

Research Article

Promoting Ancient Geosites with the Use of Hyperlocal Marketing

¹Prof. Dr. Tareq Nael Hashem

¹Department of Marketing, Faculty of Business, Applied Science Private University, Amman.

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Abstract: *Purpose:* The primary goal of this research is to compare and contrast the effectiveness of hyperlocal marketing strategies in promoting ancient geosites in Jordan and Egypt, with a focus on historical significance, community engagement, personalized experiences, digital storytelling, and sustainable tourism practices.

Methodology: A total of 983 visitors self-administered an online survey as part of the quantitative approach. The gathered primary data was processed using SPSS.

Findings: Study results confirmed the hypothesis “Hyperlocal marketing strategy has a statistically significant influence in promoting ancient Geosites” with $R= 0.923$, using multiple and linear regression. There seems to be a medium to high degree of influence from the sub-variables, with digital storytelling coming in second and sustainable marketing techniques coming in first. The analysis seems to favour non-Arab respondents over Arab ones, leading to these results. Thus, the majority of the data came from non-Arab visitors who visited Jordan or Egypt in the fiscal year 2022–2023.

Originality of the research: The current study is anticipated to add to the body of knowledge on the most effective methods for promoting ancient geosites, independent of the cultural or religious significance of such sites' heritage.

Keywords: Hyperlocal Marketing, Marketing, Historical Significance, Local Community Engagement, Customized Experiences, Tourism.

I. INTRODUCTION

Marketing strategies for ancient geological areas are based on the principle of highlighting the natural, heritage, cultural and historical aesthetics of the area (Carvache-Franco et al., 2021). The competent authorities usually focus on these dimensions in order to enhance the interest of the local community and the world in geological areas that have a strong history, a great civilization, and a significant impact on tourism in the region (Temjanovski, 2019). Today, social media and the internet in all its forms have become among the tools that are used to promote ancient geological areas in the region, reach the target audience, and ensure that the value of these areas is enhanced for them.

Mikhailenko et al. (2023) examined the valuable impact of presenting geological information for tourist destinations on webpages through the internet. Researchers found that having a lot of geological information about the area encourages people to visit. Many tourist-attractive geological areas have been studied, such as the Granite Gorge in the Western Caucasus, the Beshishi in the Volga region, and the Red Stones in the South Caucasus. The study reached the conclusion that marketing had an impact on encouraging tourism to these places by stating the **historical significance** of the region on the Internet pages. In addition, it emphasizes that visits to these places will be designated as tourism based on **sustainable tourism practices** such as ensuring accessibility, site safety, and the presence of services and tour guides.

Meira et al. (2021) attempted to demonstrate the impact of digital and visual marketing of geological sites on the level of tourism for geological areas that attract tourists. The researchers studied the digital and photographic material included in the marketing campaigns of the UNESCO Costa Basca Geopark (Spain) in order to understand the techniques, symbols, and storytelling and their role in consolidating the image of the tourist interface. The study reached the conclusion that there is an effect of **storytelling and symbols** in giving aesthetic value and cultural and civilizational diversity to the region, which would increase the interest of the local community in knowing more about it by highlighting the geological heritage present in the local environment and then adopting and disseminating it.

Roque (2022) aimed to demonstrate the role of storytelling and local community interaction in strengthening the foundations of domestic tourism in attractive geological areas. The researcher confirmed through the study that **storytelling** has an effective impact on promoting tourism at the local and international levels, and it is also an effective strategy for promoting sustainable tourism practices. **Local community participation** also promotes georegions that are relevant to their knowledge



and memories of place, culture, and heritage. This method also enhances the **customized experience** for tourists by influencing their perception of local authenticity and sense of belonging.

From the previous literature and the development of hypotheses, this current study aimed to examine the role of hyperlocal marketing strategy (historical significance, local community engagement, customized experiences, digital storytelling, and sustainable tourism practices) in marketing and promoting ancient geosites for better local attention and interest.

