

Effect of Social Media on Tourism during Lebanese Political Crisis

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Abstract

The travel and tourism industry is remarkably vulnerable to any situation that influences the well-being of tourists. Through all the crises that passed by Lebanon, political instability and terrorism have been given extensive attention in the social media as it played a vital role in transmitting such events to the audience worldwide. This research aims on showing how social media can affect the Lebanese tourism sector during political instability and terrorism crises. An analysis of the impact of the social media on society and their interaction with several platforms is carried out. The research is directed through quantitative sources analyzed and results were observed and deducted. The study shows that social media has a direct impact on people's decision-making when consider visiting any destination.

Keywords: Media, Tourism, Social media, Political Instability, Terrorism, Safety & security...

1. Introduction

Tourism is one of many industries in a country. In Lebanon, it is considered a very important sector for bringing revenues to the country. Nevertheless, it is highly vulnerable to any disaster as this can cause lots of losses in revenue and employment, thus affecting the tourism industry since Lebanon have passed through several crises during the last 10 years (Walters, 2016). Tourism can be affected easily by any crisis or natural disaster in touristic destinations, resulting to insecurity and distress of consequences. Yet, Political instability at any destination has led to uncontrollable harm for tourists hit by such incident. As a result, tourists will avoid these destinations as they will be considered dangerous and unsecured. So, the aim of this paper is to see the effect of social media on tourism industry during political instability. The main target of this paper is to show whether it is possible to set some solutions for media especially social media when delivering the news to the audience. In order to achieve the aim, the following objectives have been proposed:

- I. Analyze the case of Lebanon regarding tourism nowadays.
- II. Analyze the concept of social media, safety and security, and crisis.
- III. Quantitative studies will be applied in order to investigate the role of social media on tourism.

1.1 Problematic

This industry had dealt with crises in the past but never before in such a globalized media environment. The main question is what are the barriers that the Lebanese social media build, and how are they affecting the tourism sector during Lebanese political instability. This study attempts to answer the following research questions:

1. Is there an effect of social media on tourist's destination selection?
2. Can social media help in promoting tourism in Lebanon during political instability?

1.2 Hypotheses

In order to explain better the problematic and the aim of this paper, several hypotheses have been dropped.

H1: Social media has a significant effect on tourism.

The sub-hypotheses for H1 are the following:

- Age and Gender have a direct relation on whether to use social media platforms.
- Difference in age range believes that there isn't an effect on promoting tourism through social media.
- Mid-age range people can be part of promoting the tourism sector through sharing posts as this can change people's opinions on coming to the country.
- Surfing on social media platforms is directly based on gender type.

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- Social media effects on improving country's image during a crisis through taking some actions by its followers.
H2: Lebanese social media does not take into consideration the damage it might leave for tourism when announcing a crisis. The sub-hypotheses for H2 are:
 - Reaching a crisis worldwide through Facebook is directly related to gender type.
 - Reaching a crisis worldwide through Facebook is directly related to age range.
- H3: Destination selection is highly affected by social media. A more classified hypothesis derived from H3 is the following:
 - Social media exaggerates in publishing news about a crisis on Facebook.
- H4: Age have a significant effect on choosing what actions to make on social media. The below two are more hypotheses derived from H4.
 - Actions taken on Facebook help deliver the news worldwide.
 - Actions taken to control social media are highly affected to different age range and gender type.

2. Literature Review

Tourism, as a general definition, is to travel from a country to another for either leisure or business. It is to be practiced for at least 24 hours and less than a year (Cunha, N.A). Safety and security are major factors that affect tourist perceptions. The issue of safety and security in tourism industry has also been recognized as one of the forces causing changes in the tourism sector in the new millennium in which crime, terrorism, food safety, health issues and natural disasters are the main of concern.

2.1 Tourism and its Importance

Tourism is part of a business in any destination. It is based on travelling. The word travel comes from "Travail", which means work. This is how travel started (Weaver & Lawton, 2006). People used to travel from one destination to another for search of food and home. After that, they started to search for more; they continued this way until they reached a new concept: "tourism". Tourism is defined as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for the reason of leisure, business and other purposes (Mthembu, 2009). In addition, it is one of largest, dynamic and attractive tools for economic development specifically in the developing countries (Mohd Ayob & Masron, 2014). Similarly, Tourism is reflected to having a great economic importance, with a quite large share in the country's GDP (Popescu, 2011).

