The Role of Media in Supporting Domestic Tourism in The United Arab Emirates During COVID-19 Pandemic

دور الإعلام في تعزيز السياحة المحلية في دولة الإمارات العربية المتحدة خلال جائحة كوفيد-19

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Abstract: This paper aims at evaluating official's views on local media role in supporting domestic tourism during COVID 19. The researcher, to find out about official's views employed two different tools; a questionnaire and an interview, the questionnaire is prepared to collect feedback about services provided by public authorities in the field of tourism and to what extend do such services affected by the pandemic and the role media played to overcome consequences. While the interview is prepared to shed a light on officials' suggestions, ideas and solutions for the current issue and the potential ones as well.

After collecting necessary data, the researcher used statistic programs SPSS to evaluate and analyze data collected.

Samples of the study were determined from the seven Emirates to ensure the reliability of the study. Each Emirate officials view evaluated separately due to different reasons including socio-geographic.

The researcher apply the format of a typical five-level Likert item to evaluating officials' response, then data collected has been analyzed.

For interview, open-end questions are applied to include as much information as possible in their response. In order to evaluate officials' response to the interview questions the same statistic programs is used to reach final clear results.

Keywords: Media, Domestic Tourism, Covid 19, Coolest Winter Campaign

1. Introduction

No question, media is a crucial toll in spreading awareness and promoting special ideas or products or policy etc. This paper even though aiming at evaluates tourism officials' points of view on media role in terms of effectiveness in promoting for domestic tourist it provides a considerable space for the crucial roles played by media in supporting economic sector during crises times.

The UAE government considers tourism as not only a festive manifestation and entertainment shows or a mere invitation to a trip. However, the idea goes beyond that. Tourism in UAE is industry, which deeply affects commercial, economic, cultural, religious, sports, therapeutic and other fields.

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After tourism has turned into an industry, marketing, promotion and the establishment of large investments attracting capital to employ in the tourism sector, thus providing direct and indirect employment opportunities where everyone benefits from active tourism movement and the economy, trade, trade and cultural movement recover, and the media is a key factor In tourism promotion as well as advertising by giving the right and bright picture of a country and presenting it to the world and introducing it to the world in various forms of media, visual, audio and written and through festivals and exhibitions and the exchange of delegations, artistic teams, publications and films, the role of the media is particularly evident in promotion and attraction.

During the COVID-19 pandemic, the UAE Government exerted great effort to mitigate the effects of the spread of the corona virus. These efforts included launching a campaign to support and promote domestic tourism. The objective of the campaign consisted in supporting all forms of tourism including entertainment, shopping, and recreation. The campaign was launched under the slogan the "World's Coolest Winter." This study attempts evaluating the effects of this campaign on domestic tourism contributing to the analysis of the outcomes of the campaign and to making recommendations pertinent to similar future initiatives.

Notoriously, the campaign "world's coolest winter" aimed at motivating both citizens and residents to visit the famous places in the country. Some famous people such as the journalist and broadcaster Steve Harvey stated that this campaign has high media coverage and a great impact locally and globally (Yan, Q; Wang, L; Chen, W; Cho, J :2016). In this context, the government in the United Arab Emirates UAE also does its best to increase sources of income and support the local economy considering the conditions of COVID-19, by concentrating on domestic tourism and spreading local culture, as it is a center of Emirati civilization. (Torben, H. :2020)

The campaign "world's coolest winter" also sheds light on the most important natural, cultural, heritage, historical and urban areas in the country and the unique nature of each of the country's seven emirates. The campaign focuses on the welcome and hospitality to be found in the Emirates, making people from everywhere feel comfortable relaxed and at home (Adriana C, Mihaela A, Tatiana D. :2015).

The UAE's unique tourism offering features a huge range of activities that includes ecological and sustainable tourism, which offers visitors from all over the world the opportunity to visit the UAE's nature reserves, oases, mountains, beaches and islands; desert tourism, including safari trips, sand boarding, and oases among rolling sand dunes; beach tourism, including options for water sports and free diving; and mountain tourism, including hiking activities, mountain biking, rock climbing and canyoning. (Al-Rifai, Ashraf Abdel Rahim. :2019)

Obviously, COVID-19 has bad impacts on tourism, as it causes lockdown and urgent procedures of international travel restrictions. Such restrictions affected international tourism and forced government to think of alternative solutions.

The essential problem of this study is to investigate and evaluate solutions adopted by UAE government to overcome such impacts, particularly supporting domestic tourism strategy

through launching "world's coolest winter" campaign and how local media institutions respond and support the campaign.

2.   Theoretical Framework

This section is divided into two sections. The first section discusses the theoretical framework that focuses on the role of the media in promoting domestic tourism in the UAE during the COVID-19 epidemic through the promotional campaign "The

World's Coolest Winter". The second section presents theory and practice.

2.1 World's Coolest Winter Campaign

Furthermore, the "world's coolest winter" Campaign is the 45-day campaign - overseen by the Ministry of Economy in collaboration with local tourism entities and supported by the UAE Government Media Office - aims to highlight the major landmarks and attractions that distinguish every emirate and contribute to promoting the UAE as a single destination (Italo A, Maria R, Javier M, Francesc S. :2021). This campaign aims at developing a comprehensive scheme to regulate the local tourism sector in collaboration with the relevant local and federal entities to address the impacts of lockdown due to COVID-19(Alexandra, l. :2014). "world's coolest winter" campaign to encourage domestic tourism has achieved amazing results, as 950,000 internal tourists and about one billion dirhams achieved results within one month, 2,000 media coverage and 215 million views of videos depicting the UAE in a new, different, and unified way (Michael V, Ross T, Annika A. :2021). As the first unified campaign for domestic tourism at the state level, it represents a success by various measures and a distinguished result of the efforts and cooperation of all tourism authorities in it, in partnership with the Ministry of Economy and the Media

The tourism sector is one of the pillars of the UAE's economy, so the UAE has worked continuously to improve this vital sector, develop infrastructure, and stimulate investment by removing obstacles for companies and businessmen, as well as supporting entrepreneurial ideas through the Mohammed Bin Rashid Foundation for the Development of Small and Medium Enterprises (SME).

For example, as part of ongoing efforts to establish its image as a regional and international tourist attraction, the UAE has launched strategies and initiatives aimed at developing an integrated tourism system in coordination with various local and federal bodies and institutions concerned with the tourism, heritage, culture, and community entertainment sectors. Among the latest initiatives is the launch of "The World's Coolest Winter" campaign, whose features, highlights, and destinations we will learn about during 2022. (https://www.wam.ae/ar/details.com)

Before going into the details of "The World's Coolest Winter" campaign and its 2022 program, this question must be answered: Why was winter chosen? It can be said that tourism in the UAE is based on many of the pillars that have made it the first tourist destination in the Middle East, including the nature of the weather and climate in the UAE, which is ideal in the various seasons of the year, specifically the winter that runs from December to February each year. Visiting the UAE in winter is a target for tourists wishing to stay away from the extreme cold and enjoy a great variety of activities provided by tourist places in the UAE, in addition to enjoying the magnificent view of the sky when camping in one of the best camping sites in

the UAE, as well as cultural and heritage tourism in museums, historical monuments, and many more places.

