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The Electronic Promotion of Tourism Services as a Tool for Tourism Revitalisation in Algeria

*Thesis Submitted to the Department of Commerce, in Partial Fulfillment of the
requirements for the degree of Doctor in Marketing of Services*

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Abstract

Abstract :

This study aims to highlight the extent to which electronic promotion of tourism services contributes to the revitalisation of the tourism sector in Algeria. To address this issue, both qualitative and quantitative approaches were adopted. The qualitative approach consisted of analyzing statistical data related to tourism and electronic promotion in Algeria, complemented by a case study of several tourism platforms and applications. The quantitative approach relied on a statistical study to analyze the relationship between variables through the distribution of an online questionnaire to a sample of 653 followers of tourism-related content on social media platforms. The collected data were analyzed using SPSS version 27. The results showed that most e-promotion elements positively influence tourism revitalization. However, mobile marketing, email marketing, and search engine marketing had negative effects, while sales promotion showed no significant impact, likely due to weak implementation. The study concludes that e-promotion contributes to revitalizing tourism in Algeria, but its effectiveness depends on the digital tools used and how they are implemented.

Keywords:

Tourism, E-promotion, Tourist Destinations, Tourism Services, Tourism Revitalization, Algeria.

الملخص:

تهدف هذه الدراسة إلى تسليط الضوء على مدى مساهمة الترويج الإلكتروني للخدمات السياحية في تنشيط القطاع السياحي في الجزائر. ولتحقيق هذا الهدف، تم اعتماد كل من المنهجين النوعي والكمي. تمثل المنهج النوعي في تحليل البيانات الإحصائية المتعلقة بالسياحة والترويج الإلكتروني في الجزائر، مدعماً بدراسة حالة لعدد من المنصات والتطبيقات السياحية. أما المنهج الكمي فقد اعتمد على دراسة إحصائية لتحليل العلاقة بين المتغيرات، وذلك من خلال توزيع استبيان إلكتروني على عينة مكونة من 653 متابعاً لمحتوى السياحة عبر وسائل التواصل الاجتماعي، وتم تحليل البيانات باستخدام برنامج SPSS الإصدار 27. أظهرت النتائج أن معظم عناصر الترويج الإلكتروني تؤثر إيجابياً في تنشيط السياحة، في حين سجل كل من التسويق عبر الهاتف المحمول، والتسويق عبر البريد الإلكتروني، والتسويق عبر محركات البحث تأثيرات سلبية، بينما لم يُظهر تنشيط المبيعات تأثيراً ذا دلالة إحصائية، وهو ما قد يُعزى إلى ضعف أو عدم احترافية تطبيقه. وخلصت الدراسة إلى أن الترويج الإلكتروني يسهم بشكل مهم في تنشيط السياحة في الجزائر، غير أن فعاليته تبقى مرتبطة بنوعية الأدوات الرقمية المستخدمة وكيفية تطبيقها.

الكلمات المفتاحية : السياحة، الترويج الإلكتروني، الوجهات السياحية، الخدمات السياحية، تنشيط السياحة، الجزائر.

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List of Acronyms and Abbreviations

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WTO: World Trade Organization

UNEP: United Nations Environment Programme

UNWTO: United Nations World Tourism Organization

CMT: Conventional mass tourism

AT: Alternative Tourism

ESPA: European Spas Association

PLC: Product Life Cycle

ICT: Information Communication Technology

AIDA : Attention, Interest, Desire, Action

AISDALSLove: Attention, Interest, Search, Desire, Action, Like/dislike, Share, Love/ hate

DAGMAR: Defining Advertising Goals for Measured Advertising Results

FCB: Foote, Cone, and Belding

PESO: Paid, Earned, Shared, and Owned

ELM: Elaboration Likelihood Model

SMART: Specific, Measurable, Achievable, Realistic, Time-limited

KPIs: Key Performance Indicators

IMC: Integrated Marketing Communication

IT: Information Technology

Ads: Advertising

WOM: Word of Mouth

E-WOM: Electronic Word of Mouth

IOT: Internet of Thing

AI: Artificial Intelligence

VR: Virtual Reality

AR: Augmented Reality

ROI: Return on Investment

PR: Public Relation

POPAI: Point-of Purchase Advertising Institute

TICC: Targeting, Interaction, Control, and Continuity

List of Acronyms and Abbreviations

SEM: Search Engine Marketing

SEO: Search Engine Optimization

SERPs: Search Engine Results Pages

PPC: Pay-Per-Click

BOGO: Buy One, Get One

FOMO: Fear of Missing Out

HTML: HyperText Markup Language

UNESCO: United Nations Educational, Scientific, and Cultural Organization

GDP: Gross Domestic Product

ANDT: National Tourism Development Agency

QR code: Quick Response code

General Introduction

General Introduction

General Introduction

1. The Background of The Study:

The tourism services sector is currently one of the world's most important economic sectors. This is due to the role that tourism plays in economic development, creating new job opportunities, attracting foreign and local investment, supporting the balance of payments, and generating financial revenues for countries. Tourism recently generated financial returns estimated at \$1.5 trillion (Arab Federation of Tourism Media, 2024), which is attributed to the increased global demand for tourism services. As a result, many countries have taken an interest in this sector.

Many countries have significant tourism resources that could attract large numbers of tourists, but they have been unsuccessful in developing this sector due to weak and inefficient promotional policies. In this context, Algeria is called the continent, due to the diversity and richness of its tourism potential. Boasting significant natural resources and cultural heritage, as well as extensive tourism infrastructure, however, it has not received the attention it deserves. Undoubtedly, the biggest challenge facing the Algerian economy is its near-total dependence on Hydrocarbon sector revenues. Between 2019 and 2023, the hydrocarbon sector accounted for 14% of GDP, 83% of the country's exports, and 47% of its revenues (worldbank, 2024). This makes it imperative for Algeria to develop the tourism sector to diversify its sources of income.

Current research focuses on ways to boost demand for tourism services, attract more tourists, and showcase a country's tourism potential. This relies on promotion, which is widely regarded as the most effective tool for encouraging tourism and attracting visitors. It is also one of the most important elements of the marketing mix, highlighting an organization's competitive advantage and thus increasing its market share and the flow of tourists. The development of media and communication technologies, and the emergence of e-promotion, offer numerous benefits to tourists. These include the speed and ease of viewing the services offered, and the ability to easily compare prices set by tourism companies. On the other hand, e-promotion enables companies to achieve cost savings, improve their competitive performance, and boost sales.

The integration of electronic promotional tools into the tourism industry has transformed trends in this sector. The development of communication technologies and the widespread use of the internet have led to a growing number of tourism companies around the world using promotional advertising online to attract more customers. Furthermore, platforms, applications, and social media networks, as well as search engine marketing, will provide greater opportunities for the development of this sector, ensuring that tourism companies can adapt to the specific requirements of the market. Statistics from the Travel Perk website indicate that, when asked about their travel information sources, travelers most frequently cited using search engines (46%), travel review sites (36%), recommendations from family or friends (35%), hotel websites (31%), and online travel agencies (28%). Furthermore, (75%) of travelers reported that content published on social media influences their choice of destination (travelperk, 2024). This highlights the importance of electronic promotional tools and their effective role in influencing travel destination choices today.

General Introduction

2. Problem Statement :

We have chosen this topic for our research due to its importance. Considering that the tourism sector is one of the most important strategic alternatives for countries to advance their economies, this is particularly relevant for Algeria, whose economy relies on the Hydrocarbon sector. Furthermore, this study is important because Algeria has diverse tourism resources that require attention and development. The study will provide the necessary strategies for this purpose. Moreover, this study is important because it raises officials' awareness of the importance of e-promotion in stimulating tourism and increasing demand by attracting more local and foreign tourists. Based on the above, we can formulate the main problem as follows:

To What Extent Does The Electronic Promotion of Tourism Services Contribute to The Revitalization of Tourism in Algeria?

3. Research Questions :

The following sub-questions were developed to address this question:

- Is there a relationship between the electronic promotion of tourism services and the revitalization of tourism in Algeria?
- Is there a statistically significant impact of the elements and techniques of electronic promotion on tourism revitalization in Algeria?

4. Hypothesis of The Study :

Based on the previous sub-questions, we have formulated the following hypotheses:

- **The First Main Hypothesis (H01):** There is a statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- **The Second Main Hypothesis (H02):** The elements and tools of e-promotion have a statistically significant impact on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 01: There is a statistically significant impact of e-advertising on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 02: There is a statistically significant impact of e-sales promotion on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 03: There is a statistically significant impact of e-public relations on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 04: There is a statistically significant impact of e-direct marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 05: There is a statistically significant impact of Website Marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 06: There is a statistically significant impact of e-mail & mobile marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 07: There is a statistically significant impact of social media & influencers on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-Hypothesis 08: There is a statistically significant impact of Viral marketing & word of mouth on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

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- Sub-Hypothesis 09: There is a statistically significant impact of Search engine marketing & search engine optimization on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-Hypothesis 10: There is a statistically significant impact of Tourism applications & platforms on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

5. Aims of The Study:

We aim to achieve a set of goals through our study:

- The main objective of our study is to address the problematic issues, test hypotheses, and draw the necessary conclusions and recommendations to stimulate tourism in Algeria. This will be based on the results obtained by analyzing the opinions of the sample group.
- We also aim to highlight various concepts related to tourism and e-tourism promotion.
- We also aim to understand the reality of the tourism sector in Algeria and the most important efforts made in the field of e-promotion to present Algeria as a tourist destination.
- We also aim to identify the various elements and tools of e-promotion that Algeria has implemented to enhance tourism.
- We will also determine the extent to which Algerian tourists rely on e-promotion sources and tools when planning trips, based on the results obtained from the sample.