In reality, tourism is classified into different types as each one is categorized into more detailed phenomena like business tourism which is categorized into MICE: meetings, incentives, conventions, and exhibitions, and leisure tourism is categorized into lots of other concepts. Some of them are: rural, urban, heritage and culture, religious, eco-tourism, sustainable, adventure, education, e-tourism... Each type has its own importance and effect in a country; however, the major focus will be on how to ensure tourism's continuity during crises without being affected by the published social media.

2.2 Challenges facing the Tourism Industry

The travel and tourism industry under current conditions is defied with various key obstacles that will impact its development, as this needs building new strategies for better improvement for tourism. These incorporate:

a. Globalization

The idea of globalization relates both to the procedure by which financial markets, innovations and interchanges become logically increasingly universal after some time, and furthermore to a wide assortment of social and different issues. The travel industry is, obviously, both a noteworthy player in the globalization procedure (through the fast extension of new destinations, new interest, and new markets) and is unequivocally impacted by globalization. For travelers, it has brought simpler access across outskirts with decreased boundaries to exchange and go from the progression of transport. The effect of solid financial development in many developing nations, liberal monetary strategies, changes in the proficiency and cost of transport, and the existence of everyday comforts, have made another dynamic in worldwide tourism flows.

Globalization is the new financial and social reality inside which the travel industry needs to work. The travel industry by its very nature is both vulnerable to changing markets, yet can likewise be a significant recipient of globalization given the correct adjustment techniques. In corresponding to these worldwide patterns, the travel industry markets have likewise been changing and will keep on evolving. The dangerous development in outbound the travel industry from new markets, is bringing different types of demand and tourism flows. These require new advertising and suitable item advancement.

At the same time, in created nations, changing social qualities, ways of life and socioeconomic are prompting significant social changes which are progressively reflected in changes in the travel industry demand. The impacts of these progressions can be found in the development of the travel industry markets, and in the rise of new specialty markets (for example adventure and health tourism). Customers have been trying to search for new experiences to satisfy their needs, while expecting high level of satisfaction from using the services provided at a destination.

b. Economy-wide impact of tourism

Nowadays, tourism mostly contributes in every industry across the economy. The tourism products are unique in their nature as they are services that need to be consumed by tourists within a specific time range. It has been shown that tourism is linked in many ways with other sectors of the economy. This means that tourism has a diverse range of different stakeholders and that government has the major role in planning the tourism sector.

Sometimes, when visitors spend money around a tourism attraction or destination, the enterprises located in the area do not consider that tourism is their first revenue and neglect that their sales are caused from the tourism sector. Moreover, most of the tourism companies are small or medium enterprises in which makes them suffer more for surviving through the increased competitiveness, as this makes it hard for stakeholders to work in a team (Policies, 2010).

c. Climate change and sustainability

At present, climate change is a key natural concern having a negative social and economic effect. There are a few potential dangers affecting the travel industry because of such issue.

Significant threats regarding the travel and tourism industry are the expanding danger of species extinction, diminishing freshwater, decrease of health insecurity, rapidly spreading fires, expanding heat waves, and rising dangers of diseases. Horrible atmosphere conditions could even turn into the lack of motivation to visit a destination. Individuals would prefer not to make a trip to a spot where their lives are in danger and can bring them new diseases. Changing beach front zones and loss of islands can deteriorate the area in developing countries as these might be the only zones that can attract tourists.

Climate change is a rising worry for the travel industry which needs further research, and requires all encompassing administration steps to diminish its impressions over the long haul (Siddiqui & Imran, 2018).

d. Security and safety

Safety and security issues in travel and tourism have always been of a major concern since the beginning of 1950s, when mass tourism started to develop, in which it helped in developing tourism more and more as it became one of the major industries in the world. Yet, political concerns and revolution that are happening in many countries worldwide, have led to an issue for the tourism sector as it lacked security and safety in which tourists started avoiding destinations with political crises.

There are various concerns for tourism researchers facing this issue, which they are:

1. Global world security problems
2. Internet security problems

Researchers have to face new issues concerning safety and security in tourism in order to be proactive for finding future results for solving such problems (Kovari & Zimanyi, 2011)

2.3 Media, Tourism and crisis

Media is a Communication tool through which news, entertainment, education, data, or promotional messages are disseminated. It includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. The Arab media has started its boom since the 20th Century.