His Highness Sheikh Mohammed bin Rashid Al Maktoum, Deputy Prime Minister and Ruler of Dubai, sponsored projects and initiatives that contributed to making the emirate the focus of the world's attention in all fields. His efforts have not only been restricted to Dubai, but his vision has always encompassed all of the UAE, including the launch of "The World's Coolest Winter" campaign for the second year in a row. It is the first in the UAE, and it aims to stimulate domestic tourism in the UAE and enhance its global reputation as a tourist destination. It is rich and visited by tourists to get acquainted with the most important indoor attractions in the UAE.

The campaign coincides with the start of improved weather and the opening of more tourist destinations in the UAE, in addition to hosting Expo 2020 Dubai, the start of student leave, and the introduction of a new system of weekly work in the UAE, which will enable families to explore new landmarks with their children. (https://u.ae/ar-ae/about-the-uae.com)

2.2 The World's Coolest Winter 2022 Program:

"The World's Coolest Winter" campaign allows you to visit places like no other in the UAE. It represents an opportunity to visit landmarks you can only find in the UAE, from December 15, 2021, to the end of January, 2022.

This year's edition of the campaign celebrates the first and most important element of the humanitarian element that has helped to establish the state as a top tourism destination worldwide, namely high levels of safety throughout the country, a sense of brotherhood, values of tolerance, respect for cultural diversity, favorable reception, etc. (https://www.4uarab.com).

2.2.1 Goals of "The World's Coolest Winter" Campaign

The main objective of "The World's Coolest Winter" campaign is to highlight the most popular destinations in Dubai and other emirates, and the entertainment activities that can be carried out there. In addition, the campaign aims to highlight the specificity of the tourism experience in each of the seven emirates and promote its unique advantages and components, as well as focus on historical landmarks such as Abu Dhabi's most prominent archaeological sites and the modern monuments of the country.

2.3 Tourism Destinations

Burj Khalifa

Located in Dubai, Burj Khalifa is the world's tallest skyscraper, with a total height of about 828 meters. It was named after the UAE President, His Highness Sheikh Khalifa bin Zayed Al Nahyan.

• Ain Dubai

Located on Blue watchers Dubai, Ain Dubai is the highest and largest viewing wheel in the world, standing 250 meters above ground. Each course takes about 38 minutes and has 48 cabins for 40 people each.

•   Deep Dive Dubai

Dubai has set a new world record by embracing the world's deepest snorkeling pool with the opening of the 60.02-metre Deep Dive Dubai, part of the legendary Atlantis-inspired underwater city. Divers can explore the depths of the lost, reconstructed, and plant-covered city.

•   Jess Mountain Slide Path

Opened in 2018 in Ras Al Khaimah, Mount Jess is the world's longest sliding track. Visitors can travel up to 150 km/h at 1.680 meters above sea level at the top of the mountain, as well as enjoy many leisure activities at Mount Jess in Ras ffice of the UAE government. (Berhanu B, Apar S.:2020).

3.   Literature Review

The scientific heritage survey of the literature related to the subject of the study revealed the extensive research and study on the role of the media in promoting tourism and its penetration into several fields and organizations such as press websites and tourist websites, as well as economics.

Therefore, the researcher has reviewed many studies that dealt with different aspects of the role of the media on the tourist scene, particularly during the COVID-19 epidemic. This is because some of these studies have considered that the media may enhance and promote tourism, in general, but have not shown its role recently during the COVID-19 epidemic, as confirmed by the researcher.

The researcher reviewed these studies in order to make use of their findings and know the similarities and differences. Thus, the researcher divided the previous studies into two axes, based on their handling of the variables of the study, and they will be arranged in reverse chronological order (from the latest to the oldest), as follows:

Shaaban's study (2021) sought to approach the reality of tourism media in Algeria and highlight its role in the development of the tourism sector, where the latter has become an existing industry in itself and is considered one of the important sectors supporting the national economy through the revenues it can generate. Tourism media is the physical guide to the tourism industry through its active contribution to tourism development in Algeria, where its importance is recognized. This importance stems from the role it can play in attracting tourists, and improving the image of Algerian tourism abroad by conveying a positive image of local tourism.

This study is based on the reality of employing visual tourism media in promoting the tourism sector in Algeria, by extrapolating the contents of the shams tourism channel and reading them descriptively to see the level of keeping pace with tourism development in Algeria. The study has reached a number of conclusions, the most important of which is the need to strengthen the tourism sector in other channels as well as invest in the digital environment through the establishment of sites and platforms that contribute to the promotion of the Algerian tourism product. (Shaaban, 2021, pp. 924–940)

-       Zadie's study (2021) used a field study on a sample of young users in Setif in order to explore and promote the role of Facebook in introducing and encouraging desert tourism.

The form was used as a tool for gathering information, including a set of questions to answer the main question. The findings showed that Facebook and YouTube were the top social networks used to discover different desert tourist destinations, and that sharing various online publications of photos and videos with friends was an important attraction for them.

The study also stressed the need for tourism professionals and qualified professionals to oversee these pages in order to play their promotional role professionally. (Zadie, 2021, pp. 4377–1112)

-       Rahmani's study (2021) aimed to identify the role of cinemas in promoting tourist destinations and find out the most effective strategies to attract tourists. The study touched on the concept of cinema and its features and addressed the concept of tourism promotion and the goals it seeks to achieve. In the end, it presented the experiences of some of the leading countries in the field of film tourism, such as the United Kingdom and New Zealand.

The study reached a set of conclusions, the most important of which was that the success factors of cinema in promoting tourist destinations in both the United Kingdom and New Zealand were the availability of supportive legislative and regulatory frameworks and an incubator for the ideas of film producers, as well as granting privileges and incentives for the filming and production of films within their territories, provided that the film embodied the local culture and national identity uniquely and differently. (Rahmani, 2021, pp. 184–204)

-       Nafadi's (2021) study examined Egypt's tourism sector, which is currently paralyzed by the emerging epidemic COVID-19 and will only be able to recover after the epidemic has been brought under control.

The study proposed the use of a gradual opening method based on innovation and policies to open up domestic, regional, and then international tourism and open tourist destinations to visitors on conditions in accordance with precautionary conditions and rules of divergence, thus identifying the problem of research in taking advantage of the design strategy to achieve cultural identity through printed and infographic protective mask designs to promote tourism during the COVID-19 pandemic.

The research aimed to create printed and infographic protective mask designs to achieve cultural identity in order to promote tourism during the COVID-19 pandemic. It was assumed that cultural identity could be achieved through printed and infographic protective mask designs to promote tourism during the COVID-19 pandemic. Concerning time limits, the study focused on the design strategy for achieving cultural identity to promote tourism during the current COVID-19 pandemic. As for objective limits, they included focusing on the design strategy for achieving Egyptian and Saudi cultural identity through innovative design solutions for printed and infographic protective mask designs to promote tourism under the COVID-19 pandemic. The spatial boundaries were Egypt and Saudi Arabia.

