Tourists' Insights of Saudi Arabian E-Marketing Policy Promoting E-Trust & Auxiliary Role of Online Destination Image

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Abstract:

The Kingdom of Saudi Arabia is shifting from an oil economy to a clean-energy economy and promoting tourism market and industrial ventures as Vision 2030, providing depth to Paris Agreement 2015. UN, World Tourism Organization (UNWTO) stated that the global gross domestic product in 2020 was estimated to be about $85.97 trillion. Whereas the global Tourism market contribution to global GDP is valued at $10.5 Trillion in 2022, the global tourism market is projected to mature at a CAGR of 5% for the next 10 years. By the end of this estimate in 2032, analysts expect the tourism market size would be worth $17.1 Trillion. According to Statista (2022), the global travel and tourism market industry contributed approximately $7.7 trillion to the global economy in 2019. This paper examines the role of e-marketing policy on e-trust. Moreover, the study examines the mediating role of online destination image of E-marketing policy and E-trust. The data was collected from the tourists residing in Saudi Arabian hotels

through a questionnaire. Purposive sampling was utilized as a sampling technique. On a valuable sample of 280, the "partial least square-structural equation modeling (SEM)" technique was employed. The findings revealed that E-marketing policy significantly affects E-trust and destination Image. Furthermore, online destination images mediate the relationship between E-marketing policy and E-trust. The findings are beneficial for the leading tourism companies and legislators.

Keywords: E-marketing Policy, E-Trust Online Image, Tourism market.

Introduction:
1. Kingdom's Sustainable Tourism Market Initiative 2030
1.1 *Rethinking 'urban tourism market in Saudi Arabian Context*

The tourism market and hospitality industry craft an inflow of tourists; generates local and foreign income, triggers employment and investments prospects, stimulates positive change and economic growth (Comerio & Strozzi, 2019; MOT, 2020: UNEP, 2020; WTTC, 2021). The tourism market also addresses social security and improvement. The tourism market industry also alleviates socio-economic deficiencies such as redundancy and inequality by providing opportunities for social values improvements. In addition, projected to be a vibrant initiative for the United Nations 2030 global Agenda to promote sustainable tourism market as an alternative to oil economies. Saudi Arabian Vision 2030 provides depth to 'Paris Agreement' and amply replicates the UN 2030 Initiative. The Saudi

Arabian Government is vigorously promoting and heavily investing to benchmark in the tourism market and hospitality sector as it has been the oldest occupation of the Kingdom. Saudi ministry of tourism (MOT) is rigorously employing the policy to promote sustainable tourism market as vision 2030 (Boley et al., 2017; Grilli et al., 2021; Sheppard & Fennell, 2019). It is well established fact that the tourism market and hospitality industry is a critical commercial corridor, which offers kingdom and neighboring region with economic and social entrepreneurial ventures development as an economic relief (De Bruyn et al., 2018). Report by GlobeNewswire, Statista. (2022) the Saudi Arabia outbound tourism market generated $10.86 billion in 2021 and is expected to generate $25.49 billion from international tourism market in 2027. Statista also provides statistics and facts about the tourism market industry in Saudi Arabia.

While the positive effect of tourism market commonly offsets the negative impact, nevertheless poorly devised policies and tourism market practices may lead to trivial negative effects. For that reason, policy origination, predominantly in the tourism market and hospitality industry, is an exceedingly pertinent and expressive matter. A narrow focus is required while building policy as tourism market and hospitality industry is complex in nature, with frequent changing and interlinked complexities. The onset of COVID-19 pandemic besides many lessons, it amplified the critical role of adequate resources and rounded government policy related to

sustainable tourism market and hospitality (Khalid et al., 2021; Kuˇsˇcer et al., 2022; Sigala, 2020, Sharma et al., 2022). As a result, operative public policy initiation and employment appears obligatory to restore and maintain confidence among tourism market and hospitality investors and revitalize the tourism market sector (MOT, OECD, WTTO, 2020). In spite of the social and economic application of policies, there is an inadequate understanding of public policies' employment to the tourism market and hospitality industry (Shao et al., 2021).

The Kingdom of Saudi Arabia is shifting from an oil economy to a clean-energy economy and promoting tourism market as Saudi Vision 2030, providing depth to Paris Agreement 2015. The UN World Tourism market Organization (UNWTO) stated that the global gross domestic product in 2020 was estimated to be about $85.97 trillion. *The Kingdom of Saudi Arabia reached gross domestic product (GDP) growth of 8.7%, referring to the government report stating that total GDP surpassed $1 trillion in 2022 (GASTAT— 2022). Saudi Arabian General Authority for Statistics (GASTAT) reported growth rate stands as a record of the decade.* The statistics agency attributed this record progress of GDP to $1 trillion; the country's increased economic industry broadening in various fields and reducing the reliance on fossil-fuel exports, supporting the country's 2030 vision. WTTC, (2021),

World Travel & Tourism market Council, recorded international tourism market industry, bagged 1.5 billion tourists and contributed 10% of global GDP and 8% of global carbon footprint emissions in 2019; now tourism market Industry is faced with the various challenges of ensuring progress and innovation, yet actively contributing towards net-zero emissions goals by enthusiastic interest in decarburization policy and practice (WTTC, 2021).The international tourism market industry experiencing climate change challenges when it comes to decarburization, as highlighted by a November 2021 report from the World Travel & Tourism Council (WTTC), in partnership with the UN Environment Program. In response to growing global concerns, awareness, shift from fossil fuels and gradual drop in oil consumption and prices unlocked new markets for sustainable energy commercialization, as it is projected that the clean energy investments would increase to $100 trillion in 2030 – 2050.

Ashworth and Page (2011) commented, the psychology of 'urban tourism market cognitively remains complex in nature and connected with activity in a longitudinal context. Nevertheless, the complex phenomenon of tourism market is yet narrowly defined and delimits the activity in urban and rural settings of Saudi Arabia. The tourism market intentions entail a deeper analysis given the progress in research on the sights seeing, Sea resorts, shopping malls, city entertainment centers and group tourism market, E-trust and E-marketing in Saudi

Arabian context. The tourism market complexities, as Amin and Thrift's (2017), sponsored the domain of city in a colonial way (uneven curved), when viewing with a narrow lens (distant view). Likewise, the definitions of the *urban tourism market culture* in Saudi Arabia context as spatially assured and quantitatively defined, it would entirely practice on the different metrics.   Wirth (1938) emphasized the rationality of distinguishing urbanism arguing that 'the atypical features of the city as a particular group of city residents describes that 'a sociological description of the city pursues to hand-picked tolerant and diverse culture features of urbanism which mark it as a unique mannered group life' within which tourism market co-exists. Paradoxically when various cultures mix in cities tends to create cultural friction in close societies. Paradoxically such nature of city for tourist usage and norm that has led to a deranged correlation amongst tourism market, besides economic benefits, and complexities in the cultural norms in the city. Contemporary theorization of urbanism, as Amin and Thrift (2017) advocated, should use *Destination-images* to represent a city's diversity, exuberance, caring, and uniqueness that comprise its multiplicity in descriptions of DI, to attract and house large number of visitors. Yet another tourism market track views city from the ground up whereas most tourism market research and urban geography research has tended to look like singular spectacle divergent to a plural lens. Captivatingly, few research

have advocated plurality in tourism market exploration on cities, as recognized by Pearce and Pearce (2017) in terms of practical softness in tourism market research (In the context of cities). Pearce and Pearce (2017) claimed employment of new research and surveys and interviews to realize the notion of diversity in indulgent the investigation of complex interactions bridged among tourism market and individual cities.

The muscles of Tourism market as an economic force was also documented by Edwards, Griffin, and Hayllar (2008) as one among many social and economic forces in the urban setting. The tourism market industry manages and markets a range of products and practices to group of tourists who have a wide choice of inspirations, inclinations, and cultural viewpoints and are involved in interaction arrangement with the DI and host community in the context of experiencing Saudi Arabia culture. The Saudi Arabian, land stretches over 2,149,690, in that *Urban* area 1,807,694 sq KM and *Rural* area 1,912,311.875 sq km (World Bank, 2023). The aftermath of this arrangement is a set of concerns for the tourist, the DI and host community, and the tourism market industry' (term industry is best switched with 'industries' (Paradoxically, where multiplicity exists and wide range of Entrepreneurial businesses and economic activities embark) as endorsed by (Leiper, 2008).

