ISRG JOURNAL OF HUMANITIES AND CULTURAL STUDIES (ISRGJHCS)

ISRG PUBLISHERS
Abbreviated Key Title: ISRG J Humanit Cult Stud
ISSN: 3048-5436 (Online)
Journal homepage: https://isrgpublishers.com/gjhcs/
Volume – I Issue-V (November-December) 2024
Frequency: Bimonthly

Promoting Moroccan Heritage: Evaluating the Effectiveness of @VisitMorocco's Instagram Strategy Based on Hardjana's Communication Metrics

Chaima Touloun[1*], Rachid Ed-dali[2]

[1] Chaima Touloun, Marrakech 40000 Morocco, Cadi Ayyad University, English department, https://orcid.org/0000-0001-8499-672X

[2] Chaima Touloun, Marrakech 40000 Morocco, Cadi Ayyad University, English department, https://orcid.org/0009-0000-8440-208X

| **Received:** 23.11.2024 | **Accepted:** 28.11.2024 | **Published:** 05.12.2024

***Corresponding author:** Chaima Touloun

Chaima Touloun, Marrakech 40000 Morocco, Cadi Ayyad University, English department, https://orcid.org/0000-0001-8499-672X

Abstract

Social media plays a crucial role in enhancing the visibility and appeal of tourist destinations. Through platforms such as Instagram, travelers can discover new and exciting places to visit, share their experiences, and provide recommendations to their followers. This study assesses the efficacy of the Instagram account @VisitMorocco, managed by the Moroccan National Tourism Office, in promoting Morocco as a tourist destination. The analysis centers around six crucial variables, namely message content, the receiver, format, communication channel, timeliness, and message source, as per Andre Hardjana's theory on communication effectiveness. The study analyzes various metrics, such as follower growth, engagement rates, and content quality, to evaluate the page's effectiveness in achieving its communication goals. The results demonstrate a high level of success in acquiring new followers but imply a decrease in active participation and communication. Suggestions are given to improve the content's relevancy and interactivity to establish more effective communication and engagement with the audience.

Keywords: Tourism promotion, social media, communication effectiveness, Instagram strategy

DOI: 10.5281/zenodo.14281987

1. Introduction

Tourism is a vital factor in driving the economic development of Morocco. In order to enhance the country's promotion, the tourism industry has implemented cutting-edge digital marketing tactics that emphasize its cultural variety, breathtaking landscape, and known hospitality (Chen, 2022). Social media, travel blogs, and online booking platforms have been employed to expand the reach and improve the visibility of Morocco as an appealing tourist destination (Zarrouk & Aidouni, 2023).

Social media platforms, websites, and online travel agencies have emerged as essential instruments for promoting Morocco as a tourist destination. Moroccan tourism institutions and companies have embraced a digital strategy to showcase the country's attractions and accelerate the booking process (Ennouari & Houssaini, 2023).

The advent of social media has revolutionized how travelers interact with locations, organize their journeys, and communicate their experiences (Xiang & Gretzel, 2010; Liu et al., 2020; Chu et al., 2020; Armutcu et al., 2023). Platforms such as Instagram provide a vast amount of user-generated visual content, which greatly influences how people perceive different destinations (Rahmawati et al., 2024). Instagram's visual character makes it an efficient medium for developing and distributing destination photographs, which influence tourists' tendency to visit (Fitri et al., 2023). Social media enables people to collaboratively share photographs, experiences, and meanings linked to cultural sites and artifacts (Page, 2013), facilitating what Ginzarly and Jordan Srour (2022) describe as "connective memory," where heritage is conveyed and evolves dynamically over time through digital engagement.

Social media user-generated content offers a unique perspective for understanding visitor experiences and behaviors at cultural sites (Xu et al., 2023; Han et al., 2018). It serves as a new form of 'word of mouth' promotion, allowing travelers to share their experiences and inspire others (Santi & Fadjar, 2020). Examining Social media accounts that intend to attract potential tourists can provide valuable insights into the popularity of a destination, the activities of visitors, and the ways people engage with and represent cultural heritage (Loke et al., 2022; Lange-Faria & Elliot, 2012; Huang, 2024). Social media has transformed online platforms into spaces for collaborative experiences where users collectively recall and assign significance to history, democratizing the understanding of heritage beyond expert opinions (Rahmawati et al., 2024).

Governments recognize the importance of creating and consolidating a strong and positive country brand image due to its ability to generate value (Zhou & He, 2024; Javed & Tučková, 2020). This has led to the implementation of policies specifically designed for this purpose. Traditionally, country brand management involves a strategic communication approach with two main objectives (Jeffries, 2007; Park et al., 2016). The first goal is to associate the country brand with positive attributes from various origins and natures and the second is to cultivate a favorable perception and attitude towards the country brand among tourists (Soler-Labajos & Jiménez-Zarco, 2016).

Recently, the concept of the country brand has emerged as a valuable strategic resource for nations (Dinnie, 2015; Ahmed et al., 2022). A country's name acts as a distinguishing factor, enhancing the perceived value of any product or service associated with it by representing its unique culture, traditions, and origins (Soler-Labajos & Jiménez-Zarco, 2016). Consequently, heritage institutions leverage social media to interact with the public and disseminate content effectively (Kubickova, 2016). However, preserving and archiving historical representations on these dynamic platforms pose challenges that require innovative methodological approaches for exploration and analysis (Zort et al., 2023). In the case of Morocco, as Zarrouk and Aidouni (2023) put it “the use of social media, travelblogs, and online booking platforms has helped reach a wider audience and enhance Morocco's visibility as an attractive tourist destination” (p. 2).