6. Previous Literature:

Several previous studies have addressed the topic of e-promotion in relation to tourism, approaching it from various perspectives. In this research, we will present a range of studies that were used to define our research problem, highlighting the most notable features of these studies and identifying areas of agreement and disagreement. This will clarify the research gap that the current study addresses.

Silvia and Andrea Daniela's (2014) study, "A Perspective on Students' Perceptions of the Promotion of Tourism Products Using Online Marketing," aimed to highlight the importance of online marketing in promoting and distributing tourism products. The study used a questionnaire distributed to 154 students from the Faculty of Economics at Ovidius University of Constanta, and the responses were analyzed using SPSS. The study concluded that students tend to search for and purchase tourism products online rather than through travel agencies.

Benhaddou Khedidja Soumeiya (2017), "The practice of tourism marketing in promoting Algeria as a destination" (PhD thesis), in French. This study aimed to understand the reality of Algerian tourism and its role in economic and social development. It also aimed to diagnose Algeria's tourist destination and identify its natural and cultural components, as well as the general tourism support available, such as accommodation, restaurants, and logistics services. Finally, it aimed to measure the level of tourist satisfaction with Algeria as a tourist destination. To achieve this, the researcher distributed a questionnaire to tourists visiting Algeria between September 2014 and September 2015 and conducted interviews with tourism specialists, including executive directors of the Ministry of Tourism and other relevant stakeholders. The results of this study indicated that tourists were highly satisfied with the cultural and natural attractions and prices, and satisfied with the quality of service and general characteristics; however, they were less satisfied with promotion and distribution. Tourism marketing practices could help to reduce these negative satisfaction gaps in order to promote Algeria, attract more tourists, and improve the destination's image.

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Radia Bennoui (2020), "The importance of electronic tourism marketing in developing domestic tourism demand - a field study of a sample of national tourism agencies - in Algeria" (PhD thesis) "in Arabic". This study aimed to determine how the principles of e-tourism marketing are applied within the various components of the marketing mix in the domestic tourism market. The study was conducted within tourism organizations in Algeria. The researcher conducted interviews with tourism organization employees and used a questionnaire to supplement the results of the field study. Questionnaires were distributed to a sample of 61 tourism organizations and to a sample of tourism consumers in Algeria. The study concluded that e-tourism marketing and its components (e-tourism product, pricing, distribution, promotion, environment, human element, and service delivery process) contributed to developing domestic tourism demand from the perspectives of the tourism organizations and consumers examined.

A study by Guerroudj Bouziane & Remmas Mohamed Amine (2021), entitled "Elements of tourism promotion and their impact on purchasing behavior: a field study of customers of travel and tourism agencies in Saida State." The study aimed to highlight the impact of tourism promotion elements on purchasing behaviour to attract customers to tourism agencies in Saida State. A total of 120 questionnaires were processed using structural equation modelling with the help of the PLS Smart program to analyze the results. The results concluded that all study variables (advertising, publicity, public relations, personal selling, and sales promotion) had a positive impact on purchasing behaviour.

The study by Tamara Floričić, Irena Šker, and Hermina Maras Benassi (2023) is titled "Enhancing the Digital Promotion of Cultural Heritage: Evaluation of Websites, Online Marketing Tools, and Smart Technologies." The study aimed to explore opportunities for the digital promotion of cultural heritage. This was achieved by identifying the potential of websites, online marketing tools, and smart technologies used by decision-makers in the tourism attraction sector. The study employed qualitative and quantitative research methods, including longitudinal research and structured interviews with decision-makers in tourism destinations. The study concluded that, although there have been positive developments in the implementation of digital promotion of cultural heritage during and after the pandemic, they are not rapid enough, given the rapid development of new smart technologies. At the same time, decision-makers recognize the importance of digitally promoting cultural heritage. However, they remain unaware of the potential of smart technologies to enhance this.

Chaieb Moufida & May Ali's study (2020), titled "The Impact of Electronic Tourism Promotion on the Marketing Performance of Travel Agencies - A Model Study of Travel Agencies in Algeria". The study aimed to evaluate the impact of electronic tourism promotion on the marketing performance of travel agencies. It analyzed the various components of electronic promotion, such as electronic tourism advertising, electronic public relations, electronic sales promotion, and direct electronic marketing, and their impact on key marketing performance metrics, such as profitability, market share, and customer satisfaction. The study adopted a descriptive approach and surveyed 43 travel agencies in Algeria. The results concluded that electronic advertising, public relations, sales promotion, and direct marketing have a statistically significant impact on the marketing performance of these travel agencies.

A study by Madoui Abdelaziz (2022), titled "The impact of modern promotional efforts on marketing Algeria's tourist destination - a case study of the National Tourism Office for the

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period 2015-2019” (PhD thesis). “In Arabic”. This study aimed to understand the impact of the National Tourism Office's promotional efforts on marketing Algerian tourist destinations between 2015 and 2019. To achieve this, the researcher prepared a questionnaire and distributed it to 108 travel agencies operating in inbound tourism and working directly with foreign tourists. The results of the study showed that the efforts had a limited impact, with the exception of international tourism events in which the National Tourism Office participated. Therefore, the National Tourism Office must strengthen its efforts by employing personnel capable of keeping pace with global developments in this field and providing a sufficient budget to build on its strengths and address its weaknesses.

A study by Zian Abdel Halim (2024), “The impact of marketing hotel tourism services on tourism in Algeria - The case of thermal tourism” (PHD thesis). “In Arabic”. This study aimed to determine the impact of marketing tourism and hotel services on tourism in Algeria, with a particular focus on thermal tourism. To achieve this, the researcher prepared a questionnaire and distributed it to 405 visitors to thermal complexes. The sample size was 405. The Statistical Package for the Social Sciences (SPSS) was used to analyze the responses. The results revealed a statistically significant impact of the seven dimensions of the marketing mix (tourism services, pricing, distribution, promotion, human resources, physical evidence, and operations) on thermal tourism at the complexes studied.

Bouadma Aouda (2024), “The impact of electronic tourism marketing on the mental image of the tourist destination in Algeria” (PHD thesis). “In Arabic”. This study investigated the impact of electronic tourism marketing on perceptions of tourist destinations. It was conducted in the province of Chlef. The researcher used an electronic questionnaire for the study, which included a sample of 361 tourists. The Statistical Package for the Social Sciences (SPSS) was used to analyze the obtained data. According to the responses of the study sample members, the study results revealed a statistically significant effect of the electronic tourism marketing mix on perception. Therefore, the elements of the electronic marketing mix played a role in shaping a positive perception of the tourist destination in the province of Chlef.

Arega Enbiale Setegn and Gurudutta Pradeep Japee's (2025), titled "Promotional Elements and Tourism Marketing Performance of Tourist Attractions with the Mediating Role of Public Relations: Empirical Evidence from Visitors in Ethiopia". The study aimed to determine the impact of promotional elements on the effectiveness of tourism marketing, with public relations playing a mediating role. The study used cross-sectional empirical data from 370 visitors in Ethiopia. The model was estimated using structural equation modelling. The results revealed that personal selling and advertising are key drivers of tourism marketing success, with public relations playing a crucial mediating role that enhances their impact. In contrast, the impact of sales promotion was negligible. These findings highlight the importance of strategic public relations initiatives in enhancing the effectiveness of tourism marketing efforts.

7. Discussion of Previous Studies:

Some previous studies have addressed the topics of tourism marketing and e-tourism marketing, as well as their relationship to tourism. These studies have linked the topics to the issue of the tourist's mental image of the destination, as discussed in the work of Bouadma Aouda (2024) and Ben Haddou Khadija Samia (2017). Tourism marketing has also been linked to demand development in studies by Radia Bennoui (2020) and Zian Abdel Halim (2024). An exception

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is the study by Silvia and Andrea Daniela (2014), which linked e-marketing (the independent variable) to the promotion and distribution of tourism products (the dependent variable).

Meanwhile, other previous studies have addressed the topics of tourism promotion and e-tourism promotion in relation to tourism. These studies have linked the topics to marketing performance and destination marketing, as discussed by Shaib Mufida and Mai Ali (2020), Madawi Abdel Aziz (2022), and Arija Inbial Setigen and Guruduta Pradip Jabi (2025). However, the studies by Krouj Bouziane and Rimas Mohammed Amin (2021) and Tamara Florich, Irina Sukkar, and Hermina Maras Benassi (2023) linked e-tourism promotion to purchasing behaviour and promoting cultural heritage.

