Exploring the effectiveness of using digital marketing in diving centers on the Red Sea Coast

Ahmed Barakaat Ahmad Muhammad, Hussein Abdelwahab Abdel Rady, Nessren Khairy Ali

Keywords
Digital marketing, Diving centers, Red sea Coast

Abstract
One of the primary benefits of digital marketing is that it has leveled the playing field for Red Sea Coast diving centers of all sizes as they compete for customers’ attention. Thus, this study aims to investigate the efficacy of digital marketing on Red Sea Coast diving centers. The questionnaire form was created as a quantitative technique and a tool or method to collect data from the study sample to meet the study's objectives. A questionnaire was administered (in 48 diving centers). After collecting data, coding, and analysis, the study's results indicated that most of the sample agreed that "social media” and “website” were the most commonly applied digital marketing techniques. There were a lot of benefits to using digital marketing on diving centers in the Red Sea Coast, such as improving the image of the diving base,. The study recommends that diving centers should give more importance to digital marketing. It will help them to reach large numbers of divers and raise their profit.

1. Introduction
Technology in tourism can improve divers' experiences and encourage tourist activity (Swart et al., 2019). Additionally, it can strengthen a destination's favorable perception and increase travelers’ intents to visit and suggest it (Papadimitriou et al, 2014; Kock et al., 2016). Digital marketing (DM) has changed how travel offerings are distributed and how consumers consume it (Munar & Jacobsen, 2013). DM is very economical and beneficial to the company's bottom line. In sales, marketing, and customer service, it can foster more intimate and economical connections with clients (Bala and Verma, 2018). In order to raise the satisfaction levels of online
communities, businesses such as Diving Centers (DCs) aim to ascertain the needs of their members, develop unique offers that meet those needs, and connect with members in an efficient manner (Kang, 2018).

Research Problem
The Egyptian Red Sea has an abundance of dive locations, such as mangrove trees, sea grass beds, salt pans, coral reefs, and a wide variety of fish species with distinctive marine environments. There are over 200 species of hard and soft coral to choose from, and the water is warm enough to dive in all year round (18 to 26 degrees Celsius). It also features extraordinarily varied underwater terrain, breathtaking shipwreck and wall settings, bright days with comfortable temperatures (18 to 35 degrees Celsius), and convenient access to diving spots (Red Sea Governorate, 2021). Despite having certain distinctive tourist attractions, Egypt has not been able to meet its expectations as a travel destination and has not been able to hold a significant portion of the global tourism industry. Perhaps as a result of its tourist image (Jalil, 2010). Even though the Red Sea Coast (RSC) has a variety of diving sites, not many visitors and divers are aware of them. DCs have to use digital marketing to promote these diving sites.

Research Objectives
Due to the primary aim of this study being to investigate the efficacy of Digital marketing in Red Sea Coast diving centers, the following goals will be attained:

• Showing how diving centers on the in Red Sea Coast use marketing strategies and tools
• Exploring advantages of digital marketing for Red Sea Coast diving centers.
• Determining obstacles that faced diving centers in Red Sea coast when applying Digital marketing techniques.

Research questions
RQ1: To what extent are digital marketing tools used in diving centers in Red Sea Coast?
RQ2: What are the benefits that diving centers in in Red Sea Coast accrue from using digital marketing tools?
RQ3: What are the obstacles that diving centers in in Red Sea Coast face when using digital marketing tools?

Importance of the Study
Businesses like DC have the opportunity to gather data on customer behavior and measure marketing performance through the use of DM (Hennig et al., 2010). It allows marketers to be cost effective and offers a new mode of interaction with consumers (Raheem et al., 2014). Tourism establishments like DC can also reach customers who may not be accessible due to the temporal and locational limitations of existing distribution channels. Also, companies can reach customers who would not otherwise be reached due to these limitations (Sheth et al., 2005).

Customers will receive better value from DM and media since businesses may provide customized offers and communications based on each customer's unique preferences (Cader and Al Tenaiji, 2013). "The use of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders" is what is meant by "DM," which is
used to a variety of industries (Tuten and Solomon, 2017). Therefore, this study's significance lies in its explanation of the advantages of DM for Red Sea Coast DC.