The primary objective of this study is to assess the efficacy of the @VisitMorocco Instagram feed as a tool for marketing tourism in Morocco. By applying Hardjana's theory of effectiveness, which includes six key indicators—content quality, audience engagement, format and visual appeal, communication channel efficiency, timeliness, and source credibility—this research aims to conduct a comprehensive evaluation of the page's performance.

The choice of Instagram as the focus of this study is strategic. It is one of the most popular media platforms among travelers (Guarda et al., 2020) and is also the preferred medium for brands because it is well-suited for promotion (Akmeşe, 2020). Its simple and practical interface facilitates the sharing of photos, videos, and carousels, making the user experience enjoyable. Instagram stands out for place branding and heritage documentation due to its emphasis on visual photo sharing, unlike other platforms like Facebook and Twitter which utilize various formats (Acuti et al., 2018). Furthermore, Instagram social media is characterized by its minimal occurrence of issues, resulting in the rapid dissemination of new information. This platform is comparable to other online media in terms of information currency. In addition, Instagram is highly user-friendly (Pradita & Yozani, 2023).

This study seeks to identify the strengths and weaknesses of the @VisitMorocco page, providing insights into its current state and potential areas for improvement. By analyzing the relationship between content strategy, audience interaction, visual presentation, platform utilization, posting regularity, and credibility, the research will yield strategic directions for optimizing digital tourism marketing efforts. The study will also offer practical recommendations for enhancing the page's performance, thereby maximizing its impact on promoting Moroccan tourism. Implementing these strategies will not only improve the @VisitMorocco page but also support broader tourism promotion initiatives, demonstrating the effective use of social media to engage audiences and promote destinations. Ultimately, this study aims to highlight effective strategies and innovative methods in digital tourism promotion, contributing to the sustainable development of tourism in Morocco.

The purpose of this article is to provide a complete review of the @VisitMorocco Instagram account utilizing Hardjana's communication effectiveness framework. The study begins with an extensive literature review that explores the role of social media in tourism promotion, with an emphasis on Instagram as a potent tool for visual storytelling and audience interaction. The methodology section follows the literature review and describes the quantitative research approach used, including how Hardjana's six indicators—content quality, audience engagement, format and visual appeal, communication channel efficiency, timeliness, and source credibility—are used to assess the effectiveness of the @VisitMorocco account. The findings section provides a full study of the Instagram page's performance using various indicators,

DOI: 10.5281/zenodo.14281987

accompanied by data visualizations and analytics. The discussion section evaluates the data, highlighting the strengths and limitations of the present social media strategy and making concrete ideas for improvement. Finally, the conclusion summarizes the study's significant findings and proposes options for further research.

The significance of this study lies in its potential to advance academic understanding of digital tourism marketing and heritage communication. This study bridges the gap between theory and practice by applying a theoretical framework to a real-world social media account, revealing useful insights into effective tourism communication techniques. The findings can help tourist boards and marketers make better strategic decisions about how to use social media platforms to engage people and promote their destinations. Furthermore, this study contributes to the expanding body of literature on the impact of social media on tourism by providing a case study that identifies best practices and areas for improvement. This benefits Morocco's long-term tourist development and provides a model that can be replicated and used by other destinations looking to use social media for tourism marketing.

2. Literature review

Over the past decade, the rapid advancement of the internet, particularly social media, has presented new opportunities and challenges for country brand management (Buhalis & Park, 2021). These platforms enable richer media interactions and extend their reach, facilitating more profound connections with consumers (Thackeray et al., 2008). Social media platforms have revolutionized the way nations manage their brands, enabling more dynamic and engaging content that connects with global audiences (Buhalis & Park, 2021).

The digital tourism strategy of Morocco is a comprehensive approach that seeks to utilize advanced technology to improve the attractiveness of the country as a leading travel destination (Loux, 2023, Badri & Hmioui, 2021). The Moroccan National Tourism Office (MNTO) has placed a high priority on digital transformation to expand its reach and actively involve potential visitors through a range of online platforms (Mouhib et al., 2023). This approach encompasses the creation and dissemination of authorized tourism websites, a dynamic presence on social media platforms, and partnerships with influential individuals and travel bloggers. The objective is to produce captivating digital material that highlights Morocco's abundant cultural history, breathtaking landscapes, and varied tourist sites, with the aim of enticing and maintaining foreign tourists (Moroccan National Tourism Office, 2023). As Zarrouk and Aidouni (2023) state, “To promote the country, the tourism sector has adopted innovative digital marketing strategies highlighting its cultural diversity, breathtaking landscapes, and legendary hospitality. Social media, travel blogs, and online booking platforms have been utilized to reach a wider audience and enhance Morocco’s visibility as an attractive tourist destination” (p. 1).

An essential element of this strategy is the exploitation of social media sites like Instagram, Facebook, and Twitter to generate and distribute captivating content. The MNTO's Instagram feed, @VisitMorocco, demonstrates this endeavor by consistently sharing superior photographs and videos that showcase the distinctive encounters offered by the country. The page endeavors to establish a robust online community of Morocco enthusiasts by utilizing popular hashtags such as #Moroccanheritage and actively engaging with followers through comments and shares. Rahmawati et al. (2024) assert that user-generated content is promoted to cultivate a feeling of community and genuineness, enabling travelers to express their personal experiences and narratives (p. 89). This not only enhances the advertising of Morocco as a tourism destination but also amplifies the credibility and outreach of the promotional content. Due to the rapid progress of digital technology, most government organizations have used social media platforms as a way of communication with the public (Pradita & Yozani, 2023).

