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International Journal of Sustainable Construction Engineering and Technology

Study on the Satisfaction Level of Heritage and Cultural Tourism Information Available in Media

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Abstract: Sharing information and provide access to all societies can promote heritage and cultural tourism. Especially, using media and social networks, and the proliferation of smart devices. Through new media such as online sites and publications, visitors and tourists to heritage promotions are better able to obtain adequate information about the heritage sites. Furthermore, marketers can better collect critical information from customers online and solicit feedback on cultural experiences. Hence, this paper presents a study on determine the level of satisfaction amongst residents of UAE on the heritage and cultural tourism information that had made available through various media. The study was conducted quantitatively, with data collected via questionnaire surveys. A total of 501 completed questionnaires were obtained and analysed statistically. It was found that five most influential questions on the satisfaction level of respondents on the heritage and cultural tourism information available in media are as followed. The top rank is for question 11 which is *I would recommend to attend culture events in UAE for all people I know on my social media accounts*. Then follows second rank that is question 7 which is *Young Emirati people always share in culture events and share on thier social media accounts*. The third rank is for question 8 wich is *We are always satisfied with information about events in UAE related to heritage and culture events*. The fouth rank is question 9 which is *Heritage and culture events have the top priority in society and attract all Emirati people*. And the fifth rank is question 6 wich is *Government authorities plan for effective events that promote culture and heritage tourism*. It can be concluded that majority of respondents were pleased with the information provided and expressed a willingness to recommend online sources to their friends. A sizable proportion of those polled emphasised the importance of better information in promoting heritage and cultural tourism in the UAE.

Keywords: Media, information sharing, tourism, UAE

1. Introduction

Any individual can easily obtain information on various cultures and heritage in various nations around the world. It has led us to wonder about these influences and roles in enhancing the heritage of these nations in order to gain access to this information. Media and social networks are becoming more popular among society members, and the increasing proliferation of smart devices connects the world and forces society members to confront Western ideas and beliefs about society. Through an effective partnership between the media and heritage, each can profit and achieve the desired goals by educating the public about heritage issues and the value of preserving heritage, customs, and

traditions, or by offering a distinctive media product with special interest and attention distinctive and impressive turnout. The role of media in today's social, cultural, and economic development is critical. They provide a means of appreciating a society's customs, traditions, and culture from a cultural standpoint (Jain, 2016). Media outlets are critical for fostering interpersonal connection as well as the spread of knowledge, literacy, and awareness throughout any country (Pepe & Bournique, 2017). Media and cultural heritage, according to Jain (2016), are inseparable concepts; cultural heritage cannot be understood without the use of creative media outlets to communicate its significance to the general public. Through a variety of media, a country can promote both tangible and intangible aspects of its cultural heritage (Vasavada & Kour, 2016).

Visitors and tourists to heritage promotions are better able to obtain adequate information about the heritage sites thanks to new media such as online sites and publications. Furthermore, these systems provide a channel of communication between consumers of national heritage and marketers. Marketers are better able to collect critical data from customers online and solicit feedback on cultural experiences. The current generation of heritage tourists' experiences at cultural destinations can be improved (Strielkowski et al., 2012; Lange-Faria & Elliot, 2012).

Tourism remains an important means of promoting cultural heritage in the United Arab Emirates (Malek et al. 2017). According to Turner & Freiermuth (2017), the direct contribution of tourism to the UAE economy was AED 69 billion, the indirect contribution was AED 68 billion, and the other induced contribution to GDP was AED 23 billion. The UAE spends more than AED 160 billion on travel and tourism each year. The sector employs over 617,500 people, and this figure is expected to rise. Cultural, sporting, and recreational services are one of the top five industries in terms of direct tourism spending.

