Linking Digital Content Marketing on Social Media to Intention to Visit: A Conceptual Framework with Customer Engagement as Mediator and E-Trust as Moderator

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Abstract

This conceptual paper proposes an integrated framework to examine the influence of digital content marketing on social media on domestic tourists' intention to visit destinations in Jordan, mediated by customer engagement and moderated by e-trust. Drawing upon Social Cognitive Theory (SCT), the Stimulus-Organism-Response (S-O-R) framework, Trust-Commitment Theory, Theory of Planned Behavior (TPB), and the Elaboration Likelihood Model (ELM), the study synthesizes existing literature to justify the interrelationships between these variables. While digital marketing and tourism behavior have been extensively researched, a significant gap exists in understanding these dynamics within the specific context of domestic tourism in Jordan, particularly concerning the integrated roles of customer engagement and e-trust. This paper contributes to the literature by developing a novel conceptual model that provides a holistic view of these interactions, offering context-specific insights for Jordan's burgeoning domestic tourism sector. It highlights the critical importance of strategic digital content creation, fostering genuine customer engagement, and building robust e- trust to convert online interest into actual travel intentions. The findings offer theoretical advancements by integrating diverse theoretical perspectives and provide practical implications for tourism marketers and policymakers in developing effective digital strategies to promote domestic tourism in emerging markets. Future empirical research is encouraged to validate the proposed model and its hypotheses.

Keywords: Digital Content Marketing, Social Media, Customer Engagement, E-Trust, Intention to Visit, Domestic Tourism, Jordan, Conceptual Paper, Tourism Marketing, Consumer Behavior

Introduction

The advent of digital technologies has fundamentally reshaped the landscape of marketing and consumer behavior, particularly within the dynamic tourism industry (Hussain et al., 2024). In an increasingly interconnected world, social media platforms have emerged as powerful conduits for information dissemination, communication, and influence, transforming how potential travelers discover, engage with, and decide upon their next destination (Zehra & Kesharwani, 2024). Digital content marketing, encompassing a diverse array of multimedia formats from captivating videos and evocative imagery to authentic testimonials and interactive posts, has become an indispensable strategy for tourism organizations seeking to capture the attention and imagination of their target audiences (Han et al., 2025).

Despite its growing importance, digital content marketing remains underexplored in the context of domestic tourism, particularly in developing countries where strategic digital adoption in tourism is still evolving. Understanding how online content influences travelers' decisions is critical for enhancing local tourism strategies and tailoring promotional efforts to domestic audiences. Moreover, as digital media becomes the primary medium of communication for younger generations, tourism entities must adapt their outreach methods to remain competitive and relevant (Kamyabi et al., 2025). This shift necessitates a deeper understanding of how digital content on social media translates into tangible consumer actions, especially in niche yet significant markets like domestic tourism.

Domestic tourism, often overshadowed by its international counterpart in academic discourse, plays a pivotal role in the economic and social fabric of many nations, offering resilience against global travel disruptions and fostering local development (Iswanto et al., 2024). In Jordan, a country renowned for its rich historical heritage, diverse natural landscapes, and vibrant cultural tapestry, domestic tourism holds immense potential for growth and sustainability (Alghamdi & Abdulwahid, 2025). Promoting domestic travel not only contributes to economic diversification but also enhances national identity and preserves local traditions.

However, existing literature has largely focused on international tourism promotion and has given limited attention to the digital marketing mechanisms that influence domestic tourist behavior. This creates a critical research gap in both theoretical and practical contexts. By examining the effectiveness of digital content marketing in stimulating domestic travel intentions, this study offers valuable insights for policymakers, tourism boards, and digital marketers in Jordan and similar economies. The findings can guide the development of targeted, culturally relevant digital campaigns that better engage local audiences, ultimately leading to increased travel within the country (Alalwan, 2018).