Nation branding has become an essential aspect of international competition, as countries strive to enhance their global reputation and attract investment, tourism, and skilled workers (Avraham, 2020). Some scholars also describe this concept as a type of "soft power" (Nye Jr, 2004; Dinnie, 2015). Zarrouk and El Aidouni explain thatZarrouk and El Aidouni ourism is essential to Morocco's economic development. To enhance the country's appeal, the tourism industry has implemented creative digital marketing strategies emphasizing Morocco's cultural richness, stunning scenery, and renowned hospitality. pitality. “Social media, travel blogs, and online booking platforms have been utilized to reach a wider audience and enhance Morocco’s visibility as an attractive tourist destination” (Zarrouk & El Aidouni, 2023, p. 1). In current times, national branding is critical. Governments have engaged in brand-building activities over time, with the effective use of soft power as a fundamental component (Krishnan et al., 2023).

Building on these efforts, digitalization is a fundamental component of the strategic Vision 2030, aimed at increasing the visibility of the tourism offering (El Aouami & Louhmadi, 2020). Recognizing its importance, the Moroccan National Tourism Office has expanded its digital platforms to highlight tourism products and services (Hattani & Khoumssi, 2020). They have established a website and various social media pages. The primary objective is to promote the Morocco brand and ensure its visibility beyond the country's borders, aligning with Morocco's goal to become one of the top 20 tourist destinations (Mouhib et al., 2023).

Instagram is a prime example of new media, available on Android, iOS, and Windows Phone (Green et al., 2018). This application offers features for capturing, recording, editing, and sharing photos and videos. The name "Instagram" combines "insta," referring to instant photos from Polaroid cameras, and "gram," from telegram, indicating quick, widespread information dissemination. Thus, Instagram is an information-sharing platform that allows users to post photos and videos and includes features like stories, reels, and direct messages (Herlina & Dewi, 2017). “Given that Instagram has been widely used by the general population that spends a lot of time online, it can be concluded that Instagram is a good source of information and promotion, which should be valued. It is one of the main sources of inspiration when choosing a travel destination” (Tešin et al., 2022, p. 76). Furthermore, the visual content on Instagram adds to the building of the brand and the favorable image of a destination, which is undoubtedly one of the elements affecting the choice of travel destination (Iglesias-Sánchez et al., 2020).

3. Methodology

This study employs a quantitative research methodology with a descriptive approach. The aim of such research is to provide a

DOI: 10.5281/zenodo.14281987

systematic, factual, and accurate depiction of the existing phenomena. To address the issues observed in the phenomena, data collected is analyzed and processed using theoretical frameworks and software applications. This process yields results that inform decision-making (Apuke, 2017).

Hardjana's approach evaluates the effectiveness of social media communication through six indicators: content quality, audience engagement, format and visual appeal, communication channel efficiency, timeliness, and source reliability (Hardjana, 2016). Content quality assesses the relevance and informativeness of posts, while audience engagement measures interactions such as likes, comments, and shares. Format and visual appeal focus on aesthetic presentation and communication channel efficiency to evaluate how effectively Instagram is used for heritage promotion. Timeliness considers posting regularity and timing, while source credibility examines the trustworthiness of the shared content.

This study will rigorously analyze these indicators to uncover the strengths and weaknesses of current digital representations of Moroccan heritage on Instagram. This approach aligns with findings from other studies that emphasize the importance of social media in heritage communication and tourism promotion (Rahmawati, 2024). The insights gained will enhance the understanding of digital heritage communication, facilitating sustainable tourism development and cultural appreciation through innovative social media strategies.

By critically evaluating the @VisitMorocco Instagram page, this research will provide valuable insights into its effectiveness as a tool for heritage communication and tourism promotion. The practical recommendations derived from this study will help optimize digital strategies for promoting cultural heritage, ultimately contributing to the sustainable growth of tourism in Morocco.

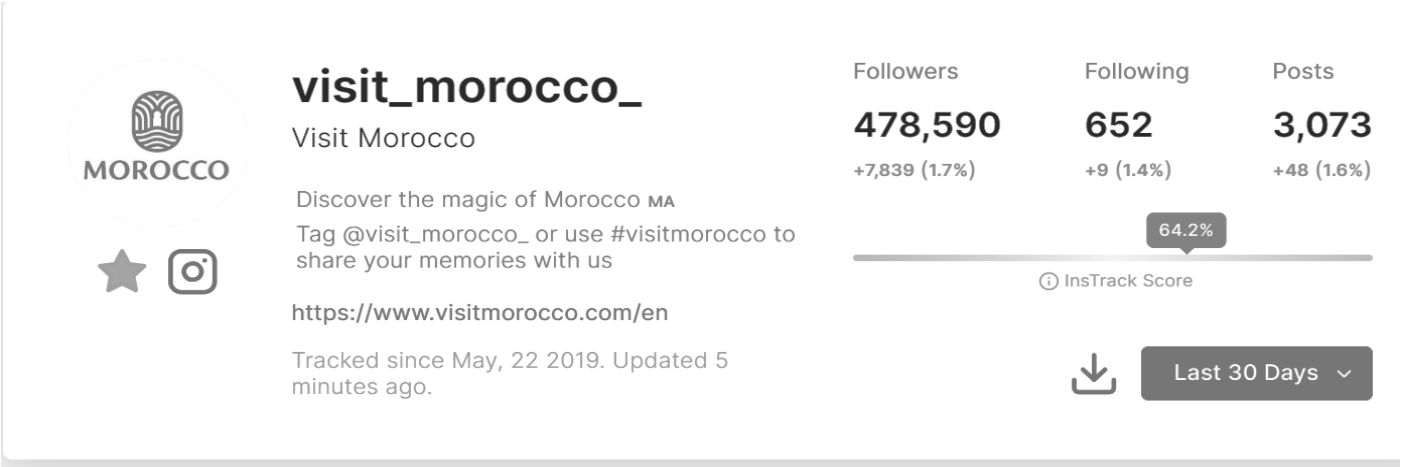
4. Results

In his book "Communication Audit," Andre Hardjana outlines the concept of communication effectiveness through six key indicators: message content, receiver, format, communication channel, timeliness, and message source. According to Hardjana, communication is considered effective when the conveyed information is reciprocally responded to by both the communicator and the communicant, aligning with the intended objectives. To deem a communication interaction effective, it is essential to measure its effectiveness for further evaluation. This measurement also aims to determine how much the planned goals have been achieved (Pradita & Yozani, 2023).