The research followed the statistical experimental analytical descriptive approach through the analytical study of printed and infographic protective mask designs inspired by the features of the Egyptian and Saudi regions, in addition to designing technical experiments and employment proposals for printed protective masks and infographics.

The results of the research show that a new design strategy can be achieved by creating printed and infographic protective mask designs to achieve cultural identity and promote tourism during the COVID-19 pandemic. The statistical study showed a positive indication in favor of the validity of the assumptions. The research recommended opening up new horizons and designing visions that achieve cultural identity through printed protective mask designs. (Nafadi, 2021, pp. 262–284)

-        Shaaban's study (2020) was interested in measuring the impact of visual media on the development of the tourism services sector. A field study on the public was conducted to measure the impact of visual media on the development of the tourism sector, clarify the concept and functions of visual media, and study the role of media in the development of tourism culture in the public. The field study was conducted on a sample of 120 male and female students at the University of Baghdad. For this purpose, a questionnaire consisting of 21 questions was prepared and distributed to the sample, and the gathered data were analyzed.

Testing hypotheses using the SPSS statistical program to unload data and calculate repetitions, percentages, and link transactions, the research reached several conclusions, the most important of which is that the sample was affected by the programs provided by the visual media on tourist topics. The strong impact of visual media on the knowledge level of the public was evident through the presence of high calculation averages in sample responses, and there was a very strong correlation between the follow-up of the tourism visual media and the decision to travel for tourism. The hypotheses were established that there are differences between the demographic variables of the sample in terms of being influenced by what the visual media present in the areas of tourism and that there were differences between the sample averages in terms of the impact of the media in the tourism sector. (Shaaban, 2020, pp. 36–48)

-        Zhou's study (2020) examined the use of digital communication by tourism and travel agencies to promote Algerian tourist destinations during the COVID-19 pandemic. For this purpose, a market study was conducted by sending an electronic questionnaire to tourism and travel agencies.

The results showed that these agencies are adopting a digital communication strategy, and the most commonly used means of promoting the Algerian destination are social networks and e-mail. Cultural tourism is at the forefront of the offers, followed by beach and mountain tourism. (Zhou, 2020, pp. 41–59)

4.   Study Questions

The questions of this study as follows:

1-   What was the role of "The World's Coolest Winter" campaign in prompting domestic tourism?

2-   How did the audience respond to the campaign?

3-   How did the campaign affect the audience's information about domestic tourism?

4-   Did the campaign affect the audience's tourism decision?

5.   Significance of the study

This study helps in acquainting us with the role played by the media in educating the public about the campaign promoting tourism, in analyzing the impact of campaign on reputation as an industrial construct in the UAE, as well as its impact on citizens, residents and visitors as regards identifying and visiting tourists' sites and spending an incredibly beautiful winter in the UAE.

This study is of crucial important for strategic planners on the local and national levels. This is so because it has adopted new approaches to dealing with crises. These approaches involved dealing with raising awareness effectively by employing the media to help in creating positive effects and working out solutions. Moreover, this study provides a guide to those will write on the same or similar topics in the future.

6.   Research Objectives

The objectives of this study were to investigate the effects of the UAE's governmental initiatives to support domestic tourism in the difficult times of the COVID-19 epidemic, as well as how the media supported it with coverage on the local and global levels. In addition, one objective was to learn about the reciprocal relationship between media and tourism and the media's successful participation in promoting domestic tourism during the COVID-19 epidemic. Another objective was to explore the contribution of the media in promoting domestic tourism and its role in spreading awareness of landmarks and tourist areas in the country. One of the objectives was also to identify the role that "The World's Coolest Winter" campaign played in prompting domestic tourism.

According to, the interest of the United Arab Emirates in supporting local tourism and its quest to familiarize the community with the most important tourist attractions that the nature of the United Arab Emirates has, and recently launched the "world's coolest winter" campaign (the second season) and supported it with media coverage from various media sectors. The qualitative approach was used for this study, and for the research tool to collect information, several interviews were carried out with officials in tourism and cultural departments at the level of the United Arab Emirates. the study focuses on analyze and results for the tourism campaigns implemented by the Ministry of Economy in cooperation with the tourism authorities in the seven emirates in the United Arab Emirates.

7.   Study population and sample:

The population of this study are the officials in charge of tourism industry who are responsible for planning and setting policies. Sample has been selected carefully according to the subject matter of the study. The study sample consisted of 150 individuals, and six interviews were conducted with tourism officials between December and March as follows:

1)   Sharjah Commerce and Tourism Development Authority (SCTDA)

2)	Department of Tourism and Commerce Marketing (Dubai

3)	The Ras Al Khaimah Tourism Development Authority (TDA

4)	Ajman Tourism Development Department (ATDD)

5)	Fujairah Tourism and Antiquities Authority

6)	Department of Tourism and Archaeology (Umm Al Quwain)

The study explains the opinions and analyzes results of the "World's coolest winter" campaign, and its impact on the public in general and its impact on the tourism sector. The study focuses on knowing the opinions of officials in the tourism authorities on the following axes:

1. Most important initiatives and contributions that have been launched to promote the tourist attractions in the emirate?

2. The role of media to promote the tourist places in the emirate. Moreover, what are the media used?

3. Effect of "world's coolest winter" campaign in increasing the public's knowledge of tourist places.

4. The difference in the number of tourists before and after the campaign?

5. Suggestions for developing and activating the promotion process for the "world's coolest winter" campaign.

6. Did you encounter difficulties or challenges during the tourism promotion process for the "The world's coolest winter" campaign?

8. Data Collection:

In order to achieve the objectives of the study, the questionnaire was reviewed to ensure its completeness and validity for data entry and statistical analysis, and the forms that did not meet the necessary conditions were excluded. The data was then encoded and entered into the computer using the Statistical Package for Social Sciences (SPSS). As for descriptive statistics, statistical tables were used to analyze the responses of sample members on each of the items included in the survey list, determine the characteristics of the sample, and clarify the frequencies, the number of responses per item, percentages, arithmetic averages, standard deviation, trend strength, and order.

9. Results and Discussions

This chapter presents the applied framework of the study by analysing the questionnaire, calculating the validity and reliability of the study tool, identifying the characteristics of the study sample, examining the axes of the study, and testing the study hypotheses in order to achieve the objectives of the study.

10. Validating the study tool

The validity of the study tool was verified by determining the Pearson correlation coefficients between each phrase and the total score in order to determine the extent of the internal homogeneity of the study tool. It was found that all the correlation coefficients for all the items of the questionnaire were statistically significant at significant levels (0.01), which means that the tool has a high level of validity and is appropriate for the purposes of the study.