They used to follow what the foreign countries announced on their news, and did the same. However, in this decade, they started to build their own information based on what is happening truly at their own countries, but not all the news is based on facts. Some of them are based on what their heads inform them to announce (Suwaidi, 2006).

The focus will be on how the social media can affect on tourism and its impact on tourists. Media has a positive effect on marketing tourism. If Lebanon that has been facing over some years many crises, and the social media is not considering the basic industry in the country, which is tourism, then a new crisis will occur. Moreover, social media has become more important than any other media in reaching its target customers.

In Lebanon, Lebanese people have become more involved in this topic, as they have started interacting with several modes such as Facebook, Email, and LinkedIn. Such applications can give tourists ideas about their dream destinations and after travelling, they can give some feedback about their journey. Therefore, social media can facilitate the work of travelers as this can help Lebanon market and promote tourism fast and in a direct way.

Nonetheless, a crisis is something that develops during a bad situation, and requires responsiveness and awareness on how to take actions in order to solve it. Crises reach a critical point when change, to the better or worse, is unavoidable. Thus, tourism is usually affected by these attributes, for its being vulnerable to any changes that can be affected in so many ways. There are different types of crises worldwide; these types can be classified into economic, political, environmental, social, and terroristic. For Lebanon, these crises are classified into six types as shown in the figure below.

In 2010, Lebanon reached a high level of tourist arrivals and tourist spending, that is why it was called the golden year. However, in 2011 it reached a drop of tourists because of the Arab spring and because Lebanon was affected by the Syrian crisis. In 2012, rich Syrian families came and rose tourists' spending which increased by 20%. In 2013, the Syrian crisis have started to reach and affected Lebanon more and more, in which Gulf countries started to send warnings to their people for not coming to Lebanon. As in 2014, Lebanon was considered an unsecured country that has been recognized through increased bombings whether in Beirut, the capital, or in Lebanon in general. In 2015, we had a recovery by ensuring a more secured country. At the beginning of 2016, Lebanon had a sharp drop of tourists until it reached its 4th quarter by electing a president that led to an increase in tourists and continued until august 2017 showing an increase of 6% (Mikhael, 2017).

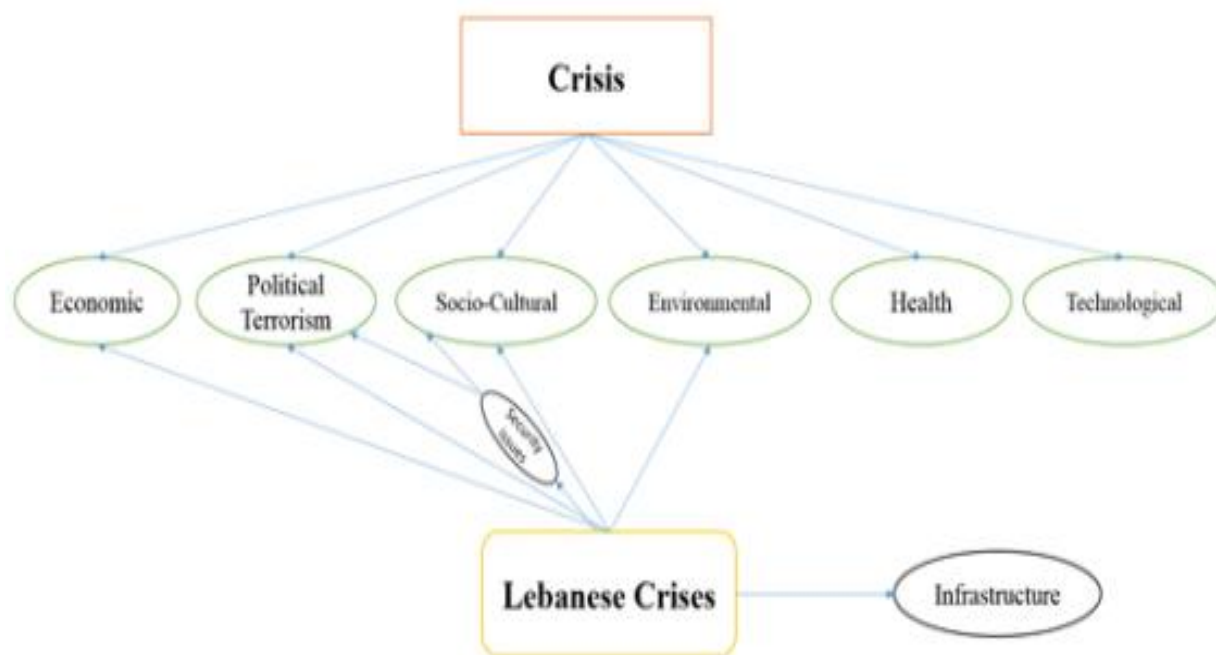


Figure 1: Summarized figure showing the different types of the Lebanese crises.