The current research focuses on how traditional and modern media outlets can be used to encourage tourists to have a positive attitude, which will then encourage the two outcomes of heritage tourism entrepreneurship and heritage conservation. Given the importance of research on promoting cultural heritage and tourism in the UAE, as well as the widespread use of various media, particularly social media. This study helps to improve the status of heritage, culture, and tourism by utilising the media in all of its forms and the social media platforms used by Emirati youth, as well as increasing the impact of digital technologies that provide a global picture of what the current generations have inherited. It also improves local practises, events, and activities associated with the use of cutting-edge technologies. promoting heritage, culture, and tourism among young Emiratis.

2. Literature Review

2.1 UAE as Cultural Tourism Destination

The United Arab Emirates has unrivalled tourism potential and is regarded as one of the world's most important regions, distinguished by its natural beauty, picturesque facilities, distinguished services, various archaeological sites, castles and forts that transport visitors to the secrets of history and reveal the lives of ancestors, as well as the country's security and stability. The United Arab Emirates has worked hard in recent decades to pay special attention to the tourism sector, developing infrastructure that has become highly developed and creating new vital facilities that meet all of the needs of foreign tourists. In addition to the establishment of many events and festivals, modern transportation plays an important role in the process of tourist attraction and attracting visitors from all over the world. The United Arab Emirates is regarded as the most appealing country for tourists in the Arab world, owing to the city of Dubai, which has gained international acclaim for its work in high-end tourism. As one of the country's most important non-oil sectors, the United Arab Emirates has become heavily reliant on tourism. The hospitality that the tourist receives in the Emirates, as well as the deal that feels comfortable and safe, makes him want to return to the Emirates, which is an important component and auxiliary to the tourism sector's prosperity and recovery.

In general, each emirate of the state has its own character and elegance, making it a tourist destination that suits the aspirations and desires of Arab and foreign visitors, so everything one needs to have a good time while on vacation can be found in the UAE, including entertainment, recreation, shopping, and so on. International institutions are a symbol of the great success of the goals of overall development, competition, and advancement to the top ranks in all fields. The United Arab Emirates' distinguished position on the tourism map is the result of the state's tireless efforts over many decades to develop its tourism sector by generously investing in it, and this is accompanied by the state's possession of many elements that most of its competitors do not have, chief among them the availability of the foundations of security, societal and political stability, cultural openness to the outside world, and an abundance of natural resources.

Although the UAE is a small country, it is surrounded by exciting places for visitors; from modern buildings to enchanting cultural spots and many stunning cities, the UAE is one of the world's most important tourist destinations. The UAE government has launched an internal tourism strategy with the goal of developing an integrated tourism system at the state level, organising local tourism among the country's seven emirates in collaboration with various local and federal bodies and institutions concerned with tourism, heritage, culture, and community entertainment, and enhancing the role of domestic tourism in supporting the national economy. Domestic tourism has contributed 41.2 billion dirhams to the national economy, accounting for approximately 23 percent of total tourism revenues in the

country, compared to 77 percent for international tourism. The domestic tourism strategy aims to double the number and change the ratios by 2030 in order to achieve a better balance of domestic and international tourism.

Long-term strategies are considered to embody the goals and activities of the cultural and heritage tourism sector and are in line with plans aimed at building a safe and reliable society in the Emirates under the umbrella of the global economy, competitiveness, and sustainability. The following goals have been identified in the strategies to promote cultural and heritage tourism:

- Economic Diversification: Stimulating growth by establishing a unique and attractive sustainable tourism destination.
- Social development: enriching the cultural community to preserve heritage and authentic values.
- The tourism and cultural vision highlight the distinguished values of the Emirates to benefit from them and as one of the most important tourist and heritage destinations.

