

December 16, 2024

Mr. Tim Mitchell

Editor-in-Chief

Journal of Arab and Muslim Media Research

**Subject: Submission of Manuscript for Publication -
"Marketers' Perspectives on the Challenges of Digital
Marketing for Hotels in Makkah Al-Mukarramah"**

Dear Mr. Mitchell,

I am writing to submit my original research article, titled "Marketers' Perspectives on the Challenges of Digital Marketing for Hotels in Makkah Al-Mukarramah," for consideration for publication in the Journal of Arab and Muslim Media Research.

I believe this research aligns well with the scope of your journal and the interests of its readership. It addresses the critical issue of digital marketing adoption and challenges faced by hotels in Makkah, a topic of significant relevance in today's increasingly digital world.

Key highlights of the research:

- **Growing importance of digital marketing for hotels in Makkah:** Marketers emphasized the need to keep pace with rapid technological advancements and leverage modern technologies like smartphones and social media platforms.
- **Multiple challenges facing hotel digital marketing:** These include intense competition, lack of awareness among some hotel owners regarding the importance of digital marketing, and difficulty in measuring the effectiveness of advertising campaigns.
- **The need to develop digital marketing strategies:** This can be achieved by improving the digital infrastructure of hotels, enhancing online presence on social media platforms, and creating engaging and innovative content.

I assure you that this manuscript is original and has not been published or submitted for publication elsewhere. I also confirm my adherence to your journal's publication ethics and guidelines, including proper citation and referencing practices.

A copy of the manuscript is attached for your review. Thank you for your time and consideration.

Sincerely,

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