2. Literature Review
2.1. Digital Marketing Concept
The term "digital marketing" describes any strategy created and implemented by a company using the Internet to find, draw in, win over, and cultivate a following of devoted clients (Anupam, 2016). To reach the target market, companies are promoted through DM, which makes use of all accessible digital advertising media (Mandal et al., 2016). There will be significant shifts brought about by DM in both corporate and consumer behavior. This kind of marketing offers businesses a special platform to recognize and comprehend client needs and develop possibilities for them according to location and time in order to be operational. By removing pointless transactions, it also lowers expenses (Kiang et al., 2000).

The swift advancement of cutting-edge technology has resulted in an increasing integration of science and technology into our daily lives. Currently, information technology is extensively utilized across various industries, particularly in DM. As the 5th Generation era approaches, time and space are becoming increasingly compressed and everything is becoming more connected (Mjla et al., 2020).

2.2. Importance of Digital Marketing in tourism
Nowadays, businesses all around the world are focusing heavily on DM. It began as a means of communication and has developed into a means of building and sustaining long-term relationships with the many players in the market, in addition to being a source of additional income. The primary characteristic of the Internet, interactivity, has made it possible for all market actors to connect on a new level (Batinic, 2015).

Customers are increasingly using the internet to research travel-related services, make purchases, and voice their thoughts (Ukpabi et al., 2017). Due to the convenience of online booking and the ability to compare prices, consumers are drawn to it (Malik and Sharma, 2019). To raise the satisfaction levels of online communities, organizations look to understand the needs of members, develop unique offers that meet those needs, and connect with members in an efficient manner (Kang, 2018).

The significance of DM is particularly apparent in relation to cost-effectiveness and consumer loyalty. The growth of the knowledge economy and information technology has made consumer loyalty a major concern for marketing academics in recent years. Consumers typically behave rationally when they enter the market to fulfill their financial needs (Nuseir, 2016).

Through posts, tweets, shares, likes, and reviews, users of social media share information with their friends, businesses, and larger online communities (Dimitriu and Guesalaga, 2017). The process of developing, communicating, distributing, and exchanging offerings that are beneficial to an organization's stakeholders is known as DM. It makes use of social media tools, platforms, and software. Many different industries utilize this word (Tuten and Solomon, 2017).

2.3. Digital Marketing tools in tourism sector
The internet, new technology, and DM have all provided potential benefits to the tourist and hospitality sectors, as highlighted by the World tourist Organization (2014). Among the essential instruments in the marketing strategies of the travel and hotel industries are email marketing, websites, social media, mobile applications, and
online booking systems (UNWTO, 2014). While Kulkarni et al. (2019) pointed out that people currently utilize digital tools including emails, websites, social media platforms, and search engines extensively for a variety of purposes. These tasks include looking for news and updates on important events every day, keeping in touch with loved ones, evaluating goods, services, and locations, purchasing and selling goods, using personal financial, travel, and transportation services, and managing the workplace.

2.3.1. Email Marketing
Email marketing (EM) is a subset of direct marketing; it is appropriate to use email to distribute advertisements, ask for donations or sales, request business, or cultivate brand awareness, loyalty, or trust among prospective clients (Bawm and Nath, 2014). According to Law and Kua (2009), email is one of the most widely used electronic communication methods.

EM is a vital communication technique that businesses using to strengthen their client relationships have adopted. Compared to other forms of marketing, emails have a higher opening rate (Hasouneh and Alqeed, 2010). Mobile device users open roughly 49% of emails. Numerous consumers are using mobile devices to read and access emails while on the go (Chaffey, 2018). The travel and tourism sector uses email to stay in touch with both potential and current clients at every point of the trip, from sending out offers and information before they arrive to collecting feedback after they leave (Huang and Shyu, 2009).

When an email was deemed to be valuable, customers were more likely to open it. Positive relationships were formed between clients and the sender when they felt that the emails catered to their individual demands (Miquel-Romero and Adame-Sainchez, 2013). The benefits of email marketing are illustrated by Zahedifard (2012): The majority of investments provide returns. In addition, it is simple, automatic, measurable, significant, quick, and effective.

2.3.2. Websites
In the information era, the tourism website is thought to be the most significant communication instrument for destination marketing (Lee and Gretzel, 2012). Websites promoting tourism help users build an image of the place, which in turn affects how they make decisions (Zhang et al., 2015). As the tourist industry continues its globalization process, increasing competition turns the website into a useful instrument for promoting travel and the destination, turning the text on the website into an example of advertising discourse (Zuliani, 2013).

