

Strengthening Libyan Hospitality: A SOAR Analysis of Digital Marketing Strategies and Practices in the Tourism and Hospitality Sector

Abstract

The Libyan hospitality sector is a growing industry with significant potential and its sector plays a pivotal role in the country 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.

This study demonstrates the effectiveness of using SOAR analysis to enhance digital marketing strategies and customer service within the tourism and hospitality industry. By implementing a SOAR-based framework, businesses were able to improve website traffic, social media engagement, bookings, and ultimately, customer satisfaction.

This research offers a unique perspective on optimizing digital marketing in the tourism sector by introducing a framework rooted in SOAR analysis. The proposed approach highlights the critical role of creating compelling content, leveraging social media platforms, and continuously evaluating results for sustained growth.

This research analyses the current state of digital marketing in the Libyan hospitality sector using a SOAR framework (Strengths, Opportunities, Aspirations, and Results). Key findings reveal the sector's potential for growth, highlighting its rich cultural heritage, diverse landscapes, and untapped resources. The study also identifies opportunities for improvement, including website optimization, social media engagement, online reputation management, and data-driven decision-making. Ultimately, the research provides actionable recommendations

to strengthen Libyan hospitality's digital presence and competitiveness in the global tourism market.

Key words: Digital Marketing; Tourism and Hospitality; Libyan Hospitality Sector and Soar Analysis Framework.

Introduction:

Tourism in Libya holds immense value, contributing significantly to the nation's economic, social, and cultural landscape. Its strategic location between Europe and Africa positions it as a vital destination for foreign exchange earnings, attracting tourists with its diverse landscapes and rich cultural heritage (Riyadi, Susilo et al., 2019).

In today's competitive and dynamic hospitality industry, businesses face constant challenges in attracting and retaining customers. Digital marketing has emerged as a powerful tool to navigate these challenges, enabling hotels, restaurants, and other businesses to reach a wider audience and achieve their goals. The rise of social media and mobile technologies has solidified digital marketing as an essential component of any successful marketing strategy (Jagwan, 2023).

Conceptualized as a range of activities designed and implemented through the internet, smartphones, and social media, digital marketing aims to identify, attract, convert, and retain customers (Minculete & Olar, 2018). It involves effectively communicating the value proposition of a product or service to potential customers, ultimately promoting and driving sales (Irfan, Jain et al., 2021).

Unlike traditional marketing, digital marketing leverages online channels and methods, enabling real-time monitoring and analysis of campaign performance. This allows businesses to gain valuable insights into customer behaviour and tailor their strategies accordingly (Chinakidzwa & Phiri, 2020).

Developing a robust digital marketing strategy is crucial for hospitality businesses to differentiate themselves in the market and capitalize on the growing reliance on online platforms for information, product purchases, and service evaluations. By investing in skilled personnel and dedicating time to crafting such a strategy, hotels and restaurants can leverage the power of the internet, stay abreast of the latest trends, and make informed decisions for future success. Recognizing this need, various digital marketing firms offer tailored strategies to suit the specific goals and requirements of different businesses (Low, Ullah et al., 2020).

As the hospitality sector continues to evolve, digital marketing remains a critical tool for businesses to thrive in the competitive landscape, increase online visibility, and drive sustained revenue growth. By combining quantitative and qualitative data, the hotel can gain a comprehensive understanding of the website's strengths and weaknesses related to the booking process. They can identify specific design elements, user flows, or information gaps that are hindering conversion rates.

For example, website traffic analysis might show a high bounce rate on the booking page, while user testing reveals that customers find the booking form confusing and difficult to navigate. Additionally, customer reviews might highlight frustration with the lack of clear information about room rates and cancellation policies.

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. Overall, Improve the tourism industry through a comprehensive SOAR analysis, identifying strengths, weaknesses, opportunities, and risks, and developing actionable strategies to leverage strengths, capitalize on opportunities, address weaknesses, and mitigate risks. The specific 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 by guided of SOAR analysis.

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.

Reasons for SOAR Analysis

While SWOT analysis remains a valuable tool for strategic planning, SOAR analysis offers several advantages in the context of digital marketing strategies for tourism.