8. The Main Contribution of Our Study & The Research Gap:

Most previous studies have addressed tourism marketing or e-tourism marketing in general. In contrast, our study focuses on e-promotion, a sub-element of e-marketing, as an 'independent variable' that has not been addressed by these previous studies. This means that our study will examine this element and its sub-variables in more depth.

Most studies that have addressed e-tourism promotion have also covered only a few sub-variables, such as e-tourism advertising, e-public relations, e-sales promotion, and direct e-marketing. Examples of such studies include those by Shaib Mufida and Mai Ali (2020), Krouj Bouziane and Rimas Muhammad Amin (2021), and Madawi Abdul Aziz (2022). The study by Tamara Florich, Irina Sukkar, and Hermina Maras Benassi (2023) is an exception, as it addresses e-tourism promotion through websites, e-marketing tools, and smart technologies. In contrast, our current study addresses the topic of e-tourism promotion by examining several in-depth sub-variables that encompass all aspects of the topic. These included e-advertising, e-sales promotion, e-public relations, direct e-marketing, websites, email and mobile marketing, social media and influencers, viral marketing and word-of-mouth marketing, search engine marketing and optimization, and tourism applications and platforms. No study has yet addressed all of these themes and sub-variables together.

Previous studies have focused on linking e-tourism marketing and e-promotion to variables such as destination image, purchasing behaviour, and the marketing performance of tourism establishments. However, our current study focused on linking e-tourism promotion to tourism revitalization in Algeria.

9. The Study Approach: Our research is grounded upon the following main approaches:

The study adopts a descriptive approach to shed light on the variables examined within the theoretical framework. Furthermore, an analytical approach was adopted to analyze statistical data related to tourism and e-promotion in Algeria. We also used a case study approach to analyze a range of tourism platforms and applications. Finally, we used quantitative approaches to obtain sufficient and accurate data and information with which to diagnose the study topic, analyze the relationships between variables, and present results based on statistical analysis.

10. The Study Divisions: This study is split into five chapters as follows:

The first chapter provides an overview of concepts related to the tourism industry, including its various forms and types, as well as defining tourism products and services. It also introduces the concept of tourists and their behavior.

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The second chapter explores the concept of promotion and the role of digital transformation in improving promotional efficiency. It also covers how to plan promotional campaigns and measure performance, as well as the electronic promotional mix and other electronic promotional techniques.

The third chapter addresses the role of each element of the electronic promotional mix in tourism promotion, including electronic advertising, electronic sales promotion, electronic public relations, direct electronic marketing, email marketing, mobile marketing, websites and platforms, search engine optimization, social media, digital influencers, viral marketing, and word-of-mouth marketing.

The fourth chapter reviews the potential of the Algerian tourism sector, its infrastructure, and its key performance indicators. It also discusses the status of electronic tourism promotion in Algeria.

Chapter five presents an analytical statistical study to determine the research results, test the hypotheses, and answer the research question. It includes the methodology of the applied study, the data collection and analysis tools used, the results of the study, and a discussion of these results in relation to the hypotheses tested and the research questions answered.

**The
Theoretical
Part**

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Economic and social development is now one of the most important determinants of a country's political stability; therefore, the entire world is striving to achieve it and find key alternatives that contribute to economic and social development. In this sense, many countries have resorted to developing the tourism industry as a strategic alternative to the exploitation and development of their natural resources, ensuring their sustainability and reducing total dependence on raw natural wealth. Today, tourism is considered one of the most important foundations for the development and prosperity of countries, being the first industry in terms of employment and playing an increasingly important role in economic and social development.

In light of the above, this chapter will present general concepts about tourism and identify its main economic, social, and environmental impacts. Additionally, we will also examine the various types and forms of tourism, as well as the tourism product, its life cycle, and its characteristics. In this chapter, we will also deal with the introduction of an overview of tourist and their consumer behavior. By dividing this chapter into the following sections:

Section 01: The Tourism Industry

Section 02: Types and forms of tourism

Section 03: Tourism product & service

Section 04: Tourist and tourist behavior

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Section 01: The Tourism Industry

Today, tourism has evolved from a leisure activity limited to the movement of individuals away from their usual place of residence for rest and recreation to an economic and social industry that contributes to the prosperity and development of countries and to the enhancement of people's cultures and increased communication between them. In this section, we will look at tourism and recognize its negative and positive impacts on the environment, the economy, the social, and its impact on cultural aspects of host communities.

2. Tourism Definition:

The tourism industry has grown significantly over the years and has enabled people (tourists and visitors) to travel voluntarily outside their homes in the short term. This has helped foreign exchange contribute to the recipient country's tourism development and well-being and generate sources of employment (Castro et al., 2017). Hence, the tourism industry is highly competitive, making tourists in front of a wide range of options and look for good value for money (Al-Amyan, 2013).

To start with the World Trade Organization (WTO) and the United Nations Statistical Commission (2000), providing the last theoretical definition of tourism as a reference for all member countries, defining tourism as: Activities made by persons in the way of their travel and stay in places outside their place of residence. For a consecutive period not surpassing one year, for many motives such as leisure, business, and other motives (Demen Meyer, 2005), this definition focused on the purpose and duration of the journey. It has also been described as a social, cultural, and economic phenomenon involving the movement of people to countries or places outside their usual environment for, among other things, personal, commercial/professional purposes. Moreover, this has shown that the concept of tourism is integrated or compatible with other environmental, social, political, cultural, and personal issues (Gubaye, 2022). The Tourism Association has proposed a definition that tourism is the short and temporary movement of people to destinations outside of places where they usually live and work. Therefore, tourism involves transporting people for various purposes, including daily visits or trips (Camilleri, 2018).

Briefly, Tourism is the movement of persons from one place to another outside their own country (Yashwant et al., 2022). Moreover, tourism is not about destinations only – it is about the experience of destinations, also about meeting other persons, and the interaction between hosts and tourists, and with fellow tourists (Chris, 1991). As well, Tourism refers to the set of activities through which tourists are provided with various services, including travel, hotel services, restaurants, and entertainment, during their stay at a particular destination (Benhaddou, 2017). By definition, tourism is a service industry whose main products are hotels and leisure activities such as a residence in a hotel or a visit to a destination, which includes several related categories/spaces such as hotels, events or museums, art and culture, restaurants (Nechhad, 2022).

Additionally, Tourism, according to Law No. 10 of 2009 concerning Tourism, “is various tourism activities supported by various facilities and services provided by the community, entrepreneurs, government, and local governments” (Ira Nuriya & Adfiyani, 2019, p. 131). As well as, we can find various forms of tourism, such as families traveling together on weekend trips, university students studying abroad, etc (Tsiotsou & Ratten, 2010). Hence, tourism

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borrowed from multiple activities, and it includes all the activities devoted to the satisfaction of tourists' needs (Aldebert et al., 2011). Furthermore, there is a major group of factors without which we cannot practice tourism activities; they can be confined to three types of factors as follows: (Benoumer & Kharroubi, 2018)

- a- Natural ingredients: such as Plants, water, protected areas, geographical location, landscape, climate, terrain, and even animal biodiversity.
- b- Human ingredients: such as cultural and social heritage, historical aspects, customs, and traditions.

Infrastructure components: development in the industrial and commercial sectors, the level of banking services, urbanization, all types of transportation, and the availability of complementary services such as hotels, cafes.

3. Social, Cultural, Economic, and Environmental Impacts of Tourism:

Cem, Ali, & Ferhat (2016) found that tourism is a sector that reduces unemployment, increases investment, and highlights natural beauties in the eyes of the local people (Cem et al., 2016).

2.1. Economic Impacts of Tourism:

The positive effects of tourism on the economies of host countries include improvements in foreign exchange, income and employment, price improvements, regional development, and government revenues. Tourism also helps to attract foreign investment, improve tourism infrastructure, and reduce production costs. We conclude that tourism has positive impacts on host communities, which can be summarized as follows: (Ferreira et al., 2021)

- Tourism seeks to attract foreign investment, additional regional income, and employment growth.
- Contributing to the creation of jobs and improving the standard of living of the local population by increasing household income.
- Help improve community services and facilities, and increase demand for local products.
- Contribute to improving the economic structure of destinations, stimulating entrepreneurship, and developing the infrastructure of countries.

The major benefit of tourism for a region or country is economic, as it provides an opportunity for job creation and generation of revenue at international, national, regional and local levels. As money comes into urban and rural areas which in turn stimulates new business enterprises and promotes a more positive image in an area (Ann et al., 2002, p. 17). Tourism can support the protection of plots by maintaining its global economic value. Another example, successful community fisheries programs in the Americas have auctioned off fishing permits at an average of US\$32,000 per permit, providing a strong economic incentive to conserve species and their natural habitats (Boley, 2014).

In addition to its positive economic impact, tourism is a very vulnerable industry as its activity depends on external and mostly uncontrollable factors. Such as economic and financial crises (e.g., the 2007–2008 global financial crisis), terrorism (e.g., September 11), war (e.g., war in Ukraine), natural disasters (e.g., tsunami in Thailand), political instability (e.g., Arab Spring), infectious diseases (e.g., swine flu pandemic - H1N1), Severe Acute Respiratory Syndrome

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(SARS) outbreak (2003), and SARS-CoV-2. It is therefore important to understand the impact of the COVID-19 pandemic on tourism destinations, as the pandemic is known to have brought the tourism sector to a standstill, affecting economic growth in several countries. Similarly, it also caused social and psychological costs to residents due to forced confinement, which changed the way of life and behavior of communities (Isabel et al., 2024, p. 04).

