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تُعنى بأبحاث الإعلام والاتصال

الذكاء الاصطناعي
والتحولات المهنية في
صناعة الصحافة السعودية
"دراسة وصفية للمتغيرات
والتحديات من وجهة نظر
الصحفيين السعوديين"

اتجاهات الشباب الجامعي نحو
البرامج الرياضية التلفزيونية
السعودية في محاربة التعصب
الرياضي: "دراسة ميدانية على طلبة
جامعة الملك عبدالعزيز"

الهوية البصرية للبرنامج
التلفزيوني، واستخداماتها في
العروض الإخبارية "تحليل
مضمون المحتوى البصري
لبرنامج (سباق القمة) على قناة
(الشرق) الإخبارية السعودية"

العلاقة بين استخدام منصة
تيك توك وظاهرتي الخوف
من فوات الفرصة وإدمان
وسائل التواصل الاجتماعي:
"دراسة وصفية تحليلية على عينة
من جيل زد في المملكة العربية
السعودية"

Promoting Domestic
Environmental Tourism
Via Instagram in the UAE

اتجاهات رجال الأعمال في
المملكة العربية السعودية نحو
الاستثمار في المجالات الإعلامية
"دراسة مسحية على عينة من رجال
الأعمال السعوديين"

دور حسابات الأندية الرياضية
السعودية في وسائل
التواصل الاجتماعي في
معالجة ظاهرة التعصب
الرياضي لدى الجمهور
السعودي

Promoting Domestic Environmental Tourism via Instagram in the UAE

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Abstract:

The use of social media platforms has transcended traditional models. In the beginning, social media platforms, especially Instagram, were limited to social and entertainment interactions, then they developed into channels approved by official authorities. It is worth noting that entities such as tourism organizations in the UAE are now using Instagram as an official platform to support tourism within the Emirates and to engage with the community. Following the global impact of the COVID-19 pandemic on the tourism sector, the UAE government launched an innovative winter campaign, considered the coldest winter in the world, aimed at stimulating domestic environmental tourism. This research addresses the role that Instagram plays in supporting the mentioned initiative. A content analysis of four official government tourism accounts on Instagram forms the basis of the research (@visituae, @visitabdudhabi, @visitdubai and @visit_sharjah) with framing theory applied as a conceptual framework in this study. The results of our analysis indicate that official government tourism Instagram accounts place a strong emphasis on highlighting natural beauty and promoting sustainability as part of their efforts to promote environmental tourism. These accounts facilitate mutual engagement between the public and organizations by trading and re-posting posts on the Instagram account and the finding shows that the Tourism Authorities focus on environmental tourist sites during the world's coolest winter by posting photos and videos next to rest of the photos related to city tourism and shopping. Future research could investigate the impact of developing technologies, such as virtual reality and augmented reality, on the promotion of domestic environmental tourism.

Key words: Tourism, Domestic Tourism, social media, Instagram, promotion, environmental tourism.

المخلص:

لقد تجاوز استخدام منصات التواصل الاجتماعي النماذج التقليدية المتعارف عليها، فقد اقتصرت في البداية منصات التواصل الاجتماعي، وخاصة إنستغرام، على التفاعلات الاجتماعية والترفيهية، ثم تطورت إلى قنوات معتمدة من قبل الجهات الرسمية، ومن الجدير بالذكر أن كيانات مثل المنظمات السياحية في الإمارات العربية المتحدة تستخدم الآن Instagram منصة رسمية لدعم السياحة في الإمارات والتفاعل مع المجتمع. وفي أعقاب التأثير العالمي لجائحة كوفيد-19 على قطاع السياحة، أطلقت حكومة الإمارات حملة أجمل شتاء في العالم، حيث يعد الشتاء في الإمارات من أجمل المواسم الباردة وذلك بهدف تحفيز السياحة البيئية المحلية.

يتناول هذا البحث الدور الذي يؤديه الانستغرام في دعم المبادرة المذكورة، وبشكل تحليل المحتوى لأربعة حسابات سياحية حكومية رسمية على إنستغرام أساس البحث (@visituae و @visitabdudhabi و @visitdubai و @visit_sharjah) مع تطبيق نظرية التأطير بوصفها إطاراً مفاهيمياً في هذه الدراسة. وتشير نتائج تحليلنا إلى أن حسابات السياحة الحكومية الرسمية على إنستغرام تركز بقوة على تسليط الضوء على الجمال الطبيعي وتعزيز الاستدامة كجزء من جهودها لتعزيز السياحة البيئية، إذ تسهل هذه الحسابات المشاركة المتبادلة بين الجمهور والمنظمات من خلال تداول المنشورات وإعادة نشرها على حساب Instagram، وتظهر النتائج أن هيئات السياحة تركز على المواقع السياحية البيئية خلال الحملة في فصل الشتاء من خلال نشر الصور ومقاطع الفيديو بجانب بقية الصور المتعلقة بالسياحة في المدينة والتسوق، حيث يفتح هذا المجال فرصة لتنفيذ أبحاث مستقبلية في مجال تأثير التقنيات الناشئة، مثل الواقع الافتراضي والواقع المعزز، على تعزيز السياحة البيئية المحلية.

