Improvement Digital Marketing Strategies and Practices in Tourism and Hospitality Enterprises: A SOAR Analysis of Libyan Hospitality Sector.

Abstract

The Libyan hospitality sector is a growing industry with significant potential and its sector plays a pivotal role in the country's economic development, offering vast potential for growth and prosperity. In the digital age, the effective utilization of digital marketing strategies and practices is crucial for tourism and hospitality enterprises to enhance their competitiveness and attract a global audience. This study employs a systematic SOAR (Strengths, Opportunities, Aspirations, and Results) analysis to assess the current state of digital marketing in the Libyan hospitality sector and provide insights into areas for improvement.

The research begins by identifying the strengths of digital marketing practices within Libyan hospitality, such as the rich cultural heritage, diverse landscapes, and untapped tourism resources. Opportunities for growth include the increasing global interest in authentic and off-the-beaten-path destinations and the expanding use of social media and online booking platforms.

Through stakeholder interviews, survey and data analysis, this study explores the aspirations of the Libyan hospitality sector, uncovering the industry's desire to establish a strong online presence, engage with travellers directly, and improve service quality. Moreover, it investigates the results achieved thus far in terms of online visibility, revenue generation, and guest satisfaction.

The findings of this research shed light on areas where Libyan hospitality enterprises can enhance their digital marketing strategies, including website optimization, social media engagement, online reputation management, and the implementation of data-driven decision-making processes. Recommendations are provided to help tourism and hospitality stakeholders in Libya align their efforts with their aspirations, capitalize on opportunities, and ultimately strengthen their position in the global tourism market.

This study contributes to the growing body of knowledge on digital marketing within the tourism and hospitality industry, with a specific focus on the Libyan context. It offers

valuable insights and actionable recommendations to guide industry professionals, representatives, and scholars in the pursuit of sustainable growth and excellence in the Libyan hospitality sector.

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1. Introduction

Tourism in Libya has featured a real role in contributing to the economic, social and cultural life nation and it sector in Libya is an important for economic sector as well. This making Libyan's tourism sector a vital sector in terms of sources of foreign exchange earnings. The geographical location of Libya is located between the Europe continent and A Frica. This strategic location is also the one making Libya has a lot of Tourism Attraction and it has many tourist destinations (Riyadi, Susilo et al. 2019).

The hospitality industry worldwide has always been highly competitive and dynamic, with hotels, tickets, flights, restaurants, and other businesses constantly looking for new ways to attract and keep in mind customers. In recent years, digital marketing has emerged as a critical tool for businesses especially in the hospitality industry to achieve these goals. With the rise of social media and mobile technologies, so digital marketing has become an essential module of any successful marketing strategy. In this context, hospitality businesses have been adopting digital marketing practices to increase their online separate ability, engage with customers, and eventually drive returns grow (Jagwan 2023).

Digital marketing concept is all the activities that are designed and developed in a business via the Internet, smartphones and social media, in order to identify, attract, win and make loyal the customers (Minculete and Olar 2018). Digital marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product or service. Marketing techniques include choosing targe segmentation through market analysis, as well as understanding consumer behaviour and online advertising a product's value (Irfan, Jain et al. 2021).

Digital marketing is the process of promoting a brand, service or product on the internet. Put simply, Digital marketing differs from traditional marketing in that it involves the use of

online channels and methods that enable businesses and organisations to monitor the success of their marketing campaigns, often in real time, to better understand what does and doesn't work (Chinakidzwa and Phiri 2020).

Digital marketing is an important to any business and it can help the business achieve a substantial leap by designing digital marketing strategy to differentiate the organisation from its competitors. Without the right digital marketing strategy, so hospitality sector s may miss out opportunities for growth as more people in using digital technology to find information, buy products and assess the services. Hotels and restaurants need to invest skills and time in creating a digital marketing strategy to leverage the internet and understand the latest marketing techniques to make more knowledgeable decisions in the future. There are also digital marketing firms that can create a strategy to suit different business needs and goals (Low, Ullah et al. 2020).

In hospitality industry that is constantly evolving, digital marketing has become a critical tool for businesses to stay competitive, increase online visibility, and drive revenue growth.

2. **Objectives**:

These objectives are clear, specific, measurable, achievable, relevant, and time-bound. They are also aligned with the overall topic of your paper, which is to improve digital marketing in the Libyan hospitality sector. The objectives of its paper are to:

- Identify the current digital marketing practices adopted in the Libyan hospitality sector.

- Improve the effectiveness of digital marketing strategies in the Libyan hospitality sector.

Overall, your objectives are well-defined and achievable. By conducting thorough research and developing specific recommendations, it can make a significant contribution to the field of digital marketing in the Libyan hospitality sector.

3. **Digital Marketing for the Tourism Sector**

Digital technologies have revolutionised the rules of marketing and transformed how tourist destinations are promoted online. Actually, effective marketing tools and strategies that contribute to the maximisation of profits. The effective use of digital marketing tools hinges

on understanding the digital marketing tools within the tourism context (Mpotaringa and Tichaawa 2023).

Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one's business. The use of digital marketing depends on the organisation's marketing objective. It could be that the organisation wants to generate more leads, build their brands, increase sales or improve brand engagement (Amalia and Hanika 2021).

The term Digital Services refers to the electronic delivery of information including data and content across multiple platforms and devices like web or mobile. Information is presented in a way that is easy to use and understand and typically involves transactional services such as submitting forms for processing and receiving advantage such as applying for a job, renewing a passport or a driver's license, paying parking tickets, booking hotel room (Stephan 2015).

Digital marketing refers to the use of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a target audience. It includes a wide range of online marketing strategies and tactics aimed at reaching and engaging potential customers through various digital mediums (Alammari and Anna 2021). Here are some key aspects of digital marketing.