2.2.Environmental Impacts of Travel and Tourism:

One of the main reasons that can determine the environmental sustainability of destinations is that tourism helps to develop a global market for natural resources that might otherwise be undervalued, because it is a market-oriented alternative that favors conservation over land conversion, for example, a landscape or animal habitat (Boley, 2014). Moreover, the environmental impact of tourism is to protect and enhance the destination's environmental resources and provide a good opportunity to sustain ecotourism. Tourism creates favorable conditions for increased investment in the host destination's environmental infrastructure, encourages authorities to promote the establishment of national parks and wildlife sanctuaries, and encourages the preservation of host communities' monuments (Temesgen , 2019).

In addition to its positive environmental role, tourism also has negative environmental impacts. Tourism has degraded the ecosystems and environment of host communities and has played a significant role in air and water pollution, contributing to the loss of aquatic and marine life. In addition, the construction of accommodation, parks, airports, and new resorts for tourists has damaged the environment. In addition to some others that can be produced as waste generation, such as the production of garbage, wastewater, and significant atmospheric emissions from aircraft (Temesgen , 2019). On the other hand, in a business-as-usual scenario, tourism will grow by 154% in energy consumption, 131% in greenhouse gas emissions, 152% in water consumption, and 251% in solid waste disposal by 2050. This is why sustainability must now determine the development of tourism in the 21st century (UNEP, 2024).

2.3.Social & cultural Impacts of Travel and Tourism:

According to USLU et al, the positive social and cultural impacts of tourism are the recognition of different cultures and the contribution to the formation of an international environment of diversity, tolerance, and peace. In addition, tourism encourages the urbanization of rural areas, the development of recreational activities and hygiene awareness, the promotion of language learning, the creation of new jobs and institutions, and the development of awareness to protect the cultural values of the community, and the advancement of women's rights (Uslu et al., 2020). Additionally, previous literature has also highlighted the positive social and cultural effects of contact with tourists, such as the modernization of the population's lifestyle, the preservation of local culture, the conservation of historical heritage and cultural values, the improvement of the population's skills, and a sense of pride and cohesion (Ferreira et al., 2021). As tourism has had a positive impact on countries and people, the tourism industry also has a negative impact. Thus, since tourism experiences are highly dependent on human interaction, the social effects in tourism are related to the impacts and changes from guest to host or from host to guest. Thus, according to UNEP 2003, the negative social impacts of tourism may include: (Westcott & Anderson, 2021)

- Change or loss of indigenous peoples' identity and values.

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- Cultural clashes.
- Material causes of social stress (increased demand for resources).
- Ethical issues (e.g., increased sex tourism or exploitation of working children).

The continuous growth of tourism activity is detrimental to the local customs and social characteristics of the inhabitants of the host communities, their cultural and social life, and religious beliefs. Whenever large-scale tourism, leisure activities cause harm the loss of destinations and change the culture of their residents. In addition, tourism can also cause other social disasters such as drug and alcohol consumption, and the possibility for some tourists to engage in unethical activities, contributing to the exacerbation of social problems such as crime, etc (Armughan, 2023). According to Alamineh et al (2023), who discussed how tourism affects local culture, "the research» highlights the consequences of some of the negative impacts of tourism on the culture of host communities. For example, the spread of foreign culture and customs, through the local youth's tradition of tourist behavior, such as dress and the use of foreign languages. Some hotels have also changed their type of service to western patterns in dealing with customers, including the quality of food and beverages, imported room decorations, and even the clothing of hosts. They believe that these Western patterns make them more attractive to tourists (Alamineh et al., 2023).

Section 02: Types and Forms of Tourism

Nowadays, tourism is not only a recreational activity but also an industry that is growing and developing by the day. Especially with the evolution of the marketing environment and the evolution of the needs and desires of people interested in this passion for tourism, new forms and types are emerging, adapted to the desires and requirements of all categories of tourists. From this point of view, in this section, we will address the most important forms and types of tourism with a comprehensive perspective.

1. Types of Tourism in Terms of Location and Boundaries

In the tourism sector in relation to a given country, the following forms of tourism can be distinguished: (United Nations and World Tourism Organization , 1994)

1.1.Domestic Tourism: involving residents of the given country traveling only within this country. In addition, domestic tourism is a more effective tool than international tourism for local economic development because domestic tourists tend to demand more local services than other tourists, which supports small businesses and increases employment and income opportunities, expands the private sector, and stimulates social travel in the country. Moreover, this type of tourism does not require major investments and changes. In short, tourism is generally considered to be subject to several global impacts and events that can affect its sustainability, while domestic tourism is less sensitive to crises and less seasonal or fragile to external conditions that can limit its continuity (Choo, 2015). Moreover, many factors have contributed to the growth of domestic tourism, some of which can be mentioned below (Aissa & Wazzani , 2021):

- Lower cost of domestic tourism compared to foreign tourism in terms of transport, hotel, and other service prices.
- Domestic tourists want entertainment, rest, and relaxation, especially at weekends.
- The government is promoting domestic tourism (encouraging investment in this area).
- Facilitation of procedures and documentation for travel.
- No need for travel insurance.

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- No need to change currency.

1.2. Inbound Tourism:

involving non-residents traveling in the given country. Additionally, tourism in general is one of the most important sectors of the economy, and inbound tourism in particular is an important export service for countries with comparative advantages in tourism development. Foreign tourism is also one of the main channels for generating economic growth and foreign exchange savings, helping countries to import and finance capital goods (ul Haq et al., 2024). Inbound tourism provides benefits such as preserving the natural environment, flora, and fauna, diversifying the attractions and tourist facilities available to residents, and increasing opportunities for social and cultural exchange (Dwyer & Forsyth, 1993). Furthermore, according to Diaco Kochar (2022), inbound tourism is a two-sided tool that brings both benefits and risks to a country. One of the biggest benefits is the economic return it brings to the host country, as foreign tourists spend money on accommodation, transport, food, souvenirs, and activities. This creates new jobs and opportunities. A benefit that inbound tourism can also generate is tax revenue for the government, which it uses to fund public services and the country's infrastructure. On the other hand, inbound tourism also poses some challenges and risks to the host country. The most important issue is the potential for over-tourism, which occurs when the number of visitors exceeds the destination's capacity on a sustained basis. This can lead to overcrowding, environmental degradation, and loss of authenticity and cultural heritage of the destination. In addition, increased demand for inbound tourism can lead to higher prices, making it difficult for local people to obtain necessities (Kochar, 2022).

1.3. Outbound Tourism:

involves residents traveling to another country. In other words, outbound tourism expresses the flow of tourists abroad and their expenditure on tourism activities outside the country of origin (Al-Smadi & Al-Saad, 2022). Moreover, Outbound tourism has grown significantly in recent years, at different rates and in different destinations around the world, due to several factors that can be identified in the following table: (Andersen, 2023)

Table 1.1. Factors driving outbound tourism growth

The advent of low-cost travel	Increased disposable income and leisure time	globalization
The intensity of competition and the emergence of low-cost airlines in the market have contributed to an increase in the number of individuals interested in travelling.	Recent increases in per capita income explain the increased purchasing power of individuals and thus the increased desire to spend on international tourism, and the increase in leisure and holiday time has provided individuals with opportunities for foreign tourism.	Globalization has increased people's desire to experience international tourism, as it has opened up new opportunities for many destinations that were previously unavailable, and contributed to the development of tourism industries in these destinations.

Source: Andersen (2023)

2. Types of Tourism in Terms of Quantity and Quality:

According to Wearing & Neil (2009), the types of tourism are divided into two broad categories: the first is conventional mass tourism CMT, that is, the basic forms of tourism prevailing in the market, and the second broad category is the category of alternative tourism (AT). A group with several different forms of tourism has the common advantage of being considered as alternatives to traditional mass tourism. First, Alternative tourism can be defined as tourism that is small in scale and number of tourists compared to CMT, takes place in non-urban areas, and is mainly based on satisfying the needs of highly educated tourists with relatively high disposable income (Wearing & Neil, 2009). While mass tourism is based on making travel easy, affordable, and accessible to a wide range of people, this can be a way to generate significant returns from tourism activities. However, according to some literature, mass tourism can be transformed into alternative tourism (ecotourism). By increasing its environmental sustainability, by deliberately reducing the number of tourists a destination can serve (that is, reducing the absorptive capacity of the destination), and by pursuing various activities that increase the environmental sustainability of tourism enterprises, such as separating garbage, using renewable energy, etc (Ivanova & Ivanova, 2013) .