11. Reliability analysis of the study tool

The reliability coefficient of the scale was calculated using the Cronbach's Alpha method, and the reliability value was 0.954, which is a high value that shows the high level of reliability of the study tool and allows the tool to be used for the purpose of the study.

12. Results and Discussions

1. Personal Profile

Table 1 The demographic information of the study sample

Personal Data	Category	N	%
	Abu Dhabi	57	38.0
	Dubai	23	15.3
Current place of residence	Sharjah	21	14.0
	Ajman	9	6.0
	Umm Al Quwain	2	1.3
	Ras Al-Khaimah	1	.7
	Fujairah	4	2.7
	AL Ain	33	22.0
Gender	Male	78	52
	Female	72	48

Age	16-19	2	1.3
	20-29	2 3	15.3
	30-39	6 6	44.0
	40-49	3 5	23.3
	50-59	1 6	10.7
	60 or over	8	5.3
Level of educational qualification	Secondary school	1 6	10.7
	Vocational education	1 2	8.0
	Bachelor's degree	8 2	54.7
	Master's or PhD degree	4 0	26.7
current position	Employee	1 1 4	76.0
	Self-employed	1 0	6.7
	Retired	2	1.3
	Student	1 1	7.3
	Unemployed	1 3	8.7
Current (or former) occupational group	Director or manager	2 5	16.7
	Professional (doctor, lawyer, teacher, etc.)	4 6	30.7
	Technical professions (technicians, nursing)	1 6	10.7

	Administration	4 8	32.0
	Service and sales personnel	6	4.0
	Manual or crafts worker	9	6.0
Occupation or education connected with culture	Yes	4 9	32.7
	No	1 0 1	67.3

2. Purpose of /Reasons for domestic tourism planning

Table 2 Purposes of /Reasons for domestic tourism planning

Purposes/Reasons	F.	%
Having a holiday	86	57.3
Visiting relatives and friends	17	11.3
Visiting a cultural attraction	16	10.7
Attending a sports event	8	5.3
Doing business	7	4.7
Attending a cultural event	6	4.0
Attending a conference	5	3.3
Shopping	5	3.3
Total	150	100

The results indicate that the study sample has chosen having a holiday (57.3%), visiting a cultural attraction (10.7%), attending a cultural event (4%), visiting relatives and friends (11.3%), doing business (4.7%), attending a conference (3.3%), attending a sports event (5.3%), and shopping (3.3%),

which shows that for most of the study sample members, the main goal of the trip was to have a holiday (57.3%) **for the purpose of entertainment.**
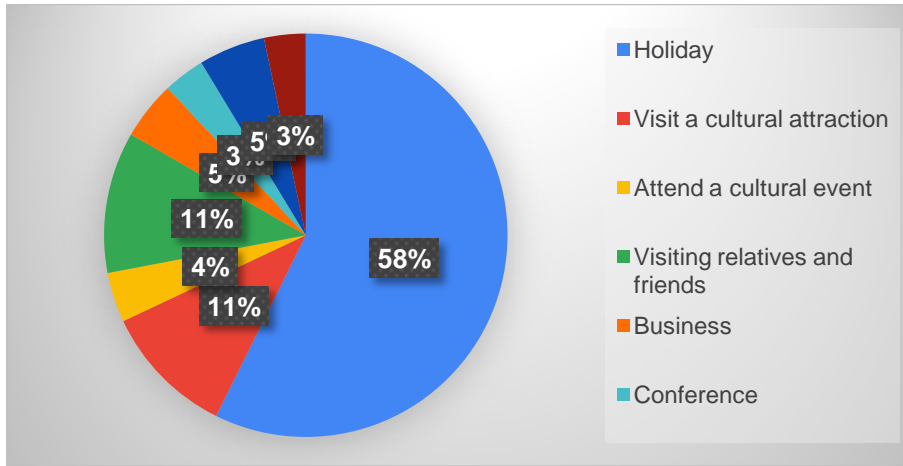

Figure 1 Purpose of /Reasons for domestic tourism planning

3. Sample members' opinions of their experience of domestic tourism

Table 3: Sample members' opinions of domestic tourism

Seq.	Statements	Strongly agree %	Agree %	Neutral %	Strongly disagree %	Disagree %	Mean	S.D
1.	This experience has increased my knowledge about the place.	52.7	30.0	14.0	2.0	1.3	4.307	0.882
2.	It was very relaxing being there.	54.0	30.0	10.7	4.0	1.3	4.367	0.798
3.	There were lots of interesting things to see.	56.7	27.3	10.7	4.0	1.3	4.340	0.918

4.	I like the atmosphere of the place.	54.0	30.0	10.7	4.0	1.3	4.313	0.913
5.	The UAE is distinguished by the diversity of tourism and cultural projects, especially during the winter season.	68.7	19.3	10.0	0.0	2.0	4.517	0.839
6.	Hotel administrations provide offers and discounts to support domestic tourism.	46.0	22.0	19.3	6.0	6.7	3.925	1.228

Based on the table, we have some important results, which are as follows:

- The members of the study sample gained a high level of knowledge about the location as a result of this experience, with a mean of 4.307 and a standard deviation of 0.882.

- The members of the study sample were very comfortable in the location, with a mean 4.367 and a standard deviation of 0.798.

- There were a lot of interesting things that the members of the study sample could see in the place, with a mean of 4.340 and a standard deviation of 0.918.

- The members of the study sample greatly liked the place, with a mean of 4.313 and a standard deviation of 0.913.

- The members of the study sample highly believe that the UAE is distinguished by the diversity of tourism and cultural projects, especially during the winter season, with a mean of 4.517 and a standard deviation of 0.839.

- The members of the study sample highly believe that hotel administrations provide offers and discounts to support domestic tourism, with a mean of 3.925 and a standard deviation of 1.228.

4. Types of holidays for a short trip

Table 4 Types of holidays for a short trip

Categories	F.	%
Sun/beach holiday	36	24.0
City trip	29	19.3
Touring holiday	27	18.0
Ecotourism/nature holiday	15	10.0
Cultural holiday	12	8.0
Health/wellness	11	7.3
Rural holiday	8	5.3
Creative/educational holiday	6	4.0
Sports holiday	6	4.0
Total	150	100