Websites for travel can offer a wealth of information, present a picture of the destination, allow for practical user interaction, and function as a point of sale (Del Vasto et al., 2015). By means of easily navigable and visually appealing official tourism websites, nations and regions can establish a distinct and appealing brand identity (Luque, 2016). Tourism websites function as a gateway for marketing and promotion in this way.

2.3.3. Social media
One of the best ways for consumers and brands to authentically express their personality is through social media (SM) platforms (Orehek and Human, 2016). Businesses can accomplish their marketing goals with SM marketing at a comparatively low cost (Ajina, 2019). Approximately 88% of firms use Twitter for marketing, and there are more than 50 million businesses registered on Facebook pages (Lister, 2017).

Through SM, businesses can enhance customer relations, raise brand awareness, shape consumer attitudes, get feedback, enhance existing offerings, and boost revenue (Algharabat et al., 2018). According to Shareef et al. (2019), SM has grown in popularity as a platform for marketing and advertising campaigns.

Tourists using SM to look up travel information will be influenced by their reference groups, which include people (influencers, for example) or groups (tourism communities, for example) (Chung and Han, 2017). Within the framework of social networks, individuals can readily exchange thoughts and opinions, which is likely to have a specific social effect (Kwahk and Kim, 2017). Businesses use a variety of SM sites, including Twitter, Facebook, Snapchat, and others, for SM marketing. Platform selection is influenced by marketing strategy and target audience (Dwivedi et al., 2020).

SM can have a big impact on sustainability, brand loyalty, and business efficacy (Veseli-Kurtishi, 2018). While research conducted by Hanaysha (2018) and Alansari et al. (2018) shown that SM marketing positively impacts client retention and purchase intention.

2.3.4. Mobile Marketing

Mobile marketing refers to any type of marketing that uses a mobile device as a medium for information transmission. (Ružić et al., 2012). The American Marketing Association's (AMA) president, Mike Wehrs, defines mobile marketing “as a set of techniques that let businesses or individuals interact and engage with their target audience (consumers) via any device or mobile phone network in a relevant and interactive way” (Ružić et al., 2012, p. 151).

A lot of customers always have their smartphones with them (Smith et al., 2015). Its technology allows users to do a variety of tasks from a single device, including managing email correspondence, SM, making phone or video calls, searching the Internet, taking pictures, recording videos, watching television, listening to music, and managing finances (Bakr et al., 2016). Due to its quick and ubiquitous access to voice, email, text messaging, and the Internet, smart phones are used by consumers to enhance their daily life (Goswami, 2015). The usage of mobile tools, shopping apps, location-based services, and mobile wallets has made mobile channels commonplace and integrated into customers’ everyday life, all of which have an effect on the customer experience (Shukla and Nigam, 2018).

The most popular devices for connecting to the network are smartphones. Technological innovations like the Internet, smartphones, and geolocation have compelled businesses to create unique marketing strategies for every gadget in order to sell them through various channels (Morales et al., 2014).

A computer program known as an application (App) is made to run on smartphones, tablets, and other mobile devices. It enables the user to carry out a specific task of any kind, be it work-related, recreational, educational, or service-related, and it facilitates the development of the device (Santiago et al., 2015). Online portals and web apps
that have been optimized for mobile devices have seen an increase in traffic and improved usability. The term "App" or "mobile application" refers to this modification (Palos et al., 2018). Ledbury et al. (2017) found that over 93% of smartphone users use a variety of apps, averaging four apps on their phones and at least 55 minutes a day spent on those apps.

Online Booking Platforms

The availability of user reviews is the primary benefit for visitors making reservations via internet platforms. Because they offer information from a reliable source, these opinions have an impact on the decision to choose and acquire a service from the tourism sector (Park et al., 2007). According to Callarisa et al. (2012), hotel services are hard to rate; however, as social networks and websites like Booking.com and TripAdvisor have grown, visitors can now find it easier to do so by connecting and interacting with travel-related businesses.