2.2 Governmental Institutions Practices to Promote Tourism

China is one of the countries with the greatest number of world heritage sites (Wang and Xiao 2020). However, according to geographical analysis, inscription of heritage sites is relatively rare. The case study is from the South China Karst World Natural Heritage site (Xia, 2020). The author used a qualitative research method to analyse the Shibing Karst's reconstruction processes and mechanisms. Based on their observations, the Shibing Karst has two sequential space reconstruction processes: normal tourism destination and world heritage construction phase. However, during the tourism destination construction phase, the diverse network in which Shibing country's people's government played a significant role in promoting the restructuring of tourism product and experience production and consumption. Finally, during the world heritage construction phase, foreign enterprises became new actors with increased decision-making authority. Furthermore, with the participation of the UNESCO World Heritage Committee and the World Heritage Centre, the area is being promoted as a World Heritage production and consumption tourism space. and the mechanism of the actor network transformation was primarily changed in response to the intentions, which change the actor's role as part of network transformation.

Li et al. (2020) discussed the role of community participation in heritage management tasks because it is considered effective and has a strong impact on heritage promotion in practise, even if it is not evaluated within the cultural heritage. Yang (2020) conducted research on the administrative practises of 36 characteristics of Chinese cultural heritage that were on the UNESCO World Heritage List from 1987 to 2018. An analytical method was used in this study to evaluate community participation and define administrative practises for heritage management applicable to Chinese world heritage. According to the findings of this study, current community participation conditions have played a role in preserving Chinese real estate heritage, as well as determining the minimum level of community participation and broadening the scope of evaluation of the community participation framework in heritage management and improvement, which is related to heritage practises around the world. Osman (2018) conducted a study for administrative revision of the bureaucratic systems associated with heritage preservation in Egypt, analysing and rewriting these systems in order to develop appropriate and effective solutions to the current state of heritage preservation problems. The researcher relied on research methodology for theoretical and practical foundations in identifying and reviewing Egypt's Department of Heritage Preservation. To achieve an effective democratic system for heritage preservation in Egypt, the researcher reported on the problems associated with preserving heritage sites, as well as reviewing laws and legislation governing the process of heritage preservation in Egypt. It also identified the government departments and bodies responsible for these sites, as well as the current management conditions.

Choudhary (2020) reviewed the role of geographic information technologies, particularly in what is recognised as cultural heritage, which has a high historical, social, and anthropological value; this heritage is of great value in enabling sustainable development, particularly now that it has been included in the United Nations Sustainable Development Goals, and it also aims to encourage tourism that creates jobs. It promotes indigenous culture and products. The researcher examined these photographic and remote sensing techniques, as well as related technologies, in order to define the specific aspects of development goals and promote sustainable tourism. The potential and effects of geographic information technologies on development indicators and UNESCO's Culture for Development indicators were discussed in this study.

2.3 Media for Tourism and Heritage

According to Kontogianni and Alepis (2020), the growth of the tourism sector is considered critical in the modern era, owing to the rapid development of information and communication technology. The definition of smart tourism reflects the evolution of the tourism concept and its relationship with digital media, as well as the promotion of tourism via modern digital media. This paper identified the methods and fundamental concepts used in the smart tourism sector, as well as their relationship with digital media, and the significance of cultural context and heritage awareness. Social media and other modern concepts that enhance the role of the media in overcoming the challenges of smart tourism and laying the groundwork for more accurate future research in the future. Bayih and Singh (2020) debated the behavioural intentions of tourists, their relationship to forms of internal and external tourism, and their impact on developing-

country tourism policies. The two researchers attempted to analyse the relationship between tourism motives and behavioural intentions, as well as its effect on local tourism and its formation, in this study. The researchers collected data through a questionnaire distributed to 386 tourists from four different locations in Ethiopia. The findings confirmed that tourism and cost drivers have a significant impact on overall tourist satisfaction.

In addition, the behavioural intention of tourism demonstrated the need to become acquainted with new areas as well as the various customs and tribal cultures within the country. This study found that the use of the media, despite being a traditional medium, had a significant impact on the interest in local tourism and the promotion of travel to heritage and cultural sites. The findings of this study are expected to have a significant impact on tourism destination managers, encouraging them to work on increasing interest in digital media and promoting tourist destinations beyond their borders, as well as focusing on motivating factors such as satisfaction and behavioural intentions in their efforts to develop domestic tourism (Singh, 2020). The relationship between tourism promotion and heritage has been described as critical, because heritage management aims to preserve the assets of cultural heritage, whereas tourism is viewed as merely a promotional and strategic tool that will develop the tourism product or service. In order to maximise the economic value of tourism, the researcher has argued that heritage and cultural values should have a higher value than economic value, and his argument is supported by the argument that the influence of the media is the best in promoting tourism, rather than the goal of material profits only (Conti and Lexhagen 2020).