Highlighting the relationship between variables was through building the following mode, and from which study hypotheses were extracted:

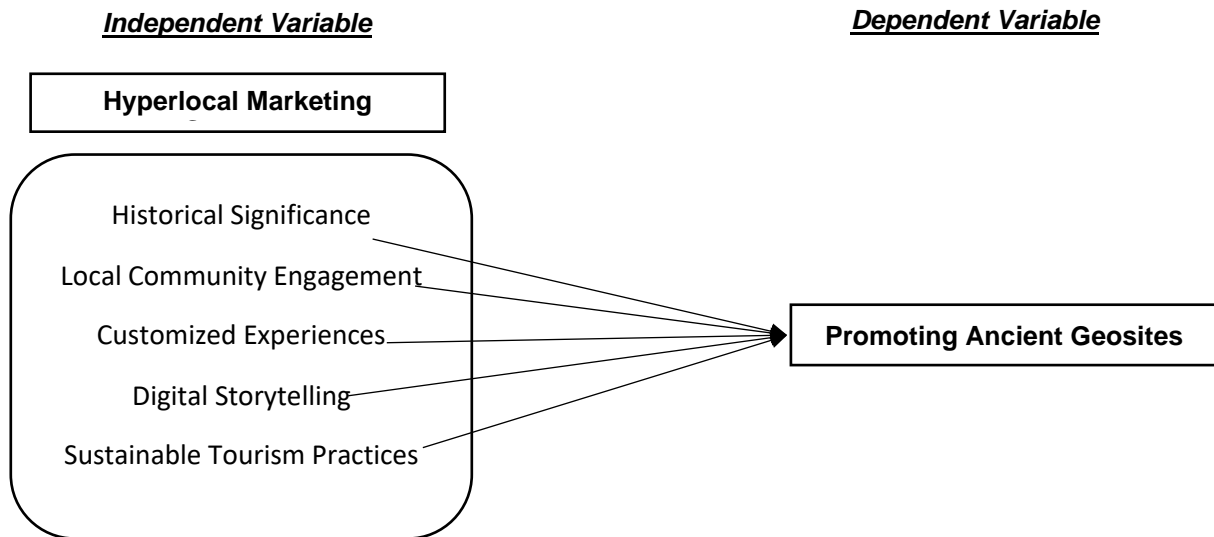


Figure 1. Study Model

According to the above model, the current study hypothesized the following:

Main Hypothesis:

H: Hyperlocal marketing strategy has a statistically significant influence in promoting ancient Geosites

Sub-Hypotheses:

- H1:** Historical significance has a statistically significant influence in promoting ancient Geosites
- H2:** Local community engagement has a statistically significant influence in promoting ancient Geosites
- H3:** Customized experience has a statistically significant influence in promoting ancient Geosites
- H4:** Digital storytelling has a statistically significant influence in promoting ancient Geosites
- H5:** Sustainable tourism practices have a statistically significant influence in promoting ancient Geosites

II. LITERATURE REVIEW

A) Hyperlocal Marketing

Muneeb et al. (2023) defined hyperlocal marketing as a marketing strategy whose primary target is usually the local audience. This strategy attempts to precisely identify the local audience in a specific area in order to enhance campaigns and marketing efforts for a specific area within the target population, such as a country, city, or even a specific neighborhood. Hyperlocal marketing begins by providing marketing content for a specific area designated for local residents. It seeks to build a strong relationship with residents, develop the foundations of loyalty, provide specific tourist services and attract their attention to this tourist area in a manner tailored and directed to them (Gil Arroyo et al., 2020; Hashem, 2015; Al-Duwailah & Hashem, 2019.).

