

Abstract

The current research study aims to examine the effectiveness of E-Word of mouth “the Impact of Social Media on Tourist’s Behavior toward Visiting Jordan’s Touristic Locations”. The sample of the study consisted of (301) individual who were reached through uploading the questionnaire online. Multiple Regression was used in order to analyze the data gathered from the questionnaire. The findings of the study indicated that generally social media and more specifically the EWOM influence the behavior of the tourist towards visiting touristic places in Jordan. This study examines the influence of (trust, innovation, envy, quality of information, and credibility) on the behavior of tourists towards visiting the Jordanian touristic sights specifically through the Arabic spring events. The most influencing variable of the chosen variables appeared to be envy. Further research is required here to examine the influence of social media on promoting and marketing religious place in Jordan. The claims of the influence of social media on the general behavior of tourists is drawn from the fact that many previous studies highlighted an influence of social media on customer behavior in general and in more than one sector inducing education, health, banking and commerce. The current study hypothesis that such influences of social media on the tourism sector within Jordan bearing in mind the role that this sector plays a key role in the GDP in Jordan.

Keywords: E-WOM – Social Media – Tourist behavior - customer reviews– technology effectiveness