3.1. Websites

Building and optimizing a website is often the foundation of digital marketing. A well-designed and user-friendly website serves as a central hub for all online marketing efforts. Websites are considered as hotels' place of business and the foundation of marketing actions occur on digital tools. Websites are perceived as trustworthy and credible digital sources of information when they have a high degree of institutional control over the content posted. Website content should be target-oriented, relevant, comprehensive and should be updated regularly. Websites aim to engage directly with customers by maintaining communicative exchanges, thereby eliminating the middlemen and creating customer loyalty towards the brand. Travelers use search engines in the early phase of the search in order to obtain travel related information about destinations. Tourists turn to the destinations' websites and Using

search engine optimisation. the use of search techniques to increase traffic - websites can gain better visibility and boosts their sales and Travil booking (Mpotaringa and Tichaawa 2023). Website is the key to a successful digital marketing strategy because all other digital marketing elements direct viewers and businesses to website, which should effectively convert viewers. Elements of website design that generate conversions are using best SEO practices and tools, having a great user experience, and capitalising on the wealth of analytics websites offer. A website without effective SEO will not organically appear in the top spots on a Search Engine Results Page "SERP", and therefore won't generate many clicks from Google, Bing, and other search engines. These clicks are critical to digital marketing efforts because business needs to drive as much traffic as possible to website to generate direct sales (Yogesh, Sharaha et al. 2019).

3.2. *Search Engine Optimization*

Search engine optimization is the process of optimizing a website's content to impro8ve its ranking on search engine results pages. This is an important digital marketing practice for businesses in the hospitality industry, as it can help increase online visibility and drive traffic to their websites. By optimizing their website for relevant keywords, Hotels and agencies can ensure that their website appears at the top of search engine results pages when potential customers search for terms related to their business. SEO involves optimizing website's content and structure to rank higher in search engine results pages. The goal is to increase organic and traffic to Hospitality sites (Kim, Kim et al. 2020, Amalia and Hanika 2021).

SEO involves appropriate optimization techniques to obtain higher rankings through search engines, according to options for products, services, offers, suppliers, distributors, customers. Search engine optimization is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid result (Khanna 2018, Low, Ullah et al. 2020).

The foundation of Digital Marketing is to deliver the value by message to as many customers as possible in a cost-effective manner. A search engine can play a crucial role in connecting a guest to web platform. It is a significant to involve several activities such technical website reviews, so it requires a lot of effort in various fields like finding useful keywords, getting backlinks to improve brand trust (Carter 2019, Tyagi 2020).

3.3. *Social Media Marketing*

Social media is a digital marketing tool that is frequently used by tourists as a source of information as well as engagement. Social media allows users to form virtual communities and plays an important role in influencing decision making when people publicly share their travel experiences. Social media is an active social platform with many potential customers. The growth of social media has been triggered by people's need for social connections and for relational interactions. Social media platforms such Facebook, Twitter, and Instagram provide businesses with a powerful tool to engage with customers, build brand awareness, and drive traffic to their websites. By creating engaging content and building a strong social media presence, businesses can connect with customers and build a loyal following. Social activities (such as real-time texting and video sharing) facilitate online social contact among people and peer-to-peer communication. Social media also allows tourists to post online reviews of destinations as an important source of information and an influencer of consumer decision-making when reviewing destinations has become a common and convenient tool for online customers to better express their ideas or feelings. For example, Facebook enables hotels to create pages and contents which potential customers can "like" in order for them to access and stay up to date with new content as well as to directly interact with the business. This interaction feature allows administrators to understand how customers engage with the business page (Mpotaringa and Tichaawa 2023).

Also, social media is becoming a separate tourist marketing and communication strategy since marketers can directly connect with tourists and influence their decision-making processes by 8using social media platforms. Moreover, social media may play an important role in improving the quality of tourist destinations in terms of awareness and planning to safeguard environmental degradations, as well as in the creation of new destinations for tourists (Khan, Siddique et al. 2022).

Indeed, social media and their apps have the potential to assist travellers by providing easy access to information anytime and anywhere. From a very small base, marketers have already begun to explore a wide array of approaches towards leveraging the social media medium. Hoteliers s in the field of tourism have made attempts and experienced both early and encouraging successes and helpful and informative direct-to-consumer (Alghizzawi 2019).

Content marketing involves creating valuable and relevant content, such as blog posts, articles, videos, and infographics, to attract and engage with target audience. Content is often used to establish authority and credibility in your industry. Content marketing involves creating and sharing valuable content to attract and retain customers. For hospitality industry, this can include blog posts, videos, and other types of content that provide useful information

to potential customers. By creating high-quality content that is relevant to their target audience, businesses can establish themselves as experts in their field and build trust with customers (Star 2019).

Content Marketing is a strategy to win leads and profits using a content management system platform. It can be generated content like blog posts, comments and feedback to describe usefulness product or services. It means business will have to provide value-added services along with the content where describe it such as provides helpful information about solving problems. It is a technique of traditional marketing in which creating valuable and relevant content helps to attract the targeted viewers. It is basically, focuses on publishing and distributing content for the consumers online (Khanna 2018, Carter 2019, Tyagi 2020).

Content marketing uses story - telling and information sharing to increase brand awareness, so the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase. It should provide value to the consumer and it is about building trusting relationship with them that can potentially lead to many sales over time and more transaction (Carter 2019).

3.4. Email Marketing

Sending targeted emails to a list of subscribers to promote products, share news, provide updates, and nurture customer relationships. Email marketing is a digital marketing practice that involves sending promotional messages to a list of subscribers. For businesses in the hospitality industry, email marketing can be a powerful tool for driving repeat business and increasing customer loyalty. By sending targeted, personalized messages to their email list, businesses can keep customers informed about new products and promotions, as well as provide them with valuable information about their business (Khalayleha and Al-Hawarya 2022).

