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### Pilgrim interaction with services provided by the general presidency of Alharamain affairs

*Interacción de los peregrinos con los servicios prestados por la  
presidencia general de asuntos de Alharamain*

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#### ABSTRACT

The study aimed at identifying the interaction of pilgrims with the services provided by the General Presidency of The Affairs of the Two Holy Mosques through "Facebook". The descriptive method was used as a data collection tool. The field sample consisted of 200 individuals spalled from the two pages, 'Ministry of Hajj' and 'The Grand Mosque'. Findings show that there are statistically significant differences between the forms of interaction of the respondents with the services provided by the General Presidency for the Two Holy Places on the pages of the Ministry of Hajj and the Grand Mosque, and in the direction.

**Keywords:** Facebook, general presidency, interaction, mosques affairs, pilgrims.

#### RESUMEN

El estudio tuvo como objetivo identificar la interacción de los peregrinos con los servicios prestados por la Presidencia General de los Asuntos de las Dos Mezquitas Sagradas a través de "Facebook". El método descriptivo se utilizó como herramienta de recopilación de datos. La muestra de campo consistió en 200 individuos extraídos de las dos páginas, 'Ministry of Hajj' y 'The Grand Mosque'. Existen diferencias estadísticamente significativas entre las formas de interacción de los encuestados con los servicios prestados por la Presidencia General para los dos lugares sagrados en las páginas del Ministerio de Hayy y la Gran Mezquita, y en la dirección.

**Palabras clave:** Facebook, interacción, mezquitas santas, peregrinos, presidencia general.

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## **INTRODUCTION**

Facebook's interactive is an important feature of modern media and communication. It depends on the way we are handling dialogue and on the extent to which those who are involved in modifying the shape and content of the media environment in real-time. The social networking site "Facebook" is also characterized by the possibility of uploading videos of pilgrims and pilgrims, which contribute to the explanation of the rituals of Hajj and Umrah, in addition to interacting with them 'with admiration, comment, and sharing' through the interaction mechanisms available on the site (Almansour & Ongena: 2017). The interaction with the services provided by the General Presidency of The Affairs of the Two Holy Mosques on the pages of 'Ministry of Hajj and The Grand Mosque' is based on the reactions exchanged between pilgrims, pilgrims, and institutions of Hajj and Umrah. This has helped to create an interactive environment based on interaction, dialogue, and engagement between pilgrims and pilgrims, and some of them about the contents offered to them. So the current study will look at Pilgrim interaction with services provided by the General Presidency of Al-Haramain Affairs via "Facebook".

## **METHODS**

The study was aimed at Nicholas, Jennings, and Kevin (Anspach et al.: 2019, pp. 1-9). They talk about the public's use of Facebook to access political news as a viable source of political information. Half of the Internet users use Facebook to know political news as a viable source and access to information. , In a related context, I aimed to study Duaa Abdel-Fattah, and Mahmoud Mohamed (Abdel-Fattah & Mohamed: 2018). Learn about the levels of pilgrims interacting with the rituals of Hajj and Umrah through social media, it found: There is a statistically significant correlation between the respondents' use of social media sites and their level of interaction with the rituals of Hajj and Umrah. The correlation coefficient value (0.41 \*\*), which is a function at the level (0.01). It also aimed to study Julian Lechk (Lischka: 2018).To get to know the news decisions issued by the editors of social media and the main reason for choosing the news presented on the social media channels 'Facebook' and showing: That the Social networks write more entertaining news than foreign policy news and economic news stories, But they strive to get a 'good mix' of news that attracts Facebook users and professional journalistic standards.

Given the rapid developments of new media technology and its interactive applications, and the study's offer of a review of the services provided to pilgrims and pilgrims from the General Presidency of the Two Holy Mosques through Facebook. An interactive media with an important impact on providing various services, from publishing prophetic sayings, videos and pictures to learn the rulings and rituals of Hajj and Umrah and providing health care for pilgrims and others. Although these institutions are based on serving millions of pilgrims and pilgrims on these networks, they cannot limit the powers of individuals to use these networks and their endeavors to find a safe way to serve pilgrims inside and outside these institutions.