The Kingdom research agenda on policymaking focused on making tourism market and hospitality more wide-ranging and

centering on entrepreneurial marketing dynamics, with an objective of *identifying the issues and existing solutions*; and recognizing complexity and employing combination of policy, infrastructures development and efficient practices. The Saudi Arabia has crafted an innovative economic proposal coined as Saudi Vision 2030 following the Paris Agreement in 2015; and aligned its strategy to heavily differentiate oil-addicted economy and revenue generation-base with alternate sustainable resources employment. Saudi visionary Foresight 2030 conception benchmarks global design of climate change 2030—2050, and provides depth to Paris Agreement in climate change efforts to reduce reliance on oil, driven economy and to differentiate its economic activities by nurturing public service sectors such as health care, education, organizational structures, and international tourism market. The kingdom's Strategic "Vision 2030". Objectives embrace economic ventures and investment undertakings, initiatives based on non-oil transnational employment, and sponsoring an indulgent and more democratic appearance of the Kingdom. Soon after the Paris agreement 2015; the first souls searching, and futuristic multi-pronged creative model was installed in Saudi-economic mainframe. The Council of Ministers has tasked the Council of Economic and Development Affairs (CEDA) with classifying and nursing the mechanisms and procedures critical for the employment of "Vision 2030". During 2021, *The*

Guardian remarked regardless of Saudi Arabia's pledge to diversify and differentiate its economy, the Saudi administration still generates 74% revenue from oil exports (Ara Begum, R., R. Lempert, E. Ali, T.A. Benjaminsen, T. Bernauer, W. Cramer, X. Cui, K. Mach, G. Nagy, N.C. Stenseth, R. Sukumar, and P. Wester, 2022) The Internet disruption drastically changed the strategic and operational practices in tourism market, especially the introduction of Global Distribution Systems (GDSs), such as Amadeus and Sabre in the 1980s, enabled travel agencies with expedient platforms to assemble information from various suppliers and reserve air-travel flights, hotels, and transportation for customers (Aamir & Atsan, 2020).

The Kingdom has adopted Polarity tourism market approach to manifest replicable conceptual framework for various streams of tourists. Singular tourism market or religious visit can be diversified after Umar and Haj to offer various other sites and places of tourists interests to convert religious tourism market to Plurality tourism market. This research scanned various streams of literature of interest that furnished the conceptualization of public policy in tourism market and hospitality, governance, and institutional theory (Dredge, 2006; Dredge & Jamal, 2015; Hall & Jenkins, 1995; Hodge & Greve, 2010; Laranja et al., 2008; Lasswell, 1936; WTO, (2022); North, 1991; Scott, 1987; Steurer, 2010). The literature multiple-lens viewpoint (Okhuysen & Bonardi, 2011) that captured tourists' outlook and concerns,

revealed the intricacies of the policy paradigm. The rationalization for suggested (Plurality model) tactic banks on the efficacy of the projected speculative perceptions with each other within the explicit purview of sustainable-plurality-tourism market and hospitality industry future plans (UNEP, 2020). Indeed, each of these Singularity and Plurality tourism market approaches when viewed with theoretical lenses streamline and present similar phenomena (Okhuysen & Bonardi, 2011). Consequently, this broad research attempted to reveal public policy complexities of sustainable tourism market and hospitality in the context of Saudi Arabia Plurality tourism market approach (Aguinis et al., 2018; Armstrong et-al.,2011). WTO, (2022) reported Kingdom of Saudi Arabia ranked 12th internationally in all purposes tourism market (Plurality) destination, and most visited in 2022, moving up 12 places on the WTO Index from 25th place in 2019. reported the number of international tourists who visited the Kingdom – for all travel purposes visits increased to 16.6 million in 2022. In Arab countries Saudi Arabia has topped the list of tourism market, welcoming 18 million visitors in 2022 and contribution of 6.6% to GDP (WTO, 2022).

WTO, (2022) report on Arab world tourism market stated that Saudi Arabia was the most visited country in Arab world with 16.6 million visitors. Saudi Arabia inherits the oldest tourism market and hospitality culture and considers it as significant pillars of ambitious Vision 2030. The Saudi MOT is planning to revitalize infrastructures

and tourists' facilitation centers. Further Saudi cabinet ratified a new law to boost the efficacy of the tourism market sector and attract 100 million visitors by 2030. The tourists' Stakeholders, Organizers and Entrepreneurs licensing procedures are improved, by creating a one-stop-shop platform.

National Tourism market Strategy– plans that aim to boost the contribution of the tourism market sector in the GDP to 10 percent and create 1 million new jobs in the tourism market sector. Beside many mega projects the $500 billion high-tech megacity NEOM and Diriyah, the foundation of the first Saudi state which is being renovated as a legacy and entertainment destination. In sustainable tourism market and hospitality industry, policies are related to Stakeholders, Entrepreneurs, public and private infrastructures, and market dynamics (Baum et al., 1997; Hall & Jenkins, 1995), that are determined by cultural and traditional insights of DI perceived and in fact presented on ground in a precise framework (Baum, 1993). Tourism market-Frameworks Plans programs and efficacy drivers would assist policy as well as policy employment in a way it adds to sensitivity, beauty, and the factuality of the DI. The Saudi Arabian MOT policy can gather the designed aims and objectives sufficiently if it is merges well with the DI, properly employed local expertise, features in the factual sustainable tourism market context (Gaillard & Mercer, 2013; Lipschutz, 1997).

The fast growth of smartphones, IA, Metaverse, data-bags and E-commerce demonstrated their potential in enabling

disruptive changes in tourism market especially in DI, E-operational-trust and E-security (Wang et al., 2016). Smartphones authorize perspective relevancy, enabling the co-creation of assessment in real-time and objectivity context (Buhalis, 2020). Winning customers to embed mobile app which increase customers access, reach, DI and frequency (Jang et al., 2021). The advance of 5G -- mobile networks and the Internet of Everything (Porter & Heppelmann, 2014) empowers three-dimensional (3D) reproduction and employment of AI technologies, such as mixed reality (MR), augmented reality (AR) and virtual reality (VR) (Rauschnabel et al., 2022). These tech-features provide exceptional prospects for tourism market supervision and promotion and smart access to many stakeholders. Tourists can conveniently preview tourism market destinations (DI) and services before buying while they can experience the destination charm (Loureiro et al., 2020; Rauschnabel, 2022). Metaverse has earned widespread response after Facebook transformed as Meta business portfolio (Glover, 2022; Pew Research Center, 2022).

Nevertheless, the Kingdom of Saudi Arabia is vigorously employing entrepreneurial marketing designs and positioning as a global tourism market hub, materializing its goal by expanding to 100 million tourists annually by the end of the decade (Vision - 2030). The Kingdom aims to differentiate its economy away from fossil fuels under the strategy of Vision 2030, which the Saudi

Ministry of Tourism (MOT—Fig 1A, 2 & 3) has called a "marvelous opportunity." MOT stated that the future in tourism market and hospitality of the Kingdom inherits all three crucial components of tourism market for transformation compared to any country. The government had a long-term ambition to diversify its tourism market industry. The oldest Arabian diverse culture, history, and natural gift(s) of the magnificent Red Sea and Arabian Sea offers attractive water sports and scenery, from snowy heights to beautiful date valleys, magnificent cultural experiences, rich traditional food, and preserved environmental reality. There has been a substantial rise in the volume of tourists visiting Saudi Arabia for non-religious tourism market. The tourism market industry has significantly improved by developing projects worth 2 trillion SAR, besides harnessing many other entrepreneurial investments and tourism market facilitation ventures. The government plans to create a new national airline carrier and invest over $147 bn in carriage structures over the next nine years. The Saudi government is also considering the construction of a new airport in Riyadh (Bloomberg, 2021).

The Red Sea's spectacular newly fabricated tourist attractions across a chain of 90 islands, peaks, canyons, inactive volcanoes, and historical sights are significant attractions for tourists. MOT explained that the ministry is developing the tourism market sector by collaborating with private investors and entrepreneurs to harness resources and create new attractions and inventiveness to help the international tourism market industry.