Choosing SOAR analysis over SWOT was a deliberate decision based on the specific needs and goals of improving digital marketing strategies in the tourism sector. Its emphasis on action, results, optimism, customer focus, and flexibility make it a more effective tool for developing and implementing successful digital marketing campaigns in this competitive and dynamic industry.

Focus on Action and Results: SOAR analysis is inherently action-oriented. By focusing on strengths, opportunities, aspirations, and results, it encourages businesses to capitalize on existing strengths, explore new opportunities, and strive towards ambitious goals. This alignment with action and results makes it particularly well-suited for developing and implementing strategic marketing plans.

Positive and Forward-Looking: SOAR analysis avoids the negativity associated with SWOT's "weaknesses" and "threats" categories. This positive focus fosters a more optimistic and proactive mindset, encouraging businesses to focus on their potential and opportunities for growth. This positive approach can be particularly beneficial in the tourism sector, where attracting customers often requires emphasizing positive experiences and creating a sense of excitement and possibility.

Table 1: Features of SWOT and SOAR analysis

Feature	SWOT Analysis	SOAR Analysis
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Flexibility	Less flexible	More flexible and adaptable
Focus	Strengths, Weaknesses, Opportunities, Threats	Strengths, Opportunities, Aspirations, Results
Orientation	Past and present focused	Future-oriented and action-driven
Mindset	Can be negative and risk-averse	Positive and opportunity-oriented
Customer Focus	Limited	Integrated and customer-centric

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perspective. By focusing on aspirations and results, it encourages businesses to consider customer needs and desires, aligning their strategies with customer expectations. This customer-centric approach is crucial in the competitive tourism industry, where exceeding customer expectations is key to success.

Improved Flexibility: SOAR analysis is more flexible than SWOT analysis, allowing for customization to specific situations and objectives. Businesses can readily adapt the framework to focus on specific areas they want to improve or explore. This flexibility makes it a valuable tool for tackling diverse challenges and opportunities in the ever-evolving tourism landscape.

Tourism Marketing in the Digital Age: A Revolution in Promotion

Digital technologies have completely transformed the landscape of marketing, especially for tourist destinations. Effective digital marketing tools and strategies are crucial for maximizing profits in the modern tourism industry. Understanding how these tools work specifically within the tourism context is essential for success (Mpotaringa and Tichaawa 2023).

Digital marketing involves applying traditional marketing techniques to the vast array of digital channels available, such as SMS, search engines, email, websites, social media platforms, and mobile devices. This allows for cost-effective promotion and reaches a much wider audience compared to traditional methods. Study by Amalia and Hanika (2021) emphasize that the specific digital marketing strategies employed will depend on the organization's overall marketing objectives, whether it's generating leads, building brand awareness, increasing sales, or improving brand engagement.

Digital services encompass the electronic delivery of information and content across various platforms and devices, including both web and mobile applications. Stephan (2015) explains that this information is presented in a user-friendly and accessible way, often involving transactional services like submitting forms for processing or booking hotel rooms.

Alammari and Anna (2021) define “digital marketing as the utilization of digital channels, platforms, and technologies to promote and advertise products, services, or brands to a specific target audience. This encompasses a wide range of online marketing strategies and tactics designed to reach and engage potential customers through various digital mediums” .

Several key aspects contribute to successful digital marketing campaigns, including website optimization, social media marketing, search engine optimization (SEO), email marketing, and content marketing. By utilizing these diverse strategies effectively, tourism businesses can significantly improve their online presence, reach a broader audience, and ultimately achieve their marketing goals.

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).

***Search Engine Optimization*SEO**

“Search engine optimization is the process of optimizing a website's content to improve 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).

Social Media Marketing

“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” (Leung & etc. al. 2014).

“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:

“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).

It 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).

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).

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 Travel 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).

SOAR Analysis Theoretical Framework

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 of Garmsir and Zare (2015). here of breakdown of each component:

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.

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 :Digital Marketing Framework of SOAR model

Phase	SOAR Analysis	Digital Marketing Framework
Strengths	Identify unique strengths and competitive advantages in digital marketing.	Leverage strengths to build upon existing foundation (website optimization, social media utilization, high-quality content creation).
Opportunities	Analyse emerging trends and advancements in the digital landscape	Explore new channels and technologies (influencer marketing, online communities, virtual reality).
Aspirations	Define long-term goals and aspirations for digital marketing efforts.	Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to track progress and measure success.
Results	Develop a comprehensive digital marketing strategy aligned with SOAR analysis.	Implement strategy effectively and track progress regularly.