Email marketing is used electronic mail as a way of promoting products / services and targeting consumers by active message that helps to establish and maintain customer loyalty, trust, and value in services salutation. It is sending promotional e-mail to new customers whiles considerable the existing ones to make immediate obtaining, enhance customers' relationships and adding value to them. E-email marketing accomplish, generate and produce an email list to reach prospective and existing customers. This list is usually supported by a database that permits data mining, modification and accurate targeting (Kpahambang and Majeed 2019).

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3.5. *Mobile Optimization*

Targeting users on mobile devices through mobile-responsive websites, mobile apps, and mobile advertising. Mobile optimization is another important digital marketing practice for businesses in the hospitality industry. With more customers using their smartphones to search for and book hotels, restaurants, and other businesses in the industry, it is essential for businesses to ensure that their websites are optimized for mobile devices. This includes ensuring that their website is easy to navigate on a small screen, that page's load quickly, and that the website is optimized for mobile search. Using tools and data to measure the effectiveness of your digital marketing campaigns. This includes tracking website traffic and conversion rates (Amalia & Ita, 2021).

Smartphones can be used in every part in people's daily lives. For marketers and companies in different sectors, smartphones play an important role. There can be a new revolution in the tourism sector from the emergence of the smartphone which offers a new medium to convey knowledge and services. Smartphones have applications that act as tools to support its functions; therefore, the marketing of tourism services and products can be done through these applications in order to offer new features to consumers. The digital means provided by smartphones are in a wide range of templates that can be used for advertising, enjoyment, and applications. These direct messages to consumers will affect tourists' destination choice (Khan, Siddique et al. 2022).

The perceived ease of use and perceived usefulness of smartphone applications have a positive impact on consumers. Tourism applications that can be accessed through smartphones will be the new way of marketing for the Tourisms agencies such like Booking, Trivago, Agoda, Trip and trip Advisor. Furthermore, mobile applications are an excellent method for travel-related businesses to develop long-term partnerships with visitors. Mobile applications enable travel-related businesses to deliver new, attractive customers, and creative experiences for their customers in today's Travil industry. For example, Mobile apps assist customers and travellers in location finding and understanding more about travel information, goods, and services in the destination (Khan, Siddique et al. 2022).

Digital marketing Travel applications provide travellers with convenient, low-cost options and can come with many functions such as travel journey generator, marketing services, weather or climate forecasting, language translator, currency converter, world clock time converter, location-based emergency services and service integration. Mobile travel

applications allow travellers to be spur-of-the-moment in their planning since they always have their smartphones with them and tourists are finding it easier to plan holidays using the functions of travel apps (Mpotaringa and Tichaawa 2023).

Digital marketing strategies often involve a mix of tactics personalized to the specific goals and target audience of a business or organization. It's important to stay up-to-date with industry trends and adapt your digital marketing efforts accordingly. Digital marketing is an umbrella term for the marketing of products or services using digital technologies and applications, mostly on the Internet, but also including social media, mobile phones, display advertising and any other digital terms(Amalia & Ita, 2021).

Digital marketing channels becomes the most believed, communicating and essential. It is can be termed as an approach, a strategy, or a branding and marketing exercise, by the use of digital platforms. Digital Marketing is the development of service online, so It is Ease of Use In terms of marketing company online to be success. For instance, the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs is called digital marketing and it is mainly created from the smartphones, Internet and search engine websites (Mandal and Joshi 2015).

4. A Soar analysis and digital Marketing

It is a strategic planning tool that stands for Strengths, Opportunities, Aspirations, and Results. A SOAR focuses on the positive aspects of an organization's current state and future potential. Soar model ofGarmsir and Zare(2015). here of breakdown of each component:

4.1. *Strengths:* These are the internal attributes, capabilities, or resources that give an organization a competitive advantage or contribute to its success. Identifying strengths helps organizations understand what they do well and what sets them apart from others in digital era.

4.2. *Opportunities:* These are external factors or conditions that an organization can leverage to achieve its goals and objectives. These can include market trends, emerging technologies, partnerships, or changes in customer behaviour. Identifying opportunities helps organizations grow and thrive.