This paper delves into the intricate relationships between digital content marketing on social media, customer engagement, e-trust, and the ultimate intention to visit within the specific context of domestic tourism in Jordan. Digital content marketing on social media serves as the independent variable, representing the strategic efforts by tourism entities to attract and inform potential travelers. Customer engagement is posited as a mediating variable, reflecting the active cognitive, emotional, and behavioral involvement of consumers with digital content. E-trust, encompassing the credibility and reliability perceived by consumers in online

interactions, is introduced as a moderating variable, influencing the strength of the relationship between digital content marketing and customer engagement. Finally, intention to visit, a widely accepted precursor to actual travel behavior, is the dependent variable, representing the desired outcome of these interconnected processes.

Research Gaps
Despite the burgeoning literature on digital marketing in tourism, several critical gaps persist, particularly concerning the integrated examination of the aforementioned variables within specific geographical and contextual settings. While studies have individually explored aspects of digital content, engagement, trust, and travel intentions, a comprehensive conceptual model that synthesizes these elements for domestic tourism, especially in a developing market like Jordan, remains largely underexplored (Lim et al., 2024). Existing research often generalizes findings from international tourism or focuses on broader digital marketing trends, thereby overlooking the unique cultural, social, and economic factors that shape domestic travel behavior .

Firstly, there is a lack of integrated conceptual models for domestic tourism. There is a dearth of holistic conceptual frameworks that integrate digital content marketing, customer engagement, e-trust, and intention to visit, specifically tailored for domestic tourism markets. Most existing models are fragmented, focusing on a subset of these variables or a broader, less specific tourism context (Leung, 2020). This paper addresses this by proposing a comprehensive model that illustrates the intricate interplay of these elements.

Secondly, there is limited contextual research in Jordan. While Jordan possesses significant domestic tourism potential, scholarly attention on how digital marketing influences domestic travel intentions within the country is notably limited. Research often focuses on international tourism to Jordan or general marketing strategies, leaving a significant void in understanding the specific dynamics of its domestic market (Kakkar et al., 2025). This study aims to fill this geographical and contextual void.

Thirdly, the moderating role of e-trust is underexplored. Although the importance of trust in online environments is well-established, its specific moderating influence on the relationship between digital content marketing and customer engagement, particularly for domestic travelers, has not been sufficiently investigated. Understanding how e-trust strengthens or weakens the effectiveness of digital content in fostering engagement is crucial for optimizing digital strategies (Lin, 2024).

Lastly, the detailed mediating mechanism of customer engagement remains underdeveloped. While customer engagement is recognized as a vital component of digital marketing success, its precise mediating role between digital content marketing and intention to visit, especially when e-trust is considered as a moderator, requires further conceptualization and empirical validation. This paper delineates this mediating pathway, offering a clearer understanding of the consumer journey in the digital age (Nguyen et al., 2021).

Significance of the Study
The significance of this study is multi-faceted. Theoretically, it contributes to the existing body of knowledge by developing a novel, integrated conceptual model that provides a holistic

understanding of consumer behavior in the digital domestic tourism landscape. It advances theoretical understanding by integrating diverse theoretical perspectives, including Social Cognitive Theory, the Stimulus-Organism-Response (S-O-R) framework, Trust-Commitment Theory, Theory of Planned Behavior, and the Elaboration Likelihood Model, to explain the proposed relationships. This multi-theoretical approach offers a robust foundation for future empirical investigations.

Practically, this paper offers valuable insights for tourism marketers, destination management organizations, and policymakers in Jordan and other similar emerging markets. By highlighting the critical roles of digital content, customer engagement, and e-trust, it provides a strategic roadmap for developing effective digital marketing campaigns that resonate with domestic travelers. Understanding these dynamics can lead to more targeted and impactful promotional efforts, ultimately contributing to the sustainable growth and development of domestic tourism. This study serves as a foundational step for future empirical research, encouraging further exploration into these vital areas.

Literature Review
This section provides a comprehensive review of the existing literature pertinent to the key variables of this study: digital content marketing on social media, customer engagement, e-trust, and intention to visit. The review is structured to define each variable, discuss its significance, and highlight its role within the broader context of tourism and consumer behavior. Special attention is given to identifying empirical evidence and theoretical perspectives that underpin the proposed relationships in the conceptual model.