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.

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.

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.

Methodology and Data Collection

his research aims to develop new, dynamic customer service strategies that enhance the customer experience (Irfan et al., 2021). It leverages the SOAR model for tourism development, reviewing previous research and utilizing library sources to establish a strong theoretical foundation (Garmsir& Zare, 2015). The research also analyses theoretical and methodological approaches, incorporating both qualitative and quantitative data collection methods.

Data collection utilizes the SOAR framework outlined by Ratliff and Kunz (2020), offering a flexible and strategic dialogue process for conducting assessments, creating strategic plans, and determining appropriate actions. This approach involves inclusive conversations that promote deeper understanding among stakeholders and visualize the organization's potential (Garmsir& Zare, 2015).

The initial phase of data collection involved a frequency count for each digital marketing component found on tourism websites. Convenience sampling was employed for interviews and surveys, and additional data was obtained from the Libyan Register and online sources. The researchers specifically focused on fourteen hotels and one hundred restaurants across Libya, particularly in the highly populated western region (Khalayleha & Al-Hawarya, 2022).

The research emphasizes the growing importance of digital marketing in the hospitality industry. By adopting key digital marketing practices, businesses can enhance their online visibility, engage customers more effectively, and ultimately drive revenue growth (Khalayleha & Al-Hawarya, 2022).

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).

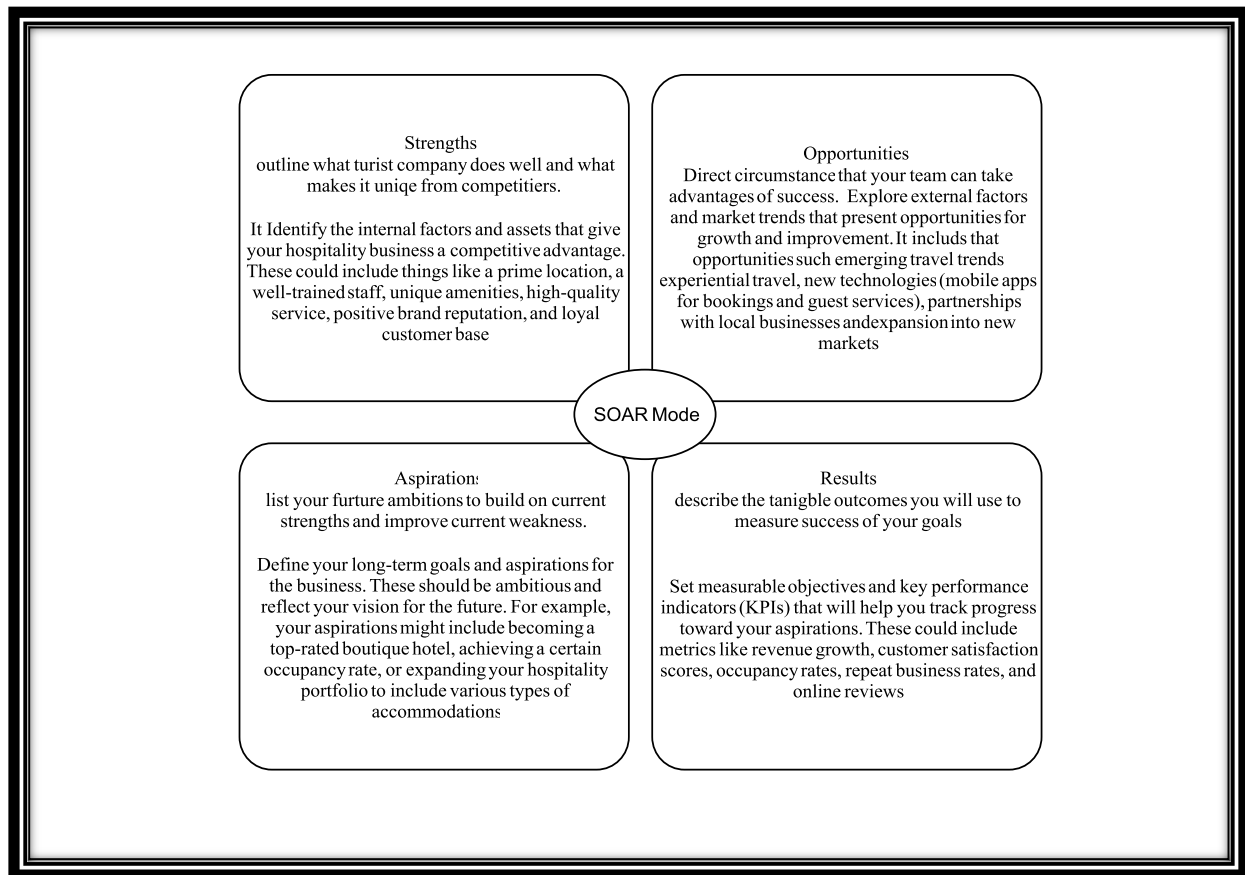
The SOAR model encourages a positive and forward-looking mindset within the hospitality industry. By focusing on strengths and aspirations while actively seeking out opportunities for hospitality businesses can develop strategies when act plans that align with their long-term vision (Garmsir& Zare 2015). 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).