Table 1.2. Distinct characteristics between mass tourism and Alternative tourism

Characteristics of mass tourism	Characteristics of alternative
Large groups of visitors	Small groups of visitors
Urban	Rural
Touristic general marketing activities	Eco-marketing activities.
Average prices for purposes of market penetration	High price to filter the market
Impact on the natural environment	Little impact on the natural environment
Advanced control options	Limited possibilities of control
Management based on macroeconomic principles	Management based on local economic principles
An anonymous relationship between visitors and the local community	Personalized relationships between visitors and the local community
General development goals	Local development objectives
Behavior-oriented leisure activities/entertainment, opponents to education and training actions	Loyalty in the process of training and education for appropriate conduct for the natural environment
Intensive development of tourism facilities	Reduced the development of tourism facilities

Source: Dorobantu & Nistoreanu (2012)

2.1. Mass Tourism:

Mass tourism exists to make travel easy and inexpensive, and is aimed at a wide range of people; thus, mass tourism can be a way to generate large tourist revenues (Khatun et al., 2023). Mass tourism is achieved when four conditions are present: the product is uniform and strictly packaged, produced and marketed in large quantities to an undifferentiated clientele, and

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consumed collectively by tourists without regard for local culture or traditions. From this point of view, the quality of mass tourism itself is culturally poor and tends to become a commodity because of the way it is produced and marketed, and here tour operators have a key role to play in protecting tourists from the unfamiliar things they may encounter on the trip (Vainikka, 2013). In other words, mass tourism is the opposite situation, so that given its magnitude, it offers enormous economic and social benefits, the most important of which can be limited to (Ivanova & Ivanova, 2013):

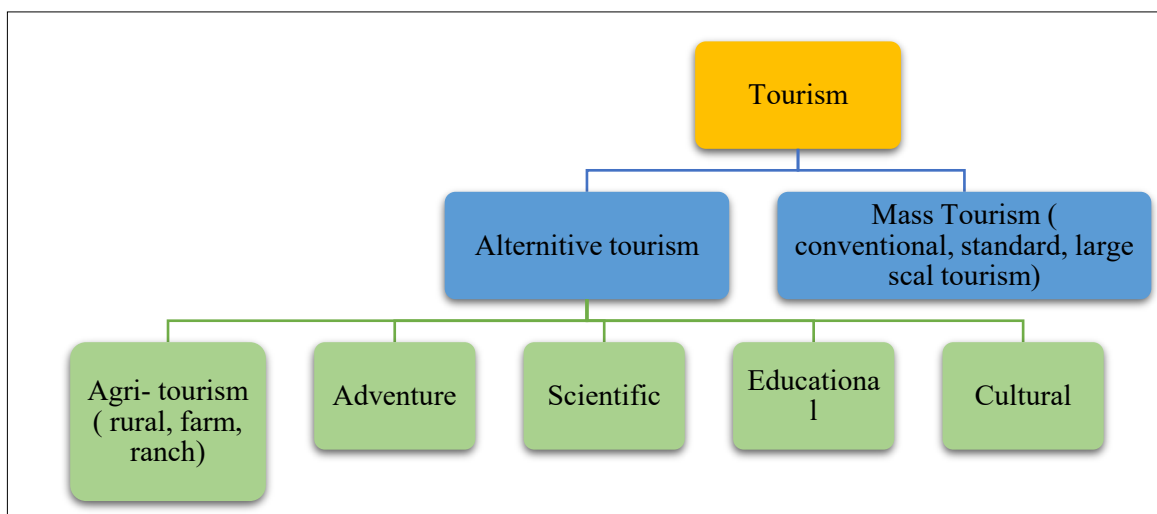
- Democratizing travel through lower prices.
- Construction, maintenance, and use of infrastructure are due to the enormous revenues from mass tourism.
- Creation of a large number of jobs.
- Increasing the knowledge, skills, and diversity of the tourism workforce.
- Increased tax revenues to government budgets.
- Increased ability to influence tour operators by increasing the negotiating power of hotel owners.
- Increased opportunities for innovation.
- Translating the concept of sustainable development into economic benefits for the destination country

2.2. Alternative Tourism:

As shown in the figure, The types of tourism activities involved in alternative tourism almost the majority of them are almost entirely nature-based tourism activities. From this point of view, alternative tourism has been seen as an important means to ensure the sustainability of natural, social, and community values. It can be defined as all alternative forms of tourism that have less negative impacts on destinations compared to mass tourism, without reducing the positive economic impacts. In addition, alternative tourism contributes to the diversification of tourism products. Therefore, it can be concluded that alternative tourism offers two main opportunities: (Pektas, 2018)

- Conservation of nature and culture.
- Diversification of tourism products.

Figure 1.1. Alternative Tourism



Source: Wearing & Neil (2009)

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As well, about alternative forms of tourism, it distinguishes forms such as cultural, educational, scientific, adventure, and agritourism with rural and agritourism subsets as shown in the figure. It is worth noting that there is some overlap between the different types of themselves. For example, cultural tourism is largely educational, and ecotourism is compatible with nature-based tourism. While not directly related to cultural tourism, they share forms of educational, scientific, adventure, and agricultural tourism; this has recently been extended to include pro-poor tourism and voluntary tourism (Wearing & Neil, 2009).

3. Nature-Based Tourism Types:

Nature-based tourism is a visit to a natural destination, it can be a destination for a recreational activity, such as adventure racing in Brazil, and the purpose of the visit is to understand the natural history of the destination by interacting with plants and animals. Interactions with wildlife can be as non-consuming as wildlife watching or as consuming as recreational hunting. It could also include a destination for voluntary tourism (Wolf et al., 2019). From this point of view, the forms of this type of tourism can be outlined as follows:

3.1. Ecotourism:

Ecotourism is defined as nature tourism where tourists are attracted to a particular destination because of their interest in one or more features of the natural history of that destination. The purpose of the visit is education, entertainment, and sometimes adventure (Fennell, 2020). As well as, ecotourism can be considered as a strategy to support conservation and income generation for host communities in and around protected areas. Ecotourism contributes to economic development and conservation of protected areas by: (a) generating revenue for the sustainable management of protected areas; (b) providing employment opportunities for local people; and (c) creating a sense of community ownership. In addition, wilderness areas and national parks are an important market for ecotourism based on natural resources and local culture (Das & Chatterjee, 2015). The International Ecotourism Society (TIES) is defined as responsible travel to natural places that contributes to the conservation of the environment, the well-being of local people, and includes interpretation and education. The definition focuses on both sustainability, "responsibility", education, and the well-being of local people (The International Ecotourism Society (TIES), 2018).

There is a consensus in the literature that describes ecotourism as part of the broader nature-based tourism (NBT). They consider nature-based tourism to include all forms of tourism: mass tourism, adventure tourism, low-impact tourism, and ecotourism, that is, all of these types use natural resources in a wild or undeveloped form - including species, landscapes, scenery, and freshwater features. In addition, the fundamental difference can be sought in the fact that nature tourism aims to enjoy undeveloped natural areas or wildlife. The reversal of ecotourism is low-impact natural tourism aimed at conserving species and habitats, either by contributing to conservation or indirectly by providing revenue to the local community, sufficient to support the local population, and therefore, ecotourism contributes to the protection of the wildlife heritage area as a source of income (Fennell, 2020). In this way, ecotourism is a particular type of tourism that differs from nature tourism and outdoor recreation in its purpose of development and conservation (Stronza et al., 2019).

Additionally, Ecotourism can be distinguished from other types of tourism along five interrelated dimensions: The tourism experience must be nature-based, environmentally sustainable, environmentally educational, locally beneficial, and participant. Satisfying. Some researchers argue that the first three components reflect ecotourism, while the last two components can represent all other forms of tourism. However, the majority argue that these

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ingredients together make up ecotourism (Donohoe & Needham, 2006). In conclusion, several key variables can be derived that are common to the vast majority of previous definitions of ecotourism (Stronza et al., 2019):

- It was noted that the places where ecotourism occurs are in natural spaces.
- The main net benefit of ecotourism is conservation.
- The need for ecotourism is to respect local culture.
- The direct benefits of ecotourism to the local communities
- Emphasized the educational value of ecotourism for both travelers and the local population.

3.2.The Rural Tourism:

Rural tourism encompasses a wide range of attractions and activities in agricultural or non-urban areas. Rural tourism has essential characteristics, including large open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and natural environments. There are several types of rural tourism, as shown below: (Humaira, 2010)

- The first type of rural tourism is heritage tourism, which can also be called cultural heritage tourism and refers to leisure travel that is primarily aimed at experiencing places and activities that represent the past.
- The second type is ecotourism, which is nature-based tourism, where tourists visit natural areas to enjoy the landscape, including plant and animal life.
- The third type is agrotourism, which refers to tourists who visit a working farm or other agricultural, horticultural, or agribusiness enterprise for enjoyment, education, or active participation in farm activities.