The hyperlocal marketing strategy tends to use modern and diverse techniques and means in order to reach the target audiences of tourists. One of these means may be targeted advertisements, e-mail, and social media (Naik et al., 2022). In general, the hyperlocal marketing strategy is considered one of the most successful strategies for tourism promotion and marketing at the local level in order to direct the public’s attention to the target area and raise the level of sales there (Hashem, 2023).

B) Marketing of Ancient Geosites

Marketing for ancient geosites refers to the process of marketing and promoting ancient geological sites as one of the initiatives to preserve the geological heritage in the region, in addition to educating individuals about the heritage and historical value of these areas (Mikhailenko et al., 2023). Herrera-Franco et al. (2020) argue that marketing and promoting ancient geological sites is an important incentive that enhances local individuals' historical and scientific knowledge of these areas. It is also a source of awareness for the individual about the history of the Earth, the geological changes that occurred in it, and the eras that the region witnessed. Dionisio and Nisi (2021), Basaraba (2020), Shiri et al. (2022), Xu et al. (2019), Caciora et al. (2021), and Megeirhi et al. (2020) indicate that marketing and promoting ancient geological areas have a special method that may differ from other marketing strategies, including:

a. Historical Significance

Supporting the historical significance of ancient geosites can take place by enhancing the organization of seasonal and annual festivals and events. In this way, these areas remain present in the minds of individuals, so they are more able to appreciate them and work for them. In addition, reviewing the historical impact of these areas gives a glimpse that may be a source of pride and pride for individuals in these areas, which contributes to attracting visitors and developing their level of interest in them.

b. Local Community Engagement

This is done by maintaining efforts that would educate the public about the importance of ancient geological sites on the cultural and scientific levels. In addition to integrating the local community into these initiatives, lectures, field tours for individuals, and promotional and explanatory presentations will be organized to show the geological history of the region and the eras and events that have passed through it. Among the local community initiatives is the establishment of a visitor center dedicated to embracing the geological and heritage history of the region, in addition to supporting individuals to access these centers, view their contents, and present the content in an attractive and effective way. Local partnerships are considered one of the most important areas of community participation, as partnerships can be developed with local community organizations from the public and private sectors in order to enhance marketing strategies for these areas. The private sector can also finance the exchange of knowledge and experiences in order to raise the level of promotion and maintain the place of these areas within the local community.

c. Customized Experiences

The idea of resending customized experiences for individuals managed to appear as a very good approach to gaining the attention of others. Presenting a customized experience makes tourists feel that they are welcome and that the place is ready to embrace them, making them feel the ancient civilizations that used to be there. Adopting customized experiences for tourists means having all the necessary facilities to make the experience enjoyable for individuals. This includes restaurants, restrooms, and transportation. In addition to making sure these places are ready to have people around through removing all the harmful pathways and objects that might be a risk to visitors.

d. Digital Storytelling

Digital promotion is considered one of the most important means of enhancing the methods of marketing geological regions, as digital marketing here plays an important role in reaching the target audience inside their homes through publishing relevant images, videos, and texts. One of the most acceptable methods for individuals is digital storytelling, which is based on presenting information by modeling it as a story and displaying it on social media in order to attract the attention of individuals of different ages, thus enhancing awareness of geological heritage.

e. Sustainable Tourism Practices

The idea of running sustainable touristic practices to preserve and intensify the interest in ancient geosites can be done through good management. The effective management of the landscaping and preservation of these areas is the responsibility of the competent public institutions and bodies in the state. They are required to be able to preserve ancient geological sites, such as general maintenance procedures, organizing visits, and protecting places from vandalism and destruction. Among the practices of sustainable tourism, promotion is empowering the competent authorities to preserve fragile places that are vulnerable to destruction, facilitating public transportation for these areas, and working to secure walking places for pedestrians and cars in a manner appropriate to the region.

