

## An Evaluation of Social Marketing in Humanitarian Tourism Requirements by Using Social Networking Sites

A. H. Hussein Alhroot<sup>1</sup>

<sup>1</sup> Department of Marketing, College of Economics and Business, Alzaytoonah University of Jordan, Amman, Jordan

Correspondence: A. H. Hussein Alhroot, Department of Marketing, College of Economics and Business, Alzaytoonah University of Jordan, P.O. Box 130, Amman 11733, Jordan. E-mail: alhroot2007@googlemail.com

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### Abstract

This study aims at identifying human requirements by the factors influencing the social marketing that is a promotional activity for ideas and positive human values. Thus, it aims to improve the living conditions of individuals through the promotion of positive approaches to life. Also, it conducts a mission to save lives and save the society from the physical stereotypes. It also includes the concepts of tourism marketing of most kinds: accessible, adventure, space, travel, dark, human, religious, environmental, cultural, educational, peace, community, poverty, social, township, volunteer travel, ecotourism, developmental and people with humanitarian needs. There is also evidence from sociology, psychology and education to retirees and the elderly linked to people with disabilities in the humanitarian requirements of being social pillars of social marketing. According to the World Health Organization (WHO, 2011) state that one billion handicapped people around the global prevalence worldwide. The number of disabled persons was estimated more (400) million by the International Labour Organization ILO (ILO, 2009; World Bank, 2011). The findings of the study show that the level of social marketing of humanity tourism requirements is the first of its kind (Alhroot, 2012). Statistics show that a large proportion of the community need support guidance, education and special attention to turn to the categories of productive and useful in society. This study recommended that the requirements of humanitarian tourism should endeavor to acquaint it with the factors influencing the social marketing. Also, it is to adapt the social marketing process by using social networking sites as a promotional tool capable of identifying people wants and needs that meets their expectation.

**Keywords:** tourism, social marketing, tourism humanity, tourism sites, Jordan

### 1. Introduction

Tourism is today a key resource for many countries of the world, a landmark of modern civilization, progress and address on the state, criteria of human well-being and part of contemporary culture. Also, tourism has become the most important cultural influences, social and economic, with revenue of hundreds of billions of dollars, the number of tourists and hundreds of millions of people (Alhroot, Al- Alak, 2009). Humanitarian tourism is a new terminology in tourism industry that has positive influence on mankind. Thus, it plays a vital rule in benefiting advantages to the people of the communities side by side with other kinds of tourism such as: accessible, adventure travel, dark, religious, environmental, cultural, educational, peace, community, poverty, social, township, volunteer travel and ecotourism (Baum, 2006; Ingram, 2008; IT, 2009; HDR, 2010). Humanitarian tourism requirements (HTRs) have a modern terminology, widely in circulation, with the beginning of the third millennium specifications that built environment and infrastructure. Also, the services associated with them that are commensurate with the various types of tourism, which took shape imposing them and recently in some countries (Margon, 2007). Therefore, it is to form a new term as human reality of what should be the physical environment and services, to be easily accessible to with special needs and tourism for the poor. The other variant is for tourism humanitarian requirements, while the literal translation English is; Humanitarian Tourism is available" or "Soft tourism" of humanitarian requirements (I T, 2008).

However, there are problems include transport difficulties, inadequate services, inaccessible destinations and shortage of people willing to help. Thus, one billion of all disabilities people worldwide faced some barriers such as: boarding airplanes, finding buses, taxis, hotel rooms and restaurants (Negi, 2009; DTV, 2010). It is familiar

with the history books and studying patterns of dignified living in different human societies find clear differences between them. Also, it is clear how the development of civilization reached by man and the proximity or distancing of human morality, which must be characterized to be worthy of his humanity and keep away from them all down to the resolution humanitarian. As such, communities of Rome and Sparta have seen the suffering of the disabled from persecution, contempt and neglect. They were left to starve to death as a result of the erroneous beliefs that were prevalent at that time. For the government, the tourism and social sectors, both public and private development of practical programs that can be implemented in accordance with the national interests that benefit the community as a whole. Thus, the interest of the family to the interests of the country, and those who are entrusted with the humanitarian tourism policy-making at home, to do comprehensive studies and consultation among professionals, academics and employers to gain access to expertise the objective of the tourism of social marketing industry, and help reduce poverty and create employment opportunities for these communities.