The purposes of agritourism also include participation in roadside smart tourist information terminals and other farm visits; visiting festivals, agricultural museums, and other similar attractions. Additionally, rural tourism has several advantages, such as:

- Provides a retreat to rural areas and the countryside
- Provides opportunities for farm accommodation, agricultural activities, and rural experiences
- Provides opportunities for tourists to reconnect with nature and experience traditional lifestyles
- Supports community and sustainable agriculture

3.4.The Adventure Tourism:

In the early stages, adventure tourism was generally defined as commercial tours accompanied by tour guides, where the main attraction of this type of tourism is outdoor activity based on the characteristics of the natural terrain, usually requiring special equipment, and it is exciting for the clients of the trip. This reference refers to the definition of an adventure tourism product and not to the people carried out by adventure tourism (Rantala et al., 2016). As well, adventure tourism is a recreational activity that takes place in an unusual, emergent, isolated, or wild destination. Adventure tourism tends to be associated with a high level of activity by participants, and is usually conducted outdoors. Adventure tourists are expected to experience high levels of excitement and tranquility (Bjoerk, 2000). Briefly, adventure tourism refers to outdoor tourism activities, usually commercially marketed, limited to the interaction of the tourists with the natural environment away from their usual place of residence, and including the risk element of the tourist experience. In other words, adventure tourism is an extension of adventure/outdoor entertainment (Weber, 2001). However, according to Swarbrooke et al

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(2011), “Adventure tourism is ‘an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity” (Swarbrooke, et al. , 2011, p. 28)

Table 1.3. Adventure Recreation Pursuits

Back packing	Kayaking	Rogaining
Bicycling	Orienteering	Sailing
Diving	Mountaineering	Snowshoeing
Hanggliding	Rafting	Spelunking
Balloonng	Rappelling	Trekking
Hiking	Rock Climbing	Sky Diving

Source: (Weber, 2001)

3.5.Wildlife Tourism:

Wildlife tourism is a type of nature-based tourism that can include and have an element of adventure travel when travel is to relatively remote areas to view animals, some of which may be perceived as dangerous. Wildlife tourism also shares some characteristics of ecotourism when it occurs in natural areas, is an education and/or explanation, and also stimulates conservation support practices. As well, below is a table that illustrates the classification of different wildlife tourism products and explains how tourism activities are directed based on the type of wildlife or environment involved: (Newsome et al., 2005)

Table 1.4. The wildlife tourism product

No.	Wildlife-based product	Description
1	Specialist animal watching	Birdwatching or whale watching
2	Habitat-specific tours	Usually diverse and/or rich in wildlife
3	Nature-based tours	Which focuses in part on wildlife viewing
4	Eco accommodations	Located in wildlife-rich habitats
5	Thrill-seeking tours	Where large or dangerous wildlife are encouraged to engage in spectacular behavior by tour operators
6	Artificial wildlife attractions	Viewing of species kept in captivity
7	Hunting/ fishing tours	Consumptive use of wildlife

Source: Newsome et al (2005)

3.6.Sustainable Tourism:

Sustainable tourism development essentially seeks to meet the needs of current tourists and hosts, with an emphasis on protecting and promoting opportunities for other tourists in the future. Within the context of sustainable tourism development, it is expected that all resources will be managed in such a way that socio-economic and aesthetic needs are fulfilled, while cultural integrity, biodiversity, life-support systems, basic ecological processes, and the environment are maintained (Zhenhua , 2003). Therefore, sustainable tourism is responsible for conserving natural resources and biodiversity, ensuring long-term economic benefits for all stakeholders, and ensuring respect for local communities while preserving the authenticity and well-being of local people (Hernandez-Maskivker, et al., 2021).

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Concepts of sustainable tourism have evolved and become more inclusive, covering not only environmental issues but also social, cultural, economic, and political dimensions. In its simplest form, a major distinction can be made between sustainable tourism and sustainable development, as sustainable tourism focuses on customer considerations and tourism marketing for the sustainability of the sector. The term sustainable development is intended to focus on tourism development as a means to achieve broader social and environmental goals. Therefore, the objectives of sustainable tourism are not necessarily the same as those of sustainable development (Holden, 2018). Moreover, one of the conditions for achieving sustainable tourism is that the tourism format must be developed taking into account all the different aspects. That is that sustainable tourism depends heavily on the ability to increase the financial benefits for all participants in the tourism sector, such as the ability to preserve the social, cultural, and environmental heritage of the host destinations (Janusz & Bajdor, 2013). Additionally, according to the World Tourism Organization, sustainable tourism aims to: (World Tourism Organization (UNWTO), 2013)

- Optimize the use of environmental resources essential for tourism development, i.e., tourism must use environmental resources in a way that preserves the environment, natural heritage, and biodiversity.
- Respect for the social and cultural origins of host communities, which aims to preserve both the cultural heritage and traditional values of host destinations and to promote tolerance and understanding between cultures.
- To ensure the sustainability of long-term economic processes, tourism must ensure that social and economic benefits are provided to all stakeholders, such as job creation, income opportunities, and contributions to poverty alleviation.

3.7. Volunteer Tourism:

Voluntary tourism is defined as a type of tourism experience in which tourists are allowed to participate in an optional trip that includes an element of volunteering and cultural exchange with the local people at the destination. In addition, many researchers consider volunteer tourism to be an alternative form of tourism. Others describe it as an extension of ecotourism, while others see it as new tourism, specialized tourism, or new moral tourism. Some authors also associate voluntary tourism with labels such as charity, justice, or pro-poor goodwill tourism (Wearing & McGehee, 2013).

Furthermore, the tourism experience in this type of tourism is a direct interactive experience that helps to change the value and consciousness of both the volunteer and the host, which will later affect their lifestyle. It is proposed that this change in turn affects society's development, nature conservation, ethnic renewal, cultural renewal, and cultural hybridization (Wearing, 2003). However, Volunteer tourists are also defined as those who, in an organized way, volunteer for holidays that may include helping or alleviating the material poverty of certain groups in society (Lyons & Wearing, 2008). In a word, Voluntary Tourism is a form of tourism where tourists volunteer in local communities as an important part of their trip, and it is now becoming increasingly accessible and popular among tourists in different parts of the world (Harng, 2009).

4. Types of Tourism in Terms of Activity

4.1. Business Tourism:

Since professional tourism is closely linked to productive activity, some researchers, such as Hunziker and Krampf, exclude this type of tourism because it is linked to profitable activity, away from classic leisure activities or tourist health care (Cornelia & Turtureanu, 2008). In addition, in order to attract the largest number of tourists, many countries have developed large conference complexes with all kinds of modern facilities for meetings, conventions, and trade agreements. Large hotels have also become facilities for commercial reasons. So it can be said that although some people travel only for business purposes. The majority of businessmen would like to combine business travel with pleasure (Jayapalan, 2001). Business tourism has a range of advantages as follows: (Pratyush, 2023)

- Help professionals who want to attend business meetings, conferences, and exhibitions
- Provides networking opportunities and knowledge sharing.
- Contributes to economic development and industry growth.
- Commercial tourism requires specialized facilities and services to meet business needs.

Additionally, according to statistics from Yahoo, the market share of business tourism is estimated to reach \$1.5 trillion by 2028, almost triple the 2020 level. This expectation is due to the exceptional return on investment for business travel. For every dollar spent on business tourism services, the company recovers \$12.5 in revenue. Moreover, as shown in the figure below, business tourism is divided into four main categories: (clooper, 2024)

- Meetings: Business meetings are held for the purpose of exchanging information or making decisions and take place in hotels, conference centers, or offices.
- Incentives: means to reward employees or customers for a trip or vacation.
- Conventions: such as events usually held over several days. Conventions are often sponsored by business organizations and can attract thousands of attendees.
- Exhibitions: Suitable for companies to display their products or services. Exhibitions can be industry-specific or open to the public.

4.2. Health Tourism:

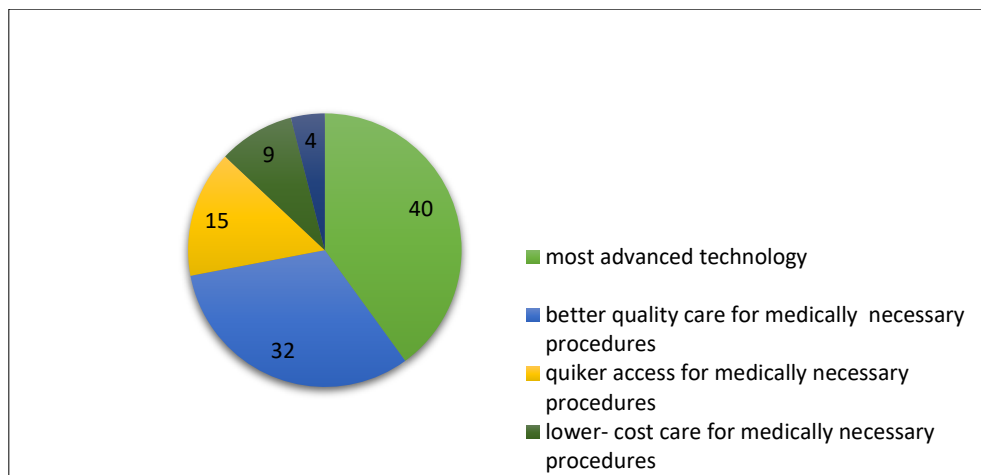
The economic and social conditions of modern life, in which the stress factor became more prominent, as well as pollution in large cities, and the spread of various diseases, led to the emergence of this form of tourism. The need for healthy recreation in tourism. This type of tourism is practiced in spas that exercise mixed recreational features based on climatic factors, basin (thermal and mineral springs, seawater, etc.) (Cornelia & Turtureanu, 2008). As well as, concisely, health tourism is a combination of prevention, active treatment, and leisure. There are several forms of health tourism, depending on the motivations behind the practice of such tourism, including (Roman et al., 2023)

- Healing after trauma or treatment after illness.
- The desire to eliminate the negative effects of stress.
- Advanced anti-aging and beauty treatments, such as cosmetic surgery.
- Anti-addiction.
- People's desire to improve their health status by receiving specialized medical care or surgery in a quiet atmosphere in a non-hospital setting is a way to access an increasingly diverse range of complementary treatments.