The Instagram page @VisitMorocco was created by the Moroccan National Tourism Office (MNTO) in December 2015 and was verified in September 2019. The MNTO is an institution with the primary goal of promoting and marketing Morocco as a destination. As stated by the MNTO, “It is an institute whose goal is ensuring the promotion and marketing of Morocco as a destination” (Moroccan National Tourism Office, 2024, para. 2). It plays a crucial role in the Moroccan National Tourism Office's digital marketing strategy, aiming to showcase Morocco's rich cultural heritage and tourism destinations. The most recent update shows the page has 478,590 followers. This number represents a consistent growth of 7,839 followers (1.7%) in the last 30 days. The increase in user growth suggests a growing interest and active involvement of users with the content shared by @VisitMorocco.

Figure 1

Overview of @VisitMorocco Instagram Page Metrics



Note. Data retrieved from @VisitMorocco Instagram page via InTrack, as of May 22, 2024

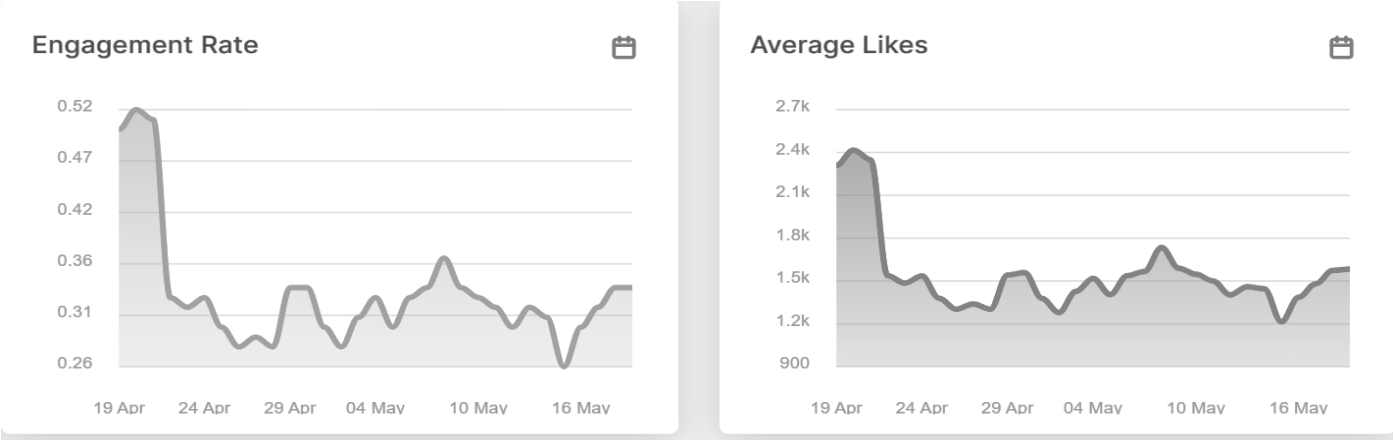
According to Figure 1, the page currently follows 652 accounts, showing a growth of 9 accounts (1.4%) during the same period. This suggests a proactive approach to interact with other users and content creators. The account has 3,073 posts and is consistently active on Instagram. In the past 30 days, it has added 48 new posts, which accounts for 1.6% of its total postings. The statistics emphasize the page's dynamic nature, as it consistently produces new content to engage and maintain its audience.

The data presented demonstrates the page's strong online presence and its strategic utilization of Instagram to promote Morocco as a top tourism destination. This preliminary analysis establishes the foundation for a more thorough evaluation of the efficacy of the @VisitMorocco Instagram page, employing Hardjana's six criteria for gauging communication effectiveness: the caliber of the content, the level of engagement from the audience, the format, and visual attractiveness, the efficiency of the communication channel, the timeliness of the posts, and the credibility of the source. This analysis aims to offer valuable insights into the effectiveness of the page in promoting Moroccan tourism and recommend potential areas for improvement.