The purpose of performing a specific task or visit a place or several specific places for different purposes that resulting in access to other cultures, traditions, the formation of new information and observations. Also, it is to meet the peoples of various nationalities, which affects the activity directly influences the national income of the countries tourism, and there are numerous employment opportunities, industries and multiple investments to serve the population activity, elevates the performance level of the people and spread their culture, history, transmission of customs and traditions (Nikora, et al 2004; Mellgren, 2007; OCHD, 2010). Since the emergence of the concept of humanitarian tourism requirements is reflected in a positive, not only on tourism and tourists in countries that adopted, but rather on the overall populations, because of its effect in facilitating their daily lives and living. In addition, revenues from economic returns and social benefits are to serve the urban environment and rural areas that related services are more friendly and compatible with human needs the most humane disabled persons with special needs are 14% of the world population, rising in the Arab world to 16.8 %, while retired and elderly people are about half of the global population. The twentieth century witnessed great development in the care for disabled persons at the global level is in many of the charters issued by the United Nations was the most prominent of the declaration in 1981 as the international year of disabled persons (IYDP). This year has been active countries during the development programs in the disability field, so proclaimed by the United Nations to convene eighties as the International Decade of Disabled Persons (Benedicete, 1992).

According to the latest official statistics, the number of disabled people in the Middle East is more than 30 million. There is a lack of Arab tourist facilities in accordance with needs of in humanitarian tourism requirements by using social networking sites. Thus, it is an obstacle to thinking of the majority of tourists with special needs in out of the country or moving to take advantage of opportunities for entertainment and recreation throughout the region. Also, it is to recognize that this deficiency deprived the tourism industry from attracting of silver tourists such as elderly, retired people and disabled persons. Due to the fact that people with humanitarian requirements are not individually to prevent family travel together and irreversibility of family travel because of the lack of tourist facilities, hotel services and facilities necessary to help them complete freedom of movement, such as their peers without disabilities (ILO,2009; MOTA, 2010). This proportion of humanitarian requirements will increase steadily in the coming years due to wars, poverty lack of health care, the lack of reproduction and aging in humans. According to the source he up with humanitarian needs in Europe is more (40) million people (DG ECHO, 2012). While many in America to more than (54) million people and in Russia (11) million people go up to (15) million during the next few years as the last official statistics indicate that the number of people with special needs in the Arab world up to more than 30 million disabled. However, social networking tools work to connect with customers in the world that it can be used to develop business organizations, profits, expand the customer base and marketing in the region. So that can communicate with 2 billion people on the Internet without paying any amount for this service. Consequently, the means of modern marketing identify the target population geographically and demographically (gender, ages and marital status). The effectiveness of marketing in social networking sites and its impact on business is the need to have the feeling that the business organizations of social media marketing (Elliott, 2011). Thereby, the estimated value of the Face book site is more than 50 billion dollars in 5 years as a result of the efforts of the owner who is not exceeded 27 years old. So that social networking sites on the Internet such as Face book, Twitter and You Tube are the most important means for SMEs in any country that generate profits for their communities. Thus, the proportion of small and medium enterprises currently reaches that using social media in marketing is less than 5%. Also, it doubles the benefits of marketing through social media during this period. Accordingly, social media will occupy third place among the means of marketing to benefit including small and medium enterprises, to communicate with customers, which increases the ROI in the medium and long term that can get to maximize the marketing share in the target market.