The results indicate that people prefer a sun/beach holiday (24%), a health/wellness holiday (7.3%), a cultural holiday (8%), an ecotourism/nature holiday (10%) a creative/educational holiday (4%) a rural holiday (5.3%) a touring holiday (18%), a city trip (19.3%), and a sports holiday (4%). **This shows that most of the members of the study sample describe their vacation as a sun/beach holiday (**24%), a city trip (19.3%), or a touring holiday (18%).
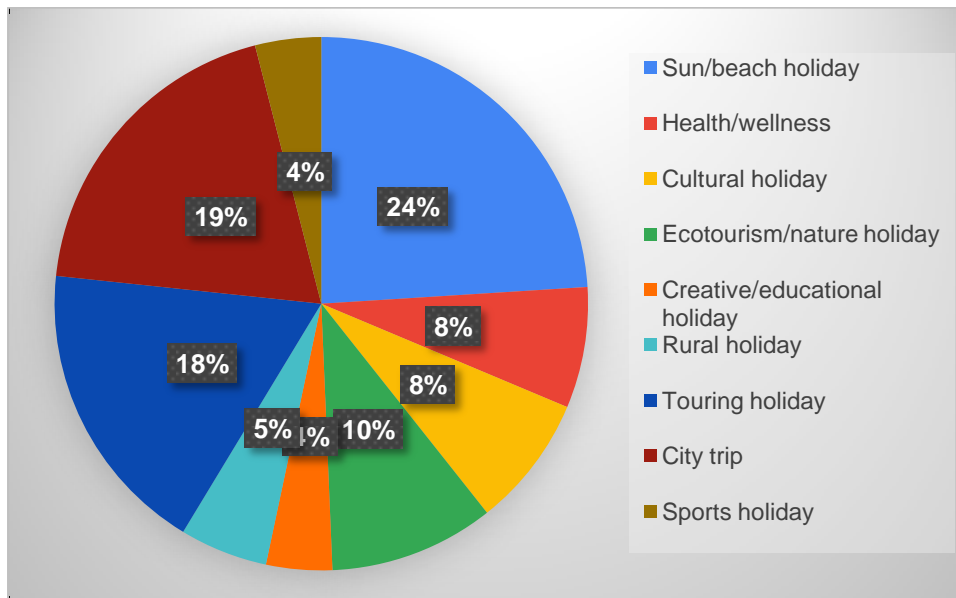
Figure 2 Types of holidays for a short trip

5. Preferred Places and Destinations

Table 5 Preferred places and destinations

Categories	F.	%
Abu Dhabi	97	64.7
Dubai	95	63.3
Ras Al-Khaimah	89	59.3
Hatta	73	48.7
Khorkaffan	62	41.3
Al Ain	51	34.0
Sharjah	49	32.7
Fujairah	44	29.3
Sir Baniyas	38	25.3
Dibba	25	16.7
Kalba	21	14.0
Ajman	17	11.3

Umm Al Quwain	6	4.0
Liwa	11	7.3

The results show that the members of the study sample prefer to spend their time in Abu Dhabi (64.7%), Dubai (63.3%), Sharjah (32.7%), Ajman (11.3%), Umm Al Quwain (4%), Ras Al-Khaimah (59.3%), Fujairah (29.3%), Al Ain (34%), Kalba (14%), Liwa (7.3%), Khorkaffan (41.3%), Sir Baniyas (25.3%), Hatta (48.7%), and Dibba) (16.7%). **This shows that the most suitable places to spend a holiday, from the point of view of the members of the study sample, are Abu Dhabi** (64.7%), Dubai (63.3%), Ras Al-Khaimah (59.3%), Hatta (48.7%), and Khorfakkan (41.3%).
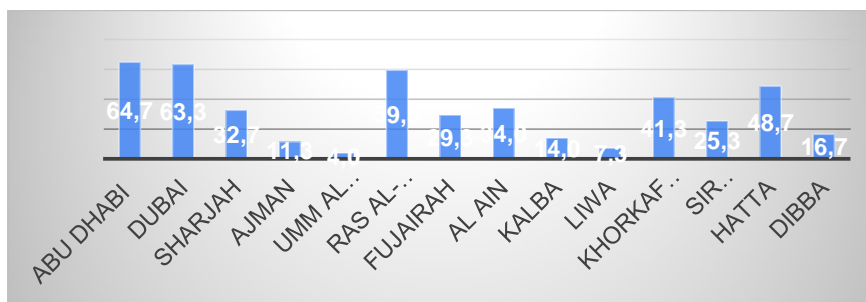
Figure 3 Preferred places and destinations

6. Active use of social media

Table 6: Active use of social media

Categories	F.	%
WhatsApp	83	55.3
YouTube Vloggers	69	46.0
Instagram	62	41.3
Snapchat	55	36.7
TikTok	23	15.3
Facebook	17	11.3

The table indicates that the members of the study sample are interested in using Facebook (11.3%), Snapchat (36.7%), tourism websites (4.7%), TikTok (15.3%), Instagram (41.3%), WhatsApp (55.3%), and YouTube vloggers (46%). This shows that **the most active social networking sites for the study**

sample members are WhatsApp (55.3%), YouTube vloggers (46%), Instagram (41.3%), and Snapchat (36.7%).
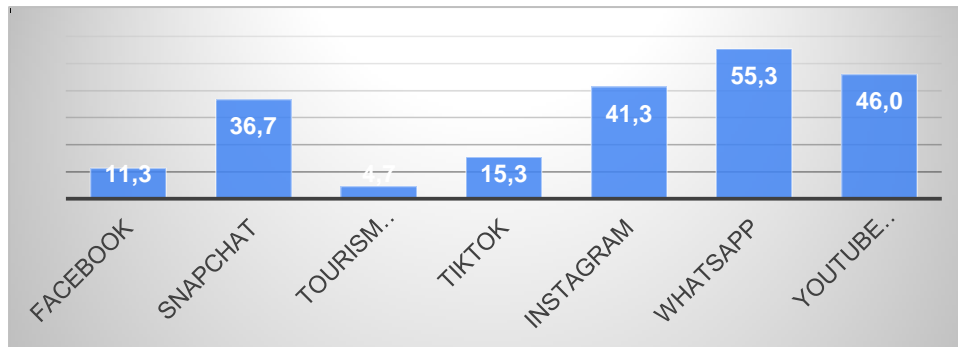

Figure 4: Active use of social media

7. Social media as a source of information about domestic tourism

Table 7: Social media as a source of information about domestic tourism

Categories	F.	%
WhatsApp	84	56.0
YouTube Vloggers	64	30.7
Instagram	53	35.3
Friends	43	22.7
Snapchat	42	28.0
Facebook	15	10.0
TikTok	15	10.0
Television Commercials	13	8.7
Newspapers	5	3.3
Magazines	3	2.0
Promotions in Outlets	3	2.0

The results indicate that the members of the study sample are interested in using Facebook (10%), Snapchat (28%), TikTok (10%), Instagram (35.3%), WhatsApp (56%), YouTube vloggers (30.7%), television commercials (8.7%), newspapers (3.3%), friends (22.7%), magazines (2%), and promotions in outlets (2%). This shows that **the most common ways through which the**

**members of the study sample know the locations of modern attractions
are WhatsApp** (56%), Instagram (35.3%), YouTube vloggers (30.7%),
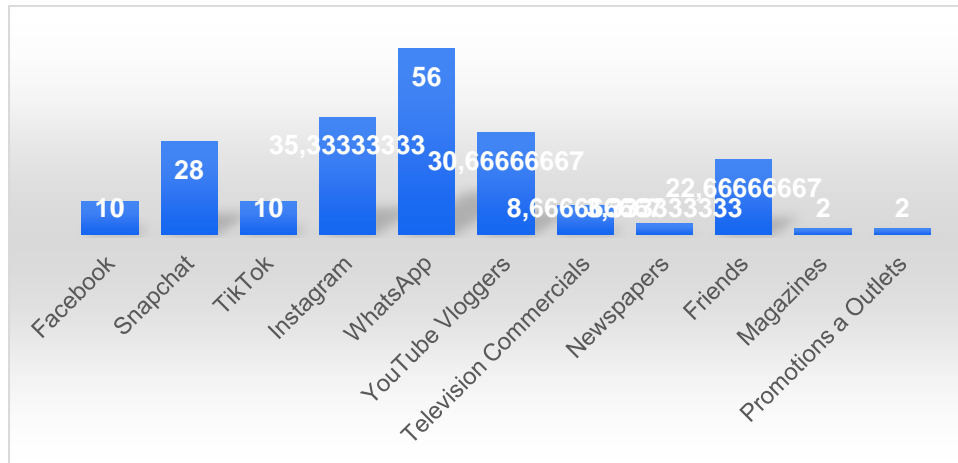Snapchat (28%), and friends (22.7%).