2.3.5. Search Engine

Search engine marketing (SEM) is a type of online advertising in which companies use paid or unpaid methods to increase their exposure on search engine result pages (SERPs) (Moran and Hunt 2005). Guests can access billions of web pages that make up the online tourist domain through them, making it possible to think of them as the “Hubble Telescope of the Internet” (Xiang et al., 2009). Search engines are becoming a key way for Internet users to obtain travel-related items in the travel and tourism industry (Travel Industry Association of America, TIA 2008). According to Yalcin and Kose (2010), optimized websites receive greater search engine rankings and sometimes even more visits. Using specific keywords and producing content is the foundation of search engine optimization, or SEO, in order for webpages to be conveniently located on search engine pages. Employing SEO can benefit the business, particularly in terms of raising sales of the company's products, brand awareness, and website visibility. (Iola and others, 2019)

2.4. Benefits of Digital Marketing in tourism

Tourism establishments of all sizes are now more evenly competing for the attention of consumers thanks to DM, which is one of its key advantages (UNWTO, 2008). It aids businesses in increasing the positioning of their brand in consumers' minds and making better use of their financial resources. Furthermore, because of the geographical and temporal restrictions imposed by the current distribution methods, DM enables businesses to connect with clients that they might not otherwise be able to (Sheth et al., 2005).

Through the use of digital media, companies have made it possible to measure marketing performance and gather data about customer behavior. By replacing static images with interactive models that let users interact with the product as they would in real life, product information can be presented more effectively (Thaichon et al., 2012). Customers' mental processes are influenced by digital and web experiences, which improves their online purchasing decisions. Customers will receive better value from DM and media since businesses may send customized messages and exclusive offers (Cetin ± a et al., 2012).

With the use of their websites and other digital technologies, travel suppliers can conduct personalized marketing campaigns, offer specialized goods, and directly inform consumers (Reino & Hay, 2016).
Economical and highly impactful on the company's bottom line is DM. It can foster more intimate and economical client interactions in the areas of marketing, sales, and customer service (Bala and Verma, 2018). Due to the convenience of online booking and the ability to compare prices, consumers are drawn to it (Malik and Sharma, 2019).

**Januszewska et al. (2015) provided the following summary of these benefits:**

- New avenues for relationships between the participants in the distribution channels have been made possible by DM techniques.
- Providing simple real-time access to data and information; recognizing customer demands quickly; and providing thorough, individualized, and current information to prospective customers.
- Tailoring travel-related services and goods to suit specific requirements.
- Increasing the level of knowledge, demand, empowerment, and involvement of tourists in the planning, developing, and specification of services and goods.
- Enhancing the effectiveness and caliber of tourism services; assisting travel agencies in gaining a competitive edge.
- Increasing income while minimizing transaction costs (information gathering, delivery, and promotion expenditures).
- Enhancing social inclusion for tourism mobility (e.g., exchanging information about worthwhile destinations, facilitating accessibility, assessing lodging options, etc.)
- Offering sales research to track the progressively more frequent shifts in demand.
- Streamlining administrative processes and assisting in the effective operation of travel agencies.

### 2.5. Impacts of using Digital Marketing in tourism sector

Managers now have additional channels for communication and the chance to target audiences with targeted content through the use of new internet media (Chaffey et al., 2009). According to Wei et al. (2013), when tourism organizations respond appropriately and promptly to evaluations and comments from visitors, they can discuss and explain their mistakes, inspire confidence in future visitors, and establish an online presence in the digital market. However, according to Xu and Pratt (2018), a well-executed DM strategy can provide destinations a host of advantages, including enhanced tourism services sales, altered visitor behavior, and improved destination image.

Technology use in tourism can improve visitors' experiences, encourage tourism-related activities (like providing pertinent information and encouraging engagement), and foster relationships between tourism stakeholders (like travelers and providers) (Swart et al., 2019). Through the internet, travelers can actively contribute content about travel (Vu et al., 2015). Through a variety of internet channels, including blogs and social networks, they can exchange thoughts, images, and videos with other travelers (Munar & Jacobsen, 2014). Similar to other tourism-related fields, travelers frequently look online for peer group reviews before booking their trips (Williams et al., 2015). Prior studies have demonstrated that SM interactions pertaining to travel experiences can involve a wide range of information, including recommendations, viewpoints, and factual facts (Humphreys et al., 2014).
2.6. The importance of diving tourism

Today, one of the main areas of concentration for diving facilities worldwide is DM. It began as a means of communication and has developed into a means of building and sustaining long-term relationships with the many players in the market, in addition to being a source of additional income. The primary characteristic of the Internet, interactivity, has made it possible for all market actors to connect on a new level (Batinic, 2015). According to Raheem et al. (2014), DM gives diving facilities a new way to communicate with divers while also enabling marketers to be more economical.