Also, Sandorova et al. (2020) pointed to the increasing interest in design thinking and its role in innovation and creativity in preparing effective media messages to stimulate heritage and cultural tourism, as experiences in Slovakia have shown that relying on innovation and creativity through design thinking leads to presenting messages through the media of social networks and the media. This paper provided strong indicators of innovation, design thinking, and collaborative activities among creative media professionals.

Reddy et al. (2020) presented an in-depth critique of research from leading peer-reviewed tourism journals, including 102 individual documents, 63 on crises and disasters, and 39 on tourism recovery frameworks used to develop a post conflict tourism framework. According to this article, there is an increasing body of literature on tourism crises and disasters. There is a gap between robust conceptual and theoretical frameworks used for reviving tourism after a conflict, and the holistic framework that builds resilience in a post-conflict setting is considered an emerging area in crisis management. This framework proposed a combination of relationships for post-conflict destinations operating on the "edge of chaos" and provides a key factor that influences their ability to be resilient, adapt, and recover.

3. Research Methodology

A survey with a self-administered questionnaire was used to collect the data. A questionnaire survey is a cost-effective and time-saving strategy (Almarashda et al. 2021). The population's interest in learning about the UAE's history was assessed using a 5-point Likert scale. The Likert scale is a multi-variable psychometric scale. Respondents can express their thoughts, attitudes, or feelings about a specific topic (Nemoto and Beglar, 2014 cited by Almansoori et al. 2021). All units of measurement accurately measure the same thing because it is a one-dimensional scale. It is a scale of measurement that is frequently used in survey research (Giudici, 2005; Oppenheim, 2000). The scale in this study consisted of strongly agree, agree, neutral, disagree, and strongly disagree. Data collection was carried out in all seven Emirates i.e. Abu Dhabi, Dubai, Sharjah, Ras Al Khaima, Ajman, Fujairah and Umm Al Quwain. A total 558 questionnaire forms were collected among which 57 questionnaire forms were discarded as those were in complete. This resulted in obtaining 501 valid questionnaires which were used for analysis.

4. Results and Discussion

Data from 501 completed questionnaires were collected from respondents to determine their perceptions. The respondents' basic data was examined prior to analysing the 11 questionnaires submitted by respondents to gauge their interest in learning more about UAE history. As shown in table 1, these respondents included both male and female individuals.

Table 1 - Demographic information of the respondents

Items	Frequency	Percentage	Cumulative Percentage
Gender			
Males	390	78.0%	78.0%
Females	111	22.0%	100.0%
Marital Status			
Single	212	42.0%	42.0%
Married	289	58.0%	100.0%
Age			
18-25	165	33.0%	33.0%
25-30	120	24.0%	57.0%

30-35	127	25.0%	82.0%
35-40	89	18.0%	100.0%
Education Level			
Master or PhD	87	17.0%	17.0%
BA	185	37.0%	54.0%
High School	132	26.0%	80.0%
Less than high school	97	20.0%	100.0%
Job / Occupatoion			
Student	167	33.0%	33.0%
Employee	90	18.0%	51.0%
Free Business	201	40.0%	91.0%
Not Employed	43	9.0%	100.0%

Table 1 shows that the majority of survey respondents (78 percent) were male. The remaining 22 percent of respondents are female citizens. The respondents' marital status was also reported, with 42 percent being single and 58 percent being married. The respondents' marital status was asked because it plays an important role in influencing tourism trends for individuals, as most people plan to spend their vacations outside the country, and we want to encourage them to spend their vacations inside the country and enjoy tourism in UAE with its culture and heritage destinations. A significant proportion of respondents (33%) are between the ages of 18 and 25. As the use of smartphones and the internet grows, so does the use of social media and other online media channels. This is followed by respondents aged 30 to 35, who account for 25% of the total.