Digital Content Marketing on Social Media
Digital content marketing on social media has emerged as a cornerstone of modern marketing strategies, particularly within the tourism sector. It involves the strategic creation, distribution, and promotion of valuable, relevant, and consistent content across various social media platforms to attract, engage, and retain a clearly defined audience, ultimately driving profitable customer action (Krabokoukis, 2025). This approach leverages the pervasive nature of social media, which has become an integral part of daily life for billions worldwide, transforming how individuals seek information, interact with brands, and make purchasing decisions (Challenges, 2024).

Originally, digital marketing focused on static websites and email campaigns; however, the rise of Web 2.0 technologies brought about an evolution in content dissemination through platforms such as Facebook, Instagram, X (formerly Twitter), YouTube, and TikTok (Musa et al., 2024). Digital content marketing now extends far beyond traditional advertising to include diverse formats such as textual posts, high-resolution images, immersive videos, live streams, interactive polls, user-generated content (UGC), and influencer collaborations (Creator & Creator, 2024). These formats enable more personalized and interactive experiences, shifting communication from a one-way model to a dialogic and participatory engagement (Yu et al., 2024).

In the tourism industry, digital content marketing serves as a powerful tool for destination promotion, brand storytelling, and consumer engagement. Social media platforms allow tourism entities to showcase their offerings using compelling visuals, share authentic

experiences, and provide real-time updates that build a narrative appealing to target audiences (Rather et al., 2022). For example, a study by Hussain (2024) underscores the impact of visually rich and engaging content in stimulating interest and encouraging the intention to visit (Anwar et al., 2025). Additionally, a bibliometric analysis by Shaheen (2025) highlighted the growing academic recognition of social media as a transformative force in tourism marketing, identifying it as an emerging theme within marketing literature (Hussain et al., 2024).

Effective tourism content is not limited to showcasing landscapes—it tells stories, evokes emotions, and offers practical guidance for travel planning (Abbasi et al., 2023). Through interactive features such as comments, likes, and shares, social media enables two-way communication, allowing tourism providers to respond directly to consumers' needs and preferences (Ghonim & Awad, 2024). This interaction fosters a sense of community and strengthens the connection between users and destinations.

The effectiveness of such content largely depends on both the format and platform. Visual content, particularly high-quality images and videos, is impactful due to its immediacy in conveying emotions and experiences (Ghonim & Awad, 2024). Platforms like Instagram and YouTube are especially effective for visual storytelling (Sharma et al., 2024). UGC, including traveler reviews, photos, and videos, is often perceived as more authentic and trustworthy than official marketing, and has a notable influence on consumer decision-making processes (Cornwell et al., 2021; Sigala et al., 2025).

Moreover, informational content such as travel guides, sample itineraries, and tips helps reduce uncertainty and supports travel planning (Koo et al., 2025). Blogs and articles offer in-depth insights, while interactive content like polls, quizzes, and live sessions increases engagement by inviting user participation (Jian et al., 2023). The choice of platform is also strategic: TikTok's short-form videos attract attention quickly, Instagram is ideal for curated visual stories, while Facebook groups foster niche travel communities (Aguzman et al., 2024). In sum, digital content marketing on social media represents a dynamic and multifaceted domain that plays a critical role in shaping perceptions, engaging consumers, and driving travel-related decisions. Its integration into tourism strategies allows destinations to connect with audiences on a deeper level and influence their intention to visit in powerful ways.

Customer Engagement
Customer engagement has become a vital concept in contemporary digital marketing, especially as interactions between consumers and brands shift from transactional exchanges to more relational and participatory forms. In digital environments, particularly on social media, customer engagement refers to the cognitive, emotional, and behavioral investments that individuals make during their interactions with content, brands, or service providers. These engagements go beyond passive content consumption and reflect a user's active participation, ranging from seeking information and expressing opinions to sharing content and contributing to online communities (Abou-Shouk et al., 2024; Henok, 2021).