C) Egyptian Scene

Egypt is widely known for its exquisite geological civilization and the history behind it. Ellis (2020) argued that Egypt is known for the Nile; the Nile Valley extends along the length of the State of Egypt, merging with stunning natural landscapes, in addition to Mount Sinai, which is known to be a distinct geological region with its beautiful desert terrain. The summit of Mount Musa is a popular tourist destination for individuals wishing to climb the mountain and enjoy it (Mustafa, 2021).

Among the geological regions that attract tourism in Egypt is the Red Sea, which is one of the most beautiful seas in the world, as it includes coral reefs and rich marine diversity. Government agencies in Egypt promote and market these geological tourist destinations through social media, and most of their reliance is on digital marketing of these areas in order to reach the target groups (Sweberg, 2020).

D) Jordanian Scene

It cannot be denied that Jordan is considered one of the most distinguished tourist destinations on the geological level. Jordan contains many geological regions dating back thousands of years, the most famous of which is Wadi Rum with its ancient and surprising geological forms (Hyasat and Masa’deh, 2023). as well as the Dead Sea, which is considered a tourist destination not only for the purposes of its geological importance but also for the purposes of hospitalization and treatment due to the salt and minerals that were formed in it over the different eras. These characteristics have led to the promotion of the Dead Sea region for the purposes of medical tourism (Al-Halbouni et al., 2022).

Among the most famous Jordanian regions on a geological level is the city of Petra, which is considered one of the Seven Wonders of the World; the city of Petra is based on a long geological history, starting with the attractive rock formations all the way to the ancient history and civilization it enjoys (Al-Badarneh et al., 2023).

III. METHODS AND MATERIALS

A) Methodological Approach

The methodological starting point for the current study was the quantitative approach, as we found that this methodology was more convenient and could gain more insights from a larger sample size.

B) Tool of Study

We have agreed to use a questionnaire as the main study tool through which primary data was collected. We have built the questionnaire through the aid of previous studies, including (Mikhailenko et al., 2023; Meira et al., 2021; and Roque, 2022), and it appeared in two main sections. The first adopted the demographic information of the participant. At the same time, the other section was statements related to study variables (historical significance, local community engagement, customized experiences, digital storytelling, and sustainable tourism practices). The questionnaire was built on a Likert 5-point scale, which ranged from *1 strongly disagree to 5 strongly agree*. We wanted to make sure that the statements in the questionnaire were valid, so we arbitrated the questionnaire with the help of a group of specialists and academics in the field. Our questionnaire in its final version consisted of (33) statements as in the following table:

Table 1: Distribution of Statements on Variables

Variable	# of Statements
Promoting Ancient Geosites	
Historical Significance	5
Local Community Engagement	5
Customized Experiences	5
Digital Storytelling	5
Sustainable Tourism Practices	5
Hyperlocal Marketing Strategy	8
Total	33

C) Population and Sampling

Gaining primary data depended on collecting insights and responses from tourists regardless of their background and orientation. We aimed for this study to be a comparative account between Jordan and Egypt, as both countries are widely known for their ancient geosites and their constant trials and campaign to promote these geosites in the best tourist approach possible. From that point, we have agreed to upload the questionnaire online through Google Forms in order to collect data from (1200) tourists. The questionnaire remained online for six consecutive weeks; after that, we withdrew an Excel sheet that contained responses to the questionnaire. It was found that (983) participants responded to the questionnaire, which indicated a response rate of (81.9%) as statistically accepted.

D) Statistical Processing

Collecting, classifying and analyzing primary data was done by adopting the statistical package for social sciences SPSS. We used Cronbach’s Alpha (α) in order to determine the reliability and consistency of the study tool; as Table 2 below indicated, all variables scored higher than 0.70, which meant that the study tool was reliable and consistent. Other statistical tests were included.