Chart 1 : SOAR model
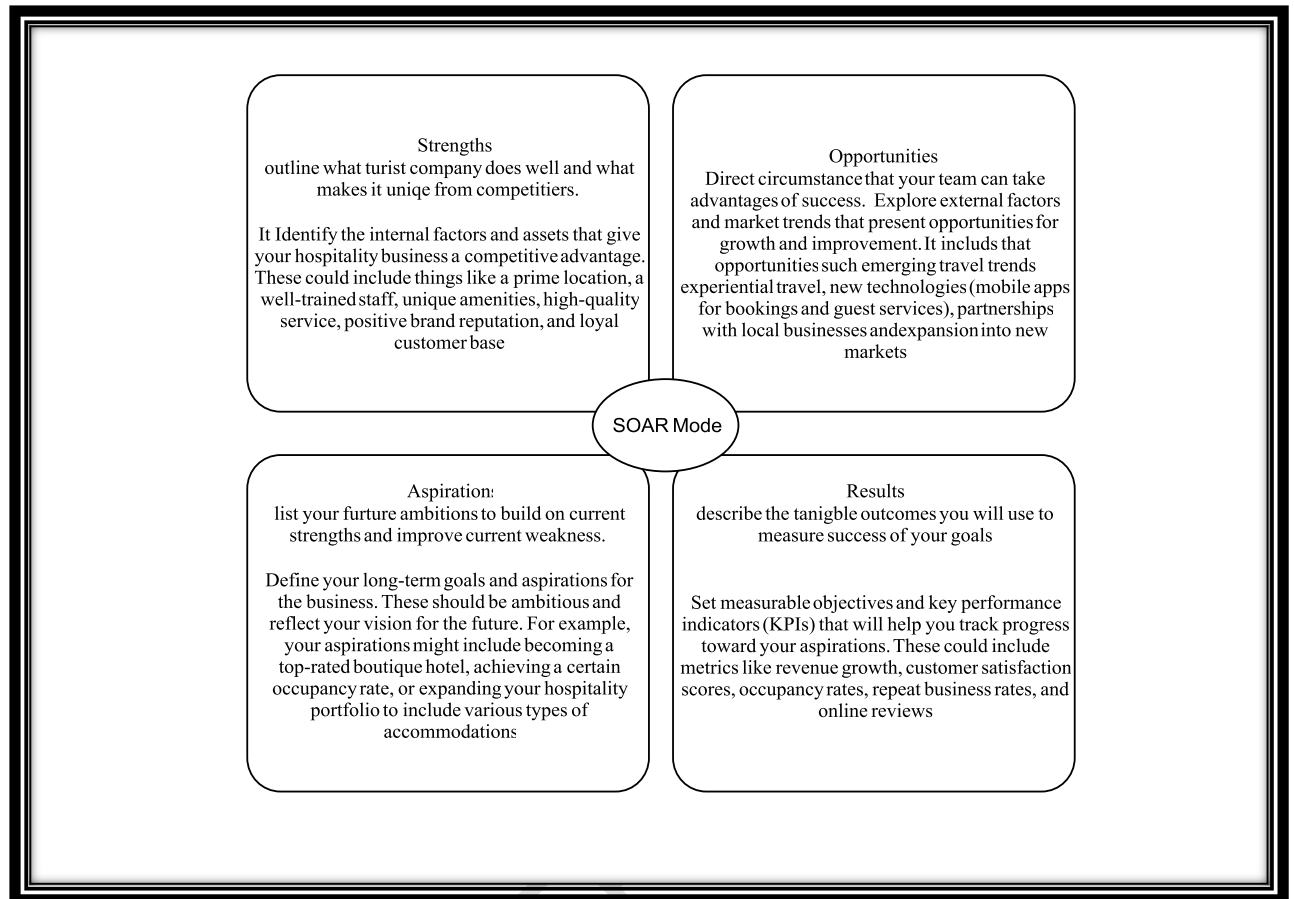
Source: SOAR Model Prepard by Authore

4.3. *Aspirations:* These are an organization's long-term goals and vision for the future. They represent what the organization aims to achieve and the direction it wants to move in. Aspirations help align strategies and actions with a larger purpose.

4.4. *Results:* These are the desired outcomes or achievements that an organization wants to attain. These are specific, measurable, and time-bound goals that reflect the organization's aspirations. Tracking results helps organizations gauge their progress and success.

SOAR analysis encourages Hotels to build on their strengths and opportunities while aligning their actions with their aspirations and desired results. It can be a useful tool for strategic planning, goal setting, and organizational development by using digital channel. To conduct a SOAR analysis typically gathers input from key stakeholders, including employees, leaders, Customers and external partners, to identify and assess strengths, opportunities, aspirations, and results. The insights gained from the analysis can then inform strategic decisions and action plans.

5. Methodology

The desire is to develop new strategies as dynamic and understanding by their atmosphere of customer service, quality information and value which can be leads to a better customer experience. For instance, online shopping requires various services which help customers to have a better experience online with ease of using websites (Irfan, Jain et al. 2021).

This research aims to provide a suitable strategic plan for tourism development and tries to introduce a SOAR model to tourism researchers. The paper is conceptual and uses a qualitative and Quantitative data collection methods. In order to make a codification of theoretical foundations, a review of some previous research is made by using library and documentary sources (Garmsir& Zare 2015). SOAR analysis is a powerful tool that can be used to identify your strengths, opportunities, aspirations, and results, and then develop a plan to achieve goals. the SOAR approach begins a conversation with a strategic inquiry (Alammari 2021).

The current theoretical and methodological approaches and provisions and scientific developments with regard to the improvement of digital technologies in marketing communications of tourism and hospitality enterprises when determining the impact of factors on customers' satisfaction with the quality of tourism and hotel rooms and services when using digital technologies. The SOAR framework enhances strategic planning and implementation processes by using a positive guiding approach to inquire into strengths, opportunities, aspirations, and measurable results, imagine the most preferred future, create innovative strategies, plans, systems, designs, and structures, build culture, and inspire organizational stakeholders to soar to a state of engaged high performance and execution of strategy (Garmsir and Zare 2015).

6. Sampling and Data Collection

As a framework SOAR based in Ratliff and Kunz (2020); and it provides a flexible, strategic dialogue process to complete a strategic assessment, create a strategy and/or strategic plan, and determine appropriate action. This discussion helps the organization's stakeholders understand what happening when the organization is working at its best as well as visualize. By engaging all of the relevant stakeholders, dialogue creates the possibility for a greater understanding of the whole system. SOAR involves designing and conducting the inclusive conversations that result in action(Garmsir and Zare 2015) .

The initial phase of data collection consisted of a frequency count for each of the digital marketing components present on the respective province website. The study used the interviews and survey as connivence sampling technique for the data collected. Additional data counts were collected using Libyan Register data for visitors. From fourteen hotels and one hundred restaurants across Libyan country especially in west Libya because it has a large population and who use digital marketing application to deal with requirements. While collecting data, the researchers became cognizant of the differences in the quality and quantity of information provided in the section tourism websites. These online sources are a means of promotion for the counties studied. As a result, the researchers felt that it was important to add another variable, the promotional component of online platform, in this case the webpage. Data for this study were obtained from employees and customers of four- and five-stars hotels and in whole Libya.

Digital marketing has become an essential component of any successful marketing strategy for businesses in the hospitality industry. By adopting these key digital marketing practices, businesses can increase their online visibility, engage with customers, and ultimately drive revenue growth (Khalayleha and Al-Hawarya 2022).