Although the term "engagement" is used broadly, scholars commonly conceptualize it as comprising three dimensions: cognitive, emotional, and behavioral. Cognitive engagement involves attention and mental effort directed toward the content or brand. Emotional

engagement reflects feelings such as excitement, satisfaction, or empathy that arise from the interaction. Behavioral engagement includes visible actions such as commenting, liking, sharing, or creating content. For instance, a potential tourist may become cognitively engaged by reading about a destination, emotionally engaged by being inspired or excited by travel stories, and behaviorally engaged by sharing those stories or asking questions online (Ho et al., 2024; Leung, 2020).

In digital marketing, customer engagement is increasingly recognized as a key driver of value creation and relationship building. Engaged customers are more likely to be loyal, spread positive word-of-mouth, and contribute feedback that helps refine offerings. Social media provides an ideal environment for such engagement due to its interactive nature and the immediacy with which content can be responded to, amplified, or critiqued. As a result, brands and tourism destinations that cultivate engagement tend to enjoy stronger relationships with their audiences and benefit from greater visibility and influence in online ecosystems (de las Heras-Pedrosa et al., 2020; Anuar et al., 2012).

Within the tourism context, customer engagement plays a crucial role in shaping the intention to visit. Tourism is inherently experiential, and consumers often rely on emotionally and cognitively stimulating content to form perceptions and make travel decisions. When digital content on social media resonates with individuals—whether through inspiring visuals, authentic testimonials, or helpful travel tips—it prompts them to engage actively, thereby deepening their connection with the destination (Nguyen et al., 2021). This engagement can occur before, during, and after the trip, creating a continuous loop of interaction and influence.

Empirical studies have demonstrated that customer engagement significantly contributes to the decision-making process in tourism. Tourists who are highly engaged with a destination's digital presence tend to report stronger emotional ties, higher trust, and a greater intention to visit. Moreover, such engagement often leads to user-generated content, which further amplifies the destination's visibility and credibility through electronic word-of-mouth (eWOM) (Seyfi et al., 2024; Duan & Wu, 2024). This peer-to-peer influence is particularly powerful, as potential travelers often regard recommendations from other users as more trustworthy than official marketing messages.

In this sense, customer engagement is not merely a response to digital marketing but a mediating force that transforms content features into meaningful consumer outcomes. Through their active participation on social media, consumers co-create value and become integral contributors to a brand's digital identity. In the context of this study, customer engagement is viewed as a key mechanism through which digital content marketing influences the intention to visit, reinforcing the importance of fostering rich and interactive online experiences (Zulfiqar et al., 2024).

E-Trust
In an increasingly digital world where consumer interactions often occur without face-to-face contact, the notion of trust has evolved into what is commonly referred to as electronic trust, or e-trust. E-trust reflects a consumer's willingness to be vulnerable to the actions of an online entity—such as a website, social media platform, digital content creator, or online travel

agency—based on the expectation that the entity will act reliably, competently, and with integrity [36]. This form of trust is particularly crucial in the tourism sector, where high levels of information asymmetry and perceived risk can influence consumer decisions. In such contexts, e-trust becomes an essential condition for engagement, content credibility, and transactional behavior (Elshaer et al., 2025).

Scholarly literature conceptualizes e-trust as a multidimensional construct comprising elements such as credibility, benevolence, and integrity. Credibility refers to the belief that the online source provides truthful and expert information; benevolence involves the perception that the source genuinely prioritizes the consumer's interests; and integrity is the belief that the source operates according to acceptable and consistent moral principles (Diep et al., 2023). In tourism-related digital marketing, these dimensions are used to assess not only the reliability of the content but also the intent and professionalism of the content creator. For example, consumers may evaluate a travel blogger's trustworthiness based on their perceived expertise, their sincerity in sharing helpful insights, and their consistency in presenting accurate, non-misleading information (Badari et al., 2025).