Figure 5 : Social media as a source of information about domestic tourism

8. **Knowing About "The World's Coolest Winter" campaign in the
   United Arab Emirates.**

**Table 8: Knowing About "The World's Coolest Winter" campaign in
United Arab Emirates**

Categories	F.	%
High knowledge	112	74.7
Low knowledge	38	25.3
Total	150	100

The results indicated that the majority of the members of the study sample said they
knew about the campaign (74.7%), while 25.3% of them said they did not know
about it. This shows **that most of the members of the study sample had heard
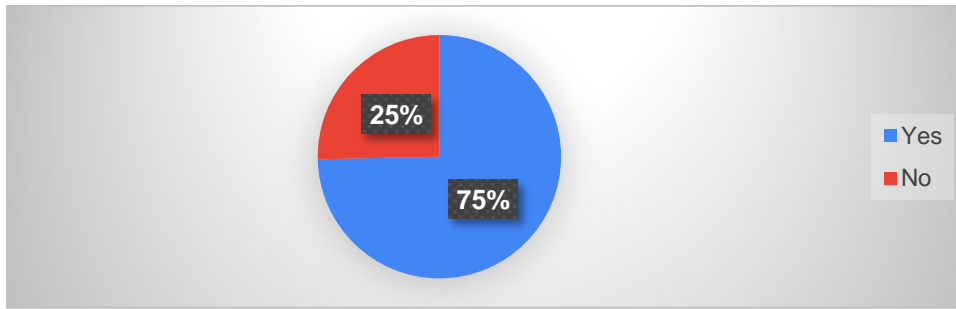about "The World's Coolest Winter" campaign in the UAE.**

Figure 6: Knowing about "The World's Coolest Winter" campaign in the United Arab Emirates

9. **The sources that provided information about "The World's Coolest Winter" campaign**

Table 9: The sources that provided information about

Categories	F.	%
WhatsApp	77	51.3
Instagram	51	34.0
Snapchat	41	27.3
YouTube Vloggers	38	25.3
Friends	36	24.0
Television Commercials	20	13.3
Tourism Websites	13	8.7
Facebook	12	8.0
TikTok	12	8.0
Newspapers	12	8.0
Magazines	6	4.0
Promotions in Outlets	2	1.3

The table reveals that the sources that provided the study sample with information were Facebook (8%), Snapchat (27.3%), tourism websites (8.7%), TikTok (8%), Instagram (34%), WhatsApp (51.3%), YouTube vloggers (25.3%), television commercials (13.3%), newspapers (8%), friends (24%), magazines (4%), and promotions in outlets (1.3%). This shows that **most of the members of the study sample obtained information about "The World's Coolest Winter" campaign through WhatsApp** (51.3%), Instagram (34%), Snapchat (27.3%), YouTube vloggers (25.3%), and friends (24%).
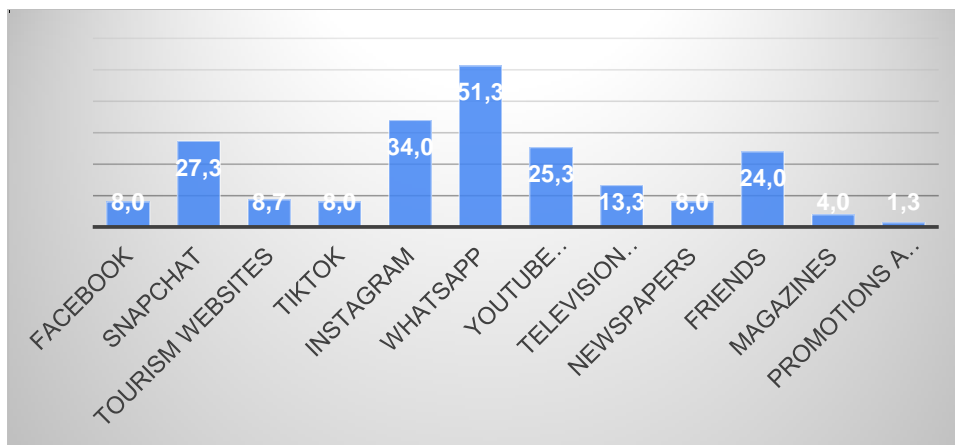

Figure 7: The sources that provided information about "The World's Coolest Winter" campaign

10. The Role of "The World's Coolest Winter" campaign in providing more information about the tourist attractions in the country

Table 10: The Role of "The World's Coolest Winter" campaign in providing more information about the tourist attractions in the country

Categories	F.	%
Strongly Agree	71	47.3
Agree	38	25.3
Neutral	24	16.0
Strongly Disagree	9	6.0

Disagree	8	5.3
Total	150	100

The results indicate that when asked whether the campaign played a role in providing information about the tourist attractions in the country, the answers of the study sample were as follows: strongly disagree) (6%), disagree (5.3%), neutral (16%), agree (25.3%), and strongly agree (47.3%). This shows that **most of the study sample members got more information about the tourist attractions in the country** through "The World's Coolest Winter" campaign, with a mean of 4.027 and a standard deviation of 1.181.
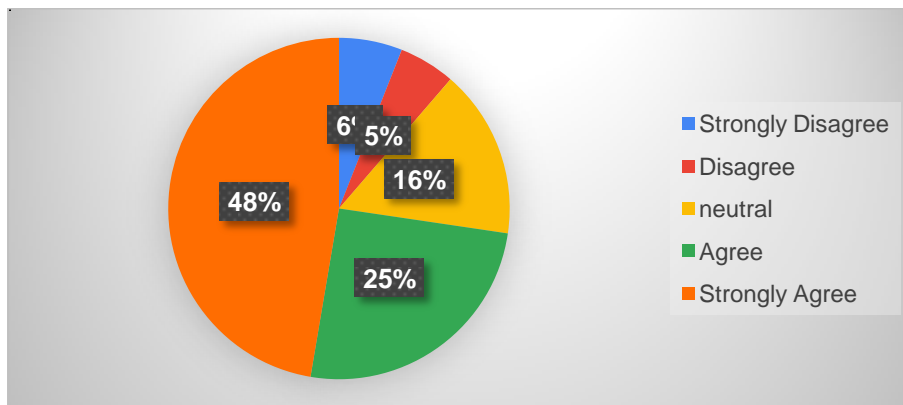