The theoretical importance of research is due to the focus on the forms of pilgrims interaction with the services provided by the General Presidency of the Two Holy Mosques through Facebook and importance of media means that benefit the pilgrims and Umrah pilgrims in benefiting from the services provided to them by the General Presidency for the Two Holy Places rituals of Hajj and Umrah and interact with them and learn responses. Their actions towards it (Squire: 2019).

As for the applied importance of the research, it stems from the benefit of pilgrims and pilgrims from the services provided to them in the pages of the Ministry of Hajj and the Grand Mosque on the social networking site Facebook to know the patterns of interaction of pilgrims around it. As it is an important area of the media in providing various services for pilgrims and pilgrims, And to reach new and innovative theories and concepts in the context of the relationship between the public and the new media.

The current study seeks to identify the following goal, which is: Pilgrim interaction with services provided by the General Presidency of Al-Haramain Affairs via "Facebook".

Knowing the differences between the forms of respondents interacting with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque.

to explain the relationship between the extent of the respondents' follow-up to the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, and the degree of benefit from them (Abdul-Aziz & Aly: 2019, pp. 1120-1132).

There are many forms of interaction with the services provided to pilgrims from the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque:

Interactivity is the extent to which organizations and news websites provide their users with interactive digital windows that allow them to communicate through different forms of interaction, whether by commenting or sharing media content with friends via social media sites or participating in editing content by adding a video and expressing it in different ways on the site (Mazouz & Al Bashir: 2019, p. 263; Abuljadail & Ha: 2019).

Especially the interaction of pilgrims and Umrah pilgrims with the services provided to them by the General Presidency of the Two Holy Mosques in my pages "The Hajj Visitation and the Sacred Mosque". "Facebook" is a social media network that plays a pivotal role in the transmission and circulation of news among followers (Jilani et al.: 2019, p. 14)

"Facebook" is a digital network that holds pictures and information at a specific university or institution, It allows users to comment on it. Especially the interaction of pilgrims and Umrah pilgrims with the services provided to them by the General Presidency of the Two Holy Mosques in my pages "The Hajj Visitation and the Sacred Mosque" Interacting with news also occurs through the interaction mechanisms available on the news page, in addition to the availability of a news search service related to current events on the page (Boyd & Ellison: 2007, p. 210-230.).

### **Study concepts are:**

Interaction: Procedurally defined as A series of communication reactions between users and institutions, about the media contents related to the services provided to the different pilgrims that interest them.

General Presidency of the Two Holy Mosques Affairs: Procedurally defined as An institution affiliated with the Saudi government to provide services for pilgrims and pilgrims and supervise the management of the 'Hajj and Hajj Mosque, and the Forbidden Mosque' pages.

Facebook: Procedurally known as A social network that allows its users to communicate and interact with various institutions on topics of common interest, in addition to subscribing to pages that interest them via e-mail.

The human community is represented by the pilgrims who use the pages of the 'Hajj Visitation, and the Sacred Mosque' on the social networking site Facebook.

A random sample of (200) singles from pilgrims of different nationalities via social media, ranging in age between (25: 60) years. The reasons for selecting the sample are as follows:

- (1) The researchers' choice of the sample of pilgrims and Umrah pilgrims came to describe the topic as a category and a segment that represents an active sector in human society. This is because pilgrims and Umrah performers can take advantage of the services provided by the General Presidency for the Affairs of the Two Holy Places to learn the rituals of Hajj and Umrah and take them according to the nature imposed on them in the Hajj.
- (2) There are pilgrims and Umrah pilgrims on social networking sites who can use these networks to benefit from the services provided to them through the sites of these institutions of a varied nature, male and female, which provides the researchers with a correct representation of the original community of pilgrims.

**Table (1). Sample description according to demographic variables (n)**

Demographic characteristics		Repetition	%
Type	Males	100	50%
	Females	100	50%
Age	25: 45	125	62.5%
	45: 60	75	37.5%
Total		200	100%

**The following table shows:**

Firstly: characterization of the study sample according to type: The ratio of each of the male and female study respondents from the pilgrims using the 'Hajj and the Sacred Mosque' page was equal (50%) for both males and females, This result reflects a great interest on the part of the respondents in benefiting from the services provided to them by the General Presidency of the Two Holy Mosques through Facebook. Secondly: Description of the sample in terms of age: That the age group (25:45) came with a high rate of (62.5%), this indicates that this category is the most popular one for using the social networking site to benefit from the services provided to them and learn the rituals of Hajj and Umrah. This explains that the younger the age, the more it is marked by interest, interest, and follow-up in learning the rituals of Hajj and Umrah.

