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## Digital Marketing

### English Researches:

▪ **Dr. Rafif Faisal** - *Liwa Colleg -Abu Dhabi*

**Dr. Bayan AlFukara** - *Liwa Colleg -Abu Dhabi*

Redefining Advertising: Exploring Quality, Functionality, and Usefulness  
in the Metaverse Era

7

▪ **Dr. Sally Samy Tayie** - *Arab Academy for Science, Technology & Maritime Transport*

Use of Artificial Intelligence Applications in  
Media Organizations: A Comparative Study on a Sample of Egyptian and European  
Media Professionals

19

### Abstracts of Arabic Researches:

▪ **Prof. Dr. Mubarak W. Al-Hazmi** - *King Abdulaziz University*

The Role of Digital Marketing Communication Strategies Through Social Media  
Networks in Developing the Tourism Sector in the Saudi City of Jeddah:  
A Survey Study of King Abdulaziz University Students

38

▪ **Dr. Mohammed Mostafa Refaat Moharam** - *Sultan Qaboos University*

Exploring the Impact of Gen AI on Creativity and Efficiency in Content Marketing:  
A Systematic Review and Future Directions

40

▪ **Dr. Heba Ahmed Eldib** - *Liwa College - Abu Dhabi*

The Role of Social Media in Promoting Brands: Interaction, Influence,  
and Credibility

41

▪ **Dr. Menna Mohamed Abdelhamid Hasan** - *Ain Shams University*

Symbolic Interaction in Podcasts as a Marketing Tool for Institutions and Businesses:  
An Analytical Study

42

▪ **Mohammed Saleh Alrushud** - *King Saud University*

Strategies for Creating Digital Content through Social Media Platforms for the  
Tourism Sector and their Role towards the Saudi Identity: An Analytical Study

43


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# Strategies for Creating Digital Content through Social Media Platforms for the Tourism Sector and their Role towards the Saudi Identity: An Analytical Study (\*)

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## Abstract

The current study aimed to identify the digital communication strategies employed by the Saudi Tourism Authority through its @Visit Saudi account on the X platform to convey the contents of the Saudi cultural identity.

To achieve this, the study analyzed the content published in English language on the @Visit Saudi account on the X platform, during the period from October 1, 2023 to March 31, 2024. This was done by scanning the posts, which numbered 194 posts during the specified period. Also, the results of the study concluded that the Saudi Tourism Authority, through its account on the X platform @Visit Saudi, focused in its tourism promotion of the Kingdom of Saudi Arabia in its English-language content on the basic value that distinguishes the Kingdom through promotion through Saudi culture or identity, as the results showed that (82.7%) of the content included phrases that indicate the Saudi identity in its cultural aspect. Furthermore, the results showed that the diversity in publishing topics related to the Saudi identity in the tourism sector, with a clear focus on topics related to historical and cultural landmarks, which came in at (49.4), followed directly by the Saudi environment at (48.7).

This result reflects the Authority's interest in presenting the Kingdom as a cultural destination that carries historical symbols linked to its geography in promoting tourism in the Kingdom of Saudi Arabia. The study also showed that the Saudi Tourism Authority relied on the persuasion strategy in its account @Visit Saudi, which came in at (100%), which is reflected in the account's reliance on tourism promotion. In the conclusion, the study recommends that diversifying strategies would create a higher level of interaction.

**Keywords:** Digital Content Creation Strategies - Tourism Sector - Saudi Identity - Digital Content Creation - Tourism Authority.

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(\*)The Paper was received on February 08, 2025, and accepted for publication on April 09, 2025.

(It is a study extracted from a doctoral thesis for the purpose of completing Procedures for discussing the dissertation in the Department of Mass Communication - King Saud University).