7. Soar Analysis in Libyan Tourism and Hospitality Sector.

In the context of hospitality, the SOAR model is a strategic planning framework that focuses on the positive aspects and future-oriented goals of a hospitality business. SOAR stands for Strengths, Opportunities, Aspirations, and Results. This model is often used as an alternative to the traditional SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and encourages businesses to emphasize their strengths and aspirations rather than dwelling on weaknesses and threats. SOAR analysis is a strategic planning framework with an approach that focuses on strengths and seeks to understand the whole system by considering the opinion of the relevant customers (Alammari 2021).

The SOAR model encourages a positive and forward-looking mindset within the hospitality industry. By focusing on strengths and aspirations while actively seeking out opportunities for hospitality businesses can develop strategies when take action plans that align with their long-term vision (Garmsir& Zare 2015). For finding the best directions of the Libyan tourism sector. A SOAR analysis is a strategic planning framework with an approach that focuses on strengths and seeks to understand the whole system by considering the opinion of the relevant participants and customers (Ranabilla, Suhendra et al. 2022).

7.1. *Strengths*

It means that tourism sector should focus on its unique features and greatest achievements, which may guarantee success such a new market for them. Identify the internal and external strengths and advantages that hospitality business possesses the positive factors are:

- Brand Reputation: A positive brand reputation and hotels services such luxury rooms, food menu and services can lead to customer loyalty and word-of-mouth referrals. It means, brand has a strong reputation for quality and hospitality, so could make it as a central point.

- Quality Amenities: Modern and well-maintained facilities such corridors and strollers for disabilities, swimming pool, tennis / golf court and other amenities can set a hospitality business apart.

- Libya has a rich historical and cultural heritage, with archaeological sites such as Leptis Magna and Sabratha, which can attract history enthusiasts and tourists.

- Libya boasts stunning natural landscapes, including the Sahara Desert, Mediterranean coastline, and oases, which can be promoted for eco-tourism and adventure tourism.

- Libyan hospitality is known for its warmth, and the local cuisine can be a draw for food tourists looking to explore traditional North African dishes.

- Many areas of Libya remain relatively untouched by mass travellers.

- Skilled Workforce: A skilled and friendly staff who use digital applications can enhance the guest experiences.

- Highlight your outstanding customer service, well-trained staff, and guest satisfaction

7.2. *Opportunities*

It should be considered as goals to be achieved, even challenges should be viewed as a perfect opportunity that might be turned into improvements. Opportunities represent external factors and conditions by which the state can improve the tourism sector when taking care of it. Opportunities are given from the different viewpoints of various stakeholders such as tourists, Libyan citizens, entrepreneurs and enterprises, the nation itself and the state. Explore external opportunities that can be tapped into for growth and improvement (Alammari and Anna 2021, Sivaraman, Zahrin et al. 2023). In the hospitality industry, opportunities might include:

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- Political Stability: As the country moves towards greater political stability, it opens the door for increased foreign investment and tourism development.

- International Cooperation: Libya can collaborate with neighbouring countries to promote regional tourism and cross-border travel or with local businesses, tourism boards, or event organizers to attract more guests.

- Sustainable Tourism: Growing global interest in sustainable and eco-friendly travel can be harnessed to promote eco-tourism initiatives.

- Partnership and Collaboration: Explore opportunities to partner with local businesses, travel agencies, or online travel platforms.

- Special Events: Consider hosting special events like weddings, conferences, or workshops to maximize revenue.

- Technology improves guest experiences, such as mobile apps for bookings and services

- Natural environment with undisturbed natural values and areas. Large area of desert with oases and desert lakes, mountains, and rocky areas

- Archaeological sites from ancient Roman, Greek - Phoenician and Islamic era and Clean and sunny Beach with a length of 1900 km.

- Good climate with hot, dry summer, warm and rainy in winter, moderate in spring and autumn. Climate is varied with a Mediterranean climate in the north, and a continental desert climate in the south.

- Favourable geographical location, as it is in the middle of the north of the African continent and its proximity to Southern Europe. Infrastructure network of long paved roads, several seaports and marine harbors, and airports.

- features, historical sites are favourable for being a new tourist destination for foreign tourists.

- Tourism sector's improvement would bring economic growth for the country and improvement would increase employment opportunities, particularly youth employment.

- Tourism activities would strengthen and improve the local population's identity, traditions, and Niche market opportunities (tourism, adventurers, halal tourism, historical tourism), so those tourism activities may boost rural free enterprise.

- Additional improve more services such manufacturing, hospitality, local travel services and would be able to enter into the market.

In fact, Strengths and opportunities will act as aspirations, as the original thoughts of strengths and opportunities will generate further thoughts, meditation, and reflective moments.

7.3. *Aspirations*

What processes are needed to be done? What are our dreams or wishes? Aspirations is important to generate ideas and work for their realization. The main task is to build the image of Libya as a tourist destination, in order to avoid delays of implementation when the present unstable political situation will be stabilized. Define your long-term goals and aspirations for the business. These should be ambitious and reflect your vision for the future of your hospitality business (Abdullahi, Kilili et al. 2021). Examples of aspirations might include:

- Diversified Tourism Offerings: Libya can aspire to diversify its tourism offerings to cater to a wider range of travellers, from adventure seekers to cultural enthusiasts.

- Infrastructure Development: Aspire to invest in tourism infrastructure, including transportation, accommodation, and attractions, to enhance the overall visitor experience.

- Promotion and digital Marketing: Create a vision for effective promotion and digital marketing campaigns to raise awareness about Libya's tourism potential.

- Customer Satisfaction: Set goals for exceeding customer expectations and creating memorable experiences.

- Sustainability: Aspire to implement eco-friendly practices and reduce the environmental impact of your business.

- Employee Development: Invest in training and development programs for staff to improve service quality.