Table 2: Alpha Value

variable	α
Historical Significance	0.841
Local Community Engagement	0.819
Customized Experiences	0.852
Digital Storytelling	0.914
Sustainable Tourism Practices	0.822
Promoting Ancient Geosites	0.901

E) Underpinning Theory

The current study was launched based on **Place Branding Theory** (PBT); this theory focuses on various marketing practices that are related to creating and managing a clear reputation, a confirmed identity, and an attractive image for a specific place or tourist destination (Hanna et al., 2021; Shirvani Dastgerdi and De Luca, 2019). The main aim of the theory is to focus on practices that may attract tourists, individuals, and investors to this place and improve its attractiveness and competitiveness at the tourism level. This theory has developed over time with the efforts of many specialists in various sectors, such as marketing, urban development, and tourism, in addition to the efforts of influential local and international figures.

IV. RESULTS AND DISCUSSION

A) Demographics

The frequency and percentage of participants' demographics were calculated in Table 3 below. It was seen that the majority of respondents were males, forming 59.2% of the total sample. The analysis also showed that most respondents' ages ranged between 29 and 39 years, forming 42.6%. Also, the analysis indicated that the qualifications of respondents were mainly MA 31.8% with an income that ranged between \$100-\$2000, forming 41.5%. However, the study indicated that the majority of respondents were employees forming, 31.8%, and also they were non-Arab, forming 50.1% of the total sample.

Table 3: Demographics

		f	%
Gender			
Valid	Female	401	40.8
	Male	582	59.2
Age			
Valid	18-28	64	6.5
	29-39	419	42.6
	40-50	283	28.8
	+50 years	217	22.1
Qualifications			
Valid	BA	298	30.3
	High School or Less	62	6.3
	Diploma	101	10.3
	PhD	209	21.3
	MA	313	31.8
Income			
Valid	\$1000-2000	408	41.5
	\$2001-3000	207	21.1
	Less than \$1000	192	19.5
	More than \$ 3000	176	17.9
Occupation			
Valid	Housewife	68	6.9
	Business Owner	208	21.2
	Student	63	6.4
	Military	55	5.6
	Retired	51	5.2
	Employee	538	54.7
Nationality			
Valid	Arab	491	49.9
	Non-Arab	492	50.1
	Total	983	100.0

In order to take a deeper look at respondents' participation in the study in terms of nationality. Table 4 indicates that non-Arab tourists have a more favorable assessment of each variable than Arab tourists.

Table 4: Comparison table of Respondents' nationality

Nationality		Historical Significance	Local Community Engagement	Customized Experiences	Digital Storytelling	Sustainable Tourism Practices	Promoting Ancient Geosites
Arab	Mean	3.8754	3.7984	3.8330	3.9849	3.9055	3.8615
	N	491	491	491	491	491	491
	Std. Deviation	.51960	.69105	.61913	.60906	.47038	.57035
Non-Arab	Mean	4.1122	4.1122	4.1122	4.0744	4.0240	4.0117
	N	492	492	492	492	492	492
	Std. Deviation	.46051	.46051	.46051	.55529	.49650	.51541
Total	Mean	3.9939	3.9554	3.9727	4.0297	3.9648	3.9367
	N	983	983	983	983	983	983
	Std. Deviation	.50477	.60743	.56286	.58419	.48700	.54844

B) Questionnaire Analysis

Mean (μ) and standard deviation (σ) were calculated for responses to questionnaire items. As Table 5 indicated, all variables scored higher than the mean of the scale, and this meant that all variables and statements were positively received by respondents. It appeared in Table 5 that the highest variable scored a mean of 4.02/5.00 (digital storytelling) compared to the lowest, which scored 3.93/5.00 (promoting ancient geosites).