The world is intensely interested in how Saudi Arabia develops the tourism market—Industry, as the Kingdom aims to transform the travel and tourism market industry internationally. The country's leadership and the Ministry of Tourism are dedicated to re-designing the tourism market industry. Saudi Arabia has articulately managed tourism market and hospitality for over a thousand years; compliments of the "Hajj and Umrah" *(the biggest subsidized tourism market attraction in the world).*

Nevertheless, the Kingdom plans to develop its tourism market sector to attract overseas visitors and engage more Saudis vacationing at home. The Kingdom already has expertise in organizing over 17 million religious tourists annually. According to an article footage on Aljazeera, Saudi Arabia aims to increase religious visitors from 17 million to 30 million by 2025. Riyadh MOT plans to boost tourism market revenues from 3 per cent of the country's total gross domestic product to 10 per cent by 2030.

1.2 *Government creativity towards tourism market***.** The government has ventured into many tourist attractions to increase tourism market, venturing into the National Tourism market Strategy and Vision 2030 objectives of inviting millions of guests annually, increasing in sector's contribution positively to GDP, and supporting tourism market-designed tourism market-aligned SMEs. The government assumed a resolve empowering the Ministry of Tourism market to reduce tax and customs cuts with related public departments to reassure firms to contribute growing tourism market

sector; further government intentions are to collaborate with private-sector firms to design entrepreneurial ventures and training programs for jobs creation, and tourism market focused training for Saudi citizens. By 2025, it is estimated that the tourism market industry will subsidize 9% of the Kingdom's GDP.

Nonetheless, Saudi Arabia neighboring competitor across the Red Sea lies in Egypt, where the coast is scattered with large, traditional beach resorts, such as Sharm el-Sheikh. These commercial beach resorts have been operating for decades and offer lower prices, not to mention tranquil social codes and alcohol transactions. Jordan has become the central hub for tourists, drawing people to famous sites like Petra and Wadi Rum, even though the United Arab Emirates is expanding its hospitality sector as part of the power play to attract European tourists; some all-out determinations to exploit the tourism market as an alternate economy to fossil fuels.

2. Economic Growth - Saudi Arabia

2.1 *Tourism market economy – Data outlook*

UNWTO - WTTO, (2020) International and local Tourism market is one of Saudi Arabia's fastest-growing sectors, projected to contribute 9% to the GDP; further it substantially contributes to the national economy and is a crucial source of local entrepreneurial ventures and job creation. In 2019, the tourism market contributed 3.8% of GDP and supported 571152 SMEs creating local jobs (5.1% of total employment) and generating

revenue of SAR 165 billion in tourism market spending. Domestic tourists in 2021 hit a record high of 63.8 million, up 34% compared to 2019. Similarly, domestic tourism market receipts recorded a new high of SAR 80.9 billion, more than 2019 by 32%. Domestic tourism market spending is subsidized to 84.6% of total tourism market receipts. Saudi Arabia's position relics was positive in terms of long-term forecasts. In 2030, Saudi Arabia targets 100 million tourist visits annually, 10% direct input to GDP, and 1 million extra tourism market-related services, entrepreneurship, and jobs.
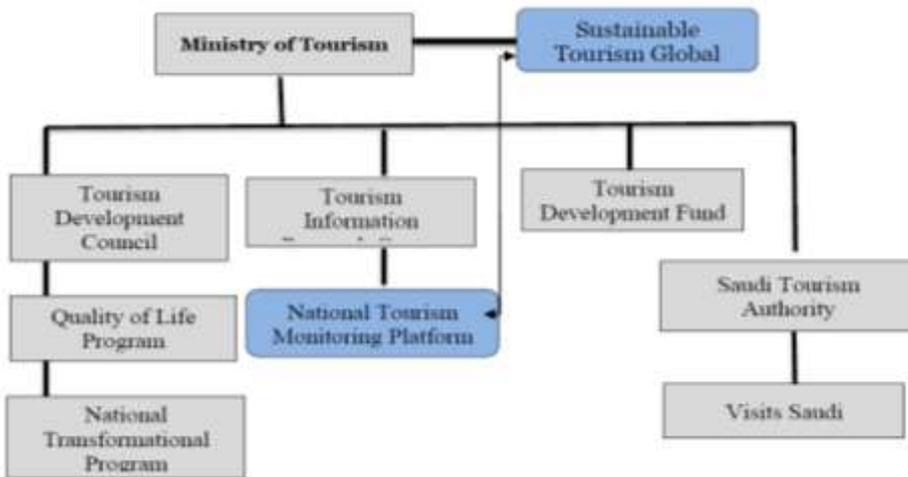

Fig 1. Source: OECD, adapted from Saudi Arabian Ministry of Tourism, 2022

3. Tourism market Governance and Funding

Saudi Arabia's narrow tourism market focus, investments, employment of policy and vision 2030 benchmarks, organized by the

Ministry of Tourism (MOT), which centers on long-term strategy and plan, rules, destination improvement, human capital training, and financial ventures related to tourist attraction value addition. MOT is directed by the Saudi Tourism Authority (STA), which designs branding and marketing efforts incorporating various local and international tourism market travel organizations and tour operators. The tourism market policy ecosystem works closely with government units (Ministry of Foreign Affairs, Ministry of Interior, Ministry of Transport, Ministry of Electricity, Water and Agriculture), grouping with the Tourism Development Committee. The Vision 2030 related to mega-projects investment is projected to be SAR 3 trillion dedicated to the tourism market industry for the next decade (Fig 3).

3.1 Tourism market Policies and Programs. The National Tourism Market Stratagem targets to muster Saudi Arabia's Vision 2030 prospects, which focuses on creating a vibrant society, prosperous economy, and a determined state. Reforms under Vision 2030 have become key in facilitating the national economy to navigate to the success and input to GDP, generating jobs, refining tourism market groundwork and attractiveness, renovating tourism market to be a more robust and eco-friendly Industry, and inviting investment to the tourism market industry to develop cities and *urbanized tourism market* (Henderson, 2014; Khirfan, 2011; Zaidan, 2016; Timothy, 2018). In 2021, Saudi Arabia announced the Sustainable tourism market Global

Centre, a multi-country, multi-stakeholder coalition established to lead, accelerate, and track the tourism market industry's transition to net-zero emissions and drive actions to protect nature, climate, and communities. Eco-friendly policies are issued to support climate change in the tourism market industry. Inventiveness on this issue will commence through the Saudi Green Initiative, the new Ecological Tourism market Global Centre, tourism market starting point management organizations and the Ministry of Environment, Water and Agriculture. Since the pandemic, Saudi Arabia has launched several initiatives surrounding skills and employment development programs:

- An innovative human resource development strategy introduced in 2020 aims to mature tourism market as an Industry, inviting more Saudi nationals to share their expertise.
- The Tourism market development program, propelled in 2021 by STA, is an employment generation portfolio to group local investors to navigate and manage the evolving tourism market Industry.
- The Ministry of Tourism launched the "Tourism market Pioneers" program, which targets developing a team of 100 000 skilled experts to operate in hospitality, with investments worth over $100 million. Saudi Arabia has also launched several initiatives around business-innovation and entrepreneurial-marketing.

- The Tourism market Entrepreneurs Bootcamp program was launched in 2021 to renovate state-of-the-art concepts into viable ventures via entrepreneurial exposure and intensive training. Besides these programs, many additional entrepreneurial ventures and training cadres were organized with handsome loan facilities in the tourism market industry.

Tourism market SMEs in Saudi Arabia

Tourism market SMEs, which characterize 99.8% of all tourism market entrepreneurial ventures in Saudi Arabia, were hit the hardest by the COVID-19 pandemic and face challenges to development, such as lack of access to finance, market uncertainty, competition from major international players, and low research and development. Saudi Arabia's policy responses were initially aimed at ensuring the survival of businesses, followed by a focus on fostering a speedy recovery of sustainable growth. Policy measures broadly incorporates:

a. Fiscal policies: including a stimulus package, exemption from issuance and renewal license fees for companies operating in the tourism market sector, a delay in loan payments, a loan guarantee program, and supporting employee wages.

b. Employment-related measures include providing unemployment insurance, introducing supportive labor market regulations, training, and supporting job matching. Social measures: include launching an indirect lending initiative for SMEs, providing investment for sustainability-focused SMEs,

starting a venture capital fund initiative for SMEs, refunding fees paid by SMEs, and providing packages for institutional quarantine in hotels for visitors.

c. Preliminary impact assessments have shown positive results. Employment in tourism market SMEs was primarily preserved, with only a few establishments leaving the business.