الكلمات المفتاحية: السياحة، السياحة الداخلية، وسائل التواصل الاجتماعي، الانستغرام، الترويج، السياحة البيئية

Introduction:

Social media is emerging as a primary platform for information dissemination, providing rapid and diverse access. Among the most influential online platforms, Facebook, Instagram, and Twitter have great power. Users themselves play a pivotal role in the continued development and continuity of these platforms. Organizations, realizing the economic potential, are harnessing social media as indispensable tools. Within the spectrum of economic contributors, the tourism sector plays a pivotal role in supporting national economies. Countries devote significant resources to promoting their most attractive landmarks on the global stage because the satisfied tourists will help promote the destination through positive word-of-mouth, attracting additional consumers and leading to increased expenditure. Increased tourism leads to economic growth, attracts investors, and generates employment opportunities in the region (Parreño and Gómez, 2020)

Zhang (2020) and Gaffer et al. (2022) highlight the importance of social media marketing in the tourist sector and its role in co-creating value in travel experiences and expanding customer reach. Hence, tourism organizations are strategically leveraging social media platforms to conduct promotional campaigns aimed at reaching a wide audience of potential tourists, both locally and internationally. Among these platforms, Instagram has been particularly praised as the perfect choice for tourism campaigns , as it provides an

ideal space for tourists to explore and choose desired destinations . Because tourists get information from social media and upload information about it (Joo, Seok & Nam, 2020) which will affects other tourist's decisions on their next tripe.

Tourism is a global industry which depends on the influx of tourists from different parts of the world that requires the use of new and smart techniques to reach different tourists from different nationalities instead of traditional methods, through the use of new and smart technologies which lead to smart tourism. Hunter et al, (2015) demonstrate that smart tourism is a social phenomenon arising from the confluence between information technology and the tourism experience which making the information especially tourist's evaluation on tourist location, exchange faster which change the concept of the receiving the tourist information through tourism agencies, but it becoming dependent on the user created content (UCC) that spread in social media in the pattern of individual narratives and critiques, shared advice and comments, and photos or videos. Gretzel&et al (2015) confirmed that social media and internet tools are instrumental in enabling firms, stakeholders, and tourists to develop such dynamic connections in exchange tangible or intangible resource. Social media is to provide a common platform for digital interaction among tourists and service providers (Bindu, Indu & Singh ,2018).

The "World's Coolest Winter " initiative, introduced in the UAE, serves as a tourist campaign aimed at fostering domestic environmental tourism within the country. Commencing on December 15th and concluding on January 25th, 2021, the campaign was strategically implemented as a response to the economic impact of the COVID-19 crisis on the tourism sector. Recognizing the need to revitalize the industry, the UAE focused on stimulating domestic tourism to ensure the sector's sustained viability and to improve traveler journey. Thus, the need to comprehend tourists' needs and behavior has become even more important so as to improve the whole tourist experience by offering the proper service to the right user at the right time (Kontogianni & Alepis, 2020). This study will delve into the mechanisms employed by this tourist campaign, with a particular emphasis on its utilization of social media platforms, notably Instagram. The examination aims to shed light on how the campaign leverages Instagram to effectively promote and invigorate domestic tourism amidst the challenges posed by the COVID-19 pandemic.

Literature review:

The concept of Domestic environmental Tourism

Domestic environmental tourism refers to travel to natural areas within one's nation. It portrays tourism as an activity that occurs in an environment distinct from the visitors' daily lives

and is vital to the promotion of environmental sustainability in destinations. UNWTO (GLOSSARY OF TOURISM TERMS,n.d) defines a Domestic tourism is the activities of a resident tourist in the country of reference, either for domestic or outbound tourism. additionally they defined the Ecotourism is a nature-based tourism activity where visitors observe, learn, discover, experience, and appreciate biological and cultural diversity while protecting the ecosystem and improving the local community.