## 2. Research Methodology

This study was carried out during the period from 17.2.2011 to 20.10.2011. Data will be collected after that with a training staff to ensure a consistent technology. Then, social networking sites are to help in the light of the increasing growth in humanitarian development requirements and social bodies that their organizations interested in the new types of humanitarian tourism. Therefore, main motivation is to raise the level of education and awareness of the people of local communities to accept tourists by the elites to meet the humanitarian tourism requirements, and visit the tourism sites and their monuments of ancient and modern (CTE, 2000). Thereby, it is to determine the features and behaviors of awareness excellence among the peoples of other countries. This means the presence of some humanitarian events, such as science fairs, festivals, educational, cultural, medical, silver of (disabled persons, retired and elderly) called this type of humanitarian tourism (Mayumi, 2008). Its goal is to accomplish a set of noble targets of social marketing for assessing humanitarian tourism requirements by using social networking sites that is to obtain a grant of real knowledge, scientific, wide and the development skills effectively. Thus, building trends towards optimal values of the different channels of social networking sites are impacting social marketing for humanitarian tourism requirements, such as: visit the public of silver tourism, attend conferences, seminars and public, competitions useful humanitarian and diverse, participation in training and rehabilitation courses in humanitarian requirements, applications of social marketing, scientific and cultural knowledge in various fields, utilizing internet tools because of the presence of humanitarian requirements in social networking sites at global forums. Economics project (Smile) is a new project and a pilot initiative to achieve this new concept of social marketing for humanitarian requirements of silver tourists such as: disabled persons, retired and elderly people. Also, by building a genuine partnership between the private and public and the Supreme Commission for humanitarian requirements that aims to prepare a generation of concepts and practices positive for them by using social networking sites, by deepening the concept of tourism social marketing value in the humanitarian community (DTV, 2010). An evaluation of social marketing in humanitarian tourism requirements by using social networking sites is to be from a sincere desire to deepen the concept of social marketing of culture, education and tourism in the community. Thus, the tourism community and the achievement of universal humanitarian requirements are focusing on to understand the ingredients of the interaction between the parties to tourism and social marketing, through the activities and rules governing the conduct of all parties. The questionnaire was used for a system of independent variables of the different types of humanitarian tourism and their urgent requirements, including: cultural tourism, therapeutic tourism and resorts, winter tourism, sports, social, recreational, and there are foreign and domestic tourism. Due to key outcome variables of this study, the importance of measuring satisfaction of social marketing in humanitarian tourism requirements are utilized social networking sites that has been acknowledged (Stephen et al, 2010). A satisfaction benchmark would evaluate social marketing among humanitarian tourism requirements that actually used internet tools. An internet programmer could be carried out to monitor customer social marketing over time that can be expanded to provide information on conversion social marketing and networking sites.

## 3. The Findings

New surveys of social marketing operators are used to investigate the results that carried out. The findings of such a survey would provide a fair and accurate reflection of industry performance that measures were identified to be insured. A research population refers to the whole group of all the members or objects of any defined group which information might be given and applied of the results in a research context. Thus, population can be specified by the research objectives that defined as the entire group under study. Therefore, the objective of this research was to evaluate social marketing regarding the identification for humanitarian tourism requirements by using networking sites. These social networking sites were an internet tools such as face book, twitter, you tube and emails that have been played a vital role in promoting and selling social marketing. Therefore, the population in this study has customers and stakeholders of different opinions such as: managers of hotels, school teachers, tourists from different regions, disabled persons, elderly and retired people, leaders and housewives of communities, children of different ages and tourist offices.

However, the sample has to be representative of the population, which is to ensure the safest that it is representative by using random selection procedure. Also, in order to make sure that they have proportional representation of population subgroups, the researchers can utilize a stratified random sampling procedure. Selection bias is a possibility when the sample is not representative of the population.

A statistic is biased that using the same sampling method is not as the population value. Thus, people with extreme values for these variables tend not to take part in population studies as a typical source of bias is socioeconomic status or age. Therefore, a high compliance is important in avoiding bias, where journal editors

are usually happy with compliance of at least 73%. A total of 1500 questionnaires of Leckart scale were considered by the representatives (customers) to accomplish the possible response that representing a 21% response rate overall the sample size is involved.

The population size of customer is shown in table 1 with a total number of 1500 questionnaires distributing on customers in Jordan. Taking the big sample size for customers into consideration, the response rate of 21% is acceptable and considered to be satisfactory which correlates well with study that was done on a sample size of 1096, a response rate of 17% and, also, another similar study done on a sample size of 1120 had a response rate of 16 % (Alhroot and Al-Alak, 2009).