On the other hand, 24% of respondents are between the ages of 25 and 30, while the remaining 18% are between the ages of 35 and 40. These respondents have obtained various levels of education, with the majority of participants having a BA education level, followed by a high school education level, only 17% having a PhD education level, and the remaining percentage having less than a high school education level. Only 26% have a high school diploma, 37% have a BA degree, and only 19% have less than a high school diploma. Furthermore, 33 percent of respondents are students, who are regarded as the most important component of society in the field of cultural and heritage tourism. The majority of respondents (40%) are individuals with free business and entrepreneurs from society, while only 18% are employed and 9 percent are unemployed.

The purpose of this survey was to assess people's perceptions of available information about heritage and tourism in the UAE. On a 5-point liker scale, respondents indicated their agreement as Strongly Agree (SA), Agree (A), Normal (N), Disagree (D), and Strongly Disagree (SD). The questionnaire included ten different questions designed to gauge respondents' satisfaction with the availability of data for UAE heritage and cultural tours. The questionnaire's first question was, "I can easily identify cultural events taking place in the country." The collected responses of the respondents were statistically analysed, and the results are shown in table 2.

Table 2 - Easeness to identify local events in UAE

Likert scale	Frequency	Percentage
Strongly Agree	106	21%
Agree	79	16%
Netural	69	14%
Disagree	156	31%
Strongly Disagree	91	18%
Total	501	100.0%

Table 2 shows that 49 percent of participants are unable to identify these events, while 37 percent of respondents stated that they can easily locate local events. The second question of the questionnaire was "Cultural centres throughout the country offer a variety of activities," and the responses of the participants are summarised in table 3.

Table 3 - The variety of activities provided by heritage and culture centers in UAE

Likert scale	Frequency	Percentage
Strongly Agree	47	9%
Agree	39	8%
Netural	10	2%
Disagree	201	40%
Strongly Disagree	204	41%
Total	501	100.0%

Table 4 shows that 81% of participants have no idea about the variety of heritage and culture centres in the UAE, while only 17% have an idea and 2% have a neutral response. The third question posed to respondents was "I make an effort to visit public libraries on a regular basis," and the results are presented in table 4.

Table 4 - Visiting publich libraries ferquently

Likert scale	Frequency	Percentage
Strongly Agree	89	18%
Agree	123	25%
Netural	4	1%
Disagree	167	33%
Strongly Disagree	118	24%
Total	501	100.0%

Visiting public libraries was an idea that reflected the significance of learning about heritage and culture. Table 4 shows that only 43 percent of participants visit public libraries, while 57 percent do not, demonstrating the importance of encouraging people to visit libraries. Table 5 shows the participant's response to the question "Government agencies are making visible efforts to spread culture among members of society."

Table 5 - The visibility of government agencies' efforts for tourism

Likert scale	Frequency	Percentage
Strongly Agree	201	40%
Agree	95	19%
Netural	21	4%
Disagree	90	18%
Strongly Disagree	94	19%
Total	501	100.0%

Table 5 shows that 59 percent of participants recognise government agency efforts related to the visibility of heritage and culture promotions, while 37 percent do not, implying that additional efforts for heritage and culture tourism are required. The respondents were asked if they believe "the visibility of government agencies' tourism efforts" is important. Table 6 summarises and presents the responses.

Table 6 - The depth of informaiton provided online about heritage and culture

Likert scale	Frequency	Percentage
Strongly Agree	78	16%
Agree	67	13%
Netural	100	20%
Disagree	172	34%
Strongly Disagree	84	17%
Total	501	100.0%

According to table 6, only 29% of participants agreed for the depth of information available online by government agencies, while 51% don't agree, which means we need to adjust the online and social media campaigns related to heritage and culture tourism in UAE. Regarding the question "Government authorities plan for effective events that promote culture and heritage tourism", the participant of the questionnaire mentioned their opinion as summarized in table 7.

