



Leveraging Social Media to Boost Oman's Tourism: A Comprehensive Analysis of Motivating and Inhibiting Factors

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Abstract

Social media platforms are among the most used platforms for travellers worldwide to share their travel experiences. Recently, Oman has also started gaining attention as a tourism destination, as people have begun sharing their travel experiences through photos, videos, and blogs on social media platforms. This presents an opportunity to utilize the potential of social media for promoting Oman's tourism industry. This research explores the motivating and inhibiting factors for people to share their travel experiences on social media platforms in Oman. The study is done in two stages. Firstly, the study employed the Interpretative phenomenological analysis (IPA) technique to identify these themes and then the Analytic Hierarchy Process (AHP) technique is utilized to prioritize. The findings revealed main themes and sub-themes related to motivating and inhibiting factors. Motivating factors are categorized into intrinsic and extrinsic motivations. On the other hand, inhibiting factors are divided into internal and external factors. The findings provide valuable recommendations for the Ministry of Heritage and Tourism (MOHT) and travel companies to enhance the tourism sector through strategic social media engagement. This research aligns with the goals of the National Tourism Strategy 2040, offering actionable insights for promoting Oman as a unique tourist destination.

Keywords: Oman Tourism; Motivating Factors; Inhibiting Factors; Social media platforms; Interpretative Phenomenological Analysis, Analytic Hierarchy Process

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