jordan. In previous days, without social media, many tourists have faced several problems for the lack of enough information to tour in that country. Based on the smart approach of social media and tourism advertisement of Jordan, tourists visit the country every year without any turmoil [5].

The problem which has given insight for the proceeding for the study is the negative impact as well as the positive impact of social media on Jordan religious tourism. In recent times, several negative effects have been detected, like burglary, changing value, political and religious unrest in the relation of Jordan and the tourists from other countries [6]–[8]. Despite all things, the tourism ministry of the country has investigated that with the help of social media, the hospitality sector of Jordan has increased their brand loyalty, brand value, an advertisement based on the religious places and by means of these positive sides, the futuristic (culture) and religious value of the country can be reflected in front of the world. These factors will influence the study to proceed for future studies [9], [10].

Therefore, to solve the issue raised in this study, several research questions are developed and main the questions focused on how the communication between the tourism ministry of the country and tourists is influenced by social media impact Jordan religious tourism? In addition, the question also focus on the connection between information efficiency and social media based on its impact on Jordan religious tourism. Lastly, the question is to understand how the eases of tourist's attraction that can be investigated by the impact of social media on Jordan religious tourism? The remaining of this paper discusses the literature review, the research methodology, findings, discussion, and conclusion.

2. Literature review

The literature review is based on the rigorous evaluation of religious places of Jordan and the impact of social media that has expanded the chances of greater communication and greater understanding between the tourism ministry of the

country and the tourists who have placed a holy desire to visit the religious places. As per the author [11], the objective-based evaluation will explore a more cultural view of the country and social media connection.

To explore the communication between the tourism ministry of the country and tourists that is influenced by social media impact on Jordan religious tourism. Social media has several impacts on a religious tour. It has introduced several online sites like Face book, Twitter, Instagram, and others that are used for tourism purposes. As per the author [5], [12]–[14], social media has given an online forum that has increased the chances of online communication among people across the world. The official upgraded website of the "Jordan tourism board" has also decided to place the advertisement for the visit to the country and promote religious places that are open to view for tourists.

2.1 Facebook site

In Face book, "the ministry of Tourism and Antiquities" has collaborated with the private hospitality sector to promote the holy places of Jordan. Jordan tourism was promoted first at the "world travel market" in the place London in 2002 as per the author [15], face book has held several posts based on tourist spots and religious places like Petra, Mount Nebo, Machairs, and others. Facebook has increased communication by offering the official login site of Jordan religious tourism places and the online communication platform.

2.2 Instagram site

Instagram has evolved from Facebook views, and the impact of Instagram is widely acclaimed based on its popularity. Several religious events have taken place in Jordan, and Instagram promotes all of the glimpses of these events for the promotion purpose of Jordan. as per the author [16]. Instagram has social media influencers who promote the holy and cultural view of Jordan and share the stories of religious events in Jordan.

2.3 Snap chat site

Snap chat has created a recent platform in which people can give their stories and pictures where they visit and about their all-day activities. Through Snap chat, they can share glimpses of the places of religious places of Jordan, and other visitors can be attracted based on the glimpses [5], [8], [13], [17].

2.4 Information Efficiency and social media

The study helps to know that most people are aware of the nearest travel places by the usage of social media. Eye-catchy presentation is possible for the new generation high technologies information efficiency. Information efficiency has a great impact on the Jordan religious culture. In this culture, there are seven rules and regulations that are followed by thousands of people based on the tourism business. There has existed a transformation from a pure presentation focus (tourism sector) and an instantaneous consumption demand (backgrounds) to the integration of presentation and consumption (co-creation). In this co-creation approach, people's relations and social media have become vital. These promote the "co-creation" approach. Facebook helps Muslim tourists to gather more accurate information about the famous tourist places in Jordan.

This helps them to know that which tourist places can be visited at which time. Information technology is impacted by social media cultures. In Jordan, religious tourism is based on the upgraded information technology. In Jordan culture, thousands of people are known about their nearest most attractive visiting places with the help of social media. The best timing of going to tourist places in Jordan can be easily known with the help of Facebook and Instagram, and the snap chat. These connections rely not merely on the condition of knowledge flows though also on the dimensions of the elements although discrepancies in knowledge, the advent of the Internet and social media, smart phones have revolutionized contact and journey. The information also contains to be shaped to deliver the specific range individuals enjoy, such as the social media influence that makes a particular place appealing to journey to or knowledge in the particular concessions aimed from the goal. This suggests turning from the simple condition of communication and usefulness towards the innovative co-creation of understandings, histories and ambitions.