**The limits of the study are:**

Human frontiers: The human limits of this study are represented by a sample of pilgrims using the 'Hajj and Hajj Mosque' pages on the Facebook site.

Objectivity border: It is limited to the services provided by the General Presidency of the Two Holy Mosques in the pages of "Hajj and the Sacred Mosque" through Facebook.

Time limits: The period it took researchers to implement the research tool represented in the year 2019.

A questionnaire newspaper was applied to a random sample of (200) singles from pilgrims using the 'Hajj and Hajj Mosque' pages of the Facebook site, and that in the period from 1/5/2019 to 7/30/2019.

This study belongs to descriptive research that mainly seeks knowledge of interaction with the services provided by the General Presidency of the Two Holy Mosques in the pages of "The Hajj and the Sacred Mosque" through Facebook. The study uses the descriptive method using the sample survey method to survey a sample of users of the 'Hajj and the Sacred Mosque' pages on Facebook, and know their reactions towards it.

Study variables are:

- Independent variable: Pilgrim interaction.
- Dependent variable: Services provided by the General Presidency of the Two Holy Mosques through "Facebook".

**RESULTS**

The sample of the field study was in the age group (25: 60) of the pilgrims using the 'Ministry of Hajj and the Holy Mosque' pages. Where a sample of (200) singles included the pilgrims, in addition to the results of testing the validity of the hypotheses and linking them to the questions and objectives of the study. The following is a presentation of the study results:

**Table (2).** Follow-up of the respondents to the services provided to pilgrims from the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque (n = 200)

n	Services	"Ministry of Hajj" page		The Sacred Mosque page	
		Iteration	%	Iteration	%
1	Publishing prophetic sayings, videos, and photos to learn the rulings and rituals of Hajj and Umrah	43	21.5%	42	21%
2	Directing domestic tourism companies to improve the services provided to pilgrims and pilgrims	34	17%	34	17%
3	Providing medical care and security enhancements to confront the risks that occur during the Hajj	30	15%	33	16.5%
4	Provide visas for pilgrims and Umrah performers and all administrative facilities for them	33	16.5%	28	14%
5	Providing various centers to guide pilgrims and pilgrims who are lost in feelings and introduce them to their potential	37	18.5%	36	18%
6	Development of various housing services for pilgrims and pilgrims	23	11.5%	27	13.5%
Total		200	100%	200	100%

The data of the previous table indicates The respondents' follow-up on the services provided by the General Presidency for the Two Holy Mosques on the 'Ministry of Hajj' page, as follows: Publishing prophetic sayings, videos, and photos to learn the rulings and rituals of Hajj and Umrah in the first position by (21.5%). Then providing different centers to guide pilgrims and pilgrims who are lost in feelings and identifying them canine the second position by (18.5%). Comes in the third position directing companies Domestic tourism is to improve the services provided to pilgrims and pilgrims in the fourth position by (17%), followed by (providing visas for pilgrims and pilgrims and all administrative facilities for them) by (16.5%). Then providing medical care and security enhancements to face the risks that occur in the pilgrimage by (15%). And finally, service development Residential housing for pilgrims and pilgrims in the sixth place (11.5%).

Publishing prophetic sayings, videos, and pictures to learn the rulings and rituals of Hajj and Umrah in the first position by (21%), then providing different centers to guide pilgrims and pilgrims who are lost and familiar with their feelings in the second position by (17Comes in the third position, directing companies domestic tourism is to improve the services provided to pilgrims and pilgrims in the fourth position by (17%). then (provide medical care and security enhancements to meet the risks that occur in the pilgrimage) in the fifth position by (16.5%), and finally the development of different housing services for pilgrims and pilgrims In sixth place (13.5%). The previous results show that there is a great interest on the part of the respondents towards the services provided to them to his representative in learning the rulings and rituals of Hajj with a difference in the percentages of services provided on both pages, and therefore the high level of interest in them by the respondents due to their importance to them. In addition to its importance for the General Presidency of the Two Holy Mosques, providing various services to millions of pilgrims; this is natural because it is a responsibility that falls on these institutions and falls within the core of their work and specialization.