The Red Sea Governorate has 168 DC, of which 141 are active. It disperses throughout red sea coast as follow: elgouna5, Hurghada 61, sahl hashesh 1, makadi 5, soma bay 2, safaga21, Elquseir 12,Marsa alam31, and finally hamate 3 (CDWS, 2024).

The amount of places advertising their marine resources in an attempt to become scuba diving hotspots and destinations shows how economically significant the scuba diving tourist sector is. In SM and other platforms, it is heavily advertised (Lew, 2013). Recreational scuba diving has become more and more popular in the last few decades. According to Wongthong and Harvey (2014), scuba diving and its associated business activities have grown to be significant tourism sectors, driving a billion-dollar worldwide industry.

Numerous island and coastal towns employ people from dive tourism, which generates a sizable amount of revenue (De Brauwer et al., 2017). Many marine destinations now rely on it as a source of revenue, which has a big economic impact on the locals (Dimmock & Musa, 2015). Scuba diving can enhance conservation efforts, divers' underwater experiences, and the income and way of life for communities (Albayrak et al., 2019).

Approximately one million individuals become certified each year for recreational scuba diving, which has grown to be a significant aspect of marine and coastal tourism (Dimmock and Musa, 2015; PADI, 2016). The formation of DC, charters, resorts, schools, large retail networks, and the support of local economies are the results of growing demand driven by advancements in technology, training, education, and equipment (Townsend, 2008). Furthermore, the designation of numerous areas as hotspots for scuba diving creates a feeling of pride in both the host communities and the scuba diving community (Lucrezi et al., 2017).

Scuba diving is thought to be a non-consumptive type of marine tourism that is contingent on the state of the marine ecosystem. Through their actions, operations would address environmental challenges such as water use, carbon emissions, and waste management. Recycling, teaching, using renewable energy sources and ethical travel are a few examples of these activities (Byrnes et al., 2016).

A billion-dollar global industry has grown out of SCUBA diving and snorkeling (Musa and Dimmock, 2013). Numerous services are provided by this industry, such as food, housing, transportation, tourist information, and accessibility to recreational areas (Dimmock and Musa, 2015).

Furthermore, scuba divers are increasingly prepared to go farther to visit breathtaking locations, which present special chances for isolated and rural areas that have bio diverse dive sites (Lucrezi et al., 2019).

Since most scuba divers have well-paying occupations that pay more than the average income, they may afford to select more expensive solutions. Compared to other tourist
categories, they spend at least three times as much (Dearden et al., 2007). It encourages better living conditions, meals, and lodging (Garrod and Gossling, 2008).

From the standpoint of the diving operator, scuba diving requires a larger initial expenditure than snorkeling. It necessitates investing in training, starting and running a business, and paying for the more expensive gear and specialty boats (Townsend, 2008). However, a larger initial investment may result in a larger return on total income, which would benefit the local economy even more (Lucrezi et al., 2019).

3. Methodology
The efficacy of DM on Red Sea Coast DC was investigated by the researcher using a descriptive-analytical methodology. With this method, the researcher aims to generate and enhance knowledge about the topic by attempting to characterize the study's subject, analyze the data, compare, clarify, and evaluate it.

3.1. Data collection
To reduce the number of erroneous responses, data was gathered using questionnaires that were designed in a situation-relevant manner. The questionnaire was designed to be distributed online over random sample of 48 DC at Hurghada, Safaga and Marsa Alam in red sea governorate from August to October 2023.

Determining the Population/Sample
The Red Sea Governorate's DC is the study's target population. There are 164 DC in the Red Sea Governorate. The sample size was determined by the researcher using the following formula, which was derived from Stephen K. Thompson's equation: 

\[
n = \frac{N \times p(1-p)}{N - 1 \times \left(\frac{d^2}{z^2}\right) + p(1-p)}\]

Source: (Thompson, 2014)
Where:
(n) Sample size (48)
(N) Indicates Population size (164)
(Z) Confidence level at 95% (standard value of 1.96)
(d) Error proportion =0.05
(p) Is the probability 50%.