E-trust plays a pivotal role in online environments by reducing perceived uncertainty and lowering the psychological barriers to engagement and action (Santos et al., 2025). In the absence of traditional trust-building mechanisms—such as physical interaction, face-to-face consultation, or direct product examination—consumers turn to digital cues to assess trustworthiness. These may include well-designed interfaces, visible security features, positive customer reviews, social media follower engagement, and the perceived authenticity of the presented content (Su et al., 2025). High levels of e-trust can significantly enhance consumer confidence, leading to greater interaction with digital content, willingness to provide personal data, and readiness to consider online recommendations. In contrast, low e-trust is often associated with avoidance behaviors, disengagement, and reduced likelihood of acting upon digital marketing efforts (Zeebaree, 2025).

Within the tourism context, e-trust directly influences how consumers engage with destination-related content and how they form intentions to visit. When potential tourists perceive a high level of trust in a destination's official digital platforms, review sites, or user-generated content, they are more likely to perceive the destination as credible and appealing (Xu et al., 2023). Studies have shown that trust in digital tourism content can shape attitudes and significantly impact decision-making processes (Al-Saad et al., 2024). For instance, a user who trusts a destination's Instagram page or a widely-followed travel influencer is more inclined to explore further, share the content, or initiate a booking inquiry.

Moreover, e-trust often acts as a moderator in the relationship between digital content marketing and customer engagement. When consumers trust the source and authenticity of online content, their likelihood of engaging with that content—through likes, shares, comments, or deeper research—increases considerably (Handoyo, 2024). This trust-driven engagement enhances emotional connection, promotes favorable perceptions of the destination, and increases the likelihood of forming an intention to visit. On the other hand, even the most compelling and well-designed content may fail to generate impact if the audience harbors skepticism toward the source or questions its reliability (Seyfi, Rasoolimanesh, et al., 2024). Therefore, fostering e-trust through transparent, consistent,

and user-centered digital content strategies is essential for tourism marketers aiming to translate online visibility into meaningful engagement and travel intentions.

Intention to Visit

Intention to visit is a core construct in tourism research and is commonly employed as a reliable proxy for actual travel behavior. It refers to a consumer's self-assessed likelihood or willingness to travel to a specific destination in the foreseeable future (Timothy et al., 2024). Although intentions may not always result in action due to various external factors, they remain strong predictors of actual behavior and are therefore valuable for understanding consumer decision-making processes in the tourism context (Wang & Li, 2022). This construct holds significant importance for tourism marketers and destination management organizations, as it provides critical insights into prospective demand and supports the development of targeted promotional and communication strategies (Wang & Li, 2022).

In consumer behavior literature, intention is generally conceptualized as a person's readiness or mental commitment to perform a specific act (Kim et al., 2021). Within the tourism domain, intention to visit encapsulates the deliberate cognitive and emotional planning phase that precedes the act of travel. This intention is typically measured through self-report instruments that ask respondents to indicate their likelihood of visiting a destination within a defined period (Fauzi et al., 2024). While intentions are not infallible indicators of future behavior—due to intervening factors such as financial constraints or changes in personal circumstances—they are closely linked to action, especially when supported by strong motivation and perceived behavioral control (Lee et al., 2024).

A wide range of factors influences a tourist's intention to visit a destination. These factors can be broadly categorized into destination attributes, individual traveler characteristics, and external social influences. Destination-related factors include the perceived attractiveness of the location, quality of services, safety, accessibility, and uniqueness of cultural or natural experiences (Alafi, 2014). Personal characteristics, such as previous travel experience, personality traits, lifestyle, and travel motivations, also shape intention. Tourists who seek cultural enrichment, relaxation, or adventure will respond differently to destination messages based on how well they align with their individual preferences (Goktepe et al., 2024).

Social influences, particularly in the era of social media, are increasingly recognized as powerful determinants of intention to visit. Recommendations from peers, online reviews, and influencer endorsements can substantially shape consumer attitudes and perceptions (Ao et al., 2023). The visibility and virality of tourism content shared on platforms such as Instagram, YouTube, and TikTok amplify the reach of promotional efforts and create social proof that reinforces travel intentions (Abdellatif, 2024).