**Table (3).** The forms of interaction of pilgrims with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque

	Forms of interaction	"Ministry of Hajj" page		The Sacred Mosque page	
		Iteration	%	Iteration	%
1	LIKEs records	61	30.5%	59	29.5%
2	Comment on what is being published	82	41%	79	39.5%
3	Sharing work	57	28.5%	62	31%
Total		200	100%	200	100%

The data of the previous table indicate: The respondents' preferences for using forms of interaction with the services provided by the General Presidency for the Two Holy Mosques on the 'Ministry of Hajj' page were as follows: (Commenting on what is published) is ranked first (41%), and comes second (admiration records) by (30.5%), and finally (posts) by (28.5%). This result is consistent with the results of the findings of Hisham Saeed Fathi's study whereby the term writing comment got first (69.7%), while the current study came in the first place (Fathi, 2015, p. 130), And for the 'Sacred Mosque' page. the respondents' preferences for using forms of interaction with the services provided by the General Presidency of the Two Holy Mosques on the 'Ministry of Hajj' page were as follows: (Commenting on what is published) is ranked first (39.5%), and it comes in second place (posts) by (31%). And finally (likes records) by (29.5%). This result is inconsistent with the results of Maryam Nomar where the phrase and comment tool got the first position by (25.2%), while it came in

the current study in the first place (Nomar: 2011, p. 133), The previous results show: That respondents find that interaction with the services provided on both pages have an important thing that helps facilitate the Hajj pilgrimage, in addition to learning the rituals of Hajj and Umrah, The use of the comment tool is also because it expresses the opinion of the public about the services provided to it on both pages. The interaction with participation also indicates the importance of the services provided by the General Presidency of the Two Holy Affairs and the multiplicity of its audience from one location to another.

**Table (4).** The extent to which pilgrims follow up on the services provided by the General Presidency of the Two Holy Mosques in the "Ministry of Hajj and the Grand Mosque" pages (n = 200)

n	The extent of follow-up to the services provided by the General Presidency of the Two Holy Mosques	Iteration	%
1	I follow in a very large degree	117	58.5%
2	I follow very much	83	41.5%
	I follow at unlimited times	-	-
Total		200	100%

The data of the previous table indicate the extent to which pilgrims follow the services provided by the General Presidency of The Affairs of the Two Holy Mosques. The Grand Mosques were as follows: (I follow in a very large degree) in the first place with a percentage of (58.5%), followed by (I follow in a large degree) in the second position with a rate of (41.5%), while I follow in the unspecified rate of any percentage, which is zero%, This result is consistent with the findings of the study of Mahmoud Mohammed, Shaima al-Hawary where the phrase "I follow very largely" got first place (36.25%), while in the current study came in the first place (Mohamed & Al-Hawary: 2019, p. 39), The previous results show: Follow-up to the services provided by

the General Presidency of the Two Holy Mosques is important for respondents, to know the services provided to them and to learn the rituals of Hajj and Umrah, Thus, the employment of social networks in the service of pilgrims and pilgrims has increased and reached the goal to be achieved.

**Table (5)** The degree of benefit from pilgrims following up on services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque (n = 200)

n	The degree of benefit from following up the services provided by the General Presidency of the Two Holy Mosques	Iteration	%
1	I benefit very much	91	45.5%
2	I benefit greatly	85	42.5%
	I benefit a little	24	12%
Total		200	100%

The data of the previous table indicate: The degree of pilgrims benefiting from following up the services provided by the General Presidency for the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, was as follows: (I benefit very much) in the first place by (45.5%), then (I benefit greatly) in the second place by (42.5%), and it comes in the second and last position (I benefit on average) by (12%), It is clear from the previous results: That the vast majority of the respondents benefit greatly from the services provided by the General Presidency of the Two Holy Mosques, to know the services provided to them and to learn the rituals of Hajj and Umrah, Which helps them to perform the Hajj pilgrimage, in addition to upgrading services by Hajj and Umrah institutions to improve the image of the Kingdom at home and abroad. There are statistically significant differences between the forms of interaction of the respondents with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque.