7.4. *Results*

What are our important and measurable outcomes? What do we want to be known for? It represents the key pillar in this strategic tool, which focuses on giving feedback to the examined organization. It describes whether the organization is on the right way towards the achievement of the goals and how to transform the success vision into a reality. When the goals are achieved, it will motivate the members of the organization to follow the same path and maintain the trend of success similar to the plan-do-check-act cycle of quality assurance systems (Alammari and Anna 2021).

Libya's tourism sector has not been properly exploited by officials in the past and present, despite the state's possession of material and human capabilities to take an interest in this sector in order to help develop the economy (Alammari 2021).

- Increased Tourist Arrivals: Aim for a steady increase in the number of tourists visiting Libya as a result of improved infrastructure and digital marketing efforts.

- Economic Growth: Measure the contribution of the tourism sector to Libya's economy, including job creation and revenue generation.

- Positive Tourism Experiences: Monitor and assess visitor satisfaction and feedback to ensure that tourists have positive and memorable experiences in Libya.

- Cultural and Environmental Preservation: Measure the success of efforts to protect and preserve Libya's cultural heritage and natural environment while promoting tourism.

- Tracking Progress: Regularly monitor and evaluate your progress toward achieving goals.

- Adjust Strategies: Based on the results, adjust strategies and tactics to maximize positive outcomes.

- Diversification of tourism products (for various groups like age, family status, interest) by improving and maintaining facilities for visitor sites and increase of safety measures.

- Establish measurable objectives and key performance indicators to track your progress toward achieving your aspirations. These could include metrics like Guest satisfaction scores and reviews.

- Building image of Libya as tourists' new, exotic destination.

- Building marketing and promotion strategy for the country's tourism.

- More public facilities for the foreign visitors.

- Investment in human capital (training, education, entrepreneurship and into infrastructure).

- Improve the overall public's knowledge about Libya's natural and cultural heritage through an intensive promotion program and / or Establishing information and cultural centres for Libya's tourism and activities of tourism services.

The recent governmental strategies for improving and promoting the tourism sector laid down the principles of this process. A main strategy of the state should be to recover the economy by allowing the establishment of medium and small enterprises digital working in the tourism industry. For example, to improve transportation and telecommunication infrastructure in and around tourist areas. It is also important to involve citizens in this process and to raise awareness among Libyans about the potentials of the tourism sector.

Actually, Libya may be considered a new and exciting tourist destination because of geographical features. The long coast-line along the Mediterranean Sea with sandy beaches may provide a productive area for sea sports, diving and various beach activities. The ancient archaeological sites from different civilizations such Roman, Phoenician, Greek and Islamic, so could be a good destination for visitors seeking for new experiences. Another unique attraction is the Libyan Desert, which represents more than 90% of the land. The desert has unique attractions with pre-historic art, eroded rock formations, special agriculture systems, oases settlements and desert lakes with a special folklore and culture of the oasis towns (Alammari 2021).

Improvements in tourism marketing are also needed, as it may generate income in other sectors besides tourism, in manufacturing, services, private transportation, food production, which may boost employment in urban and rural areas as well. It would be a compulsory step for the future to display and promote the touristic attractions of Libya – similarly to its neighbours by promotional campaigns in foreign countries organized by the cultural missions and attachés in foreign countries, and by participating at international tourism conferences. The inspirations and suggestions given in the conducted SOAR analysis give the framework of building a realistic scenario for tourism-related developments in Libya (Alammari and Anna 2021).Analysis will help us focus on the positive aspects and potential for growth and development in Libya's tourism sector.

In other hand, the difficult factor is quantifying to what extent social media marketing has an effect on business, be it profitable, understanding Email marketing implication on the branding of the company, what measures can individually observe in order to take full advantage of the benefits phones gives (Sterne,2010).

Decades ago, tourism had not been recognizing as a commercial sector, as this sector expands and investment were made. Digital marketing influence to shareholders Vision. In this present day and time, there are about 1.5 billion individuals that daily make use of the internet, entrepreneur needs to ensure that their servers send information or daily update to various digital tools podiums due to the amount of people that are frequently online, also take into attention the merits and demerits of social marketing The most effective means to start up an online marketing strategy is mainly by establishing the objectives and goals of the organization when they have a good knowledge of the customers database (Karaagaoglu and Cicek 2019, Peter Marc, Kraft et al. 2020).

8. Discussion

Social media platforms enable users to share opinions through blogging, social networks, photo, and video sharing, etc. (Gebreel and Shuayb 2022). With these tools and applications, users can search, share and contribute to a huge variety of content in a collaborative manner and can consequently influence the other web users, for that reason, one of the objectives of this dissertation is to evaluate the role of social media as platforms in tourism promotion.

Tourism sector is based mainly on using the information and therefore, it is very important to understand all changes and updates in the technology that impact using and distribution of tourism-related information (Riyadi, Susilo et al. 2019). The major importance of tourism, includes the provision of food, drink and housing a conducive surrounding far from the normal home.

Nowadays, social media platforms as example able to provide tourists with different information and knowledge which can be leaving a positive or negative impression on tourists (Putra, Saepudin et al. 2018); and other study findings have shown that customers always trust and believe in the information that comes from personal sources more than the commercial sources (Nuseira and Aljumahb 2020).

Tourism sector one of the main sectors that employed diagram platforms not only for promoting and marketing tourism sites over the world but also to reach the highest possible segment of end-users and customers.

With the revolution of technologies platforms nowadays, the information about tourism is not anymore limited to the agencies who are practicing this job only, but those platforms have taken a very important place in this purpose and they became very effective in this context. This means that tourist destinations lost its control over the content in the public domain in regard to the price and quality of its services or products among all other factors. From this point of view, this study established a set of factors concerning the impacts of using social media platforms in tourism marketing and promotion.