DOI: 10.5281/zenodo.14281987

Figure 2

Engagement rate of the audience



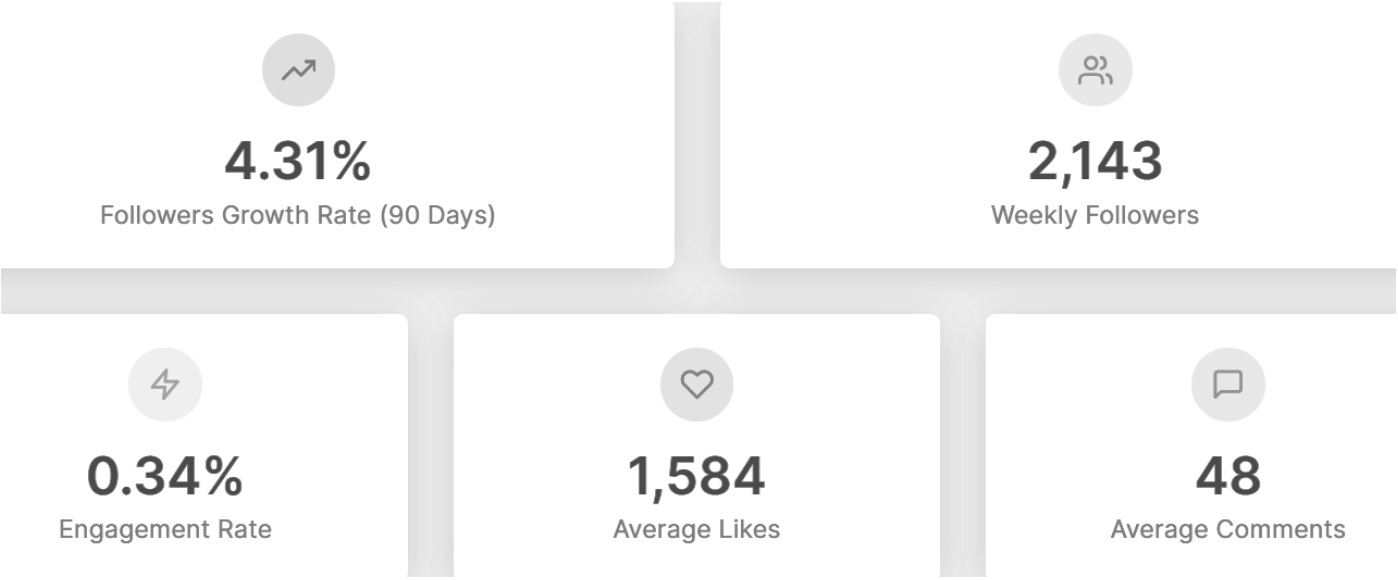
Note. Data retrieved from @VisitMorocco Instagram page via InTrack, as of May 22, 2024

The Instagram page @VisitMorocco experienced notable variations in both engagement rate and average likes during the investigated timeframe from April 19th to May 16th. At first, the engagement rate is significantly high at 0.51, but it then decreases rapidly, reaching a stable level of around 0.27 by May 4th. It then slightly improves to approximately 0.31 by May 16th. This variance implies possible discrepancies in the efficacy of the published content. Hardjana's hypothesis suggests that effective communication necessitates the message content to resonate with the audience. However, it appears that this resonance happens infrequently in this context (Hardjana, 2016). The first high engagement rate suggests that the early content was captivating and fulfilled the audience's expectations. However, the subsequent decline indicates that there may have been a decrease in the quality or relevancy of the information, or a mismatch with the interests of the audience throughout this time.

Similarly, the average number of likes per post demonstrates a decreasing pattern, starting at roughly 2.4k on April 19th and dropping to approximately 1.2k by May 4th. There was a slight improvement to around 1.6k by May 16th. The significance of upholding outstanding visuals and captivating forms on Instagram, a visual network, is emphasized by this trend. The decrease in average likes indicates that the material may not have consistently attracted the audience, which aligns with Hardjana's emphasis on the significance of the message structure and communication channel (Hardjana, 2016). The decreasing metrics suggest that although the Instagram page first achieved success in attracting audience interest, it encountered difficulties in maintaining this level of interaction over time. This emphasizes the necessity for ongoing adjustment and enhancement of content strategies to align with audience preferences and uphold elevated levels of engagement.

Figure 3

Follower Growth and Following Trends of @VisitMorocco Instagram Page



Note. Data retrieved from @VisitMorocco Instagram page via InTrack, as of May 22, 2024

The supplementary information offered on @VisitMorocco's Instagram performance provides extra insights into the page's overall effectiveness in captivating and enlarging its audience. The rate of growth in followers over a period of 90 days is 4.31%, suggesting a consistent and gradual

DOI: 10.5281/zenodo.14281987

increase in the size of the audience. This indicates that the page has been successful in obtaining new followers, most likely due to the efficient use of hashtags, partnerships, and promotional strategies. The consistent increase of 2,143 new followers every week demonstrates the sustained growth of the page and suggests that it is successfully engaging and attracting a wider range of viewers. Hardjana's theory suggests that the rise can be linked to the use of effective communication channels and message content that strongly appeal to potential tourists (Hardjana, 2016).

Figure 4

Weekly Posting Frequency and Engagement Ratios of @VisitMorocco Instagram Page

Note. Data retrieved from @VisitMorocco Instagram page via InTrack, as of May 22, 2024

The conclusive data presented on @VisitMorocco's Instagram performance enhances the study by emphasizing the frequency of posts and indicators related to user interaction. The account maintains a regular content strategy by averaging 13 weekly posts, which helps to ensure visibility and interaction. Maintaining a consistent publishing schedule is essential for keeping the audience engaged and ensuring that the content stays alive in the minds of followers. This aligns with Hardjana's emphasis on the significance of timely communication (Hardjana, 2016).

The followers' ratio of 734.0 signifies a well-balanced relationship between the number of followers and the number of accounts followed. This suggests that the account has a wide reach compared to its network. Having a larger follower-to-following ratio is crucial for maximizing the impact of posts since it is generally associated with increased perceived trustworthiness and authority. In addition, the comments ratio of 3.05, while not significant, indicates that there is a certain degree of interaction and conversation occurring on the postings. Hardjana's study argues that effective communication is characterized by reciprocal responsiveness between the communicator and the communicant. This interaction serves as a positive indicator of engagement, even if it is at a relatively low level (Pradita & Yozani, 2023). To further improve this, the content strategy might be modified to promote more active involvement and conversation among followers, perhaps resulting in higher rates of interaction and increased average comments.

5. Discussion

The presented figures together provide a comprehensive perspective of @VisitMorocco's Instagram performance. The continuous increase in followers and the significant weekly addition of new followers highlight the success of the page's efforts to reach out and engage with its audience. Nevertheless, the diminished rate of interaction and the average number of likes emphasize a disparity between the ability to acquire followers and the capacity to engage them profoundly. Based on Hardjana's communication efficacy indicators, the message content and communication channels effectively capture attention. However, enhancements in the format and interaction components are required to fully achieve the communication objectives (Pradita & Yozani, 2023).