Consequently, a random sample of 48 DC at the Red Sea Governorate was chosen; all of the responses were found to be valid.

3.2. Measures and Questionnaire design
This study used a descriptive analytical technique using a questionnaire tool in order to meet the research purpose of exploring the effectiveness of DM on DC in the RSC. The degree to which DM formats and approaches are used is covered in the first section, and the advantages of employing DM for diving facilities are covered in 14 factors in the second half. The primary barriers to using DM were represented by 16 factors in the third segment. The Five Point Likert Scale, which states that "1 = strongly disagree," "2 = disagree," "3 = neutral," "4 = agree," and "5 = strongly agree," was used to anchor the questionnaire items. The following are the instrumental portions of the questionnaire:
3.3. Data Analysis
Researcher is dependent upon employing Data processing was done statistically using the Statistical Package for Social Sciences (SPSS v.25). Among the statistical techniques used in the treatment were:

- Cronbach's Alpha Test: This determines the stability coefficients of the research axes and the stability coefficient of the questionnaire.
- Percentage and frequency: To ascertain how the study population's members responded to the study axis and to characterize the functional variable qualities of the latter.

3.4. Data Validity and Reliability
3.4.1. Data Validity
Researcher distributed the questionnaire instrument to DC in the Red Sea as well as to people with specializations and expertise in the study's field in order to validate the data collection instrument in terms of its readability, format, and capacity to measure the study's constructs. After that, the questionnaire was revised and improved to take into account the advice and comments that the subject matter experts had provided. Additionally, the experts engaged with the researcher and expressed interest in the questionnaire, which strengthens its validity.

3.4.2. Data Reliability
Reliability testing was conducted before moving on to additional analysis to make sure that the questionnaire's numerous items were measured consistently. In fact, an instrument's consistency and stability are shown by a measure's reliability. As a result, this approach assesses dependability by looking at the internal consistency of the research tool, such as the questionnaire's questions (items), which are often given. One of the most widely used metrics to assess a scale's reliability is Cronbach's Alpha, a reliability index with a range of 0.0 to 1.0. Researchers should aim for a number that is closer to 1.0 because the alpha value indicates how reliable and strong the study's instrument is. It's crucial to remember, nevertheless, that the social sciences accept a threshold value of 0.7.

<table>
<thead>
<tr>
<th>Variables</th>
<th>No. of items</th>
<th>Cronbach’s Alpha</th>
<th>Validity Coefficient*</th>
</tr>
</thead>
<tbody>
<tr>
<td>the benefits of using DM to DC</td>
<td>14</td>
<td>0.979</td>
<td>0.989</td>
</tr>
<tr>
<td>the main obstacles in the use of DM</td>
<td>16</td>
<td>0.964</td>
<td>0.982</td>
</tr>
<tr>
<td>Total</td>
<td>30</td>
<td>0.973</td>
<td>0.986</td>
</tr>
</tbody>
</table>

* Validity coefficient = √ Reliability coefficient

The results of determining Cronbach's Alpha Reliability are displayed in table (1). The test findings demonstrate that the validity coefficient for each portion of the DC manager's questionnaire is equal to 0.986 and the reliability coefficients for all sections are equal to 0.973, indicating that the instrument is deemed reliable for usage.

4. Results and Discussions

Table 2: Degree of use of DM techniques and formats
DM formats and approaches are provided in a table with the indication that choosing more than one option is permissible in order to determine the degree of use of each. Table (2) makes it clear that most of the sample agreed that the terms "Social Media" and "website" refer to the most commonly used DM strategies.