Table 5: Questionnaire Analysis

Statement	μ	σ
There is a focus on the historical and cultural importance of the Geosites	4.17	.806
Most marketing strategies are oriented towards the uniqueness of ancient Geosites	3.88	1.075
The hidden stories of the place are always a part of marketing campaign	4.08	1.137
Most of historical events and heritage are part of the marketing campaigns for the site	3.89	.765
All historical information is supported with real pieces of evidence and proves that it increases the authenticity	3.95	.663
Historical Significance	3.9939	.50477
There is a constant collaboration with the local community to market ancient Geosites	4.13	.875
Local businesses and the private sector are partners in marketing ancient Geosites	3.84	1.120
NGOs and residents play a role in supporting marketing campaigns all the time	4.04	1.185
The local community play a role in presenting a sense of pride during the marketing campaign	3.85	.828
Many of marketing efforts stem from the feelings of ownership and glory	3.92	.739
Local Community Engagement	3.9554	.60743
Visitors of ancient Geosites are always welcomed with personalized experiences	4.15	.847
All marketing campaigns are designed according to the interests and preferences of tourists	3.86	1.100
Customized guided tours are always a part of the marketing campaign	4.06	1.163
All marketing campaigns are designed based on interactive exhibits and thematic events	3.86	.800
All activities in the campaigns align with the historical significance of the ancient Geosites	3.93	.708
Customized Experiences	3.9727	.56286
Technology and AI are used in order to present attractive storytelling projects	3.75	.990
Compelling stories proved its efficiency in attracting more tourists	4.62	.636
Augmented reality is a great addition for marketing historical and ancient Geosites	3.49	1.215
Many countries depend on immersive multimedia to bring the history and culture of Geosites	4.24	.916
Involving AI in promoting ancient Geosites means a wider audience.	4.05	.801
Digital Storytelling	4.0297	.58419
The country is aware of the importance of sustainability in promoting ancient Geosites	4.27	.839
All campaigns are based on responsible behavior and practices	3.88	1.277
Marketers are aware of the importance of preserving ancient Geosites for future generation	4.25	1.185
Sustainable tourism practices can resonate with conscious tourists and travelers	3.28	.954
Government, private sector and locals are a part of the promotion of ancient Geosites	4.14	1.106
Sustainable Tourism Practices	3.9648	.48700
Most marketing strategies are tailored to serve marketing of ancient Geosites	3.48	1.219
Marketing strategies launch from promoting surroundings and accommodations of ancient Geosites	4.22	.946
Countries are aware of the financial benefits of marketing for ancient Geosites on GDP	4.03	.833
There must be an internal marketing strategy that promotes ancient Geosites for the locals	4.25	.873

Promoting internal tourism for ancient Geosites is a part of local education	3.86	1.292
The new generations must be drawn to know more about ancient Geosites in the country	4.24	1.202
The country is filled with ancient Geosites that can be of great value	3.27	.966
The government does its best to support local tourism for ancient Geosites	4.13	1.115
Promoting Ancient Geosites	3.9367	.54844

C) *Hypotheses Testing*

The current study hypothesized that “Hyperlocal marketing strategy has a statistically significant influence in promoting ancient Geosites”. In order to test the hypothesis, we used multiple regression, and the F value was statistically significant at the 0.05 significance level. This implied the acceptance of the main hypothesis as the correlation coefficient, with a value of 0.923, was significantly strong. In addition to that, the hypothesis explained 85.2% of the observed variation in the dependent variable under investigation.

Table 6: Testing Main Hypothesis

Model		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	-.636	.066		-9.618	.000	.923	.852
	Historical Significance	.022	.032	.021	.705	.481		
	Local Community Engagement	.008	.023	.009	.357	.721		
	Customized Experiences	.008	.030	.008	.262	.794		
	Digital Storytelling	.403	.013	.429	30.163	.000		
	Sustainable Tourism Practices	.705	.016	.626	42.811	.000		

As for sub-hypotheses, we have employed linear regression in order to test the validity of sub-hypotheses. Table 7 below indicates the following:

The first sub-hypothesis indicated that the F value was statistically significant at the 0.05 significance level. This implied that “Historical significance has a statistically significant influence in promoting ancient Geosites”. The correlation coefficient, with a value of 0.493, was significantly medium, indicating a medium degree of relationship. Additionally, the independent variable explained **24.3%** of the observed variation in the dependent variable under investigation.