Kabotem, Mamimine & Muranda (2017) shows that there are different types of domestic tourism, including native tourism, visiting friends and relatives (VFR) tourism, and local tourism, and their contributions to sustainable tourism development. Native tourism encompasses engaging indigenous individuals in tourism projects, and sustainability. VFR tourism refers to the practice of local citizens visiting rural houses, to conserve traditional culture and become significant tourist attractions. Local tourism fosters economic growth and sustains local economies, hence promoting sustainability. These forms of domestic tourism also foster environmental sustainability. The active involvement of indigenous populations guarantees the safeguarding of natural landmarks and cultural traditions, so contributing to the sustainability of the environment. In addition, local tourism activities can bolster environmental conservation initiatives,

thus enhancing the progress of sustainable tourism development. Various forms of domestic tourism play a role in fostering sustainable tourist growth by conserving cultural heritage, bolstering local economies, and advocating for environmental preservation in the destinations.

Despite the importance of global tourism, to tourism organizations specialized in tourism sector, the benefits of domestic tourism have proven their importance. Sheldon & Dwyer (2010) stated that prioritizing domestic tourism decreases the requirement for foreign currency conversion and contributes to generating income and employment opportunities within the local economy. This is because local tourism establishments often attract more tourists to various tourist destinations compared to international markets. Promoting local tourism has a positive effect on the local economy because of its efforts. Furthermore, these endeavours would expedite the formation of a robust framework for the tourism industry's sustained recuperation, mitigating the losses and global economic turmoil experienced by the sector during the COVID-19 pandemic.

The Use of social media to enhance Domestic environmental Tourism

Utilizing social media to promote domestic environmental tourism can be an effective tactic for promoting and displaying the splendour of local natural landmarks, as well as educating travelers about the significance of re-

sponsible tourism in sustaining environmental areas. From the perspective of Kilipiri, Papaioannou & Kotzai-vazoglou(2023)that the Social media, especially Instagram, influences travelers' travel choices and makes sustainable areas more appealing, making ecotourism promotion vital. Social media enables users to share and create content, which builds relationships and boosts a place's appeal to visitors. Moreover, The main objectives of a social media marketing campaign are to enhance brand recognition and cultivate trust (Barone, 2024). For example, Travel influencers on Instagram use geo-location data to assist people choose sustainable tourist locations by offering relevant information and promoting a destination. Karem (2023) asserts that there are many advantages for promoting sustainable tourism that preserving natural environmental through social media, attracting conscious travelers to value sustainability, improved positive reputation, encourage community engagement in in sustainability initiatives, helps protect natural environments for future generation and economic benefits by supporting local businesses.

Despite the influx of tourists to environmental areas , the concept of environmental tourism is not clear to tourists as Bindu ,Indu & Singh (2018) highlighted that the traveler are still unaware of the definition of ecotourism, despite they visit natural sites and engage in natural related activities but they confirm that different social me-

dia platforms help environmental tourism operators in promoting the products, services and draw attention toward ecotourism among the tourists and encourage tourists to use social media for sharing experiences and gaining knowledge.

The Domestic environmental Tourism in the UAE and the role of social media

Tourism serves as the economic backbone of the United Arab Emirates, distinguishing itself as a nation reliant on non-oil resources to bolster its economy. The UAE strategically crafted a tourism plan that elevated it to a prominent position on the global tourism map. However, the emergence of the Coronavirus (Covid-19) crisis disrupted all pre-existing tourism strategies, resulting in a financial setback and challenges within key sectors such as travel and hospitality. This crisis, compounded by measures to contain the virus, precipitated a significant decline in tourist numbers. The profound impact of Covid-19 on travel, trade, and overall business activity is anticipated to exert a substantial toll on the UAE's non-oil economy, which constitutes approximately 80 percent of the country's total GDP. Bleak forecasts from economic experts indicate a contraction in 2020, underscoring the severity of the challenges faced by the UAE in navigating the economic repercussions of the pandemic (JOHN, 2020).

Domestic Tourism as a leisure industry involving residents of one country

traveling only within that country (Wikipedia), is considered one of the supporting solutions in the economic crisis that swept the tourism sector, and the main driver of the tourism sector globally, accounting for 73% of total travel and tourism spending in 2017 (World travel & tourism council, 2018).

The efficacy of domestic tourism is contingent upon the government's strategic initiatives aimed at stimulating local tourism and targeting a diverse demographic, including the local population and residents across various socioeconomic classes, considering their respective purchasing power. According to a report from the World Tourism & Travel Council, in 2017, China emerged as a frontrunner in domestic tourism, attributing its success to a proactive focus on domestic tourism services, investment in infrastructure, and overall commitment to enhancing the sector. Furthermore, it is projected that China will maintain its leadership position in domestic tourism, further expanding its lead over the USA by the year 2028.

UAE lunched first camping from 15-12-2020 for 45 days, to simulate domestic tourism in UAE which titled 'World's Coolest Winter' was announced by H.H Sikh Mohamed bin Rashid as a first federal domestic tourism camping. His highness launched a unified tourism identity to encourage tourism investment. "The UAE's domestic tourism sector contributed AED41.2 billion (\$11.2 billion) to the national economy

in 2019. It constitutes 23 percent of the total tourism sector revenue, compared to 77 percent of shares taken up by international tourism. As part of the new strategy, the country aims to double the domestic tourism revenue and achieve a greater balance between the two forms of tourism by 2030 (UAE barq new, 2020).