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Consequently, health tourism has three dimensions: health as the primary reason, away from home, and in a leisure setting (Bennett et al., 2004). In general, health tourism is divided into two types: medical tourism and wellness tourism. Firstly, **Medical Tourism** refers to activities for which a person often travels long distances or across borders to obtain medical services and to participate in leisure, business, or other purposes directly or indirectly. In addition, medical tourism has subsections such as "reproductive tourism" and "dental tourism," and another term has emerged, "domestic tourism", which means the act of traveling within the country for medical purposes (Malhotra & Dave, 2022). This definition indicates that whatever the purposes and other motivations of travel, the motivation of treatment can be called medical tourism. Moreover, in previous literature, there has been some inconsistency in identifying the person involved in medical tourism. Some literature has used terms such as client, tourist, consumer, patient, tourist patient, and patient and tourist. However, the most appropriate term for this type of tourism is the term "medical tourist", which is more accurate, so that a tourist cannot be called a patient, because the patient often does not travel alone. Moreover, they tend to travel mainly to improve their health and to travel as normal tourists. (See Figure 1.2) (Urszula & Mateusz , 2015).

Figure 1.2. Main drivers of medical tourism



Source: Urszula & Mateusz (2015)

Secondly, **Wellness Tourism** is a type of tourism whose main objective is to balance all areas of human life. Including physical, mental, professional, intellectual, and spiritual life. The main motivation of the tourist here is to engage in preventive and proactive activities to promote their lifestyle, such as fitness, healthy eating, relaxation, pampering, and healing treatments (World Tourism Organization (UNWTO), 2018). Third, there is another term in health tourism called medical spa, which includes not only relaxation in wellness centers, but also real medical treatment using innovative medical equipment and natural healing and rehabilitation resources. Medical spa services are provided under the supervision of specialists in certified medical facilities (European Spas Association (ESPA), 2022).

Table 1.5. Medical Spa, Medical tourism, and Wellness tourism

	Medical Spa	Medical tourism	Wellness Tourism
What?	<ul style="list-style-type: none"> • Healing treatment accompanied by a doctor <p>-Intended long-term.</p> <p>-The basis is the natural local remedies.</p> <p>-Combines with a holistic treatment concept.</p>	<ul style="list-style-type: none"> • A combination of medically based measures and relaxing elements. • Accompanied by a doctor. 	<ul style="list-style-type: none"> • Short-term recreation and relaxation. • Passive treatments. • Without any medical intervention
Goal?	<ul style="list-style-type: none"> • Regeneration. • Prevention. 	<ul style="list-style-type: none"> • Prevention. • Improvement of well-being. • Motivation to lead a healthy life 	<ul style="list-style-type: none"> • Relaxation. • Stress management. • Pampering. • Time off
Where?	<ul style="list-style-type: none"> • At a health resort only. • Medical spa hotel. • Medical spa clinic. • Thermal bath • 	<ul style="list-style-type: none"> • Wellness hotel. • Thermal bath • Medical spa hotel • Medical spa clinic 	<ul style="list-style-type: none"> • Wellness hotel • Hotel spa • Day spa • Thermal bath
Examples	<ul style="list-style-type: none"> • Kneipp. • Rehabilitation. • Follow-up treatment 	<ul style="list-style-type: none"> • Change of diet • Smoking cessation • Back training. 	<ul style="list-style-type: none"> • Steam baths • Sauna • Massage • Beauty treatments • Fitness

Source: World Tourism Organization (2018)

Additionally, the health tourism market is a profitable and competitive industry worldwide; it is a new type of tourism. At the macro level, countries are becoming interested in enjoying the economic benefits of the industry. The following table shows the main effective factors in the health tourism industry: (Mahdavi et al., 2013)

Table 1.6. The main effective factors in health tourism

Number	Main Factor
01	Health tourism branding
02	Intersectional coordination (between the Ministry of Health, Cultural Heritage, Ministry of Foreign Affairs, Chamber of Commerce, private institutions, transmission, airports, hotels, hospitals, etc.)
03	Cross health tourism services (having a unique package of services)
04	Having an international medical visa
05	Having international standards
06	Appropriate medical expenses, accommodation
07	Access to distribution channels and online sales
08	Marketing and advertising strategies
09	Infrastructure and improve treatment
10	Facilities for health tourism

Source: Mahdavi et al (2013)

4.3.Cultural Tourism:

Cultural tourism is the movement of people to countries outside their usual place of residence in order to identify cultural attractions in those cities and to satisfy their needs for information and cultural expertise. In addition, cultural tourism involves visits to heritage sites, artistic and cultural manifestations, arts and drama in areas outside their usual country of residence (Du Cros & Mckercher, 2020). The first purpose of this definition is that the visit must take place outside the usual place of residence, which is a prerequisite for the activity to be called tourism. It also focuses on the fact that the primary purpose of the trip is people's desire to satisfy their cultural needs. That is why it is called cultural tourism.

Moreover, Cultural tourism is a type of tourism in which the tourist's main objective is to discover and experience tangible and intangible cultural products in a specific tourist destination. In cultural tourism, attractions/tourism products refer to a range of characteristic material, intellectual, spiritual, and emotional features of a society, including art, music, literature, historical and cultural heritage, architecture, culinary heritage, creative industries, and living cultures with their faiths and traditions (Richards, 2018). Cultural tourism is not only the consumption of cultural products of the past, but also the consumption of contemporary and present culture of different regions and peoples 'way of life. Thus, cultural tourism includes both "heritage tourism" related to artifacts of the past and "art tourism" related to contemporary cultural production (Melanie , 2016).

Table 1.7. A Typology of Cultural Tourism Attractions

Cultural Tourism Attractions	Example
Heritage sites	archaeological sites, whole towns, monuments, museums
Performing arts venues	theatres, concert halls, cultural centers
Visual arts	galleries, art museums, architecture
Festivals and special events	arts festivals, music festivals, carnivals
Religious sites	cathedrals, temples, pilgrimage destinations
Rural environments	villages, farms, cultural landscapes, and eco museums
Indigenous communities and traditions	tribal people, ethnic groups, minority cultures
Ethnic groups in cities	China towns, Little Italies, Jewish quarters, Indian slums, South African townships, Brazilian favelas
Arts and crafts	textiles, pottery, painting, sculpture
Language	learning or practice
Gastronomy	wine tasting, food sampling, cookery courses
Popular culture	modern architecture, pop music, fashion, media, design
Creative activities	painting, photography, dance

Source: Melanie (2016)

In a nutshell, Ivanovic (2006) in his book "Cultural Tourism" defined it as a movement of people to cultural attractions outside their natural place of residence to visit cultural and artistic events, archaeological sites, art, drama, etc (Ivanovic, 2008). In other words, cultural tourism is an entertaining and educational experience that is a combination of the arts, nature, social heritage, and history (Csapó, 2021). Finally, it should be emphasized that the main challenge in cultural tourism is to combine the heritage perspective with the needs of tourists, while maintaining a balance between the interests of both. However, whatever actions are taken, heritage sites must ensure that the experiences offered to cultural tourists remain fundamentally authentic (Hausmann, 2007). As a result, cultural tourism can be considered a relatively good form of tourism, with high-spending cultural tourists supporting cultural heritage and the local economy. This means that cultural tourism plays an important role in supporting cultural heritage and contributes significantly to "heritage prosperity" (Richards, 2021). Additionally, some researchers have made a classification of cultural tourists into five categories, based on their preferred activity, as shown in the following table: (Petroman et al., 2013)

Table 1.8. Activities preferred by cultural tourists

Segment	Discreption	Preferred activities
Purposeful Cultural Tourist	In this case, cultural tourism plays a significant role in the decision to travel, and the tourist enjoys a deep cultural experience.	<ul style="list-style-type: none"> - To learn the experiences that face intellectually. - Temples and heritage sites that are less known, history museums, and art galleries.
Tour Amateur Cultural Tourist	In this case, cultural tourism plays an important role in the decision to travel, but the tourist enjoys an insignificant cultural experience.	<ul style="list-style-type: none"> - Travel long distances to the destination; - Touring and walking in the streets are their favorite activities. - Visit more remote areas.
Occasional cultural tourism	In this case, cultural tourism plays a moderate part in the travel decision, and the tourist enjoys an unimportant cultural experience.	<ul style="list-style-type: none"> - Visit attractions and temples that are easily accessible. - Explore, but not as a touristic cultural tourist.
Incidental Cultural Tourism	In this case, cultural tourism plays a minor or no role in the decision to travel, and the person enjoys an insignificant cultural experience.	<ul style="list-style-type: none"> - Visit attractions that are easily accessible and located in the city. - Heritage theme parks. - Avoid temples and other religious sites.
Accidental cultural tourism	In this case, cultural tourism plays little or no role in the decision to travel, and the tourist is enjoying a deep cultural experience.	<ul style="list-style-type: none"> - There is no typical tourist.