The tourism sites and destinations are creating a stable connection channel with their target customers and tourists by creating a page on platforms where tourists and tourism destinations perceive each other equally. This will facilitate the opportunity for tourism destinations to share, marketing, and promoting their contents with their customers effectively and efficiently of services. Moreover, creating such a stable relationship through a social media platform will provide tourism destinations with the ability to learn more about their strength and opportunists thus pay more attention to enhancements. Additionally, this will enable tourism destinations to be to address the complaints that arise from tourists who visited them before; this will help to create a positive brand image on social media platforms.

The destinations and tourism sites develop effective plans to using social media platforms to communicate with the public in general, and with targeted tourists in particular (Gebreel and Shuayb 2022)

It presents a systematic SOAR analysis of the Libyan Hospitality sector to identify areas for improvement in digital marketing era. The authors found that the Libyan Hospitality Sector has a number of strengths in terms of digital marketing. Strengths are the things that you are good, that give hospitality competitive advantages and services quality. The authors recommend several of strategies for improving digital marketing in the Libyan Hospitality Sector, including:

- Developing a comprehensive digital marketing strategy. Such as more considerations and high level of internet penetration with more investment in digital marketing in tourism sector.

- Investing in training for staff on digital marketing and growing using social media to engage with potential and existing customers by increase awareness and advantages of the digital marketing trends, and best practices.

- Integrating digital marketing activities and advertising campaigns across all departments of the hotel. Improve number of hotels with well-designed websites, management and systems between different departments within hotels.

- Libyan government must development of the digital marketing industry by providing value and other motivations to businesses especially in hospitality sector.

Overall, the paper provides a valuable overview of SOAR analysis of digital marketing in the Libyan Hospitality sector and identifies a number of areas for improvement and strengths. The authors' recommendations are practical and actionable and could help Libyan hotels to improve their digital marketing strategies and practices and reach a wider audience of potential customers.

Opportunities are the chances that enterprise have to grow and develop. They are the things that could help mission to achieve their goals. To improve digital marketing strategies and practices in tourism and hospitality enterprises. By following these opportunities, tourism and

hospitality enterprises can improve their digital marketing strategies and practices and reach more potential customers.

- Use and update data of content and track website traffic, digital application engagement, and use this data to refine business strategies and tactics over time.

- Personalize marketing messages because customers and clients are more likely to respond to marketing messages that are relevant to their individual needs and interests. For example, use data segmentation and personalization to send targeted messages and specific content to different groups of customers in different locations.

- Digital marketing is not just about promoting products or services. It's also about building relationships with customers and providing them with a positive experience. For example, website is easy to use and navigate, and that your social media presence is engaging and informative.

- Use video and images. Video and images are very effective for capturing attention and communicating your message. Use high-quality video and images on your website and social media pages to showcase your products or services and give potential customers a glimpse of what they can expect.

- Concentration in updating of marketing campaigns. Partner with influencers in the travel and hospitality industry to promote products or services to their supporters. This is a great way to reach a new audience and build trust with potential customers.

In other hand, SOAR analysis can be used in the hospitality industry to identify ways to improve customer service, increase sales, and expand into new markets. in the hospitality industry. A SOAR in the hospitality industry should be dynamic and responsive to changing market conditions. By focusing on strengths, identifying opportunities, setting meaningful aspirations, and tracking results. Hospitality business can develop effective strategies to thrive in a highly competitive market and provide exceptional experience for their guests. By identifying the strengths, opportunities, aspirations, and results of the business, SOAR analysis can help hospitality businesses to develop a strategic plan for achieving their goals.

- A hotel could use SOAR analysis to identify ways to improve its customer service. For example, the hotel could use SOAR analysis to identify the areas where customers

are most likely to experience problems, such as at the check-in desk or in the restaurant. The hotel could then develop strategies to improve customer service in these areas.

- The SOAR model can be used in the hospitality industry to develop training programs for staff, to design new products and services, and to improve customer service. For example, a hotel could use the SOAR model to develop a training program for its staff on how to deal with difficult customers. The training program could teach staff how to identify the different types of difficult customers and how to use different strategies to deal with them. A hotel chain could use the SOAR model to improve customer service. The hotel chain could use the SOAR model to identify the areas where customers are most likely to experience problems, such as at the check-in desk or in the restaurant. The hotel chain could then develop strategies to improve customer service in these areas.

- The SOAR map can be used to develop a strategic plan for achieving the business's goals. For example, the hotel in the example above could use the SOAR map to develop a plan to expand into new markets. The hotel could identify the most promising markets and develop a strategy for entering those markets. The hotel could also use the SOAR map to identify ways to improve its customer experience. For example, the hotel could use new technologies to make it easier for customers to book rooms and check in.

- A restaurant could use SOAR analysis to identify ways to increase sales. For example, the restaurant could use SOAR analysis to identify the most popular dishes and the dishes that have the highest profit margins. The restaurant could then develop marketing and promotional campaigns to increase sales of these dishes.

- A hotel chain could use SOAR analysis to identify ways to expand into new markets. For example, the hotel chain could use SOAR analysis to identify countries or regions where there is a growing demand for tourism. The hotel chain could then develop a plan to expand into these new markets.

In summary, SOAR analysis is a powerful tool that can be used by hospitality businesses of all sizes to improve their performance and achieve their goals. For example, A restaurant

could use the SOAR model to design a new menu, specific tables and to identify the most popular dishes and the dishes that have. The SOAR model is a powerful tool that can be used by hospitality businesses of all sizes to improve their performance and achieve their goals.

However, A SOAR map is a visual representation of the SOAR analysis framework. It can be used to identify and organize the strengths, opportunities, aspirations, and results of a business. The SOAR map is a powerful tool that can be used by hospitality businesses of all sizes to improve their performance and achieve their goals. When identifying strengths, opportunities, aspirations, and results will be as specific as possible.