International tourism market receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classifications. In some countries, they do not include receipts for passenger transport items. The text could benefit from more clear and concise language to improve readability and comprehension for the reader. For instance, some long sentences and technical terms could be simplified or broken down into smaller parts to make the information easier to digest Fig 2 and 2A.

2. Including more specific examples and real-life case studies could help illustrate the points being made in the text and make it more engaging for the reader. This could also help to contextualize the information and make it more relevant to the tourism market industry in Saudi Arabia.

3. The text could also benefit from more consistent and structured formatting to make it easier to follow and navigate. Using headings, Fig 3, bullet points, and other formatting techniques could help break up the text and highlight the most important news for the reader.US dollars as following:

Table 1 Saudi Arabia tourism market statistics for (2020,2019,2018 & 2017

- Saudi Arabia tourism market statistics - 2020 was **5,960,000,000.00**, a **69.97% decline** from 2019.
- Saudi Arabia tourism market statistics - 2019 was **19,849,000,000.00**, a **16.94% increase** from 2018.
- Saudi Arabia's tourism market statistics - in 2018 was **16,974,000,000.00**, a **13.01% increase** from 2017.
- Saudi Arabia's tourism market statistics - in 2017 was **15,020,000,000.00**, an **11.77% increase** from 2016.

Table 2 Saudi Arabia Tourism Market Statistics - Historical Data		
Year	**Spending ($)**	**% of Exports**
2020	5,960,000,000.00	3.26
2019	19,849,000,000.00	6.94
2018	16,974,000,000.00	5.39
2017	15,020,000,000.00	6.26
2016	13,438,000,000.00	6.69
2015	11,183,000,000.00	5.13
2014	9,263,000,000.00	2.61
2013	8,690,000,000.00	2.24
2012	8,400,000,000.00	2.10
2011	9,317,000,000.00	2.48
2010	7,536,000,000.00	2.88
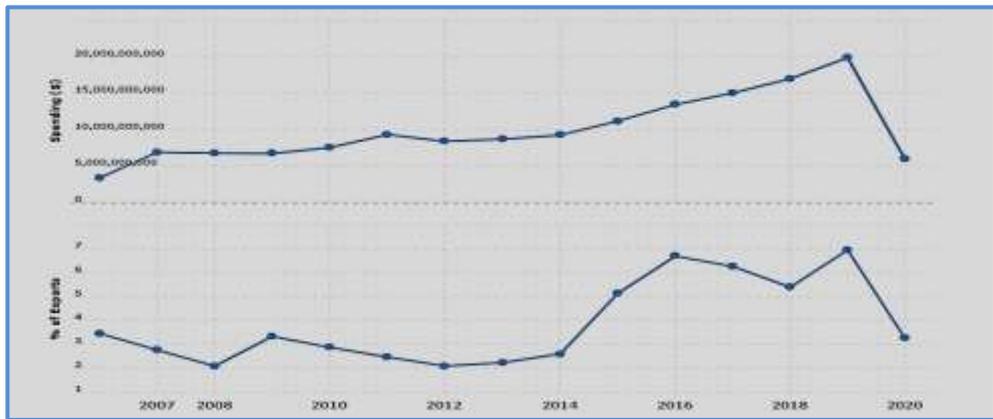
Fig 2. Data Source: World Bank - Saudi Arabia, 2008 – 2022, International tourism market receipts are expenditures by international inbound visitors, including payments to national carriers for international transport. These receipts include any other prepayment for goods or services received in the destination country. They also may include receipts from same-day visitors, except when these are important enough to justify separate classifications. In some countries, they do not include receipts for passenger transport items. Data are in current U.S. dollars.

4. International Tourism market 2030-2050

The United Nations World Tourism Organization (UNWTO) stated that the global gross domestic product in 2020 was estimated to be about $85.97 trillion. Whereas the global Tourism market contribution to global GDP is valued at $10.5 Trillion in 2022, the global tourism market is projected to mature at a CAGR of 5% over the next 10 years. By the end of this estimate in 2032, analysts expect the tourism market size would be worth $17.1 Trillion. According to Statista (2022), the global travel and tourism market industry contributed approximately 7.7 trillion U.S. dollars to the global economy in 2019. The Asia-Pacific region is the fastest-growing region regarding international tourist arrivals (UNWTO).

Scott (2021) Tourism market has played an essential role in sustainable development in some countries through the development of alternative tourism market models, including ecotourism market, community-based tourism market, pro-poor tourism market, slow tourism market, green tourism market, and heritage tourism market, among others that aim to enhance livelihoods, increase local economic growth, and provide for environmental protection. In research on the tourism market industry, destination image (DI) is widely accepted.   However, the satisfaction rate of analysts is still the same with the fundamental meaning of this concept (Hunter, 2016), particularly concerning the relationship having a combination between e-trust and consumer protection policies. DI is visualized as

the sum of an individual's way of impressing, convictions, and thoughts, as stated by Crompton (1979), meaning the picture of customers is structured based on their convictions, related data, and understanding. According to Tisci and Gartner (2007), other experts back up that clarification that DI has an effect when the dependence on incident and reality comes from required information" exists. In addition, another expert stated that when choosing an Image, the psychological structure of a destination or place is more impressive than its actuality (Költringer & Dickinger, 2015).
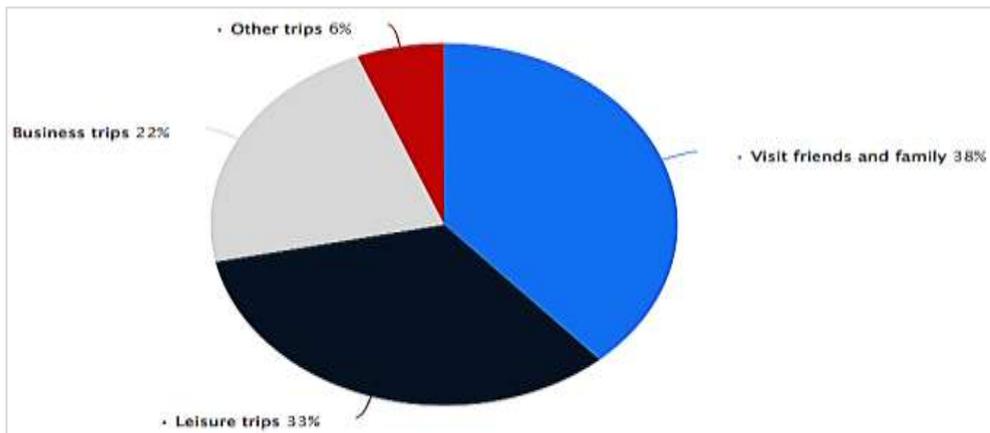
Fig 2A. According to a survey on travel sentiments and readiness to travel in the post-COVID-19 world in Saudi Arabia, 38 percent of the respondents traveled to visit friends and family. In comparison 33 percent of the respondents traveled for leisure.

Distinguished DI comprises assessments that are interlinked and, over time, with general impressions and convictions that have intersected based on various sources of data preparation (Llus et al.,

2017). Gunn's (1972) explanation of picture arrangement demonstrates that combining two picture typologies is referred to as a goal picture: beginning with support. Without exploring the location in person, the impressions of a voyager of a goal shape an undercurrent view (Aljawarneh & Atan, 2018). Images that are empowered are shaped by the efforts of other advertisers. The Internet is transforming the advertising industry today (Hunter, 2016). Hunter argued that networks and mobile phones influence people's ability to access everything associated with a foreign -- -destination.

He also said that depending on several factors like program and web searcher, language and quotation search, and location, the online picture goal might change from one customer to the next. Similarly, Költringer & Dickinger (2015) stated that the excessive amount of data on the Internet in various images and pictures of content, images, associated media sections, websites, and online media are among the spots by some electronic assets. E-Loyalty among visitors can also be achieved through DI and contentment (Abubakar et al., 2016). Since the beginning of time, consumer protection policies, on the other hand, have been in use in communities. The requirement for a consumer protection policy is the reason for its importance on a historical basis (Shaik & Poojasree, 2021). Governments took measures to develop consumer protection policy procedures and legislation following World War II and the accompanying economic crises. According to Fitria

(2021), the objective was to protect consumer Policy and economic interests.