Table (3) the benefits of using DM to DC

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>Rank</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase product life cycle</td>
<td>3.82</td>
<td>.961</td>
<td>12</td>
<td>Agree</td>
</tr>
<tr>
<td>It increases the market share of the business</td>
<td>4.03</td>
<td>.923</td>
<td>2</td>
<td>Agree</td>
</tr>
<tr>
<td>Expansion into new market</td>
<td>3.95</td>
<td>1.016</td>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>It significantly improves the income of the business</td>
<td>3.95</td>
<td>1.062</td>
<td>5</td>
<td>Agree</td>
</tr>
<tr>
<td>Just in time customer service</td>
<td>3.90</td>
<td>1.016</td>
<td>8</td>
<td>Agree</td>
</tr>
<tr>
<td>Better understanding of customer needs/preferences</td>
<td>3.90</td>
<td>1.062</td>
<td>9</td>
<td>Agree</td>
</tr>
<tr>
<td>Public relations and customer relationship development</td>
<td>3.95</td>
<td>1.089</td>
<td>10</td>
<td>Agree</td>
</tr>
<tr>
<td>Audience/customer research</td>
<td>3.95</td>
<td>.990</td>
<td>7</td>
<td>Agree</td>
</tr>
<tr>
<td>Releases the diving base from intermediary agents (offices, travel agents, etc.)</td>
<td>3.90</td>
<td>1.086</td>
<td>11</td>
<td>Agree</td>
</tr>
<tr>
<td>It increases the readability of the business</td>
<td>3.92</td>
<td>1.027</td>
<td>6</td>
<td>Agree</td>
</tr>
<tr>
<td>Improving the image of the diving base</td>
<td>4.10</td>
<td>.986</td>
<td>1</td>
<td>Agree</td>
</tr>
<tr>
<td>Measuring effectiveness</td>
<td>3.82</td>
<td>1.064</td>
<td>13</td>
<td>Agree</td>
</tr>
<tr>
<td>Increase in the search ranking of search engines</td>
<td>4.00</td>
<td>1.017</td>
<td>3</td>
<td>Agree</td>
</tr>
<tr>
<td>Cost reduction for marketing services</td>
<td>3.77</td>
<td>1.148</td>
<td>14</td>
<td>Agree</td>
</tr>
<tr>
<td><strong>Total Mean</strong></td>
<td><strong>3.93</strong></td>
<td></td>
<td></td>
<td><strong>Agree</strong></td>
</tr>
</tbody>
</table>

The influence of adopting DM going forwards on revenue, clients, and business image is shown in Table (3) along with the means and standard deviations; the means varied from 3.77 to 4.10 when compared to the domain's overall instrument mean of 3.93. When comparing the mean and standard deviation of the entire instrument to the item "Improving the image of the diving base," the latter came in last with a mean and standard deviation of 4.10 and .986, respectively. When compared to the mean and
standard deviation of the entire instrument, the item "Cost reduction for marketing services" ranked last, with a mean of (3.77) and a standard deviation of (1.148).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>SD</th>
<th>Rank</th>
<th>Attitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetary cost</td>
<td>3.31</td>
<td>1.070</td>
<td>16</td>
<td>Neutral</td>
</tr>
<tr>
<td>Lack of time</td>
<td>3.44</td>
<td>1.199</td>
<td>11</td>
<td>Agree</td>
</tr>
<tr>
<td>Security of data, information and transactions</td>
<td>3.72</td>
<td>1.159</td>
<td>4</td>
<td>Agree</td>
</tr>
<tr>
<td>Lack of trained workforce</td>
<td>3.77</td>
<td>.977</td>
<td>2</td>
<td>Agree</td>
</tr>
<tr>
<td>Lack of knowledge and training in its use</td>
<td>3.72</td>
<td>1.089</td>
<td>3</td>
<td>Agree</td>
</tr>
<tr>
<td>Access speed</td>
<td>3.38</td>
<td>1.173</td>
<td>14</td>
<td>Neutral</td>
</tr>
<tr>
<td>Legal issues and limitations</td>
<td>3.41</td>
<td>1.084</td>
<td>13</td>
<td>Agree</td>
</tr>
<tr>
<td>Language</td>
<td>3.46</td>
<td>1.221</td>
<td>10</td>
<td>Agree</td>
</tr>
<tr>
<td>Regressive and outdated management mentality</td>
<td>3.51</td>
<td>1.064</td>
<td>9</td>
<td>Agree</td>
</tr>
<tr>
<td>Lack of vision for expansion</td>
<td>3.41</td>
<td>1.260</td>
<td>13</td>
<td>Agree</td>
</tr>
<tr>
<td>The existence of annoying advertisements and spam messages</td>
<td>3.95</td>
<td>1.016</td>
<td>1</td>
<td>Agree</td>
</tr>
<tr>
<td>Eliminating face-to-face contact</td>
<td>3.62</td>
<td>1.105</td>
<td>7</td>
<td>Agree</td>
</tr>
<tr>
<td>Existence of technophobia</td>
<td>3.56</td>
<td>1.220</td>
<td>8</td>
<td>Agree</td>
</tr>
<tr>
<td>Difficulty targeting certain market segments</td>
<td>3.36</td>
<td>1.148</td>
<td>15</td>
<td>Neutral</td>
</tr>
<tr>
<td>The reliability of information on the internet</td>
<td>3.64</td>
<td>1.078</td>
<td>6</td>
<td>Agree</td>
</tr>
<tr>
<td>Increased competition in international markets</td>
<td>3.69</td>
<td>1.070</td>
<td>5</td>
<td>Agree</td>
</tr>
<tr>
<td><strong>Total Mean</strong></td>
<td>3.56</td>
<td></td>
<td></td>
<td>Agree</td>
</tr>
</tbody>
</table>