Figure 8 : The role of "The World's Coolest Winter" campaign in providing more information about the tourist attractions in the country

13. The most attractive elements of the campaign

Table 11: The most attractive elements of the campaign

Categories	F.	%
Social media: videos and photos	56	37.3
Tourism areas	45	30.0
Campaign events and activities	20	13.3
Tourist offers and promotions	17	11.3
Influencers' Ads	12	8.0

Total		150	100

From the table, it is clear to us that the most attractive elements were tourism areas (30%), social media (videos and photos) (37.3%), influencers' ads (8%), tourist offers and promotions (11.3%), and campaign events and activities (13.3%). This shows that the **most attractive elements of "The World's Coolest Winter" campaign that attracted the members of the study sample were social media (videos and photos) (37.3%**) and tourism areas (30%).
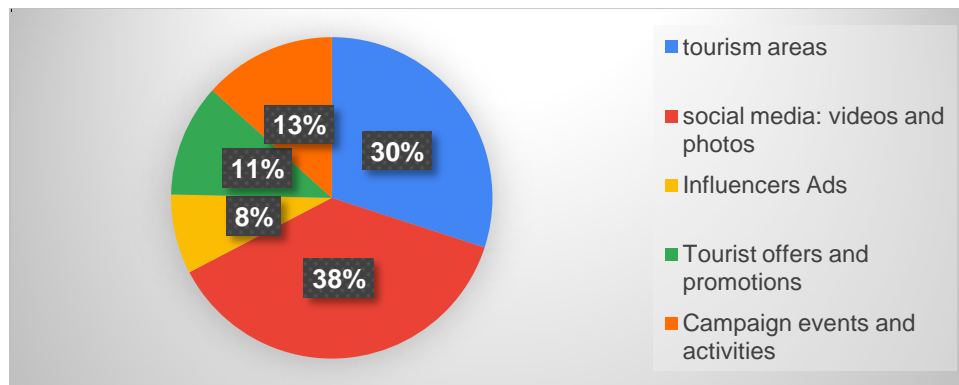

Figure 9: The most attractive elements of the campaign

11. The most important types of information gained from the campaign

Table 12: The most important types of information gained from the campaign

Categories	F.	%
Tourism areas	50	33.3
Types of tourism in the country	39	26.0
New tourism projects	34	22.7
Various events in the country	27	18.0
Total	150	100

The results reveal that the most important types of information gained were about tourism areas (33.3%), types of tourism in the country (26%), new tourism projects (22.7%), and the various events in the country (18%). This shows that **the most important types of information obtained by the members of the study sample were about tourism areas (33.3%),** types of tourism in the country (26%), and new tourism projects (22.7%).
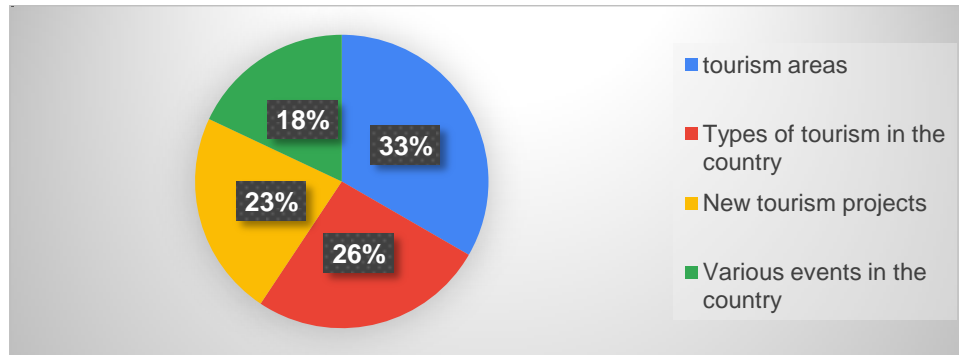

Figure 10: The most important types of information gained from the campaign

12. The most important factors that affected the tourism decisions of the members of the study sample

Table 13: The most important factors that affected the tourism decisions of the members of the study sample

Categories	F.	%
Friends	49	32.7
Experience	44	29.3
Media and news	29	19.3
The campaign	21	14.0
Commercial ads	7	4.7
Total	150	100

The table reveals that the important factors that affected the tourism decisions of the members of the study sample were experience (29.3%), the campaign (14%), friends (32.7%), commercial ads (4.7%), and media and news (19.3%). This shows that the **most important factors that affected the tourism decisions of the members of the study sample were friends (32.7**%), experience (29.3%), and media and news (19.3%).
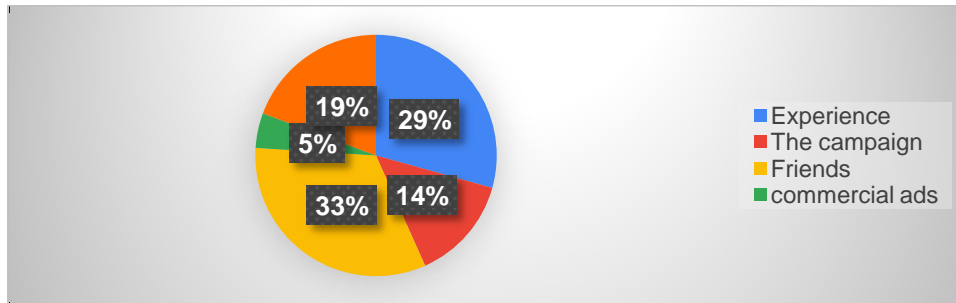

Figure 11: The most important factors that affected the tourism decisions of the members of the study sample

13. The most important media tools to follow the campaign

Table 14: The most important media tools to follow the campaign

Categories	F.	%
Social media: Instagram, Snapchat, TikTok, YouTube, Facebook	**120**	**80**
Traditional media: TV, radio, newspapers	**30**	**20**
Total	**150**	**100**

The members of the study sample considered that the most important tools were traditional media (TV, radio, and newspaper) (20%) and social media (Instagram, Snapchat, TikTok, YouTube, and Facebook) (80%). This shows that the most important tools that the members of the study used to follow the campaign were social media (Instagram, Snapchat, TikTok, YouTube, and Facebook), (80%) and traditional media (TV, radio, and newspapers) (20%).
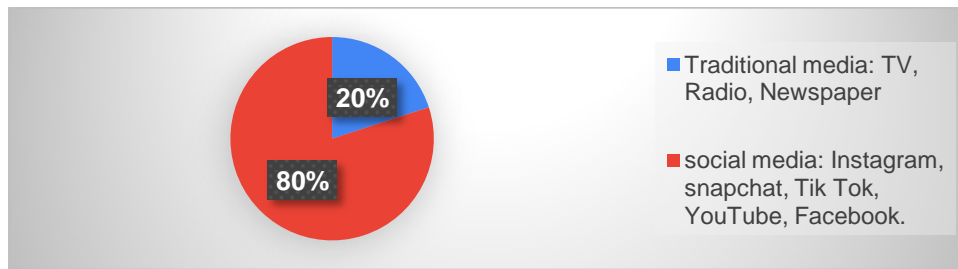
Figure 12: The most important media tools to follow the campaign

