

Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry – Sudan

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Abstract: *This research focused on tourism because currently, it is one of the main pillars of the economy. The developing countries are currently competing in improving their tourism sector by taking advantage of newly developed technologies and advancements. Today, these countries are using new marketing tools to promote their destinations. Suitable distribution and intensive promotion increases the duration of residence of the tourist and increase national income. Therefore, it is necessary to inquire into promotional strategies in social media based on Sudanese tourist experiences. This study used a qualitative approach with phenomenological study to investigate how the developing countries, especially Indonesia, benefit from the tourist experience and social media as a new marketing tool in promoting destinations. The result showed that most of the Sudanese tourists used social media to find information about tourism destinations in Indonesia. The researcher conducted a short interview with six Sudanese tourists to understand the Sudanese tourists' behaviour, communication experiences in social media, and the factors that made them chose Indonesia. Other results showed that the Sudanese used social media to share their travel experiences by posting pictures, videos, comments, and opinions. These postings may serve as valuable information for other potential tourists and influence their choices.*

Keywords: This study used a qualitative approach with phenomenological study to investigate, he Sudanese tourists' behaviour, communication experiences in social media, These postings may serve as valuable information for other potential tourists and influence their choices.

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