In the context of domestic tourism, the intention to visit assumes a heightened level of relevance, particularly for countries like Jordan that are seeking to strengthen internal tourism demand. Domestic tourists are typically influenced by different factors than international travelers, including proximity, cultural familiarity, affordability, and perceived safety (Allan, 2025). During periods of global uncertainty—such as pandemics, geopolitical instability, or economic downturns—domestic tourism can serve as a stabilizing force for the

tourism industry. Hence, understanding how to influence domestic travelers' intentions is essential for ensuring tourism sector resilience.

Digital content marketing plays a central role in shaping intention to visit, especially through the mediating effects of customer engagement and the moderating influence of e-trust. When domestic travelers are exposed to high-quality, relevant, and engaging content that reflects their cultural values and showcases underexplored destinations, they are more likely to experience emotional resonance and a sense of national pride (Habib et al., 2022; Galdón-Salvador et al., 2024). Engaged audiences, who like, share, and comment on content, not only strengthen their own intention to visit but also influence the perceptions of others in their networks. Moreover, when digital tourism content is perceived as credible and trustworthy, it reduces perceived risks and builds confidence in making travel-related decisions (Tan et al., 2025). Therefore, strategically designed digital content, underpinned by principles of engagement and trust-building, can serve as a catalyst for increasing domestic travel intentions and contributing to the sustainable development of tourism in Jordan (du Plessis, 2022).

Conceptual Model

Based on the comprehensive literature review and the theoretical foundations discussed in the preceding sections, this paper proposes a conceptual model that illustrates the intricate relationships between digital content marketing on social media, customer engagement, e-trust, and intention to visit in the context of domestic tourism in Jordan. The model, depicted in **Figure 1**.
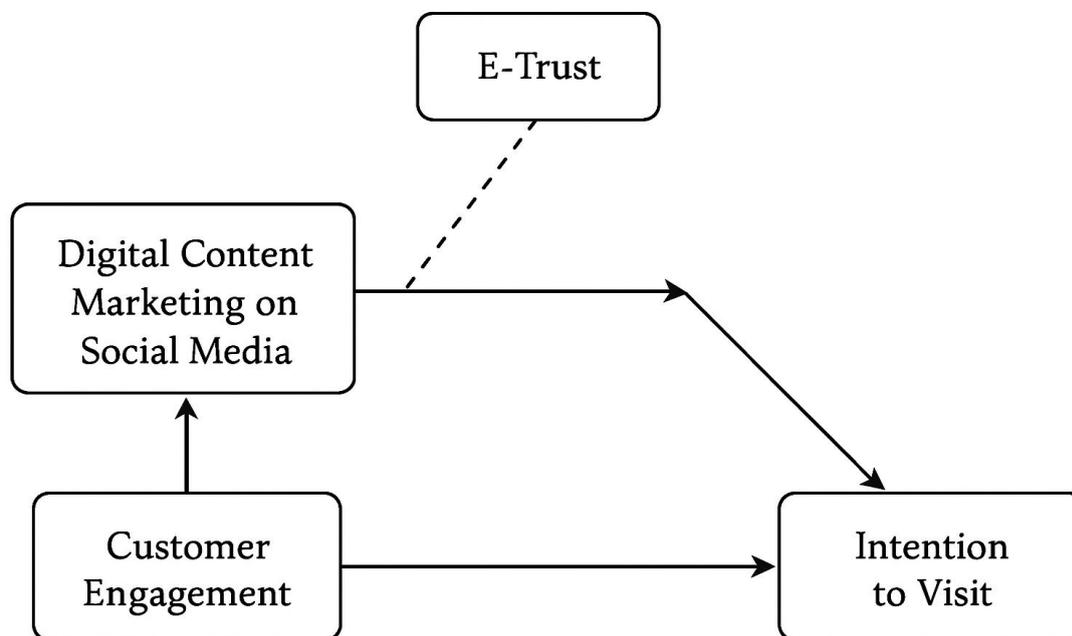