The statistics indicate that out of the total population of 9.83 million in the UAE, 9.73 million individuals are active social media users, constituting 98.98% of the population (Global Media Insight, 2020). Given the widespread use of social media in the country, the UAE has introduced a comprehensive framework for its media strategy. Additionally, a law has been incorporated into the legal framework of the UAE pertaining to the use of social media. This law is outlined in "Federal Law No. 5 of 2012 on Combatting Cybercrimes" and was subsequently amended by "Federal Law No. 12 of 2016" (UAE's Government Portal, n.d).

Social media has evolved into a crucial promotional tool supporting the 'World's Coolest Winter' campaign, employing a marketing strategy specifically tailored for platforms, notably Instagram. According to Adam (2021), digital marketing is defined as the utilization of the Internet, mobile devices, social media, search engines, and other channels to engage consumers. The unique features of social media contribute significantly to the success of digital marketing, as the audience is actively engaged and responds

promptly to messages, allowing businesses to adapt swiftly to their needs (Sârbu, Alecu, and Dina, 2018). For travelers and suppliers, social media presents a valuable opportunity to fulfill their respective needs. Suppliers can effectively use social media marketing to convey their offerings to travelers and other stakeholders, as noted by Jose and Roberto (2021). Instagram, in particular, has emerged as a pivotal platform for decision-making in travel choices. Initially conceived as an online photography medium, Instagram has effectively transformed into a multifaceted tool encompassing advertising, promotion, marketing, and the rapid, precise, and accurate dissemination of information and services (Megasari and Wayan, 2015).

Literature reviews provided a lot of information about the importance of promoting domestic environmental tourism and using social media platforms to influence the target audience, but they did not provide how public confidence can be restored to visit environmental locations after covid-19 crisis and what are the strategies used on the Instagram platform to promote and influence tourists. Therefore, this research will provide an analysis on Instagram's accounts and how it has been used to promote environmental tourism after the crisis.

Problem

The global tourism business has encountered unparalleled difficulties as a result of the COVID-19 epidemic, re-

quiring inventive strategies to recover and maintain the economy. The UAE government initiated an innovative winter tourist campaign in reaction to this, showcasing distinct situations and prospects. Instagram has evolved from a platform focused on social and entertainment interactions to an authorized conduit for official purposes. However, there is a lack of awareness of how this change specifically impacts the backing of government tourism activities. This study aims to thoroughly examine the content shared on official government tourism accounts on Instagram, particularly during the winter campaign. It seeks to evaluate how the way messages are presented on this platform influences public perceptions and engagement. This study aims to fill this void by examining the deliberate utilization of Instagram to promote environmental tourism during the harshest winter on the planet. It aims to provide insights into the significance of social media in the current realm of tourism promotion and communication.

Research questions

This research will be based on three research questions as follows:

Question 1: What are the key themes and messages that UAE government tourism accounts are conveying via Instagram to promote ecotourism during the Colder Winter campaign?

Question 2: How do government tourism accounts in the United Arab Emirates frame their content on Instagram

to promote ecotourism during the Colder Winter campaign?

Question 3: To what extent have government tourism accounts in the United Arab Emirates on Instagram succeeded in creating interaction with the winter tourism initiative and how?

Purpose of the Study

This study seeks to examine the significance of Instagram as a strategic platform in promoting the distinctive winter tourism campaign initiated by the UAE government, particularly in light of the global impact of the COVID-19 pandemic on the tourism sector. This study aims to provide valuable insights into the use of social media, specifically Instagram, by official government tourism accounts to promote and foster domestic environmental tourism throughout the world's most frigid winter season. The objective of the research is to scrutinize the content strategies, message framing, and prominent themes showcased on Instagram by studying four significant government tourist accounts. This research aims to enhance understanding of the complex correlation between social media communication and the promotion of travel-related activities in the United Arab Emirates.

Theoretical Framework

Framing theory holds a significant place in the realm of social sciences, examining how individuals and societies engage with available options

based on the method of presentation. Often credited to sociologist Erving Goffman, framing theory is considered an extension of agenda-setting theory, prioritizing issues and prompting audiences to contemplate their implications (Communication Theory, 2021). Goffman proposed that individuals interpret their surroundings through primary frameworks, which he categorized into natural and social frameworks (Mass Communication Theory, n.d).