2.5 Social media and religious tourism.

Jordan is a modern country that incorporates thousands of cultures and historical and architectural places that people can travel with their families. There have the most attractive places in the world like theatres, valleys, hills, mountains, museums. These cultural heritages have also impacted all Muslims and many of the other religions all over the world. As per the author [18]. In Jordan, there are more than a thousand tourist attraction points. Mount Nebo is one of the best [19]. These places are attracting not only the Muslim religion, but these places are also attracting many of the Buddhist tourists who also love these places to spend their vacation. Most of the famous visiting places in Jordan are Muslim religious people. Abdullah mosque is a famous Muslim historical place. The Petra is a beautiful sculpture that amazes not only the Muslims but every person how loves architectural places [11], [12], [16].

Jordan tourism presented some of the sizzling offers for the tourists to attract them. As per the author [20], they have set a 20% discount on every hotel booking near Petra. The treasury, wadi place, is presenting a 42% discount on every ticket purchase after the covid pandemic effect. There Languid is the most attractive Buddhist religious place. In the years 2020 and 2021, many of the visited places in Jordan are temporarily closed for the impact of the COVID-19 pandemic, so, with

the bits of help of social media, people can easily know about the COVID restriction after the impact of the pandemic. They can easily check those places opening and closing times with the help of social media.

3   Discussion

The first research objective was to explore the communication between the tourism ministry of the country and tourists that is influenced by social media impact on Jordan religious tourism. As per the previous analysis based on the impact of social media in the tourism industry in Jordan are allocates that after the Covid-19 pandemic affected the countries, tours sites arrived were decreased by 2540 (2019) to 1,562 (2020). The number of tourists who arrived was discarded by 978 million. Social media greatly influenced the tourist of all over the world to came to explore the places of Jordan after the Covid- pandemic effect that impacted Jordan religious tourism [21]. As per the research, it can be shown that the growth of the tourist visa is decreased by the impact of the Covid -19 pandemic. The tourism ministry of the Jordan country put huge effort to drive back the growth rate of tourist arrivals in Jordan for that it is expecting the arrivals of tourists will be expanded in upcoming five years. As per the research, it can be said that most social media has given an online forum that has increased the chances of online communication among people across the world. Figure 1 shows the expected growth in tourism in Jordan.
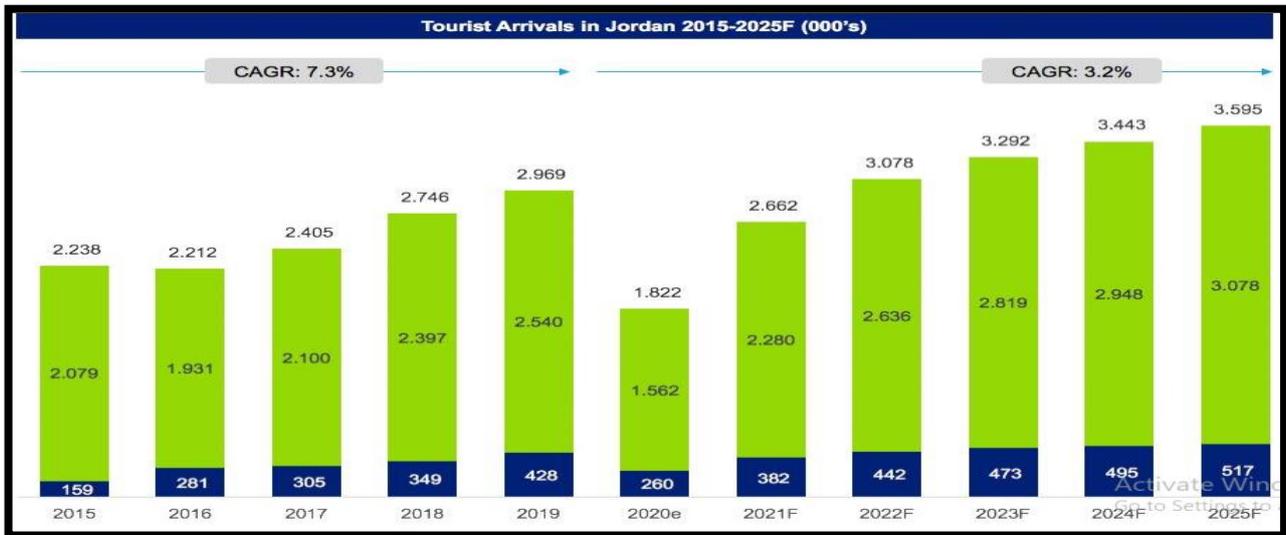
Figure 1: Growth in the tourism industry after pandemic affect in Jordan

Source:https://www.consultancy-me.com/news/4281/jordans-tourism-sector-set-for-strong-post-pandemic-revival

To answer the question of this study as well as the objective related to the connection between information efficiency and social media based on its impact on Jordan religious tourism. A regression analysis shown in Table 1 indicated that more the 2.107 % of people are interested in visiting famous places in Jordan. The influence of social media helps them to know about the most attractive and finest place in Jordan [22]–[24], the accuracy of the information that is broadcast in the social media sectors is 0.3127% that impacted the growth of the Tourism industry in Jordan by 0.030% after the COVID-19 effect. The easy-to-use social media impact on Jordan tourism is 0.073% that influences more than 0.028% of tourists all over the world. From the last year, the arrival of tourists is decreased by the Pandemic effect.