Strengths of Libyan Tourism

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:

- Social Media Platforms: Libyan tourism effectively utilizes social media platforms to promote destinations, reach a wider audience, and engage with potential tourists.
- High Internet Penetration: A high internet penetration rate provides a strong foundation for digital marketing initiatives and reaching a large online audience.
- Investments in Digital Marketing: Growing investments in digital marketing demonstrate a recognition of its importance for the tourism sector's growth.
- Well-Designed Websites: Many tourism websites are well-designed, user-friendly, and provide valuable information to potential visitors.
- Stable Customer Connection: Tourism destinations are building stable connections with customers through active social media engagement.

- *Chart 2 :Application of SOAR model*



Prepared by authors

Libya possesses a wealth of natural and cultural resources that could make it a major tourist destination. This analysis focuses on the "O" and "A" of the SOAR model, highlighting opportunities and aspirations for the tourism sector.

Opportunities for Growth

- **Comprehensive Digital Marketing Strategy:** Developing a comprehensive digital marketing strategy that integrates all channels and activities can maximize impact.
- **Staff Training in Digital Marketing:** Investing in training for staff enhances their skills and knowledge in digital marketing for improved execution.
- **Integration Across Departments:** Integrating digital marketing activities across all departments ensures consistency and alignment of efforts.
- **Data-Driven Decision Making:** Utilizing website traffic and social media engagement data allows for informed decision-making and strategy refinement.

- **Personalized Marketing Messages:** Tailoring marketing messages to specific customer segments increases engagement and conversion rates.
- **Effective Video and Image Content:** High-quality video and images capture attention and effectively communicate messages to potential tourists.
- **Partnerships with Influencers:** Collaborating with influencers can expand reach, build trust, and attract new audiences.

Aspirations for the Future

- **Improved Customer Service:** Utilizing digital tools and strategies to enhance customer service throughout the tourism experience.
- **Increased Sales:** Generating more leads and bookings through targeted and effective digital marketing campaigns.
- **Expansion into New Markets:** Reaching new customer segments and expanding the reach of Libyan tourism into new territories.
- **Exceptional Guest Experiences:** Providing consistently high-quality experiences that build a strong brand reputation and positive online presence.

These opportunities and aspirations provide a framework for developing a thriving tourism sector in Libya. By harnessing its natural and cultural assets, investing in infrastructure and marketing, and fostering a culture of hospitality, Libya can become a major player in the global tourism industry.

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 Brand Awareness: Digital marketing efforts contribute to increased brand awareness and recognition for Libyan tourism destinations.
- Generated Leads: Effective campaigns lead to more potential customers interested in visiting Libya.
- Driven Bookings: Increased bookings translate to higher tourism revenue and economic growth.
- Improved Customer Engagement: Digital interactions lead to stronger relationships and increased loyalty among tourists.

SOAR analysis provides a valuable framework for understanding the current state of Libyan tourism and identifying areas for improvement. By focusing on its strengths, embracing opportunities, and striving towards its aspirations, the Libyan tourism sector can leverage digital marketing effectively to achieve sustainable success and contribute to economic growth.

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).

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.

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 more effective strategies and more profits.

1. 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).

2. 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

consider 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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