Table 7 - Government authorities plan for promoting heritage and culture tourism

Likert scale	Frequency	Percentage
Strongly Agree	178	36%
Agree	167	33%
Netural	10	2%
Disagree	72	14%
Strongly Disagree	74	15%
Total	501	100.0%

Table 7 shows that 69% of participants feel that the government authorities plan for effective event that promote culture and heritage tourism while 29% respondent disagee that the government authorities have any plan. Question 7 of the questionnaire was "Young Emirati people always share in culture events and share on thier social media accounts" and the response gathered from the partipants was analyzed and presented in Table 8.

Table 8 - Sharing heritage and culture events online by young Emirati people

Likert scale	Frequency	Percentage
Strongly Agree	333	66%
Agree	139	28%
Netural	24	5%
Disagree	5	1%
Strongly Disagree	0	0%
Total	501	100.0%

Table 8 highlights that 94% of participants agreed to share heritage and culture events online through thier social media accounts and only 1% don't agree, which is very importnat for the promotion of heritage and culture tourism. The respondents were also aked to intimate about the opion on "We are always satisfied with information about events in UAE related to heritage and culture events". The results are tabulated and presented in table 9.

Table 9 - Being satisfied from available infomraiton about local events in UAE

Likert scale	Frequency	Percentage
Strongly Agree	300	60%
Agree	139	28%
Netural	24	5%
Disagree	21	4%
Strongly Disagree	17	3%
Total	501	100.0%

Table 9 shows that 88% of participants are satisfied with the informaiton they get from local authorities about the heritage and culture events, and 7% didn't agree, while only 5% didn't provide clear response. Among other questions, "*Heritage and culture events have the top priority in society and attract all Emirati people*" was very important question to know the importance of the heritage and tourism. The results for the response received from the participants is presented in table 10.

Table 10 - Priority level of heritage and culture events in attracting tourists

Likert scale	Frequency	Percentage
Strongly Agree	267	53%
Agree	179	36%
Netural	12	2%
Disagree	19	4%
Strongly Disagree	24	5%
Total	501	100.0%

Table 10 reveals that 89% of participants were agreed to raise the priority of heritage and culture events and encourage tourists to come to UAE, ony 9% didn't agree as they think there are other priorities, and only 2% were giving netural response. Question 9 of the survey was "*We can find enough information about events in UAE through the social media*". This question aimed to assess the satisfaction level of the people regarding available information for heritage and culture even online and the results are presented in table 11.

Table 11 - Availability of information about heritage and culture events online

Likert scale	Frequency	Percentage
Strongly Agree	91	18%
Agree	104	21%
Netural	7	1%
Disagree	275	55%
Strongly Disagree	24	5%
Total	501	100.0%

Table 11 reveals that only 39% agreed to the idea of finding information online, while 60% didn't agree and said it is difficult to find online information about heritage and culture events. Last question of the survey intende to assess whether the participants recommend friends and their social circle to get online information for heritage. The question which they were asked was "*I would recommend to attend culture events in UAE for all people I know on my social media accounts*" and the results are presented in table 12.

Table 12 - Recommending heritage and culture events online for friends

Likert scale	Frequency	Percentage
Strongly Agree	395	79%
Agree	94	19%
Netural	12	2%
Disagree	0	0%
Strongly Disagree	0	0%
Total	501	100.0%

From table 12, it is interesting to see that 98% of participants will recommend these events and share them online in their accounts, only 2% didn't identify their response. Overall results for the questionnaire are summarized and presented to look at a glance as in table 13.