Table 1. Total responses of customer from the mail survey

Stakeholder Classification	Questionnaires Distributed	Final Sample After Adjustment	Response Frequency	Response Rate (%)
1. Elderly and Retired People	280	235	47	20
2. Travel Agents and Tour Operators	187	160	34	21
3. Director of the tourist area	13	10	2	19.5
4. Disabled Tourists	200	175	42	25
5. Managers of Hotels	120	116	36	12.5
6. Tourists from Different Region	500	350	81	23
7. The Leaders of Communities	50	39	8	20.5
8. Children of Different Ages	50	30	9	22
9. Housewives of the Community	50	45	10	21.5
10. School Teachers	50	40	10	25
<b>Total</b>	<b>1500</b>	<b>1200</b>	<b>270</b>	<b>21%</b>

The data had been collected and analyzed was processed by utilizing the software package and SPSS programmed (Seidel, et al, 2009). The customer respondents and their educational level are shown in table 2. The respondents' educational level her/his position indicated the locality of the customers. Also, table 2 shows that more than 60 % (60.56%) of the customer respondents were highly educated.

Table 2. Educational level of customers

Educational Level	Response Frequency	Percentage
High School	36	13.33
College degree	54	20.00
Bachelor's degree	72	27.00
Master's degree	60	22.45
Doctoral degree	30	11.11
Unanswered	18	7.11
<b>Total</b>	<b>270</b>	<b>100.00</b>

Table 3 shows that 25% of customer respondents had more than 12 years experience, while 70% of customer respondents had for more than 7 years in operation. Therefore, two-thirds of the respondents have 7 years and more experience in the social industry. Table (3) the amount of customers results of the factors of social marketing were agreed and identified by the respondents within four perspectives namely: performance measurement, management systems, culture and humanitarian requirements tourism components (Kaplan and Norton, 2011).

Performance perspective was measured by all customers, which represented the service process factors of service quality and experience quality led to meet humanitarian requirements for customers' satisfaction. The results of the factors of management systems had been classified and conferred as follows: product of social marketing management, social marketing management, and educational leader of development is the first of its market to leverage emerging internet- based electronic technology to capture a mass market of customers. Cultural of social marketing components were considered: accessibility system of social marketing culture, social marketing of promoting a culture of tourism, the humanitarian requirements of providing service culture tourism. Humanitarian requirements tourism (HRTs) components were identified: people of silver tourism, green eco-tourism and medical tourism to the requirements of humanitarian, social tourism for women and children, communities and the poor humanitarian requirements and accessible tourism enables people with access requirements. The differentiators included multiple electronic channels to provide services, superior service, ease of use to expand the number of computer-literate customers, and a broad range of service products. The basic requirements included speed, response, security, fair price and reliability.

Table 3. The amount of customers' respondents

<b>Category</b>	<b>Response Frequency</b>	<b>Percentage</b>
Longer than 10 years	72	27.00
6- 10 years	108	40.00
1- 5 years	60	22.45
Unanswered	30	10.55
<b>Total</b>	<b>270</b>	<b>100.00</b>

The performance perspective represented the service process factors considered by the respondents felt that pleasing the customers; the serviced process must be secure, at ease and restful. In order to fulfill the customer, accommodation, access to natural areas, customer information, transportation, financial and communication organizations should be of a high standard. The analysis of the results of the factors of social marketing showed that the factors of product of management development were improving the products, recognizing and discovering new opportunities and advancing of customer services and amenities. The accessibility system development factors were considered in marketing and promoting humanitarian types of tourism regionally and globally as a preferred international market. The educational development factors were well trained and qualified people of culture that identified new opportunities. The last section of this analysis shows how factors of social marketing and humanitarian tourism requirements can be integrated in a diagram, in which integration factor is based on the correlation data between the different factors sub-categories.

The analysis shows that the accessibility system development, educational people and product of social marketing development, show positive correlation with customer performance. Also, social marketing management of cultural strategy, social marketing management of promoting a culture of tourism, the requirements of humanitarian and social marketing management of providing humanitarian service culture tourism the product of social marketing management shows a positive correlation between them.