The idea of consumer protection has taken place a long way from its inception in ancient laws and has continued to develop from there to the present day. The revolutions among industries and consumers' rights have become increasingly important, particularly since the turn of the 20th century. (Mutyala et al., 2016). The first international organization, the International Organization of Consumers, was founded in 1960 by the President of the Consumer Federation of the United States. The United States, as a trending country based on industries, has noticed an evolution of associations and people asking for customer protection. (Isaak and Hanna, 2018). The Kingdom of Saudi Arabia has been affected by customers' mobility based on a logical strategy. The Consumer Rights Association was founded in 2000 by activists and experts. By educating customers about their rights and encouraging them to file complaints in the context of appropriate jurisdiction, their main goal is to protect the consumers (Al-Ghamdi et al., 2007). 2008 The Consumer Protection Policy Association was acknowledged, but no other law has been accommodated to protect consumers as a comprehensive special law (Steiner et al., 2008). From this introduction, consumers are protected in three ways by Islamic law:

1. The customer has been shown what is permitted and prohibited and instructed to refrain from rudeness and waste to protect himself.

2. Preventing harm to the consumer from the product he purchases; He was instructed to avoid anything that might harm his well-being.

3. Dealing with fraudulent acts, monopoly, damage, and any transaction of interest was illegal, in addition to any other actions that contribute to the inappropriate use of people's money, to protect consumers from traders' gluttony.

4. The essential assurance provided for the policies for the protection of consumers and their rights is provided by these regulations. They discuss moral issues in addition to deceit, copyright, interest, competition against the law, and the most notable factors of consumer policy. Verse and speeches have constructed consumer protection policy systems like visualization, disability, and other options (Seyfi & Hall,2019).

On 7th March 2016, Saudi Arabia sought to achieve following E-Trust by securing the electronic transactions system (Council of Ministers, 2016).

1. They establish consistent controlling guidelines for electronic signatures and transactions and make it easier to use them in both the private and public sectors by providing trustworthy electronic records.

2. Fostering trust in the reliability and validity of electronic records, signatures, and transactions.

3. They enable electronic signatures and transactions at local and international levels so everyone can profit from them in

all areas, including medicine, trade, education, government procedures, and electronic financial payment.

4. It was removing difficulties that prevent electronic signatures and transactions from being used.

5. It prevents electronic signature and transaction misuse and fraud.

According to the Ministry of Commerce and Investment (2019), stated the Kingdom of Saudi Arabia established an e-commerce system to oversee electronic commerce between three parties: (Ministry of Commerce and Investment, 2019): (i) a party provides service within the Saudi Arabia Empire; (ii) foreign businesses outside of the Saudi Arabian region that provides goods and services within the Monarchy by displaying them in a way on social media platforms within the empire that permits customers to reach them; and (iii) customers within the Kingdom. Nowadays, Saudi Arabia views tourism market as a vital component of the sector in services. In 2003, the tourism market industry of Saudi Arabia generated 3.42 billion USD or about 1.6% of the country's bulk national product. At this point, this represented approximately 7.33 million tourists and 466 USD per person. The country's dependence on tourism market has pointedly increased in just 17 years. Sales reached $19.85 billion, or 2.5 per cent of GDP, before the COVID-19 pandemic. As a result, the average amount used up by visitors to Saudi Arabia was $978. Saudi Arabia is prepared to emerge as the region's new tourism market powerhouse. Indeed, the

Kingdom has planned $810 billion in investments in projects (Fig 3). The country's appeal as a visiting destination has increased due to the MOT policy and strategy adopted. MOT future tourism market plan has projected to welcome 100 million visitors by 2030.

5. Literature Review

5.1 *E-marketing Policy*

According to Westin 1967, the E- Marketing policy can assist in enhancing the trust of the customer and reduction in private concerns (Wu & Co., 2012). About Xu et al. (2011), customers are informed about these policies, the security, and safeguarding systems of their websites, and how to use personal data. Many online businesses put privacy policies on their websites to gain customers' trust and lessen their anxiety about disclosing personal information (Westin, 1967). Operationalized notice to determine the extent to which clients are up to date about the planned use of their data by utilizing alertness of privacy policies (Malhotra & Co., 2004). According to Wu et al. (2012), confidential notices are crucial in easing consumer concerns about privacy and enhancing privacy   (Faja et al., 2006). It assists customers in deciding whether to engage with the website or provide personal information (Parker & Flowerday, 2021).

Fig 3. International tourism market percentage of significant destinations of international tourists 2022

6.2 E-Trust. By beginning relationships with third-party assurances like e-trust, websites attempt to improve perceptions of security. E-trust raises self-control perceptions through the control of proxy (Yamaguchi, 2001; Bandura, 2001). However, Hui et al. (2007) conducted an experiment that evaluated 2 forms of privacy assurance methods and found that a privacy seal did not increase information discovery, whereas a privacy statement on websites did. The significance of the first principle of FIPs—"notice"—is emphasized by this finding. Customers are more likely to judge an organization's privacy policies as effective if they are assured that their online information is safe, and misrepresentation will not be done**.**

Electronic commerce has recently significantly impacted the

majority of daily businesses and individuals in one way or another. However, one of the industries in which E-Commerce has been more prominent is the sector of the tourism market. A Centre of vacationers can reach customers and visitors by utilizing cyberspace and forms of media, such as Facebook, Amazon, and Instagram. Another way a travel company can connect with its customers is through the platform of E-commerce. As a result, investigators in the field of marketing regarded trust as one of the fundamental components of relationship marketing. As a result, e-trust can be defined as a customer's persistent desire to maintain a prestigious rapport with a business (Ghane & Co., 2011). A level of persuasion or confirmation that a customer has an option for choosing is known as trust. As a result, E-trust is the level of trust customers place in online trading platforms or exchange channels as shown in Fig 3 and 2A.

According to Chang and Chen (2009), trust is observed to be a dependable element of fulfilment in settings from specific studies, most of which come from developed nations. For instance, Razzaque and Boon (2003) discovered a significant relationship between trust in achievement and channel connection. Considering the assertions made in the past, complete trust should be established for customers' satisfaction with vacation communities.

Destination Image Profiling: As stated by Bloglue & McCleary (1999) that image is formed by combination of Internal & External factors, whereas the Internal factors are the characteristics and personality of the tourist and external factors are the motivation, culture, destination market, price and attractions. Llus et al., (2017) Price, hoteling, and digital facilities, security and health insurance, communication and air network (Aljawameh & Atan, 2018).
Fig 1. Lists the Internal & External Factors -

Internal Factors
Persona & Past Experience
Culture & Attitude
Beliefs & Stimulus

Global Image & Marketing Strategy

External Factors
Values – Price
Destination Promotion
Gender

Destination Digital Image

Fig1A. Factors Influencing Destination Image - Authors own Compilation

Fig 4. Tourists' Destination Image Perception (Authors' own)

6. Online Destination Image (DI)

According to Bigné et al. (2001), the relationship between visitor fulfilment and DI has been uncovered by analyzing the tourist industry writing. According to some studies by Chi and Qu (2008), the higher the level of contentment, the more favorable the perception of the destination (Al-Omari et al., 2020). According to Huete and other authors (2019), numerous evaluations of the image of the destination of visitors demonstrate that it is a vital aspect to satisfy the customer. According to Chen & Uysal (2002), to effectively promote a tourist destination, it is obligatory to recognize the characteristics and shortcomings of the destination from the perspective of explorers. Promoting a tourist place is needed to effectively implement it in the workplace (Pike & Ryan, 2004).

According to Gallarza and others (2002), DI is among the most studied areas of tourism market industry research. However, as Kladou and Mavragani (2015) said that the multi-dimensional nature of DI and the uniqueness of valuation of each image observed by electronic explorers require additional investigation; internal and external factors as shown in Fig 4 and Fig 5.