Table 2: The connection between information efficiency and social media based on its impact on Jordan religious tourism

	Under-standard coefficients		Standard coefficients	T	Sig.
	2.107	0.146		14.394	0.000
Information efficiency	0.127	0.036	0.165	3.477	0.001
Information accuracy	0.303	0.030	0.449	10.232	0.000
Ease of use	0.073	0.028	0.118	2.582	0.010

The third objective was to investigate the eases of tourist's attraction that can be investigated by the impact of social media on Jordan religious tourism. As per the research, it can be said that more than 50% of tourists (young Gen) are agreed that they are influenced by the attractive images in the famous social media site Facebook. More than 51% (Gen Z) said they are more inspired to visit the great palaces in Jordan by viewing the images of Snap chat and Instagram [25], [26]. As per the research study, it can be said that older people did not influence to travel to Jordan by the impact of social media. The thousands of social media sites are greatly influenced thousands of people to go and travel to the various tourist places in Jordan. Figure 3 shows the people influenced by the impact of the social media in the Jordan tourism.
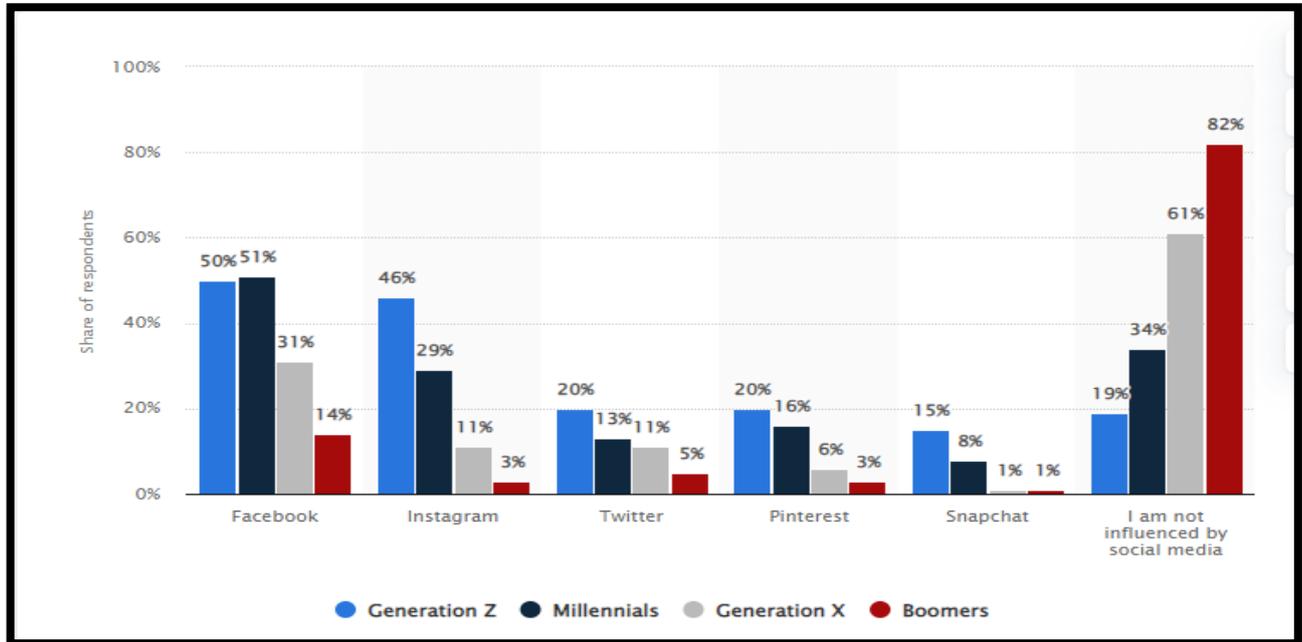

Figure 3: People influenced by the impact of the social media in the Jordan tourism

(Source:https://www.statista.com/statistics/806118/social-media-influence-in-booking-a-trip-great-britain-by-generation/)

4   Conclusion

From the above study, it can be concluded that social media has a remarkable impact on Jordan tourism, especially religious tourism. All types of religions are accepted by the country, and people who are influenced by the cultural view can visit the place based on the impact of social media. This study has highlighted on the tourism industry in Jordan. Thus, findings of this study might be limited to the Jordanian context. As a way forward, future studies are recommended to examine the link between religious tourism and social media in different context. Future studies are also recommended to examine the factors that lead to the choice of a religious tourism in different countries.

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