The consistent frequency of posts and the balanced ratio of followers imply a strategic and stable basis for future growth. However, the comparatively low percentage of comments and engagement metrics indicate that additional efforts are required to cultivate a more dynamic and participating community. To promote overall engagement, it is beneficial to increase the relevance of the material, utilize interactive formats, and make use of timely posts that align with the audience's interests and current trends. To summarize, although @VisitMorocco shows efficacy in certain aspects, it is crucial to prioritize enhancing active engagement and optimizing content methods to achieve a greater level of communication effectiveness, as suggested by Hardjana's theory.

Furthermore, a concise summary of the content provided by @VisitMorocco offers an additional understanding of its promotional strategies, in addition to the data already mentioned. The Instagram page predominantly showcases aesthetically pleasing visuals, including photographs and videos that highlight the different landscapes, cultural history, historical landmarks, and traditional cuisine of Morocco. Posts frequently showcase renowned tourist locations like Marrakesh, Fes, and the Sahara Desert, while also emphasizing distinctive experiences such as camel rides, traditional Moroccan festivals, and local crafts.

The content is carefully selected to attract potential tourists by highlighting the country's picturesque landscapes and diverse cultural activities, in line with the objective of presenting Morocco as an appealing travel destination. Although the visuals are captivating, there seems to be a lack of posts that promote direct engagement, such as polls, question prompts, or user-generated content features. This pattern could potentially account for the discrepancy between the significant rise in followers and the relatively low levels of engagement. Using more interactive content forms can facilitate increased audience participation and generate meaningful dialogue.

6. Conclusion

The use of digital technologies and the internet in the tourist business is transforming the worldwide travel environment. In the case of Morocco, which is known for its rich cultural legacy, various landscapes, and historical significance, Online platforms are critical to increasing the country's exposure and accessibility as a tourist destination (Ennouari & Houssaini, 2023).

DOI: 10.5281/zenodo.14281987

After analyzing the metrics provided, it can be concluded that the Instagram page @VisitMorocco shows a combination of performance levels based on Hardjana's communication effectiveness indicators. The page has robust performance in terms of follower growth, with a consistent rise in the number of followers and a substantial weekly gain in followers. This suggests that the content of the message and the methods used for communication are successful in drawing in new users, which is a favorable indication of the page's efforts to reach out to a wider audience. Nevertheless, the engagement rate and average likes per post indicate a distinct perspective on effectiveness, demonstrating a comparatively limited degree of active participation from the followers.

The regularity of posting, with an average of 13 posts per week, demonstrates a diligent commitment to keeping the audience engaged with frequent updates. However, the low comments ratio and overall engagement rate indicate that the content may not be effectively connecting with the audience or generating enough interaction. Hardjana's theory posits that efficient communication necessitates a reciprocal reaction from both the sender and receiver, which appears to be absent in this particular instance (Pradita & Yozani, 2023). The disparity between the increase in followers and the level of active participation suggests a requirement for more captivating and interactive material that aligns more effectively with the audience's expectations and preferences.

It is clear that while the page thrives at acquiring new followers with visually appealing and culturally rich content, it struggles to encourage meaningful engagement and active interaction among its audience. The page's continual growth in follower counts, as well as its regular posting schedule, demonstrate its commitment to maintaining a vibrant presence. However, the low engagement rates and limited participation in the form of comments show that the information is not resonating as planned.

Hardjana's communication effectiveness metrics offer a suitable foundation for assessing the performance of @VisitMorocco. The page has good points in terms of message content and communication channel efficiency, as indicated by the continuous increase in followers and regular updates. However, the low levels of audience engagement and involvement highlight the need for more compelling and interactive content that promotes reciprocal connection.

7. Suggestions

Ultimately, although @VisitMorocco succeeds in captivating new followers with its aesthetically pleasing and culturally immersive content, it fails to generate meaningful interaction and active involvement from its audience. The webpage successfully showcases Morocco's scenic vistas, cultural legacy, and tourism destinations, fulfilling its goal of attracting prospective tourists. Nevertheless, to better conform to Hardjana's criteria for effective communication, the page should prioritize improving the significance and attractiveness of its content by integrating more interactive forms and utilizing timely articles that strongly resonate with current trends and the interests of the audience. By focusing on these specific areas, the page can enhance its overall efficacy, guaranteeing that the transmitted content is not only understood but also actively responded to, thereby fulfilling its intended communication objectives more thoroughly.

To increase the efficiency of @VisitMorocco in promoting Moroccan heritage and tourism, it is recommended that more engaging and interactive postings are created. This could include user-generated material, interactive polls, and real-time engagement activities that are relevant to current trends and audience interests. This allows the page to not only attract new followers but also establish a more engaged and active community, thereby accomplishing its communication aims and contributing to Morocco's long-term tourism growth.

DECLARATIONS

Author Contributions: All authors have read and approved the published on the final version of the article.

Conflicts of Interest: The authors declare no conflict of interest.

Data Availability Statement: the data supporting the results reported in this study are available upon request from the corresponding author.