Figure 1: Conceptual Model

In the proposed conceptual model, digital content marketing on social media (DCM) is conceptualized as the independent variable. It represents the strategic dissemination of

digital content by tourism-related entities through social media platforms, aimed at attracting and informing domestic travelers within the Jordanian context. The model posits customer engagement (CE) as a mediating variable in the relationship between DCM and the intention to visit. When exposed to engaging digital content, consumers are expected to exhibit cognitive, emotional, and behavioral involvement, which enhances their interaction with the content and subsequently influences their travel intentions. Additionally, e-trust (ET) is introduced as a moderating variable that influences the strength of the relationship between DCM and CE. Higher levels of e-trust are anticipated to strengthen this relationship, as consumers are more likely to perceive the content as reliable and credible, thereby increasing their likelihood of engaging with it. Finally, intention to visit (ITV) serves as the dependent variable, reflecting the individual's likelihood of traveling to a specific destination. This intention is hypothesized to be influenced directly by DCM and indirectly through the mediating role of CE. The model thus provides a comprehensive framework for examining how digital content strategies, trust, and user engagement collectively shape domestic tourism intentions.

Methodology (Exploratory)

This study adopts an exploratory and conceptual methodology, grounded in a comprehensive synthesis of existing academic literature. As a conceptual paper, it does not involve empirical data collection or quantitative analysis; rather, it emphasizes theoretical development and logical argumentation to propose a novel conceptual model. The primary objective is to identify critical gaps in the literature, consolidate fragmented findings, and propose theoretically grounded relationships that can guide future empirical research. To achieve this, a structured approach was employed, consisting of three main phases. First, an extensive literature review was conducted using reputable academic databases, with a primary focus on Scopus. The search targeted peer-reviewed journal articles published within the last five to seven years, using keywords such as digital content marketing, social media, customer engagement, e-trust, intention to visit, tourism, domestic tourism, and Jordan. This ensured a thorough and current understanding of the topic. Second, a theoretical synthesis was undertaken, whereby relevant theories—including Social Cognitive Theory, the Stimulus-Organism-Response (S-O-R) framework, Trust-Commitment Theory, the Theory of Planned Behavior, and the Elaboration Likelihood Model—were critically examined and integrated. These theories were selected based on their relevance to digital consumer behavior and their applicability within the tourism domain. Third, a conceptual model was developed based on insights drawn from the literature and theoretical foundations. This model delineates the hypothesized relationships among digital content marketing, customer engagement, e-trust, and intention to visit, offering a structured foundation for subsequent empirical testing and validation in the context of domestic tourism in Jordan.

Future Empirical Research

This conceptual paper offers a theoretical foundation for future empirical investigations aimed at validating the proposed model and its underlying hypotheses. To empirically examine the relationships among digital content marketing on social media, customer engagement, e-trust, and intention to visit, future studies may adopt a quantitative research design. Surveys or experimental methods could be employed to gather data from domestic tourists in Jordan. These instruments would measure perceptions of digital content marketing efforts, levels of engagement with such content, perceived e-trust, and the intention to visit

local destinations. The collected data could be analyzed using Structural Equation Modeling (SEM) or other multivariate statistical techniques to evaluate the direct, mediating, and moderating effects postulated in the conceptual model.

Additionally, qualitative approaches such as in-depth interviews or focus groups with domestic tourists and tourism industry stakeholders in Jordan could provide deeper insights into the psychological and contextual factors influencing engagement and trust in digital content. These qualitative findings could complement quantitative results and offer a more nuanced understanding of how digital content marketing strategies affect travel-related decisions. Thus, future empirical research—whether quantitative, qualitative, or mixed-method—can significantly enrich the current conceptual framework and contribute to the advancement of theory and practice in the field of digital tourism marketing.