The second sub-hypothesis indicated that the F value was statistically significant at the 0.05 significance level. This implied that “Local community engagement has a statistically significant influence in promoting ancient Geosites”. The correlation coefficient, with a value of 0.432, was significantly medium, indicating a medium degree of relationship. Additionally, the independent variable explained **18.7%** of the observed variation in the dependent variable under investigation.

The third hypothesis indicated that the F value was statistically significant at the 0.05 significance level. This implied that “Customized experience has a statistically significant influence in promoting ancient Geosites”. Furthermore, it has been established that the correlation coefficient, with a value of 0.444, was significantly medium, indicating a medium degree of relationship. Additionally, the independent variable explains **19.7%** of the observed variation in the dependent variable under investigation.

The fourth hypothesis found that the F value was statistically significant at the 0.05 significance level. This implied that “Digital storytelling has a statistically significant influence in promoting ancient Geosites”. Furthermore, the Correlation coefficient, with a value of 0.726, was significantly high, indicating a high degree of relationship. Additionally, the independent variable explained **52.7%** of the observed variation in the dependent variable under investigation.

The fifth hypothesis indicated that the F value was statistically significant at the 0.05 significance level. This implied that “Sustainable tourism practices have a statistically significant influence in promoting ancient Geosites”. The correlation coefficient, with a value of 0.836, was significantly high, indicating a high degree of relationship. Additionally, the independent variable explained **69.8%** of the observed variation in the dependent variable under investigation.

Table 7: Su-Hypotheses Testing

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.798	.122		14.798	.000	.493 ^a	.243
	Historical Significance	.535	.030	.493	17.739	.000		
H1: Historical significance has a statistically significant influence in promoting ancient Geosites								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R square
		B	Std. Error	Beta				
1	(Constant)	2.394	.104		23.011	.000	.432 ^a	.187
	Local Community Engagement	.390	.026	.432	15.000	.000		
H2: Local community engagement has a statistically significant influence in promoting ancient Geosites								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	2.219	.112		19.838	.000	.444 ^a	.197
	Customized Experiences	.432	.028	.444	15.507	.000		
H3: Customized experience has a statistically significant influence in promoting ancient Geosites								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	1.191	.084		14.185	.000	.726 ^a	.527
	Digital Storytelling	.681	.021	.726	33.045	.000		
H4: Digital storytelling has a statistically significant influence in promoting ancient Geosites								
Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square
		B	Std. Error	Beta				
1	(Constant)	.205	.079		2.604	.009	.836 ^a	.698
	Sustainable Tourism Practices	.941	.020	.836	47.657	.000		
H5: Sustainable tourism practices have a statistically significant influence in promoting ancient Geosites								

D) Discussion of Results

The current study aimed to examine the influence of hyperlocal marketing (historical significance, local community engagement, customized experiences, digital storytelling, and sustainable tourism practices) in increasing the marketing and promotion of ancient geosites. Quantitative methodology was adopted, and an online questionnaire was self-administered by (983) individuals around the world. SPSS was used to tackle the primary data collected, and the results of the analysis accepted what the study hypothesized: “Hyperlocal marketing strategy has a statistically significant influence in promoting ancient Geosites,” with a strong correlation and an R= 0.923.

The study concluded that giving more attention to hyperlocal marketing approaches can increase the potential of grabbing the world’s attention to certain ancient geosites. Testing the sub-variables of the study indicated that all variables adopted correlated with the independent variable (promoting ancient geosites). The correlation ranged between medium and high. The highest variable of all, which scored a variance of 69.8%, was (sustainable marketing practices). The acceptance of the hypothesis indicated that sustainability in all its forms, even within the tourism sector, appeared to have a high level of acceptance from individuals. Participant of the study indicated their admiring of the sustainable practices that organizations are adopting in promoting ancient geosites. This meant that with more sustainability practices, there would be more space for the coming generations to enjoy the heritage and folklore of countries. This was agreed upon before by Mikhailenko et al. (2023), who argued that sustainable marketing practices are considered to be an attraction element for individuals to be more involved in visiting geosites.