14. The experience of Visiting Expo 2020 as part of tourism

Table 15: The experience of visiting Expo 2020 as part of tourism

Categories	F.	%
Yes	139	92.7
No	11	7.3
Total	150	100

The table reveals the opinions of the members of the study sample about visiting Expo 2020. 92.7% said they visited it, while 7.3% said they did not. This shows that most of the members of the study sample visited Expo 2020.
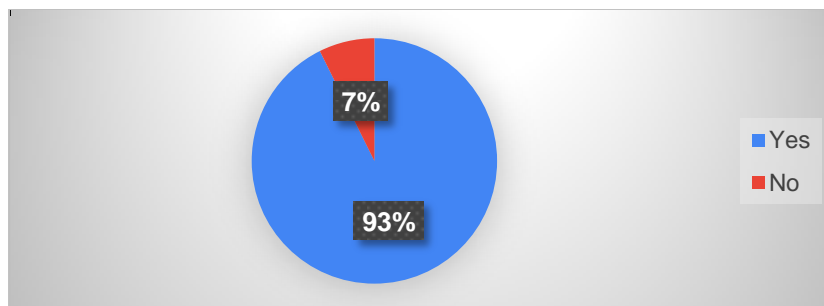

Figure 13: The experience of visiting Expo 2020 as part of tourism

15. Satisfaction with visiting Expo 2020

Table 16: Satisfaction with visiting Expo 2020

Categories	F.	%
10.00	106	70.7
9.00	14	9.3
6.00	9	6.0
1.00	4	2.7
7.00	4	2.7
3.00	1	.7
5.00	3	2.0
3.00	1	.7
3.00	1	.7
Total	150	100

The table reveals a high level of satisfaction with visiting Expo 2020, with a mean of 9.080 and a standard deviation of 1.923.
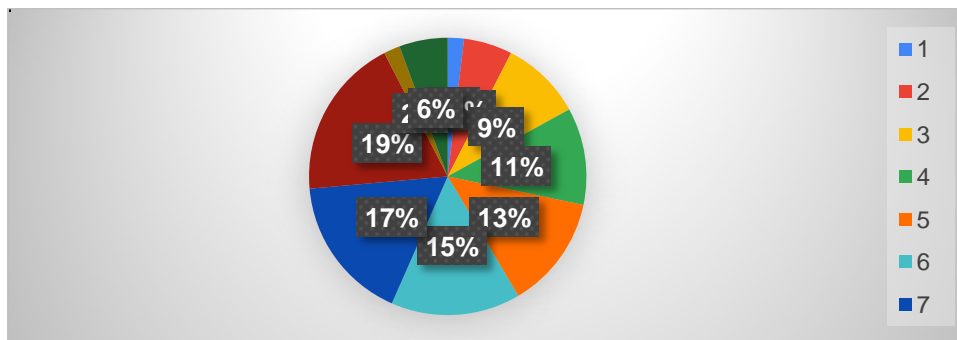

Figure 14 Satisfaction with visiting Expo 2020

16. **The most recently visited places**

Table 17: The most recently visited places

Categories	F.	%
Expo 2020	131	87.3
Global Village	105	70.0
YAS Island	80	53.3
Sharjah Museum	65	43.3
Jebel Hafeet Al Ain	59	39.3
Ain Dubai	53	35.3
Jabel Jais RAK	32	21.3
Al Jubail Mangroves Abu Dhabi	30	20.0
Zorah Mangroves Ajman	25	16.7
Dubai Museum of Future	23	15.3
Sir Baniyas Island Abu Dhabi	17	11.3
Sharjah Safari	15	10.0
Al Talla Desert Ajman	15	10.0
Fossil Rock Maliha	13	8.7
Sharjah Planet Mars	12	8.0
Mangroves Kalba	12	8.0

According to the results the most recently visited place were Expo 2020 (87.3%), Al Jubail Mangroves in Abu Dhabi, (20%), Sir Baniyas Island in Abu Dhabi (11.3%), Jebel Hafeet (Al Ain) (39.3%), Zorah Mangroves in Ajman (16.7%), Sharjah Safari (10%), Fossil Rock in Maliha (8.7%), Sharjah Museum (43.3%), Global Village (70%), YAS Island (53.3%), Ain Dubai (35.3%), Jabel Jais, RAK (21.3%), Al Talla Desert in Ajman (10%), Sharjah Planet Mars (8%), Mangroves Kalba (8%), and Dubai Museum of Future (15.3%). This shows that the most recently visited landmarks were Expo 2020 (87.3%), Global Village (70%), YAS Island (53.3%), Sharjah Museum (43.3%), Jebel Hafeet in (Al Ain) (39.3%), and Ain Dubai (35.3%).

13. Results of the Interviews

Interview with officials from the seven Emirates revealed that the rule played by local media was great and help a lot in reducing pandemic sequences. Since the pandemic spread prevention measures requires

gathering banning and social distance, which in return have sever effect on tourism activities such as group tours and group activities and sports. The role played by media in raising awareness of alternatives methods and activities as well as restrictions and safety measures helped in a great way to mitigate such sequences.

Table 18: officials opinions on the role played by local media in supporting tourism during COVID-19 pandemic.

Officials by Emirate	effective	Moderate	Not effective
Dubai	100%		
Abu Dhabi	100%		
RAK	100%		
Sharjah	100%		
Um Equine	100%		
Ajman	100%		

As shown in the table above all participants agree that the role of the local media was 100% effective in terms of raising awareness and informing about local tourism destination.

14. Conclusion:

The study concluded that there is a positive relationship between the campaign's ability to provide information and the increasing numbers of the public for domestic tourism.

The "world's coolest winter" campaign has achieved outstanding results in supporting domestic tourism in the United Arab Emirates during the past two years, through a relative visit in the number of visitors to tourist areas and a high occupancy rate in hotel establishments. Recovery from the Covid 19 pandemic.

To support the tourism sector in the United Arab Emirates, and work to coordinate the efforts made by the various tourism authorities, the Cabinet approved the formation of the Emirates Tourism Council, to promote the tourism file in the Emirates and to develop a tourism strategy in line with national aspirations and the centenary of the Emirates, and to achieve integration of the efforts of all bodies and departments local.

15. Recommendations

This paper highlighted the importance of local media support during difficult times; particularly it highlighted the rule of local media during COVID 19 pandemic. Here we suggest further research in the same area to cover such

crucial rules played by media to overcome social issues. In addition to further studies, the paper recommend projecting the rule of the media in other similar social phenomenon.

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