As it affects their lead, DI is a severe feature in the assurance of adventurers' destination (Gunn, 1972; Bigné, Sánchez, & Sánchez, 2001; Gartner, 1994; Carballo et al., 2015). According to Qu, Kim, & Im (2011), in the current total market, where the rivalry between places is not accepted, creating a small destination image has become vital in the tourism market industry to hang out. According to Beerli & Martin (2004), it is currently very likely to be represented as a thought coming to the mind that is surrounded by numerous impressions. From a buyer's perspective, Valls (1992) describes DI, which defines it as many observations made by the client. The tourist's theoretical understanding of reality is the destination picture (Bigné, Sánchez, and Sánchez, 2001). According to Lopes (2011), this means that travelers' perceptions of a place are constantly shifting due to each visitor's point of view of the destination's totality.
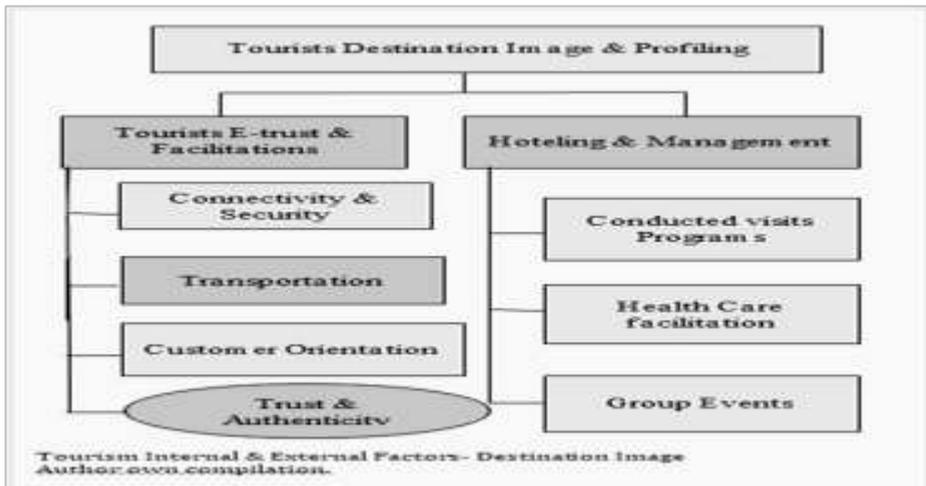
Fig 4A. Tourist Destination Image, Factors and profiling that frames tourists' perception of facilitations, E-Trust, E-marketing and overall tourism market broader perspective (Author's Own).

According to Cai (2002), DI is stated as the process of creating a unique character and personality that is distinct from all other competing locations, which is the marking procedure of a destination (Morrison & Anderson, 2002), referred to in (Trost et al., 2012). It is a valuable tool that customers use to distinguish one destination from another. According to Abubakar and Ilkan (2016), DI has affected tourists' plans to visit the focus of the travel industry. It selects the proper blend of components to distinguish a destination and structure a good image of it (Herle, 2018). The destination image available on the Internet claimed by a visitor community has an important impact on tourists' decisions to visit a particular travel industry

location (Prayogo et al., 2016). Electronic commerce has recently had a daily impact on most individuals and businesses. One of the industries in which e-commerce has emerged increasingly is the travel industry. A tourist community can connect with customers and tourists by using the Internet and a few different forms of media, such as Instagram, Facebook, and Amazon. Another form of the channel in which a movement industry focuses on reaching its customers is online business. As a result, researchers regarded trust as one of the fundamental advances in related marketing in recent years, and factors influencing tourism market, listed in Fig 5**.**

Nevertheless, a country that welcomes tourists must implement a protection policy for online transactions for trust to be built or developed. According to Ghaneet (2011), E-Trust can be described as a customer's enduring need to maintain a respected relationship-with a business association. *As a result, we hypothesized that online destination images act as a mediator between E-trust and E-customer protection policy.*

Research Hypothesis

H₁: E-marketing policy has a positive effect on E-trust.

H₂: Online destination image positively mediates the relationship between E-marketing policy and E-trust.

The proposed model is stated in Figure 6. E-marketing policy is a higher-order construct comprised of the privacy policy; existing regulations protect implement. Similarly, the

online destination image is a higher-order construct comprised of privacy security, customization, reliability, interaction quality, perceived ease of use, and value information.

7. Methodology

7.1. *Research Instrument and Sample*

The study used a survey questionnaire as a research instrument designed into two parts. The first part was related to the demographics of the respondents in which respondents had to inform about their age, gender, education, and internet usage frequency. The second part contained construct items measured on a 5-point Likert scale (1= = strongly disagree and 5= = strongly agree). The items of the constructs were adapted from past studies. The online destination image is a reflective-higher order construct and is comprised of privacy security, customization, reliability, interaction quality, perceived ease of use, and value information. The items for each dimension were adopted from the study of Aburumman et al. (2022). The e-marketing policy is also a reflective-higher order construct and is comprised of perceived policy, existing regulation, and implemented policy. The items of the e-marketing policy were adopted from (Alwagfi et al., 2020). The items of e-trust were extracted from various pertinent studies (Alnawas & Khateeb, 2022).

7.2. *Sample and Target Audience*

The study examines the effect of online destination image and e-marketing policy on e-trust. Therefore, the data was collected from tourists who used the Internet to make reservations. and choose their

Saudi Arabian vacation spots. The purposive sampling technique was used for collecting the responses, as it is more appropriate to get the response from any specific audience. In this study, the researchers specifically target those booking reservations online. Therefore, at the beginning of the questionnaire please fill in the questionnaire if you made the reservation online. To get responses five starts hotels were visited to get the responses from the visitors. At the start, 50 responses were gathered for pilot testing. A pilot study was conducted to ensure the reliability of the questionnaire. The reliability analysis was performed using SPSS, and the results of the Cronbach Alpha revealed sufficient reliability of each construct as the values were found to be 0.7, as Hair et al. (2016) suggested. After assuring reliability, the data was further collected from the target audience, and 300 responses were collected.

7.3. *Data Screening and Statistical Technique*

The collected sample 300 was screened out for missing, out-of-range, and outliers. There are no out-of-range values. However, missing values were replaced by mean series values through SPSS. Lastly, outliers (univariate and multivariate) were detected and deleted from the responses. The univariate outliers were detected through the z-score method, and multivariate outliers were determined by the Mahala Nobis distance method. In total, 20 outliers were detected and deleted from the datasheet. Hence, 280 responses remained helpful in the final analysis, which is above the sample size requirement by following the rule of 10 x number of

items (Hair et al., 2013). The final analysis was performed by using PLS-SEM. PLS-SEM is a widely accepted technique because it is easy to use, more appropriate in dealing with complex models, does not require data normality and improves the dependent variable's variance (Hair et al., 2014).

7.4. *Profile of the Respondents*

Table 1 reports the respondent's information regarding their gender, age, education, and internet usage frequency. In the data of 280, male respondents were, 61.43%. Most respondents lie in the age bracket of 26-33 (i.e., 29.29%), followed by 34-41 (i.e., 24.29%). 45.71% of the respondents were graduates, and 43.57% used the Internet for between 3-6 hours daily.

Table 1- Profile of Respondents		
	Frequency	**%**
Gender		
Male	172	61.43
Female	108	38.57
Age		
18-25	53	18.93
26-33	82	29.29
34-41	68	24.29
42-49	45	16.07
50 above	32	11.43
Education		
Undergraduate	55	19.64
Graduate	128	45.71
Postgraduate	97	34.64

Internet Usage Frequency		
1-3 hours a day	65	23.21
3-6 hours a day	122	43.57
more than 6 hours a day	93	33.21

8. Results

8.1. *Measurement Model*

In PLS-SEM, the measurement model was first assessed to check for indicator reliability, internal consistency, convergent validity, and discriminant validity. Indicator reliability assesses the individual strength of the item and is measured by the outer loadings of items. The outer loadings of the items should be above 0.708 (Hair et al., 2016) to explain the sufficient strength of the item. Internal consistency measures the inter-correlations of the items of the construct and is assessed by composite reliability (CR) and Cronbach Alpha (Hair et al., 2011). However, CR is considered a better indicator to assess reliability (Hair et al., 2016). Moreover, convergent validity measures how the items of the construct positively correlate with the same construct (Hair et al., 2011). The convergent validity is measured by the value of average variance extracted (AVE) and outer loadings. The value of AVE > 0.5 and outer loadings above 0.708 confirms the convergent validity. Table 2 presents the values of outer loadings, CR and AVE, confirming that all the values meet the suggested thresholds. Figure 5 also postulates the results of the measurement model.