2.4 Case Studies of Some Countries

As mentioned before, the purpose of this paper is to study the influence of social media on tourism during a crisis. This requests wider search for cases related to such topic in order to see what other countries have made in order to avoid their crisis by using social media. From November 2017 to March 2018, several cases were conducted.

The first case study talks about Tunisia and how the evolution started by the help of social media (Miladi, 2011). The issue in Tunisia started through the active users on social media by which people kept expanding their media scope to oppose for the instability of the country leading to a revolution against the government. The social media here worked in a negative way for the tourism industry yet helped the revolutionists contact each other easily. However, the government put restrictions against media to decrease the protests that started to happen. This has resulted to a huge decrease in the number of tourists visiting the country (Kavanagh, Sheetz, Skandrani, Tedesco, Sun, & Fox, 2016).

The second case study focuses on the bombings that happened in Istanbul especially in the Ataturk airport and how this has affected on the number of visitors coming to Istanbul (NYA International, 2016). The political instability have led to unsecure image for Istanbul, and led tourists to avoid visiting the city. However, Istanbul government took direct actions to decrease the problem by setting restrictions on the media in general and social media in specific in order to eliminate the crisis to reach the globe. These restrictions were mainly on controlling the news broadcasted on TV stations and social media in order to avoid as possible the crisis Istanbul was facing at that time (Sheet, 2017).

The third case study is about Egypt and the revolution of citizens on the government that happened by the late January 2011 and the resignation of Mubarak on February of the same year (BBC, 1992). The revolution that happened in Egypt in 2011 led to a decrease in tourist's numbers and the media worked on broadcasting the strikes yet it did not help avoiding the crisis, so the government stopped social media and set control on the broadcast media. Nevertheless, the government set a crisis plan after the crisis and worked with tourism stakeholders to build the tourism sector in a short period of time, not to mention the marketing campaigns to re-attract tourists to come to the country (Nassar, 2012).

The fourth case study is about France and the 2015 bombings when an attack was held against the office of Charlie Hebdo's magazine (Wolska, 2016) and the bombing that happened during a football match. The Social media worked positively at that time as the Facebook site have activated the "Safety Check Tool" that supports its users to check their friends and family's safety during an attack as they can mark themselves as "Safe". Other platforms worked on hashtags either to pray for Paris or inform about the attack. The final hashtag focused on offering accommodation for people in Paris (Zeisler, 2015). These crises have many consequences as they damaged the infrastructure, decreased indirect investments, and the most important of all was on tourism. This led to a decrease in safety and security in the area and adding to it clashes in the society. Fear has reached the visitors of France and doubting to go there was on its way. Flights and reservations have shifted badly, and tourists started choosing other destinations to go to (Camille & Emmanuelle, 2015). Here, the government took some actions to decrease the effect of the crisis by introducing a "State of Emergency", in which it means to allow the police to attack institutions and homes in search of suspects and placing them under arrest for a period of time without juridical requirements (Partland, 2016). On the other hand, the government also worked on constriction of security in public transports to search for any doubtful travelers.

These cases were based on two criterions. They have been chosen for their countries' location (on either the Middle East or the Mediterranean Sea) for their relative importance in tourism as Lebanon, and their crises that are also related to what Lebanon is facing today.

Based on the literature review and case studies mentioned, a research methodology is well defined in the next section through full clarification of the procedure and showing what methods have been chosen.

3. Methodology

3.1 Research Approach

The main reason for this theory is the researcher's mission to understand the center truth of the problem studied so arrangements can be proposed. To do this, information has been assembled and broken down in order to construct data that can be useful to find a solution. The analysis gives a more profound comprehension of the manner in which the media and the travel industry cooperate amid times of emergency, which ideally can prompt an enhanced and increasingly successful relationship later on.