References

1. Acuti, D., Mazzoli, V., Donvito, R., & Chan, P. (2018). An Instagram content analysis for city branding in London and Florence. *Journal of Global Fashion Marketing*, *9*(3), 185-204. DOI: https://doi.org/10.1080/20932685.2018.1463859
2. Ahmed, G., Abudaqa, A., Jayachandran, C., Limbu, Y., & Alzahmi, R. (2022). Nation branding as a strategic approach for emerging economies: The case of UAE. In *Marketing Communications and Brand Development in Emerging Economies Volume I: Contemporary and Future Perspectives* (pp. 41-57). Cham: Springer International Publishing. DOI: https://doi.org/10.1007/978-3-030-88678-3_3
3. Akmeşe, Z. (2020). Social Networks: The New Medium of Advertising–Instagram Case. In *New Media and Visual Communication in Social Networks* (pp. 223-232). IGI Global. DOI: 10.4018/978-1-7998-1041-4.ch013
4. Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta psychologica*, *240*, 104025. DOI: https://doi.org/10.1016/j.actpsy.2023.104025
5. Avraham, E. (2020). Nation branding and marketing strategies for combatting tourism crises and stereotypes toward destinations. *Journal of Business Research*, *116*, 711-720. DOI: https://doi.org/10.1016/j.jbusres.2018.02.036
6. Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. Deleted Journal, 6(11), 40–47. https://doi.org/10.12816/0040336
7. Badri, H., & Hmioui, A. (2021). Smart Tourism Destination Competitiveness: The Exploitation of the Big Data in Morocco. *The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences*, *46*, 259-265. DOI:https://doi.org/10.5194/isprs-archives-XLVI-4-W5-2021-259-2021, 2021
8. Buhalis, D., & Park, S. (2021). Brand management and cocreation lessons from tourism and hospitality: introduction to the special issue. *Journal of Product & Brand Management*, *30*(1), 1-11.

DOI: 10.5281/zenodo.14281987

9. Chen, T. S. (2022). The Transformation Opportunity of Tourism after COVID-19. *Theoretical Economics Letters*, 12(03), 916–923. https://doi.org/10.4236/tel.2022.123049
10. Chu, S. C., Deng, T., & Cheng, H. (2020). The role of social media advertising in hospitality, tourism and travel: a literature review and research agenda. *International Journal of Contemporary Hospitality Management*, *32*(11), 3419-3438. DOI: https://doi.org/10.1108/IJCHM-05-2020-0480
11. Dinnie, K. (2015). *Nation branding: Concepts, issues, practice*. Routledge. El Aouami, C., & Louhmadi, A. (2020). Structural competitiveness of the tourism sector in Morocco. *European Journal of Business and Management Research*, *5*(5). DOI: 10.24018/ejbmr.2020.5.5.566
12. Ennouari, A., & Houssaini, K. (2023). Enhancing E-Tourism Business Language Proficiency: A Moroccan Perspective. *Journal for Research Scholars and Professionals of English Language Teaching*, 7(40). https://doi.org/10.54850/jrspelt.7.40.004
13. Fitri, F. R., Februadi, A., Elisabeth, V., & Yuardani, A. M. (2023). Influence of Instagram Social Media Marketing as a Promotional Means to Increase Intentions to Visit Tourist Destinations. *Journal of Marketing Innovation*, 3(2). https://doi.org/10.35313/jmi.v3i2.70
14. Ginzarly, M., & Jordan Srour, F. (2022). Social Media and Heritage: The Role of Digital Platforms in Promoting Cultural Sites. *Journal of Cultural Heritage Management and Sustainable Development*, *12*(3), 295-310.
15. Green, D. D., Martinez, R., Kadja, A., Evenson, L., MacManus, L., & Dirlbeck, S. (2018). In a World of social media: A case study analysis of instagram. *American Research Journal of Business and Management*, *4*(1), 1-8.
16. Guarda, T., Lopes, I., Victor, J. A., & Vázquez, E. G. (2020). User behavior: The case of instagram. In *Marketing and Smart Technologies: Proceedings of ICMarkTech 2019* (pp. 38-48). Springer Singapore. DOI: https://doi.org/10.1007/978-981-15-1564- 4_5
17. Han, W., McCabe, S., Wang, Y., & Chong, A. Y. L. (2018). Evaluating user-generated content in social media: an effective approach to encourage greater pro-environmental behavior in tourism?. *Journal of Sustainable Tourism*, *26*(4), 600-614. DOI:https://doi.org/10.1080/09669582.2017.1372442
18. Hardjana, A. (2016). Effectiveness of Social Media Communication: Evaluating Tourism Promotion Strategies. *International Journal of Tourism Research*, *18*(4), 371-382.
19. Hattani, H. A., & Khoumssi, K. (2020). The Role of New Media in Travel and Tourism Industry in Morocco: Customers' Attitudes. *Journal of Media Research*, *13*(2), 111-128.
20. Herlina, H., & Dewi, R. R. (2017). Flashcard media: The media for developing students understanding for english vocabulary at elementary school. *Ijer-Indonesian Journal of Educational Review*, *4*(1), 116-128. DOI: https://doi.org/10.21009/IJER.04.01.11
21. Herman, J., Walker, C., & Butow, E. (2019). *Instagram for dummies*. John Wiley & Sons.
22. Huang, Y. C. (2024). The roles of social media and mutual relationships between travel attitudes and brand equity. *Asia Pacific Journal of Marketing and Logistics*, *36*(2), 390-407. DOI: https://doi.org/10.1108/APJML-02-2023-0108.
23. Iglesias-Sánchez, P. P., Correia, M. B., Jambrino-Maldonado, C., & De Las Heras-Pedrosa, C. (2020). Instagram as a Co-Creation Space for Tourist Destination Image-Building: Algarve and Costa del Sol Case Studies. *Sustainability*, 12(7), 2793. https://doi.org/10.3390/su12072793
24. Javed, M., & Tučková, Z. (2020). The role of government in tourism competitiveness and tourism area life cycle model. *Asia Pacific Journal of Tourism Research*, *25*(9), 997-1011. DOI: https://doi.org/10.1080/10941665.2020.1819836
25. Jeffries, D. (2007). *Governments and tourism*. Routledge.
26. Krishnan, S., Chatterjee, D., & Vasist, P. N. (2023). Rethinking Nation Branding in the Post-pandemic, Post-truth Era. In Palgrave studies in marketing, organizations and society (pp. 55–91). https://doi.org/10.1007/978-3-031-36589-8_5
27. Kubickova, M. (2016). The role of government in tourism: Linking competitiveness, freedom, and developing economies. *Czech Journal of Tourism*, *5*(2), 73-92. DOI: https://doi.org/10.1515/cjot-2016-0005
28. Lange-Faria, W., & Elliot, S. (2012). Understanding the role of social media in destination marketing. *Tourismos*, *7*(1), 193-211. DOI: https://doi.org/10.26215/tourismos.v7i1.264
29. Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2020). The roles of social media in tourists' choices of travel components. *Tourist studies*, *20*(1), 27-48. DOI: https://doi.org/10.1177/1468797619873107
30. Loke, Y. H., Chang, S., & Pillai, K. (2022). Instagram Geotags as a Tool for Cultural Heritage Management. *Tourism Management*, *88*, 104404.
31. Loux, K. (2023). Morocco case study: Using ICTs in Rural Tourism. *International Journal of Cultural and Digital Tourism. https://iacudit. org/journal/volumes/v9/v9_20-24. pdf*.
32. Montero, A. A., Sales, L. H., Idrissi, M. Y., & López-Sánchez, J. A. (2023). Web accessibility and inclusivity of tourist destinations at social media management. An intercultural analysis of Andalusia and Northern Morocco. *Universal Access in the Information Society*, 1-17. DOI: https://doi.org/10.1007/s10209-023-01020-y
33. Moroccan National Tourist Office. (2024). The Moroccan National Office of Tourism around the world. DOI: https://www.visitmorocco.com/en/moroccan-national-tourist-office
34. Mouhib, H., Alaoui Fennane, M. M., & Lahiala, A. (2023, November 6). COMMUNICATION TOURISTIQUE DIGITALE ENTRE INEGALITES TOURISTIQUES ET EQUILIBRE REGIONALE. *Conhecimento & Diversidade*, *15*(39), 368–388. DOI :https://doi.org/10.18316/rcd.v15i39.11149
35. Nye, J. S. (2004). Soft Power and American Foreign Policy. *Political Science Quarterly*, *119*(2), 255-270. DOI: https://doi.org/10.2307/20202345