Improving the Effectiveness of Digital Marketing Strategies in the Libyan Hospitality Sector. There are a number of things that Libyan hospitality businesses can do to improve the effectiveness of their digital marketing strategies. Some of the most important include:

- Create targeted content: When creating digital content, it is important to target it to the specific audience that the business wants to reach. For example, a hotel that is targeting business travellers may want to create content about the hotel's conference facilities and proximity to business centres.

- Use relevant keywords: When optimizing a website for SEO, it is important to use the keywords that potential customers are likely to use when searching for the business's products and services. For example, a hotel may want to use keywords such as "hotels in Tripoli" and "5-star hotels in Libya."

- Track results: It is important to track the results of digital marketing campaigns so that businesses can see what is working and what is not. This information can then be used to improve future campaigns.

Objectives of Digital Marketing in the Libyan Hospitality Sector. The main objectives of digital marketing in the Libyan hospitality sector are to:

- Increase brand awareness: Digital marketing can help hospitality businesses to reach a wider audience and increase brand awareness.

- Generate leads: Digital marketing can be used to generate leads, which are potential customers who have expressed an interest in the business's products or services.

- Drive bookings: Digital marketing can be used to drive bookings for hotels, restaurants, and other hospitality businesses.

- Improve customer engagement: Digital marketing can be used to improve customer engagement by providing customers with valuable content and experiences.

- Build customer loyalty: Digital marketing can be used to build customer loyalty by staying in touch with customers and providing them with exclusive offers and discounts.

This will help you to develop a more effective strategic plan.

- Aspirations must be realistic about what you can achieve. It is important to set ambitious goals, but it is also important to make sure that your goals are achievable.

- The business world is constantly changing, so it is important to be flexible with SOAR map, so be prepared to adjust your plans as needed.

- Review your SOAR map regularly. It is important to review your SOAR map regularly to make sure that it is still relevant and up-to-date. This will help you to stay on track and achieve your goals.

Results are to conduct a SOAR analysis in the hospitality industry, you would typically gather input from various stakeholders, including employees, managers, and customers. This collaborative approach can provide a well-rounded perspective on the business's current strengths and future possibilities.

Once you've completed the SOAR analysis, you can use the insights gained to inform your strategic planning and decision-making processes. This may involve developing action plans to capitalize on strengths, exploit opportunities, and work towards achieving your aspirations while monitoring progress through measurable results.

Overall, a SOAR analysis can help hospitality businesses focus on their positive attributes and future growth opportunities, enabling them to create more effective strategies for success in a competitive advantage.

By adopting digital marketing practices and implementing effective strategies, Libyan hospitality businesses can reach more potential customers, generate more leads, and drive

more bookings. This can help them to grow their businesses and achieve their overall objectives. These digital marketing strategies and continuously adapting to changes in technology and consumer behaviour, the Libyan hospitality sector can enhance its online presence and effectively reach and engage with potential guests, ultimately leading to increased bookings and revenue.

9. Conclusion

Digital marketing supported the business' strategic goals by systematic of marketing strategies in the online environment. Digital marketers strive to be a voice for the customer and to interact with a brand digitally. Business needs strong communication skills and a strong basis in marketing principles and prepare Employers with soft skills and with the technology-related customers services skills and requirements. Digital marketing is a rapidly changing business atmosphere and it is imperative for companies to stay up to date on new and emerging strategies (Ghotbifar, Marjani et al. 2017, Gachigo, Kahuthia et al. 2019).

Digital marketing is the integration of technology into daily activities using social media and other forms of information communication technology. In the field of tourism, the Internet and more specifically social media, Smart phones are providing the means by which tourists seek information. For example, social media is considered to have a high level of Honesty, Credibility, trust and authority because it is an induced and organic source where the information is generated by users that have more control on content generation and consumption. Therefore, this study found that awareness, marketing and promotion, of a destination is what influences both the employment of an area as well as the direct revenue of an area. This becomes a key component of accomplishing SOAR objectives and thus warrants further research.

with the increasing use of technology and the growing popularity of online platforms, many hospitality businesses are now looking to adopt digital marketing practices to reach a wider viewer and increase their online occurrence. Digital marketing is having an impact on the hospitality sector. The hospitality industry can grow better if they will use digital marketing practices in their businesses by improve internal and external communication among hospitality staff with customers and increase social investment. Despite the potential benefits of digital marketing in Libya are facing challenges in adopting these practices to achieve more opportunities. These challenges, as example include a lack of knowledge and

understanding of digital marketing strategies, limited access to digital tools and platforms, and a lack of resources to invest in digital marketing enterprises, so must be develop strategies and solutions to help businesses overcome these barriers and take advantage of the benefits of digital marketing (Mandal and Joshi 2015, Jagwan 2023).

10. Limitations and Future Research

Each and every research conducted has its own limitation and backdrops. Similarly, this study has few limitations that occurred. Time constraint due to this research is being for an academic purpose. Geographically limited; the research was conducted in Libya limiting the sample size to the area; hence generalizing the study cannot be done. the study did not take into account all of the factors that influence the success of digital marketing campaigns. Its accuracy of the research is limited to the responses of the interviews and questionnaires only.

Future research on digital marketing in the Libyan hospitality sector could address the following limitations:

- Consider the impact of other factors on the success of digital marketing campaigns, such as the competitive landscape and the regulatory environment.
- The effectiveness of specific digital marketing strategies and tactics in the Libyan hospitality sector
- The impact of digital marketing on customer behaviour and decision-making.
- The challenges and opportunities of digital marketing for different types of hospitality businesses (e.g., hotels, restaurants, tour operators).

By addressing these limitations and exploring these topics, future research can help to develop a better understanding of digital marketing in the Libyan hospitality sector and provide guidance to businesses on how to improve their digital marketing strategies and practices.

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