To understand the conditions influencing social media and the travel industry amid emergency, the paper begins with a literature review that starts with a general introduction showing the importance of tourism, then moving into defining major keywords studied in this research. After that, highlighting major crises and then going in specific about tourism and crisis in Lebanon. Later on, talking about statistical information that are interrelated to this topic. Moreover, several cases have been chosen and adapted in this research in order to get more information about how tourism is affected by social media whenever a crisis arises and how the authorities acted in finding a solution.

3.2 Research Design

This research is applied and quantitative. Applied research refers to a scientific study and research that seeks to solve practical problems, in which the problem is the negative effect of social media on tourism in Lebanon during political instability. In addition, it is a quantitative study as well since the survey analysis will be shifted to numbers and these numbers will be quantified.

At the quantitative level, a survey with people classified by either Lebanese or Foreigners took place, as they are tourists in the country. The survey was collected from a set of 602 tourists. The researcher used it mainly to test the tourist's perception for using social media when visiting Lebanon during a crisis. The questionnaire was analyzed through a set of questions directing the data received by visitors, the trustworthiness of the data and the consistency of the information. Correspondingly, the researcher's aim was to help the tourism sector develop and be well promoted in Lebanon at any situation. That is why insisted on knowing the tourists' opinions regarding social media importance when deciding to visit tourism destinations during a crisis, and how it might affect their decision-making. The collected data was done via a questionnaire made of four parts, including twenty-two questions focusing on the main aim of the study.

3.3 Data Analysis

After the data collection, analysis should be considered in order to understand what the results obtained and to have an evaluation. At first, the data were collected through Google forms and transferred into an Excel file. Then the Excel spreadsheet was transferred into SPSS. The SPSS is referred to "Statistical Package for the Social Sciences", a software that will be used to analyze the questions. It is an effective tool to insert the data and get statistical analysis for the survey distributed.

3.4 Participants

For the survey, it was a random sampling technique, since the target was to know if there was an effect of social media on tourist's perception when visiting destinations or attractions during a crisis. Therefore, the main target was to see who uses social media and if they use it when there is a crisis, and also how they would react during a crisis, and what steps they would take through social media whenever a crisis occurs. Consequently, the people targeted can be either Lebanese or foreigners regardless of their age categories or sex type as the researcher is studying such population in order to work on domestic tourists and on non-Lebanese tourists since the researcher is planning to set a marketing plan later. This was not chiefly applied because it was impractical to scope all the participants intended to, nor was it feasible to reach the terrestrial range hoped for.

3.5 Time Preparation and Collection

The questionnaire process was divided into two parts:

- 1.Preparation of the questionnaire.
- 2.Collection of the questionnaire.

For the preparation of the questionnaire, it took around one and a half month, from June 1 until Middle of July 2018. As for the collection of data for the survey, it took two and a half months, from July 15 until the end of September 2018.

4. Results & Findings

4.1 Questionnaire Analysis

After analyzing all the survey questions, several deductions were figured. At first , Table 1 will show the frequency and percentage of personality variables for respondents in order to show how the data has been distributed.

Table 1: Frequency and percentage of personality variables for respondents

Variable	Category	Frequency	Percentage
Gender	Male	269	44.7
	Female	333	55.3
Age	18-24	217	36
	25-44	354	58.8
	44-64	21	3.5
	>65	10	1.7
Nationality	Lebanese	453	75.2
	Others	149	24.8
Place of Residence	Beirut area	173	28.7
	Lebanon	145	24.1
	Far East	10	1.7
	Europe	16	2.6
	Arab Countries	30	5
	Missing	228	37.9

The participants were divided into males (269 out of 602) and females (333 out of 602). The most answered surveys were by age range between 18-44 years old, while Lebanese were the main participants with their residence mostly in Beirut. After analyzing all the survey questions, several deductions were figured. It was shown that the main decision in which the respondents have picked to choose online networking through social media was to communicate with friends and to be informed about events (17.1%). The second most elevated rate was 14.6%, in which the appropriate response is to get informed about events and monitor current issues. As seen, over 75% of respondents said that they check social media at any time they need to go to a touristic destination that has precarious situation with respect to political flimsiness. The majority of the appropriate responses concentrated on picking Facebook as the primary web-based social networking type to be used in checking political events when choosing to travel. Add to that, 78.7% of respondents said that they check social media Ads. These checked Ads focus on news and events (the majority of responses 42.8%) , as all answers concentrated on picking TV and the web in checking for data with respect to any emergency in which more than half of the respondents said that negative media will affect their travel decision making and might lead to changing of plans towards a destination.