In the second rank of influence, the variable (digital storytelling) appeared to be influential in terms of transmitting the information and background of the palaces marketed in the form of a story. Participants seemed to like this approach as it was considered to be attractive and more appealing compared to reading material on the internet. This variable scored a variance of 52.7% and was seen to be influential in increasing the attractiveness of promoting ancient geosites. This was agreed upon by Meira et al. (2021) and Roque (2022), who argued that storytelling has an effective impact on promoting tourism at the local and international levels and is also an effective strategy for promoting sustainable tourism practices.

As for the remaining variables of the study (historical significance, customized experience and local community engagement), it was seen that they all scored a medium correlation with the dependent variable with a variance of 24.3%, 19.7% and 18.7%, respectively. The highest variable among them was historical significance, as it was seen that presenting and marketing through the historical significance of ancient geosites played a role in increasing their attractiveness. This might be attributed to the fact that marketing through historical significance increases individuals' awareness of the place and encourages them to visit and be more informed of its details. This result agreed with Roque (2022), who noted that local community participation and customized experience for tourists influence their perception of local authenticity and sense of belonging.

V. CONCLUSION

The study was able to prove that hyperlocal marketing can have a great positive effect on attracting local tourists to geosites in both Jordan and Egypt. It is widely known that both Jordan and Egypt are famous for their geological heritage and the intensity of information (visual and cognitive) within these geosites. The study was able to reach the conclusion that the idea of hyperlocal marketing contributes significantly to enhancing tourism in geologically important areas by continuing to highlight the advantages of these areas and improving the tourism services provided there. The study also found that hyperlocal marketing for geosites is capable of enhancing local awareness of the value and beauty of these areas, which leads to the creation of a generation based on pride and pride in its country. In addition, promoting local tourism has a prominent role in developing the local economy, starting with providing job opportunities for local residents and increasing GDP at the entire country level.

A) *Practical and Theoretical Implications*

Carrying out this study was built on theoretical and practical implications. From a theoretical perspective, the concept of hyperlocal marketing is not apparent in the literature; this study is expected to enrich the literature with more information and exploratory research regarding the idea of hyperlocal marketing in a more coherent and concise approach. From a practical perspective, the current study is expected to draw more attention from the responsible authorities regarding the importance of marketing for the ancient geosites as an approach to increasing the level of local tourism. It is widely known that people are more drawn to history, culture and folklore. This study presented a new marketing strategy for organizations to take a deeper look into the gains of marketing for a country's heritage.

B) *Recommendations*

Based on the results and conclusion reached, the author of the current study recommended:

- Focusing on marketing geological regions in Jordan as part of environmental and cultural tourism
- Taking care of the ways and methods for visitors to enjoy the picturesque nature and discover the cultural and geological heritage at the same time.
- Developing the level of cooperation of the tourism sector with governmental and private institutions in Jordan for the purposes of developing the infrastructure for geotourism
- Providing amenities and services for visitors in order to attract more tourists interested in geological exploration.
- Organizing tourist tours and excursions that provide information about the geography, geology and history of the region

C) *Future Studies*

Based on the previously presented results, the researcher recommended the following future studies:

- Carry out research that examines the influence of employing segmented reality for marketing ancient geosites
- Carry out research that examines the moderating influence of the department of antiquities in Jordan in preserving the ancient geosites and support its promotion

D) *Limitations of Study*

The limitations of the current study were as follows:

- Human limitations: The current study was limited to tourists through online platforms, and there were no specific touristic authorities employed in the current study
- Spatial limitations:
- Time limitation: The current study was limited to the responses which were collected through 2022-2023

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