Conclusion and Implications

This conceptual paper has examined the dynamic interplay between digital content marketing on social media, customer engagement, e-trust, and intention to visit, specifically within the context of domestic tourism in Jordan. Drawing upon a synthesis of existing literature and multiple theoretical perspectives, the study has developed a comprehensive conceptual model that offers new insights into how digital strategies can influence domestic travel intentions. The proposed model advances the understanding of digital content marketing by positing that its influence on intention to visit is both direct and indirect, mediated through customer engagement and moderated by e-trust. This integrated framework highlights the psychological, behavioral, and relational mechanisms underlying the effectiveness of social media marketing in tourism.

Conceptual Contributions

The primary contribution of this study lies in the development of an integrated conceptual model that systematically links digital content marketing, customer engagement, e-trust, and intention to visit. This model addresses a notable gap in the literature by offering a structured framework for future empirical testing in the context of domestic tourism. Additionally, by situating the study within Jordan—a developing market with unique tourism dynamics—the paper adds valuable contextual insights and contributes to the geographical diversification of tourism research. Another key contribution is the conceptualization of e-trust as a moderator, which clarifies the conditional nature of customer engagement and offers a nuanced moderated mediation pathway that enriches current theoretical understanding.

Theoretical Implications

From a theoretical standpoint, this study extends the application of well-established theories—such as the Social Cognitive Theory (SCT), the Stimulus-Organism-Response (S-O-R) framework, Trust-Commitment Theory, the Theory of Planned Behavior (TPB), and the Elaboration Likelihood Model (ELM)—to a new, integrated context. The SCT and S-O-R frameworks explain how digital stimuli can influence consumer engagement, while Trust-Commitment Theory emphasizes the foundational role of e-trust in enhancing digital interactions. The incorporation of TPB and ELM further strengthens the model's behavioral and cognitive dimensions. This integrative approach encourages future scholars to empirically validate and refine these linkages and highlights the importance of considering both

mediating and moderating variables in understanding the complexity of consumer responses to digital content marketing in tourism.

Practical Implications for Tourism Stakeholders in Jordan
For tourism marketers and policymakers in Jordan, the findings of this paper offer several practical recommendations. First, there is a need to prioritize the creation of high-quality, authentic, and engaging digital content that resonates with the interests and motivations of domestic tourists. This includes using visually appealing media, storytelling techniques, and interactive features that foster emotional and cognitive engagement. Second, tourism entities should implement strategies to actively cultivate customer engagement through social media by creating virtual communities, initiating participatory campaigns, and maintaining responsive communication. Third, building and maintaining e-trust is essential. This involves ensuring transparency, consistency, and accuracy in online content, showcasing positive reviews, and addressing consumer concerns promptly. Fourth, tourism organizations should harness the full potential of social media platforms by tailoring content strategies to the preferences of Jordanian users. Finally, data analytics should be leveraged to monitor engagement patterns, evaluate campaign effectiveness, and inform ongoing digital marketing efforts.

Limitations
As a conceptual paper, the primary limitation of this study lies in its theoretical nature. The proposed model is based on an extensive literature review and logical reasoning but lacks empirical validation. Its applicability may be constrained to contexts similar to Jordan—developing countries with an emerging domestic tourism sector—therefore limiting the generalizability of the findings. Furthermore, given the fast-evolving landscape of digital marketing and technological innovation, some emerging trends or tools may not be fully captured in this conceptual framework.

Directions for Future Research
Future research should focus on empirically validating the proposed conceptual model through quantitative approaches such as surveys and structural equation modeling, using data from domestic tourists in Jordan. Comparative studies across different regions or countries could enhance the model's generalizability. Moreover, qualitative methods such as interviews or focus groups with tourists and tourism professionals could provide deeper insights into content perception, engagement drivers, and the role of trust. Investigating the effects of specific content types—such as influencer content, video marketing, or virtual reality experiences—on engagement and trust would also be beneficial. Additionally, exploring the long-term outcomes of sustained engagement and trust, such as repeat visitation and domestic tourist loyalty, would offer valuable contributions to the literature and practice of tourism marketing.

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