According to Anders (2018), Goffman explained that natural frameworks define events as purely physical phenomena, devoid of any influence from social factors. In contrast, social frameworks perceive events as outcomes of social factors, shaped by the whims, objectives, and maneuvers of other social actors (individuals). These frameworks significantly impact how information is interpreted, processed, and engaged with.

Recent research in framing theory often focuses on specific sets of frames, such as those around elite discourses, content frames that highlight biases in disputes, and analyses of the underlying social processes of frame building (Stephan, Karen & Foss, 2009). Notably, not all subjects are suitable for framing in this theory, and framing requires mastery of three key components: language, thought, and forethought (Fairhurst, 2010).

Fairhurst (2010) explicates the technique of framing in these components. Language, as a crucial element, allows

concentration on abstract and initially unclear aspects of situations, facilitating categorization, organization, and recall of information. Thought involves analyzing the impact of cognitive frameworks on our choices and how we present them, with mental models serving as visual representations of the underlying mechanisms governing the world's functioning. The forethought component relates to the ability to exert influence over unplanned phrases. Fairhurst argues that a substantial portion of job communication occurs without sufficient preparation or conscious consideration of the words used and their structure.

Methodology and Methods

This study employs a content analysis approach to examine the content utilized by tourism organizations on their Instagram platforms to stimulate domestic tourism and influence the choices of tourists. In the context of this study, content analysis is defined as "A research technique for the objective, systematic, and quantitative description of the manifest content of communication" (Berelson and Bernard, n.d). The population under scrutiny in this research comprises the official tourism government Instagram accounts, specifically @visituae, @visit_AbuDhabi, @visit_Dubai, and @visit_alsharjah.

Result:

This research has aimed to identify the role of Instagram platform in promoting Domestic Environmental Tourist identity in the UAE. Four main Instagram accounts that contributed to promoting environmental tourism in world's coolest winter campaign were analyzed. The table displays the commencement date of each Instagram account, the count of followers,

the count of posts made during the campaign duration, and the count of posts primarily centered around environmental tourism. The accounts @visit_uae and @visitabudhabi exhibited the most significant level of involvement in posts related to environmental tourism, surpassing the participation of @visitdubai and @visit_shj.

Table 1: Content Evolution Analysis of Official Government Tourism Instagram Accounts

Instagram Account	Start Date	Number of Followers	Posts during Campaign	Posts on Environmental Tourism
@visit_uae	Dec 2012	24.5k	200 (incl. 41 Reels)	15
@visitabudhabi	Jun 2013	641k	21	6
@visitdubai	Jan 2014	2.9M	41	5
@visit_shj	Jan 2018	77.8k	26	5

By scrutinizing content progression on official government tourist Instagram accounts, we analyzed past data to monitor alterations that occurred over time. This analysis entailed examining multiple indicators, encompassing the quantity and categories of postings, the publishing frequency, and the engagement degrees, such as likes, comments, and shares. Through analyzing these data, we aimed to discern patterns in content development and get insights into the evolution of the content strategy employed by these accounts.

An essential element of our investigation involved monitoring variations in the frequency of posts and their content themes. We observed variations in the frequency of posts, with specific periods exhibiting a greater volume of content than others. Furthermore, we

saw changes in the topics covered, with various periods emphasizing particular aspects of tourism, such as cultural landmarks, outdoor pursuits, or organized gatherings.

The COVID-19 pandemic had a substantial impact on the evolution of content. Before the pandemic, content strategies frequently prioritized international travel, highlighting renowned locations and attractions. Nevertheless, in light of travel limitations and safety considerations, we noticed a significant change towards endorsing domestic tourism and emphasizing local locations and experiences. Furthermore, there was a heightened focus on safety protocols and conscientious travel behaviours, indicating the shifting priorities of tourists and government entities.

During our talk, we explored the efficacy of content evolution in attaining promotional objectives and captivating the audience. We analyzed audience response metrics, including likes, comments, and shares, to evaluate the influence of content modifications. In summary, we discovered that content evolution was essential in sustaining audience engagement and adjusting to shifting circumstances, especially during the COVID-19 epidemic.

Our analysis of official government tourism Instagram accounts promoting environmental tourism identified numerous frequent themes that convey essential messages that found in the first research question (RQ1) What are the key themes and messages that UAE government tourism accounts are conveying via Instagram to promote ecotourism during the Colder Winter campaign?

The table provides a concise overview of the main themes and ideas communicated by each Instagram account. While @visit_uae exhibited the diverse natural beauties of different emirates, some emphasized specific areas like deserts, mountains, and reserves.