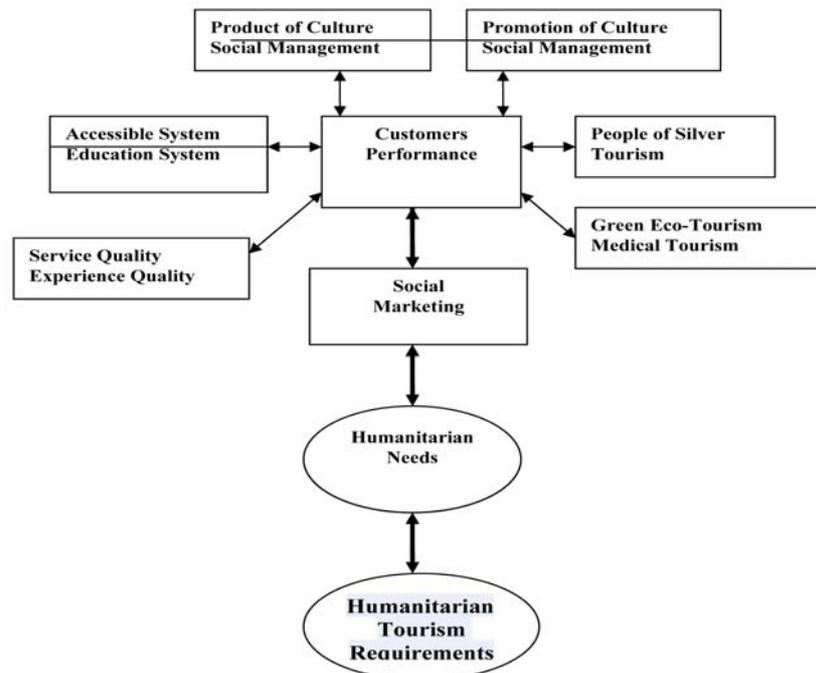


Figure 1. Model of social marketing for humanitarian tourism

Figure 1 illustrates those factors of social marketing correlate with each other by utilizing factors of integration diagram. However, performance measurement with social networking sites were used as barometric tools in assessing customer performance with factors of service quality, product, accessibility, educational people, promotion and cultural strategy for culture and customers of humanitarian tourism requirements. Therefore, the research for this paper is identified to be an analytical approach to marketing the societies in Jordan, using data and designing a field questionnaire to elicit further data and information. Also, both empirical and field with a view to supporting and validating results were used where reliance is made on previous research. The use of constructed questions was applied by utilizing of quantitative research that the data was collected and analyzed on part of this study in Jordanian social marketing.

The results of this paper indicated the factors of social marketing considered by the respondents within the four perspectives include performance, management systems, cultural of social marketing components and humanitarian requirements tourism components and offered common understanding of the links between the rule of social marketing in humanitarian requirements and cultural tourism theories. The proposed model of social marketing for humanitarian tourism requirements was developed and tested in the Jordan context and revealed to be set.

1- Jordan has of its first kind in humanitarian needs for all types of humanity tourism as specific attractions that are considered unique and can enable Jordan to differentiate itself from the global humanitarian tourism markets.

2- Jordan's millennium vision for its region and its contribution to the world economy puts humanitarian tourism requirements at the forefront of national and regional social tourism development in the sustainable economic and social development of its region.

3- There is strong correlation between the strategic objectives contained in the Jordanian Governments strategy and WTTC's millennium vision: the strategic themes that stand out in this comparison are (WTTC, 2012):

A - invest in human resources development for humanitarian requirements:

B- maintain economic and sustainable growth as a national priority:

C- develop successful branding and international marketing D-increase funding and infrastructure development for all kinds of humanity tourism.

#### 4. Suggestion for Future Studies

This study contributes to the social, tourism and cultural concepts through testing a humanitarian tourism model in figure 1 that can be applied to global humanitarian as well as the tourism and cultural heritage concepts. However, future studies should concentrate on the followings:

- 1 - to address local communities living in the vicinity of tourist sites, work to advice of the services.
- 2- directly benefit from the opportunities that work together on various sectors of humanitarian tourism created in those areas.
- 3 - to encourage women to enter Jordan to the industry and their participation in the tourism sector.
- 4 - marketing and promotion of tourism and strengthen the concept of humanity through:
  - a) - provide an umbrella investment of tourism for the poor, women, children and family.
  - b)- care and guidance of the disabled by providing the information needed on the labor market, training and rehabilitation, definition of training opportunities, practical and appropriate projects that prepare feasibility studies and provide advice and participate in marketing its own products and provision of small loans to them.
  - c)- training of the handicapped in the area of self-employment this role, such as persons with physical disabilities to multi-manage their business efficiently and acquire a range of technical skills, technical qualifications, training in computer skills and also assist them in publishing books and marketing.

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