DOI: 10.5281/zenodo.14281987

36. Page, R. E. (2013). *Stories and social media: Identities and interaction*. Routledge. DOI : https://doi.org/10.4324/9780203148617
37. Park, J. H., Lee, C., Yoo, C., & Nam, Y. (2016). An analysis of the utilization of Facebook by local Korean governments for tourism development and the network of smart tourism ecosystem. *International Journal of Information Management*, *36*(6), 1320-1327. DOI: https://doi.org/10.1016/j.ijinfomgt.2016.05.027
38. Pradita, D. A., & Yozani, R. E. (2023). The effectiveness of the Instagram account @Pariaman.tourism as a media of tourism information and promotion in Kota pariaman. *Media Wisata*, *21*(2), 197–206.DOI: https://doi.org/10.36276/mws.v21i2.371
39. Rahmawati, A., Tutiasri, R., & Febriyanti, S. (2024). Curating culture: Instagram and the visual representation of heritage tourism in Surabaya. *Deleted Journal*, *8*(1), 082–091. DOI: https://doi.org/10.25139/jsk.v8i1.6785w
40. Santi, I. N., & Fadjar, A. (2020). *The Function of Social Media as a Promotion Tool for Tourism Destinations*. https://doi.org/10.2991/aebmr.k.200410.020
41. Social Media Trends Report. (2024). Retrieved from https://hootsuite.widen.net/s/mgqjjznhsx/hootsuitesocialtrends2024_report_en on June 30th, 2024
42. Soler-Labajos, N., & Jiménez-Zarco, A. I. (2016). Social CRM: The role of social media in managing customer relations. In *Managing public relations and brand image through social media* (pp. 134-159). IGI Global. DOI: 10.4018/978-1-5225-0332-3.ch008
43. Tešin, A., Pivac, T., Besermenji, S., & Obradović, S. (2022). Exploring the influence of Instagram on travel destination choice. *The European Journal of Applied Economics*, 19(1), 66–80. https://doi.org/10.5937/ejae19-33584
44. Thackeray, R., Neiger, B. L., Hanson, C. L., & McKenzie, J. F. (2008). Enhancing promotional strategies within social marketing programs: Use of Web 2.0 social media. *Health Promotion Practice, 9*(4), 338–343.DOI: https://doi.org/10.1177/1524839908325335
45. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism management*, *31*(2), 179-188. DOI : https://doi.org/10.1016/j.tourman.2009.02.016
46. Xu, H., Cheung, L. T., Lovett, J., Duan, X., Pei, Q., & Liang, D. (2023). Understanding the influence of user-generated content on tourist loyalty behavior in a cultural World Heritage Site. *Tourism Recreation Research*, *48*(2), 173-187. DOI : https://doi.org/10.1080/02508281.2021.1913022
47. Zarrouk, I., & El Aidouni, A. (2023). The Digital Marketing Practiced by the Moroccan Tourism Sector: National-scale Communication Actions and Environmental Management. *E3S Web of Conferences*, *412*, 01035. DOI: https://doi.org/10.1051/e3sconf/202341201035
48. Zhou, J., & He, W. (2024). Local government media promotion to city image and travel intention: the moderating effect of tourism experience. *International Journal of Tourism Policy*, *14*(1), 70-90. DOI: https://doi.org/10.1504/IJTP.2024.135437
49. Zort, A., Karabacak, E., Öznur, E., & Dağlı, G. (2023). Sharing of cultural values and heritage through storytelling in the digital age. Frontiers in Psychology, 14. DOI:https://doi.org/10.3389/fpsyg.2023.1104121

DOI: 10.5281/zenodo.14281987