Table 2 - Reliability and Convergent Validity			
Items	Outer Loadings	CR	AVE
PS1	0.890	0.914	0.781
PS2	0.879		
PS3	0.882		
CUS1	0.724	0.797	0.569
CUS2	0.824		
CUS3	0.709		
R1	0.754	0.868	0.688
R2	0.902		
R3	0.826		
IQ1	0.844	0.890	0.729
IQ2	0.835		
IQ3	0.882		
PEOU1	0.801	0.864	0.613
PEOU2	0.766		
PEOU3	0.760		
PEOU4	0.804		
VI1	0.853	0.885	0.720
VI2	0.796		
VI3	0.894		
PP1	0.823	0.838	0.721
PP2	0.875		
ER1	0.913	0.934	0.738
ER2	0.905		
ER3	0.799		
ER4	0.826		
ER5	0.846		

PI1	0.922	0.920	0.851
PI2	0.923		
ET1	0.933	0.939	0.838
ET2	0.906		
ET3	0.907		

The discriminant validity was also assessed in the measurement model, which shows the uniqueness of the variable. The discriminant validity is assessed by the three methods: Fornell and Larcker, hetrotrait-monotrait (HTMT), and cross-loadings. Fornell and Larcker suggest that the square root of AVE values of the construct should be more than the correlational values in rows and columns to confirm discriminant validity (Fornell & Larcker, 1981). Table 3 presents the results of Fornell and Larcker. The values in the diagonal are the values of the square root of AVE, and the rest are correlational. The results postulate that AVE square root is more significant in their respective column and row. Hence, discriminant validity is established.

The HTMT criteria postulate that all the ratios between the variables should be less than 0.9 to establish discriminant validity (Henseler et al., 2015). Table 4 presents the results of HTMT and reveals that all the values are below the recommended value of 0.9. Hence discriminant validity is established. Lastly, the cross-loadings criterion suggests that all the construct values should be more significant in their respective cells. Table 5 shows that all the items of the construct are higher in their own cell, hence discriminant validity is achieved.
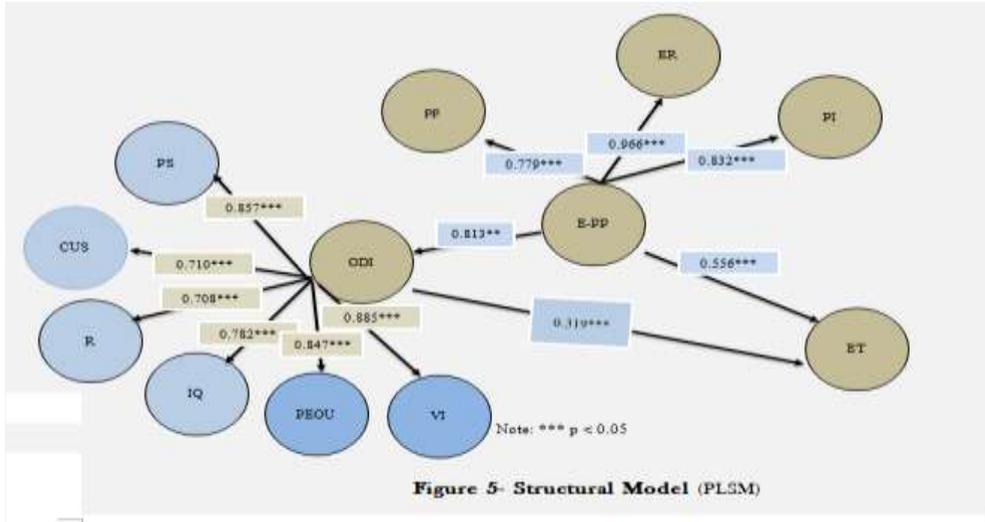
Figure 5- Structural Model (PLSM)

	Customization	Existing Regulations	Interaction Quality	PEOU	Perceive Policy	Privacy Security	Protect Implement	Reliability	Value Information	e-Trust
Customization	0.754									
Existing Regulations	0.566	0.859								
Interaction Quality	0.593	0.591	0.854							
PEOU	0.465	0.623	0.498	0.783						
Perceive Policy	0.340	0.666	0.366	0.490	0.849					
Privacy Security	0.524	0.720	0.503	0.735	0.622	0.884				
Protect Implement	0.495	0.711	0.576	0.613	0.538	0.721	0.922			
Reliability	0.337	0.462	0.500	0.634	0.319	0.549	0.388	0.830		
Value Information	0.613	0.758	0.691	0.623	0.445	0.682	0.605	0.429	0.848	
e-Trust	0.467	0.780	0.618	0.611	0.702	0.756	0.640	0.384	0.754	0.813

Table 4- Discriminant Validity (HTMT)

	Customization	Existing Regulations	Interaction Quality	PEOU	Perceive Policy	Privacy Security	Protect Implement	Reliability	Value Information	e-Trust
Customization										
Existing Regulations	0.760									
Interaction Quality	0.821	0.685								
PEOU	0.661	0.737	0.616							
Perceive Policy	0.525	0.878	0.508	0.702						
Privacy Security	0.718	0.812	0.597	0.894	0.845					
Protect Implement	0.688	0.819	0.703	0.758	0.758	0.854				
Reliability	0.464	0.539	0.616	0.796	0.459	0.653	0.465			
Value Information	0.882	0.879	0.849	0.767	0.613	0.815	0.745	0.506		
e-Trust	0.618	0.854	0.719	0.719	0.813	0.856	0.739	0.436	0.873	

Table 5- Discriminant Validity (Cross-Loadings)

	Customization	Existing Regulations	Interaction Quality	PEOU	Perceive Policy	Privacy Security	Protect Implement	Reliability	Value Information	e-Trust
CUS1	0.724	0.424	0.291	0.362	0.237	0.362	0.295	0.211	0.500	0.324
CUS2	0.824	0.330	0.639	0.327	0.354	0.409	0.452	0.256	0.449	0.437
CUS3	0.709	0.537	0.386	0.368	0.167	0.414	0.362	0.294	0.444	0.288
ER1	0.626	0.913	0.576	0.596	0.551	0.626	0.516	0.475	0.728	0.717
ER2	0.484	0.905	0.461	0.488	0.628	0.684	0.645	0.385	0.679	0.714
ER3	0.402	0.799	0.586	0.593	0.500	0.584	0.655	0.525	0.599	0.637
ER4	0.407	0.826	0.305	0.581	0.495	0.615	0.542	0.333	0.578	0.579
ER5	0.501	0.846	0.601	0.432	0.674	0.581	0.707	0.275	0.663	0.693
ET1	0.488	0.798	0.629	0.641	0.662	0.701	0.635	0.410	0.671	0.953
ET2	0.344	0.659	0.455	0.610	0.676	0.756	0.594	0.353	0.693	0.906

ET3	0.445	0.675	0.629	0.412	0.587	0.619	0.523	0.283	0.711	**0.907**
IQ1	0.523	0.498	**0.844**	0.391	0.378	0.408	0.440	0.491	0.602	0.550
IQ2	0.489	0.434	**0.835**	0.426	0.148	0.466	0.505	0.429	0.567	0.430
IQ3	0.508	0.582	**0.882**	0.459	0.411	0.414	0.530	0.361	0.599	0.602
PEOU1	0.407	0.514	0.373	**0.801**	0.432	0.609	0.474	0.649	0.435	0.496
PEOU2	0.265	0.396	0.420	**0.766**	0.348	0.535	0.410	0.484	0.458	0.459
PEOU3	0.520	0.517	0.528	**0.760**	0.295	0.489	0.520	0.476	0.531	0.408
PEOU4	0.243	0.516	0.226	**0.804**	0.463	0.673	0.511	0.361	0.526	0.554
PI1	0.533	0.654	0.634	0.623	0.490	0.697	**0.922**	0.408	0.668	0.635
PI2	0.381	0.658	0.429	0.507	0.503	0.633	**0.923**	0.307	0.448	0.546
PP1	0.140	0.485	0.233	0.389	**0.823**	0.412	0.474	0.179	0.269	0.496
PP2	0.416	0.637	0.379	0.441	**0.875**	0.629	0.444	0.350	0.473	0.683
PS1	0.493	0.653	0.494	0.641	0.492	**0.890**	0.634	0.545	0.657	0.707
PS2	0.468	0.695	0.630	0.640	0.415	**0.879**	0.535	0.472	0.853	0.710
PS3	0.473	0.682	0.516	0.658	0.603	**0.882**	0.732	0.448	0.578	0.655
R1	0.186	0.284	0.319	0.451	0.279	0.307	0.165	**0.754**	0.179	0.184
R2	0.412	0.471	0.498	0.593	0.254	0.525	0.379	**0.902**	0.462	0.412
R3	0.203	0.366	0.402	0.519	0.274	0.499	0.383	**0.826**	0.376	0.320
VI1	0.468	0.695	0.630	0.640	0.415	0.610	0.535	0.472	**0.853**	0.710
VI2	0.572	0.564	0.520	0.365	0.289	0.518	0.533	0.235	**0.796**	0.462
VI3	0.534	0.660	0.600	0.553	0.416	0.601	0.477	0.363	**0.894**	0.719

8.2. *Structural Model*

After assessing the measurement model, the structural model was assessed by considering 5000 subsamples, as recommended by Hair et al. (2016). The structural model assesses the findings of the hypotheses. The findings reveal that e-marketing policy has a significant impact on e-trust. Moreover, the result of mediation also reveals that online destination image mediates the relationship between e-marketing policy and e-trust (coefficient= 0.260, $p < 0.05$). Table 6 presents the results of the hypotheses.