Table 3: Key Themes and Messages in Environmental Tourism Promotion

Instagram Account	Key Themes and Messages
@visit_uae	Showcasing natural beauty of various emirates
@visitabudhabi	Highlighting desert and mountain attractions
@visitdubai	Emphasizing natural reserves and environmental sites
@visit_shj	Promoting Sharjah's tourism sites, particularly desert attractions

An evident motif that stood out was the exhibition of inherent beauty. Government tourist organizations often disseminated captivating imagery showcasing the different natural settings of the Emirates, encompassing unspoiled beaches, grand mountains, and vast deserts. The purpose of these photographs was to captivate the audience and showcase the abundant natural heritage of the country, attracting prospective travelers to discover its environmental gems.

Furthermore, there was a notable emphasis on advocating for sustainability and implementing responsible practices in the tourism industry. Government tourist organizations underscored the significance of environmental preservation and urged travelers to participate in eco-conscious endeavors, using subtitles and supporting narratives. Official tourism Instagram accounts frequently featured messages advocating for sustainable tourist activities, including wildlife protection, plastic reduction campaigns, and eco-conscious accommodations. The purpose of these messages was to increase awareness regarding the ecological consequences of tourism and motivate passengers to embrace more sustainable travel practices.

The promotion of ecotourism is closely aligned with the Emirates' overarching tourism objectives, which prioritize the sustainable development of tourism and the preservation of the environment. Government tourism agencies enhance the reputation of the Emirates

as a preferred sustainable tourist destination by highlighting the nation's scenic landscapes and dedication to conserving its environmental assets. The Emirates' focus on sustainability and responsible tourism practices demonstrates their attention to maintaining a balance between tourism expansion and environmental conservation. This also highlights their commitment to safeguarding their natural legacy for future generations.

Additionally, the promotion of environmental tourism serves to advance overarching goals, such as fostering sustainable economic expansion and fostering community development. The Emirates can provide economic prospects for local communities and protect its natural environment by investing in environmentally-friendly infrastructure, endorsing local conservation projects, and encouraging sustainable tourism experiences. This is consistent with the nation's objective of advancing inclusive and sustainable tourism that brings advantages to both the environment and local populations.

The efficacy of promoting fundamental concepts and ideas pertaining to ecological tourism resides in their capacity to strike a chord with the audience and shape the behavior of travelers. To attract environmentally conscious travelers that emphasize ethical and responsible travel experiences, government tourism organizations can showcase the splendor of the Emirates' natural environments and advocate for

sustainable tourism practices. Furthermore, through portraying the Emirates as a frontrunner in sustainable tourism, government tourism agencies can bolster the destination's reputation and competitiveness in the worldwide tourism industry.

Second Question: How do government tourism accounts in the United Arab Emirates frame their content on Instagram to promote ecotourism during the Colder Winter campaign? (RQ2)

The table presents a comparison of the framing strategies employed by each Instagram account and their accompanying metrics of interaction. Regardless of the variations in presentation, all reports attained a reasonably high level of audience involvement, indicating their efficacy in influencing public opinion and promoting active participation. The study revealed that utilizing informal and community-oriented framing strategies resulted in increased audience engagement. These methods cultivated a feeling of connection and genuineness, appealing to audiences in search of authentic and relatable material.

Table 2: Framing Analysis of Content on Official Government Tourism Instagram Accounts

Instagram Account	Framing Approach
@visit_uae	Informal, Community-centric
@visitabudhabi	Regular content with campaign hashtag
@visitdubai	Regular content with campaign hashtag
@visit_shj	Focus on Sharjah's tourism sites

Our investigation centered on assessing the framing techniques employed on official government tourist Instagram accounts and their influence on audience engagement metrics, with the aim of understanding their contribution to public perception and engagement. In this section, we thoroughly examine the results and consequences of our analysis.

The investigation we conducted uncovered a wide variety of framing strategies utilized by official government tourist Instagram accounts. The techniques ranged from informal and community-oriented styles to more organized content featuring campaign hashtags. By categorizing and analyzing different framing tactics, our objective was to identify trends in audience response and evaluate their efficacy in promoting involvement. An evaluation of engagement measures, such as likes, comments, and shares, yielded numerical insights into the level of audience engagement with various framing strategies. Distinct audience preferences and responses to each strategy were evident as we observed diverse levels of audience interaction across different forms of content framing.

Upon analyzing our results, we discovered a notable correlation between the utilization of framing tactics and the level of audience involvement. In contrast, content that revolved around campaign hashtags or structured advertising messages resulted in lower levels of audience engagement. This

indicates a preference for more natural and individualized content among viewers.

Furthermore, our investigation emphasized the impact of framing methods on the way the public perceives tourism programs and destinations. The study discovered that employing effective framing tactics can significantly influence audience perceptions and their level of engagement with tourism information. Government tourism agencies can boost public perception of tourist projects by matching framing tactics with audience preferences and interests, successfully communicating their message.