Respondents have guaranteed that social media very well an approach to contacting individuals worldwide when there is a political Lebanese crisis through Facebook. In that capacity, 80.4% said that Facebook is the path in reaching individuals worldwide about a Lebanese political emergency. This helps proving that social media contributes in exaggerating the news spreading (figure 2).

Does social media contribute in exaggerating the process of spreading the news?

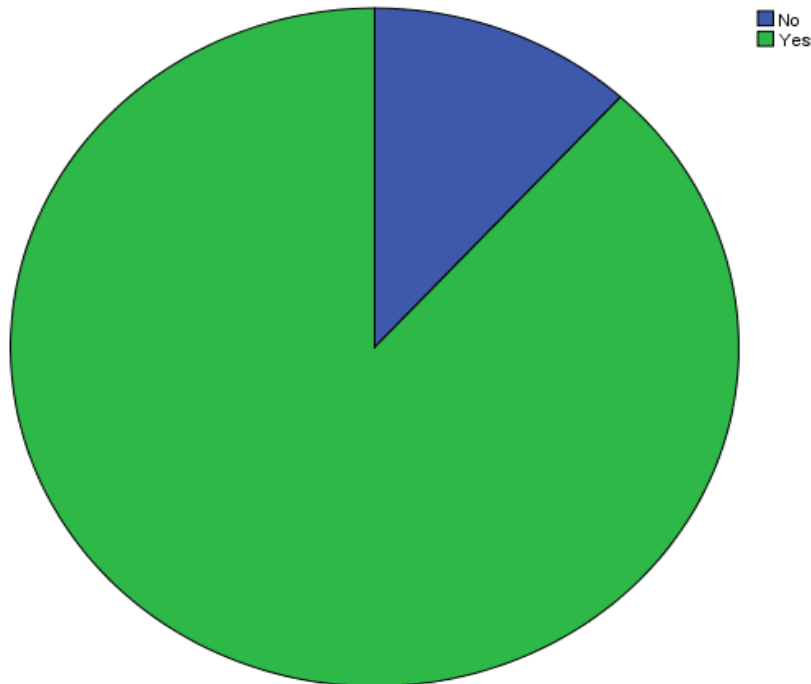


Figure 2: Pie chart showing the respondent's acceptance on social media as a part of exaggerating the spread of news.

Referring to what respondents have answered regarding the actions to be taken to enhance the way of using social media, it was shown that ensuring people awareness can help in having enhanced analysis for any information spread on social media and act well in responding to such crisis. Add to that, the interest for utilizing social media has an immediate connection with age range (more effectively between 25 and 44 years old group), as it was shown that age has an impact on individuals who think about social media as a viable apparatus for advancing the travel industry. This leads to a result that age is a vital variable on choosing what moves to be made amid an emergency when concentrating on whether to advance the travel industry or not via social media.

Nevertheless, it is highly conceded to shift social media to become a solution in facing negative political news through marketing tourism on Facebook. This can be done through achieving a two-way communication during a crisis through social media, as it will help attain interaction between people and estimate the real problem of the country that is facing the crisis and help getting it clearer (figure 3).