Table 6 - Hypotheses Testing			
	Coefficient	T Statistics	P Values
E-marketing Policy -> E-Trust	0.556	8.421	0.000
E-marketing Policy -> Online Destination Image -> E-Trust	0.260	4.452	0.000

The coefficient of determination and predictive relevance of the model was also assessed. The coefficient of determination (R-square) value explains the variance explained by independent variables. The R-square value of e-trust is found to be 0.700. The predictive relevance is measured by performing blindfolding and assessed by Q-square value. It is suggested that the value of the Q-square should be above 0 (Fornell & Cha, 1994). The value of e-trust is found to be 0.552.

9. Discussion and Conclusion

Metaverse technology has augmented the innovative incentives and features of DI, imagination for tourism market. Combining physical and virtual worlds and empowering tourists to view destination effortlessly; offers transparent projections for the client and the connected entrepreneurial businesses and tourism market Firm(s). The diffusion of AI, data bags, Metaverse and emerging technologies offer opportunities and challenges for the tourism market industry and destinations management teams. The advancement in technology, such as internet connectivity, AI, metaverse, block chain and data bags powered by clean energy provides various opportunities for entrepreneurial marketing and various employment opportunities in the perspective of tourism market (Aslam et al., 2019a; Aslam et al., 2020), and businesses are actively using internet facilities to promote their business operations (Aslam et al., 2019b) such as marketing their product and services online and getting a better access and reach from the customers around the world. The travel businesses also custom the benefits of the Internet and offer its services online, such as travel, hotel booking and international travel packages. (Jeon et al., 2017; Albayrak et al., 2023). Nonetheless, for travelers, trusting websites is crucial for tourism market promotion activity and E-trust (Nusairat et al., 2023).

Bearing in mind comprehensive digital system significance, the study aims to examine the role of the e-marketing policy on e-trust in Saudi Arabia. The study also examines the mediating role of online destination image between e-marketing policy and online destination image. The study highlights that e-marketing policy matters to the tourist in developing their trust on the website they are making reservations. In the past, various studies have reported that protection, such as data protection, suggestively matters to the customer whenever they make online purchases or transactions (Aslam et al., 2021; Hassan et al., 2022; Anshori et al., 2022). Similarly, customers need a reliable and trustworthy agent for tourism market purchases such as hotel bookings, ticket reservations, trips, etc. The results further revealed that online destination image matters to travelers as the online destination image arbitrates the correlation between e-marketing policy and e-trust.

WTO, (2022) reported Kingdom of Saudi Arabia ranked 12th internationally in all purposes tourism market (Plurality) destination, and most visited in 2022, moving up 12 places on the WTO Index from 25th place in 2019. WTO, (2022) reported the number of international tourists who visited the Kingdom – for all travel purposes visits increased to 16.6 million in 2022. In Arab countries Saudi Arabia has topped the list of tourism market, welcoming 18 million visitors in 2022 and contribution of 6.6% to GDP (WTO, 2022).

WTO, (2022) report on Arab world tourism market stated that Saudi Arabia was the most visited country in Arab world with 16.6 million visitors; followed by United Arab Emirates (14.8 million tourists), Morocco (11 million tourists), Syria remained fourth with 8.5 million tourists, Tunisia (5.7 million tourists), Egypt (5.2 million), Bahrain (4.3 million), Jordan (3.5 million), Qatar (2.9 million), and Oman (2.3 million) these were the top ten countries; followed by Algeria (2 million), Lebanon (1.6 million), Iraq (1.5 million), Yemen (1 million), Sudan (800,000) and Palestine (400,000), Kuwait came at the bottom of the list with 203,000 tourists, according to the statistics. Saudi Arabia inherits the oldest tourism market and hospitality culture and considers it as significant pillars of ambitious Vision 2030.

The Saudi MOT is planning to revitalize infrastructures and tourists' facilitation centers. Further Saudi cabinet ratified a new law to boost the efficacy of the tourism market sector and attract 100 million visitors by 2030. The tourists' Stakeholders, Organizers and Entrepreneurs licensing procedures are improved, by creating a one-stop-shop platform. National Tourism market Strategy– plans that aim to boost the contribution of the tourism market sector in the GDP to 10 percent and create 1 million new jobs in the tourism market sector. Beside many mega projects the $500 billion high-tech megacity NEOM and Diriyah, the foundation of the first Saudi

state which is being renovated as a legacy and entertainment destination.

In sustainable tourism market and hospitality industry, policies are related to Stakeholders, Entrepreneurs, public and private Infrastructures development and market dynamics (Baum et al., 1997; Hall & Jenkins, 1995), that are determined by cultural and traditional insights of DI perceived and in fact presented on ground in a precise framework (Baum, 1993). Tourism market-Frameworks Plans programs and efficacy drivers would assist policy as well as policy employment in a way it adds to sensitivity, beauty, and the factuality of the DI. The Saudi Arabian MOT policy can gather the designed aims and objectives sufficiently if it is merges well with the DI, properly employed local expertise, features in the factual sustainable tourism market context (Gaillard & Mercer, 2013; Lipschutz, 1997).

The study benefits travel companies that incorporate and utilize Internet facilities in their business operations. The findings highlight that an E-marketing policy develops the trust of the travelers towards the website that offers travel packages, tickets, etc. The findings reflect that the E-marketing policy should be clear and provide security to customers who want to purchase travel-related offerings online. Likewise, the findings reveal that the efficacy of online destination image is crucial in developing travelers' E-trust in the international and host country tourism market operators and website.

Contextually, it is concluded and recommended that Saudi Arabia's hoteling Industry should have a great emphasis on safeguarding customers' privacy and securing online reservations due to the influence it has on online destination image and e-trust. Also suggest that tourist centers and hotels with a five-star rating in Saudi Arabia implement a protection policy for global tourism market security and information security. Tourism market in Saudi Arabia is regarded as a vital service sector component. Authors Bigné and others (2001) discovered a link between tourist trust and destination image in the industry of tourism market literature. Based on some research conducted by Chi and Qu (2008), it has been established that the degree of trust is proportional to the positive factor level of the destination's image. As a result, numerous studies on tourists' perceptions of a destination confirm that it is a fundamental factor in visitor satisfaction.

When it applies to or in a tourist center or hotel, the e-marketing policy empowers tourists to use secure access towards the destination via online destination. Therefore, it enables and develops research as it also suggests a topic of study for higher-level students. E-marketing policy is a term that is valuable not only to hotels or tourist centers that consider its application but also to the Saudi government and the educational sector. E-marketing policy is essential to the government as it allows the

officials to provide citizens with services via the Internet, like how the term "E-government" is used.

The tourism market and hospitality industry craft an inflow of all kinds of tourists; generates local and foreign income, triggers employment and investments prospects, stimulates positive change and economic growth Saudi Arabian Vision 2030 provides depth to 'Paris Agreement' and amply replicates the UN 2030 Initiative. The Saudi Arabian Government is vigorously promoting and heavily investing to benchmark tourism market and hospitality sector as it has been the oldest occupation of the Kingdom. Saudi ministry of tourism (MOT) is rigorously employing the policy to promote sustainable tourism market as vision 2030 (Boley et al., 2017; Grilli et al., 2021; Sheppard & Fennell, 2019). It is well established fact that the tourism market and hospitality industry is a critical commercial corridor, which offers kingdom and neighboring region with economic and social entrepreneurial ventures development (De Bruyn et al., 2018).

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