The primary barriers to using DM are shown in Table (4) along with their means and standard deviations. The means of these barriers varied from 3.31 to 3.95 when compared to the domain's overall instrument mean of 3.56. When compared to the mean and standard deviation of the entire instrument, the item "The existence of annoying advertisements and spam messages" came first (Mean = 3.95, standard deviation = 1.016). When compared to the mean and standard deviation of the entire instrument, the item "Monetary cost" scored last, with a mean of (3.31) and a standard deviation of (1.070).

5. **Summary and Conclusion**

This study's primary goal is to investigate how well Red Sea Coast DC use DM. The primary findings of the study showed that DM plays a major role in DC on the RSC at the Red Sea Governorate. To that end, this research used a descriptive analytical methodology employing a questionnaire tool.

The study's findings showed that most of the sample agreed that "website" and "social media" were the most often used DM strategies. This was consistent with the
conclusions drawn by Almeida and Moreno (2017), who found that travelers mostly used the Internet to choose their vacation spots, particularly when using social media and the destination's website.

DM offered Red Sea Coast DC many advantages, including enhancing the brand of the diving base, growing the company's market share, raising search engine rankings, and breaking into new markets. A skilled workforce, inadequate understanding and training in its usage, the presence of obnoxious adverts and spam messages, and the security of data, information, and transactions are the primary barriers to the adoption of DM in DC along the Red Sea Coast.

6. Recommendations
According to the literature review and the field study it is possible to clarify that DC at red sea governorate have to improve their existence at DM platforms. It should give more important for using DM tools. It will help them to reach customers everywhere and at any time. Furthermore it will improve customer service and relationship through direct interactions with customers. Moreover correct DM strategy could provide destinations with numerous benefits such as increasing tourism services sales.

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استكشاف مدى فعالية استخدام التسويق الرقمي في مراكز الغوص على ساحل البحر الأحمر

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الملخص:

من المزايا الرئيسية للتسويق الرقمي أنه جعل مراكز الغوص على ساحل البحر الأحمر بجميع أحجامها أكثر تكافؤًا في تنافسها على جذب انتباه المستهلك، لذا تهدف هذه الدراسة إلى استكشاف مدى فعالية استخدام التسويق الرقمي في مراكز الغوص بساحل البحر الأحمر، وتحقيق أهداف الدراسة تم تصميم استمارة الاستبيان كمنهج كمي وكأداة أو طريقة لجمع البيانات من عينة الدراسة. تم تنفيذ الاستبيان (على 48 مركز غوص).

وبعد جمع البيانات والترميز والتحليل، أشارت نتائج الدراسة إلى أن غالبية أفراد العينة اتفقوا على أن "وسائل التواصل الاجتماعي" و"الموقع الإلكتروني" هما أكثر تقنيات التسويق الرقمي تطبيقًا، وكان هناك الكثير من الفوائد لاستخدام التسويق الرقمي على مراكز الغوص في ساحل البحر الأحمر، مثل تحسين الصورة الذهنية لماركات الغوص، وتوسيع الدراسة بصورة إعطاء مراكز الغوص أهمية أكبر للتسويق الرقمي الذي سيساعدها على الوصول إلى أعداد كبيرة من العواصم وزيادة أرباحهم.

الكلمات الدالة:

ففعالية، التسويق الرقمي، مراكز الغوص، البحر الأحمر.