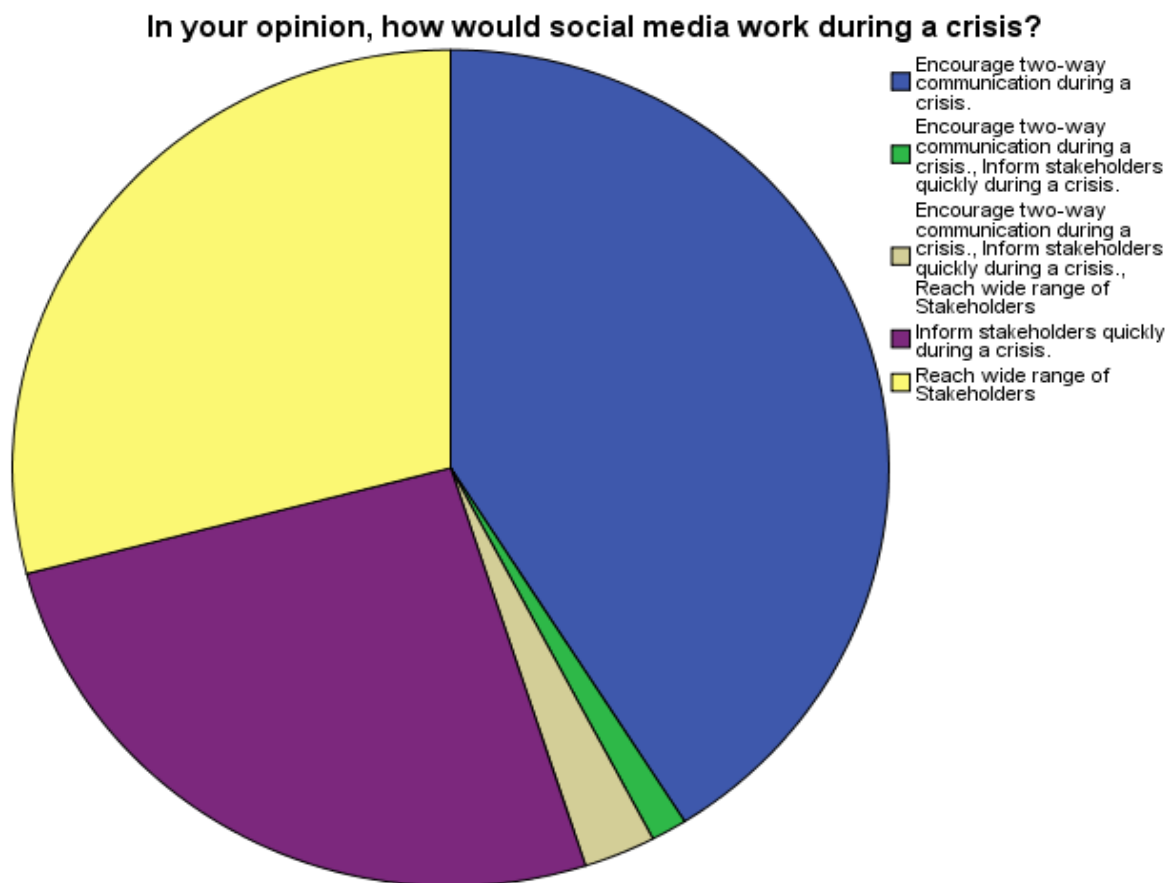


Figure 3: Work of Social media during crisis (by encouraging either two way communication, inform stakeholders quickly about a crisis, reach wide range of stakeholders, or a combination of those three).

Table 2: Results of a Chi-Square Test with respect to Age variable

Dimension	Asymp.Sig.(2-sided)	Result
Social media platforms	.000	Not Independent
effectiveness of social media in promoting tourism	.000	Not Independent
social media actions during a crisis	.000	Not Independent
negative media influence on travel decision making	.000	Not Independent
delivering the crisis through Facebook	.000	Not Independent
actions taken to control social media	.000	Not Independent
tourism is promoted or not during a crisis	.000	Not Independent

According to sex type and whether it has any relation to social media interaction, it has been demonstrated that there is a no connection among sexual orientation and the interest in using social media, yet any action made via web-based networking media is influenced by the age scope of individuals. Moreover, social media depends on sex type and whether the surfer is a man or a woman, as a connection has been found between sex and age versus the way conveying a crisis and achieving it comprehensively through Facebook. Likewise, for sexual orientation, there is abnormal state of connection with the activities set to control social media networking, leading to a result that travel decision making is highly based on the type of gender whenever negative media is covered.

An illustration of the chi-square tests are shown in tables. In Table 2, the chi-square results with respect to age are shown and explained. According to the results, it has been shown that age has a direct relation on types of social media platforms. Moreover, social media actions are based on age range when making any activity during a crisis. It was also shown that each age range has an effect on travel decision making as well as on the actions taken when controlling social media since it is essential for promoting tourism. On the other hand, a chi-square test was adapted to see if gender has an effect or not on other variables, and the results are shown in the Table 3.

Table 3: Results of a Chi-Square Test with respect to Gender variable.