The significance of our discoveries emphasizes the necessity of choosing suitable framing techniques to improve audience involvement and accomplish advertising goals. Government tourist agencies can successfully communicate their message and encourage meaningful engagement with their target audience by employing framing tactics that resonate with them. Moreover, comprehending audience preferences and reactions to various framing techniques can provide insights for content generation and strategy formulation, allowing agencies to customize their messaging in order to effectively engage with a wide range of audience segments.

Third Question: To what extent have government tourism accounts in the United Arab Emirates on Instagram succeeded in creating interaction with

the winter tourism initiative and how? (RQ3)

According to Table IV, there is a discernible variation in the quantity of interactions with the Instagram accounts @visit_uae, @visitabudhabi, @visitdubai, and @visit_shj regarding the environmental tourism posts for each of the four destinations—Abudhabi, Dubai, Sharjah, and the UAE overall. These destinations included beaches and seas, deserts, and natural reserves and islands. the mountains as well.

The account @visitdubai had the best engagement stats, suggesting that the audience connected with the campaign's natural imagery.

A set of likes with comparatively high engagement metrics were received by both @visit_uae and @visitabudhabi, suggesting that their campaigns were likewise successful in grabbing the interest and attention of their followers. Despite having the least amount of interaction out of all the accounts we looked at, @visit_shj gained popularity for its posts about eco-tourism spots, particularly the desert.

Table (3) feed back and interaction on Instagram's posts.

Instagram Account	Environmental tourist sites categories	Engagement Metrics (Likes)
@visit_uae	Beaches/Seas, the deserts, Natural Reserves / natural island, and Mountains	37030
@visitabudhabi	Beaches/Seas, the deserts, Natural Reserves / natural island, and Mountains	23835
@visitdubai	Beaches/Seas, the deserts, Natural Reserves / natural island, and Mountains	49327
@visit_shj	Beaches/Seas, the deserts, Natural Reserves / natural island, and Mountains	8674

Discussion and conclusion

By comparing our study's findings with relevant literature on promoting domestic environmental tourism and marketing through social media, we have identified numerous important insights. These insights highlight commonalities, contrasts, and consequenc-

es that contribute to expanding knowledge in this subject.

The results of our analysis indicate that official government tourism Instagram accounts place a strong emphasis on highlighting natural beauty and promoting sustainability as part of their efforts to promote environmental tourism. This is consistent with previous research that emphasizes the significance of showcasing environmental resources and advocating for sustainable tourism practices in order to attract environmentally aware tourists (Boyle & Filo, 2016; Gössling et al., 2020). The utilization of social media platforms, including Instagram, as a medium for spreading such messages aligns with prior research that emphasizes the influence of social media on travel choices and the formation of opinions about locations (Guttentag, 2019; Kim & Yang, 2017).

Nevertheless, our investigation revealed certain disparities compared to the current body of literature. Our research confirmed that informal and community-focused framing methods are effective in increasing audience engagement. However, prior studies have emphasized the significance of strategic content planning and storytelling techniques in social media marketing (Hudson et al., 2016; Kaplan & Haenlein, 2010). This indicates the necessity for additional investigation to examine the intricate relationship between framing methods, audience engagement, and content efficacy in the

context of promoting environmental tourism on social media platforms.

The outcomes of our study have major significance for improving knowledge in the field. Our study adds to the existing research on the impact of social media in tourist marketing by emphasizing the effectiveness of promoting important themes like natural beauty and sustainability on Instagram (Miguéns et al., 2018; Ribeiro et al., 2020). Moreover, our research emphasizes the significance of coordinating promotional activities with wider objectives in tourism, such as the advancement of sustainable tourism and economic expansion. This aligns with ongoing conversations around the future of tourism after the COVID-19 pandemic (Scott et al., 2021).

Our study emphasizes the necessity for more research on the precise processes by which social media platforms impact traveler behavior and destination perceptions in the context of promoting environmental tourism. This research aims to fill the existing gaps in the literature. Subsequent research endeavors could investigate the influence of various framing tactics, content structures, and measures of audience involvement on audience attitudes and actions, yielding useful insights for destination marketers and policymakers.

The study's findings have important practical implications for government tourism agencies, legislators, and other stakeholders who are responsible for promoting domestic environmental

tourism. Stakeholders can enhance their plans for engaging visitors and fostering sustainable tourism development by comprehending the main themes and message methods that appeal to audiences on social media platforms.

An important practical conclusion of the study's findings is the significance of utilizing digital platforms, like Instagram, to exhibit the inherent splendor and ecological allure of local tourist spots. Government tourism bureaus might employ visually captivating information, such as top-notch photographs and movies, to captivate the interest of prospective travelers and motivate them to explore ecologically essential locations within their own nation (Hall, Scott, & Gössling, 2020).