Table 13 - Summary of the question's responses frequency

No	Questions to respondents	Likert scale				
		5	4	3	2	1
1	I can easily identify cultural events taking place in the country.	106	79	69	156	91
2	Cultural centres throughout the country offer a variety of activities	47	39	10	201	204
3	I make an effort to visit public libraries on a regular basis	89	123	4	167	118
4	Government agencies are making visible efforts to spread culture among members of society	201	95	21	90	94
5	The visibility of government agencies' tourism efforts	78	67	100	172	84
6	Government authorities plan for effective events that promote culture and heritage tourism	178	167	10	72	74
7	Young Emirati people always share in culture events and share on thier social media accounts	333	139	24	5	0
8	We are always satisfied with information about events in UAE related to heritage and culture events	300	139	24	21	17
9	Heritage and culture events have the top priority in society and attract all Emirati people	267	179	12	19	24
10	We can find enough information about events in UAE through the social media	91	104	7	275	24
11	I would recommend to attend culture events in UAE for all people I know on my social media accounts	395	94	12	0	0

Based on the frequency distribution of the responses from the questionnaire survey, the collected data was used to calculate mean score and is used to rank each of the questions on the satisfaction level of respondents on the heritage and cultural tourism information available in media as in table 14.

Table 14 - Ranking of the question

No	Questions to respondents	Mean score	Rank
1	I can easily identify cultural events taking place in the country.	2.85	8
2	Cultural centres throughout the country offer a variety of activities	2.01	11
3	I make an effort to visit public libraries on a regular basis	2.75	9
4	Government agencies are making visible efforts to spread culture among members of society	3.38	6
5	The visibility of government agencies' tourism efforts	2.72	10
6	Government authorities plan for effective events that promote culture and heritage tourism	3.54	5
7	Young Emirati people always share in culture events and share on thier social media accounts	4.52	2

8	We are always satisfied with information about events in UAE related to heritage and culture events	4.29	**3**
9	Heritage and culture events have the top priority in society and attract all Emirati people	4.21	**4**
10	We can find enough information about events in UAE through the social media	2.87	7
11	I would recommend to attend culture events in UAE for all people I know on my social media accounts	4.68	**1**

Table 14 shows the ranking of each question based on the responses from the respondents. It was found that five most influential questions on the satisfaction level of respondents on the heritage and cultural tourism information available in media are as followed. The top rank is for question 11 which is *I would recommend to attend culture events in UAE for all people I know on my social media accounts*. Then follows second rank that is question 7 which is *Young Emirati people always share in culture events and share on thier social media accounts*. The third rank is for question 8 wich is *we are always satisfied with information about events in UAE related to heritage and culture events*. The fouth rank is question 9 which is *Heritage and culture events have the top priority in society and attract all Emirati people*. And the fifth rank is question 6 wich is *Government authorities plan for effective events that promote culture and heritage tourism*.

5. Conclusion

This paper emphasised the level of satisfaction among UAE residents with regard to available information for heritage and cultural tourism disseminated through various media sources. The study was conducted using a quantitative research method, with data collected via a questionnaire survey. 501 completed valid questionnaires were obtained out of a total of 558 questionnaire forms, which were statistically analysed to draw the conclusion. It was found that five most influential questions on the satisfaction level of respondents on the heritage and cultural tourism information available in media are as followed. The top rank is for question 11 which is *I would recommend to attend culture events in UAE for all people I know on my social media accounts*. Then follows second rank that is question 7 which is *Young Emirati people always share in culture events and share on thier social media accounts*. The third rank is for question 8 wich is *we are always satisfied with information about events in UAE related to heritage and culture events*. The fouth rank is question 9 which is *Heritage and culture events have the top priority in society and attract all Emirati people*. And the fifth rank is question 6 wich is *Government authorities plan for effective events that promote culture and heritage tourism*. According to the study's findings, the majority of respondents are satisfied with the available information and are willing to recommend that their friends obtain information from online sources. A sizable proportion of respondents emphasised the importance of improving available information to promote heritage and cultural tourism in the UAE.

Acknowledgement

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