Dimension	Asymp.Sig.(2-Sided)	Result
Social media Platforms	.063	Independent
what category people would be interested in, in social media	.000	Not Independent
negative media influence on travel decision making	.000	Not Independent
delivering the crisis through Facebook	0.088	Independent
actions taken to control social media	.000	Not independent

As seen in Table 3, different category people who are active on social media and have an interest are directly dependent on the gender type. Adding to that, negative media influence on travel decision making is highly affected by gender type, whether male or female, and the actions taken to control social media. However, Gender does not have an effect on the type of social media platforms to be used, neither on delivering the crisis through Facebook. Nevertheless, it has been analyzed and deducted that social image can help improve the image of a country if it is well-controlled. Adding to that, Facebook has showed a direct effect on delivering the news to the public about any Lebanese crisis (as in Table 4).

Table 4: Chi-square results tested on two questions combined together.

Dimension	Asymp.Sig.(2-Sided)	Result
Social media improves the image or not	.000	Not independent
Facebook leads to delivering the news about a Lebanese crisis	.000	Not independent

4.2 Social Media Effect during Political Crisis

After analyzing the results collected through interviews and survey, several deductions were concluded and in order to answer the main aim of this study, the hypotheses dropped in the introduction are analyzed so and answered as whether to confirm or reject them. They are as follows:

As for social media, it was shown that Facebook, Twitter, and Instagram have a major effect on decision-making when deciding to travel.

Nonetheless, it was confirmed based on Table 2 that age does have a dependency on choosing social media. However, gender is independent when choosing social media platforms as by testing through chi-square. On the other hand, it was also confirmed through chi-square test that there is dependency between age and promoting tourism sector on social media. Moreover, an age range 25-44 do work on sharing posts more than others and if they work on sharing posts related to promoting tourism, they can help change people’s opinions on coming to Lebanon. In addition, surfing on social media is not independent on gender type and if the followers would take some actions during a crisis, then they will help improving Lebanon’s image through social media.

As for H2, Based on chi-square test, the result for such hypothesis showed 0.088, which means gender doesn’t have a relation or effect on reaching a crisis through Facebook, while age does have an effect on reaching a crisis through Facebook. Basically, from youth to 44 years old people help in delivering a crisis more on Facebook through sharing posts other than elderly people or younger ones.

For H3, the answers focused on checking social media to know about the political situation before travelling to any destination with a percentage of 76.6%. Nevertheless, on Likert scale, people who answered from 3-5 (average, very much) about whether negative media coverage would influence their travel decision-making was more than 80%, that means they do agree that this coverage would directly make them avoid choosing such country. And whether negative media coverage influence travel decision-making on males more than females, it was shown that there is a direct relation between gender and negative media influence on travel decision-making, however, it affects more females rather than males, and specifically for age ranges between 25-44 and 18-24.

Regarding the exaggeration of social media about publishing news on Facebook, a chi-square dropped test showed zero significance, this means the hypothesis has been confirmed and social media do exaggerate publishing news on Facebook about a crisis. Finally, for H4, it was confirmed that the actions taken on social media are highly affected by age range. That means that each group of people based on a specific age range, might choose a way to either share a post about a crisis or not, and basically that age from 25-44 are the most interested ones in doing such activity, and it turned out that there is a relation between the actions taken to control social media with age range and gender type. As a result, it showed zero significance between both variables, in which this means direct relationship.

5. Limitations

This paper has faced several issues in order to be completed. These have been regarded as limitations within which the results have to be interpreted. At first, this research by itself is an ongoing process since researches and studies continue under this title as this made a problem for the researcher to update the research with every issue that might happen during the creation of the research. Second, regarding the collection of data during the survey distribution, some questionnaires were neglected for not being fully filled.

6. Conclusion & Recommendations

In order to answer the research questions, this part will help deduce the results analyzed from this study. It was shown that the Internet has become basic in people's lives as more than 90% of respondents showed their utility in using social media platforms. Moreover, Negative media created by social media has disturbed tourists' decision-making as this led to prompt changing of plans towards a destination. Furthermore, it turned out that Facebook was the major one affecting people's daily lives, since it can work as an instrument to help promote a positive image for a place. Consequently, in order to improve the usage of social media for having better tourism image, several actions must be considered. At first, creating awareness about what to post on social media through social media campaigns will help in delivering precise information for viewers surfing social media platforms. Moreover, the government should set some regulations in order to ensure its control on what is published on the internet and how it will be delivered to the public.

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