**Table (6)**. the significance of the differences between the forms of respondents' interaction with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque. (N = 200)

The scale	Ministry of Hajj" page		The Sacred Mosque page		Value of t	Significance level	Significance level
	The arithmetic medium	Total grades	The arithmetic medium	Total grades			
Forms of interaction	2.53	0.75	0.01	2.30	**4.23	0.05	0.01

The data of the previous table indicate: There are statistically significant differences between the forms of interaction of the respondents with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, and in the direction of the newspaper of the Ministry of Hajj. The value of (T) = (4.23 \*\*), which is a function at the level of (0.01), The researcher attributes this to the conscious public's interest in following up the services provided to them on the "Ministry of Hajj" page because it is the main source in providing guidance services for pilgrims and pilgrims. In addition to the presence of the callers who specialize in providing services to pilgrims and are trusted by followers, By this, we accept the assumption that: There are statistically significant differences between the forms of interaction of the respondents with the services provided by the General Presidency of the Two Holy Mosques

in the pages of the Ministry of Hajj and the Grand Mosque. Thus increasing the rate of follow-up, interaction and reaching the goal to be achieved.

This assumption states that: There is a significant correlation between the number of pilgrims following up on the services provided by the General Presidency of the Two Holy Mosques with the "Ministry of Hajj and Grand Mosque" pages and the degree of benefit from them.

**Table (7).** The relationship between the extent to which pilgrims follow up on the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque', and the degree of benefit from them (n=200)

Variables	The extent to which pilgrims follow up on services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque'		
	Significance level	Significance level	Value of t
The degree of benefit from it	0.05	0.01	**0.44

The data of the previous table indicate: pilgrims follow up on the services provided by the General Presidency of the Two Holy Mosques with the "Hajj Ministry and Grand Mosque" pages, and the degree of their use, Where the Pearson correlation coefficient was used to measure the intensity and direction of the relationship between the extent to which pilgrims follow up on the services provided by the General Presidency for the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, and the degree of benefit from them, The value of the correlation coefficient was (0.44 \*\*), which is a function at the level (0.01), There is a statistically significant correlation between the extent to which pilgrims follow up on the services provided by the General Presidency for the Two Holy Mosques with the "Hajj Ministry and Grand Mosque" pages, and the degree of their use, This indicates that the more followers perform Hajj services provided by the General Presidency for the Two Holy Places, the more they benefit from them in learning the rituals of Hajj and Umrah

## DISCUSSION

There are statistically significant differences between the forms of interaction of the respondents with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, and in the direction of the newspaper, "The Ministry of Hajj", And to verify the validity of the hypothesis, a T-Test was used to find the differences between the interaction forms of the respondents with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque. The value of (T) = (4.23 \*\*), which is a function of Level (0.01).

The existence of a statistically significant correlation between the extent to which pilgrims follow up on the services provided by the General Presidency of the Two Holy Mosques with the "Hajj Ministry and Grand Mosque" pages, and the degree of their use, To verify this assumption, the Pearson correlation coefficient was used to measure the intensity and direction of correlation between the extent of pilgrims' follow-up to the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque, and the degree of benefit from them. The value of the correlation coefficient reached (0.44 \*\*), which is a function at (0.01) level.

## **CONCLUSION**

Through this study, the researcher tried to know the forms of the respondents' interaction with the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque. What is the relationship between the extent of pilgrims following up on the services provided by the General Presidency of the Two Holy Mosques in the pages of the Ministry of Hajj and the Grand Mosque? This is because interactive media have a great influence in shaping the public's attitudes towards learning the rituals of Hajj and Umrah to learn about the services provided to them in the pages of the Ministry of Hajj and the Grand Mosque. Therefore, it has become necessary to employ the Hajj and Umrah institutions for these networks to serve millions of pilgrims and pilgrims to keep abreast of technological developments and to communicate and interact between those who contact the General Presidency for the Two Holy Places and pilgrims on services that raise their interest. To reach new and innovative theories and concepts in the context of the relationship between the public and the new media, the study reached a set of recommendations, the most important of which are:

- Emphasizing the necessity of the General Presidency of the Two Holy Mosques to take advantage of the employment of communication technology and its various applications in serving pilgrims and pilgrims to keep pace with modern developments.

- The need for pilgrims and Umrah performers to use modern technology and tablets to learn the rituals of Hajj and learn about the services provided to them, With the necessity of providing various centers to guide pilgrims and pilgrims who are lost in the Holy Places and introduce them to them, they can publish a schedule that enables visits to each group of pilgrims and pilgrims.

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