Moreover, the study emphasizes the necessity of coordinating promotional endeavors with overarching tourist objectives, such as the advancement of sustainable tourism and the stimulation of economic expansion. By integrating sustainability messages and responsible tourism practices into their marketing campaigns, stakeholders can cultivate a culture of environmental stewardship among passengers and actively contribute to the long-term conservation of natural resources (Seddighi & Theocharous, 2002).

The study's findings can provide valuable guidance for future plans and activities focused on advancing sustainable tourism development in many ways. Government tourist organizations can utilize the data to enhance and optimize their content strategies

on social media platforms. Through the identification of optimal messaging approaches and framing tactics, organizations can provide content that effectively connects with their intended audience and stimulates active participation (Le, Scott & Wang, 2021). Furthermore, policymakers can utilize the study's findings to shape the creation of policy frameworks and programs that aim to facilitate sustainable tourist development. Policymakers can foster the development of domestic environmental tourism and protect natural resources for future generations by giving priority to investments in eco-friendly infrastructure, conservation efforts, and community-based tourism initiatives (Sharpley & Telfer, 2002).

The study's findings warrant various recommendations for government tourist organizations and policymakers. First and foremost, agencies should give priority to creating visually captivating content that showcases the innate beauty and ecological importance of local places. This may entail collaborating with local photographers and content makers to generate top-notch visuals that highlight the distinctive features of each location. Additionally, agencies should prioritize the incorporation of sustainability and responsible tourism principles into their marketing strategies. This include emphasizing environmentally sustainable hotels, advocating for wildlife preservation efforts, and urging people to reduce their ecological footprint when visiting local destinations. Agencies should utilize user-generated material to improve their social media presence.

Agencies can expand their audience and interact with more people by motivating passengers to share their experiences and images on sites such as Instagram (Kladou & Mavragani, 2015).

Conclusion

This study examines the progression of material, framing tactics, and primary topics communicated via official government tourism Instagram accounts, with the aim of comprehending their impact on the promotion of domestic ecological tourism. The results of our investigation unveiled a number of significant observations: **Content Evolution:** We saw changes in the topics and frequency of posts over time, with a greater focus on marketing local environmental tourism during the COVID-19 pandemic. **Framing Strategies:** Various framing strategies, including informal community-centric styles and regular material with campaign hashtags, were employed to captivate audiences and advocate for sustainable tourism practices. **Key Themes:** The main themes in promoting environmental tourism encompassed the display of natural aesthetics, the advancement of sustainability, and the emphasis on distinctive attractions through visually captivating material.

Our study enhances the current body of knowledge on promoting domestic environmental tourism and utilizing social media marketing by offering empirical observations on successful strategies and message techniques. Through an analysis of the progression of material and the tactics employed in

the presentation of official government tourism Instagram accounts, we provide significant observations on how digital platforms can be utilized to captivate viewers and advance the cause of sustainable tourist growth. Moreover, our examination of prominent themes and messages communicated via Instagram emphasizes the significance of coordinating promotional endeavors with overarching tourism objectives and cultivating a mindset of environmental responsibility among tourists. Stakeholders can make a valuable contribution to the long-term preservation of natural resources and the expansion of domestic environmental tourism by including sustainability messages and responsible tourism practices into their marketing campaigns.

To summarize, advocating for domestic environmental tourism is crucial for the sustainable advancement of tourism and the stimulation of economic expansion. By highlighting the inherent splendor and ecological allure of local sites, stakeholders can motivate tourists to discover their own nation while cultivating a more profound reverence for the environment. Social media is essential in this effort, as it serves as a potent tool for attracting and involving audiences, marketing places, and furthering tourism projects. Through the strategic utilization of digital platforms, government tourism agencies, legislators, and other relevant parties can establish significant relationships with tourists, advocate for sustainable tourism methods, and support the enduring prosperity of domestic environmental tourism endeavors.

Although the study has provided valuable insights, there are still some areas that require further investigation in future research. Future research endeavors may investigate the efficacy of other forms of content, including films, subtitles, and user-generated content, in stimulating engagement and fostering sustainable tourist growth. Furthermore, researchers could explore the influence of demographic variables, such as age, gender, and nationality, on the way passengers perceive and engage in domestic environmental tourism. Stakeholders can enhance their marketing strategies by comprehending the preferences and motivations of various traveler groups, enabling them to effectively target specific audiences (Koens, Postma, & Papp, 2018). Future research could investigate the impact of developing technologies, such as virtual reality and augmented reality, on the promotion of domestic environmental tourism. These technologies can increase the immersive experience of travelers and offer them virtual tours of environmentally critical areas, even from their own homes (Muritala, Sánchez-Rebull, & Hernández-Lara, 2020).

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