Source: Petroman et al (2013)

4.4.Spiritual and Religious Tourism:

Firstly, Spiritual tourism is a growing industry in which tourists practice their spiritual beliefs and practices by travelling to related sites and activities. In addition, this type of tourism is considered to have social and economic benefits for local communities and to enhance the spiritual life of tourists. In short, spiritual tourism is an exclusive social activity that reflects humanity's quest for spiritual enlightenment through travel (Somark, 2024). As well, visiting religious places is one of the main drivers of travel. This tourism has become widespread in many parts of the world, and as an example in the Arab world, pilgrimage to Mecca is a great act of faith (Jayapalan, 2001).

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Therefore, the purpose of spiritual tourism is not only for religious purposes, but also because sacred sites are labelled and marketed as heritage or cultural attractions to be consumed by tourists (Timothy & Olsen, 2006). Moreover, religious tourism is an important source of income for many countries and institutions. Indeed, many of the world's largest companies have seen significant growth through their association with historic pilgrimage and the wealth generated by this innovative form of tourism (Wiltshier, 2011). Furthermore, spiritual tourism also plays an important role in promoting cultural interaction, dialogue, and understanding by involving tourists in different forms of spirituality, religions, and cultures, while respecting local heritage, traditions, and values. Religious tourism thus contributes to the benefits of the sites visited by tourists. Economically, religious tourism contributes to income generation, job creation, and the prevention of rural depopulation (Somark, 2024).

4.5.Sport Tourism:

In addition, sports tourism is travel away from one's main place of residence for participating in a sporting activity for entertainment or competition, or travel for watching sport at grassroots or elite level, and sports tourism can include travel to visit a sports attraction such as a sports hall or water park, etc (Hudson, 2003). Furthermore, previous literature has divided sports tourism into two main types of behavior: either travelling to watch a particular sport or travelling to participate in a particular sport. Previous literature has also shown that sports destinations can be divided into three main types: those that host a sporting event, those that offer the possibility of a particular sporting activity, and other destinations with some sport-related attractions (Londoño, et al., 2021).

Nowadays, sports cruises are organized by boat, including sports activities as an important marketing strategy. Ships that look exactly like hotels and resorts have been developed and include special sports equipment, and sports celebrities and influencers are used as the main means to promote and achieve tourist satisfaction. Activities offered on these cruise ships include golf, tennis, snorkeling, snowboarding, etc. Tourist activities also include sports competitions, special presentations, or clinics by invited sports celebrities (Gozalova et al., 2014).

Hence, a sports tourist can then be defined as a temporary visitor who stays in the area of the sports event for at least 24 hours with the primary purpose of participating in the sports event. While the area visited is considered a secondary attraction. It is worth mentioning that sports tourists can be divided into: (1) event sports tourists, that is, persons whose main purpose of travelling is to take part in an organized sports event. (2) Young spectators, that is, tourists who travel mainly to watch an organized sports event. (3) sports enthusiasts, that is, tourists who travel for the sole purpose of taking part in sports "on their own initiative" (Gibson, 1998). Therefore, sports tourism is an expression of people's behavior during certain periods, such as holidays spent in particularly attractive natural places and in outdoor sports and physical recreation facilities. In short, sports tourism refers to holidays involving sports activities, either as a spectator or as a participant (Hinch & Higham, 2001).

4.6. Entertainment Tourism:

Currently, Leisure tourism is becoming increasingly popular among people these days. It encourages tourists to travel around the world to enjoy their time. Leisure tourism includes various activities such as folk performing arts, such as concerts, musicals, magic shows, dance performances, etc. These leisure tourism products are created to meet the needs of tourists and create an unforgettable experience (Luo & Lam, 2017). Additionally, Leisure tourism is also defined as economic activities based on integrated services provided by both the entertainment

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and tourism sectors for entertainment products such as talk shows, concerts, dance performances, magic shows, and gambling, which is an entertainment product (Luo et al., 2019).

From this point of view, leisure tourism is a combination of the leisure industry and tourism, leading to leisure tourism products. Therefore, the original word for entertainment, *tenari*, comes from Latin. This word means anything that can attract people and their souls, so entertainment is something that people enjoy, so they demand it. Entertainment is a set of activities that can motivate and encourage people to have wonderful and charming experiences (Luo et al., 2018). As a result of that, we may say that leisure tourism is a combination of the leisure industry and the tourism industry, and its main purpose is to provide pleasure and self-enjoyment to tourists, regardless of the type of leisure activities they engage in.

Section 03: Tourism Products and Services

The tourism product or service is the most important component of the tourism industry. It expresses all the activities and experiences that tourists desire to satisfy their needs. In this section, we will look at what the tourism product is and its characteristics, as well as the life cycle of tourism products.

1. Tourism Product Definition:

Tourist products can be defined as all services that meet tourists' particular desires and are paid on their part. In addition, it is a total service, a standard lot of services sold to tourists in one package (Palupi & Slavov, 2020).). Moreover, the UNWTO declared that the tourism product is a combination of various aspects: places visited, types of transport, types of accommodation, specific activities at the destination, etc (UNWTO, 2007). Besides, according to Sebahattin (2010), a tourism product or service can take several forms. Such as a single product or service (such as sunscreen or plane seat), or a range of products and services that can meet needs frequently, (such as accommodation or catering), or a package that includes a lot of products and services (tour includes ticket sales, referral service, transportation, accommodation, catering and entertainment) (Sebahattin , 2010).

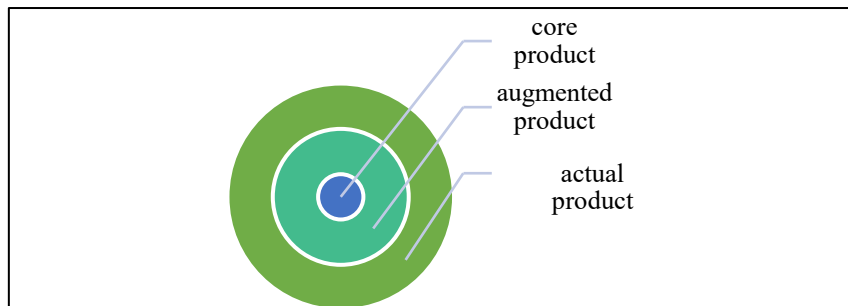
Furthermore, the tourism product is any product that is marketed by a country or an organization to tourists to attract them to travel to the destination and to enjoy the experience of the product (Makuzva & Ntloko, 2018). Furthermore, Koutoulas (2015) defines the tourism product as the total group of functionally globalized tangible and intangible elements that enable the tourist to perform a specific activity in one or various successive destinations (Koutoulas, 2015). The tourism product, according to the theory of tourism marketing, the tourism product includes everything that can be sold on the tourism market and that responds to the desires and expectations of tourists (Dryglas, 2022). A tourism product is the basic raw material, which can take various forms, such as the natural beauty, climate, culture, history, or people of a country, or other facilities necessary for the comfort of tourists, such as water supply, electricity, roads, transport, communications, and other necessities. The tourism product may be entirely man-made, or it may be created by nature and improved and developed by man. (Turtureanu, 2005).

Additionally, the tourist product has three levels of product, two tangible elements and one intangible element. If we take the example of a restaurant, the tangible elements are food,

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drinks, tables, decoration, uniforms, and toilets. This is called the actual product. The intangible elements are service, music, smells, etc. This is called the augmented product. The core product of the restaurant is to satisfy the individual's basic need to eat. As well, due to the overlap of several products that make up the overall product offering, providing a consistent and high-quality product is a challenge for hospitality and restaurant operators in particular. For example, a customer may have an excellent chicken curry, but if they go to the toilet, this will affect their overall satisfaction with the whole experience (Foskett et al., 2016).

Figure 1.3. The product breakdown



Source: Foskett et al (2016)

2. The Components of a Tourism Product:

So, it cannot be said of a place that it is a tourist destination without providing it with tourist products and services, i.e., the tourism activity depends mainly on the tourist product and services, so Medlik and Middleton (1973) defined tourist products as a variety of activities, services, and benefits through which the entire tourist experience arises. This collection consists of five components: destination attractions, destination facilities, accessibility, photos, price, and "component model" (as Middleton refers to) (Smith, 1994).

The components that build the tourism product “are commonly referred to as the 4 A’s: Attractions; Amenities (or hospitality industry (i.e., accommodation and F&B/Catering services) and retailing); Access (or transport); and Ancillary Services (or visitor centers, insurance, and financial services)” (Govers, 2005, p. 15).

As well as a destination needs three main factors to attract tourists: attractions, access, and accommodation. Attractions are the geographical sources of the tourist destination, which also builds up passion for tourist visits. In addition, accommodation includes providing tourists with high-quality shelter, as well as food and drink needs throughout their stay in the region. The other access refers to the transportation to that destination (Cem et al., 2016).

2.1. Tourist Attractions: Tourist attractions are an asset to an area that can be a place or a hub of activities and work to achieve the following (Swarbrooke, 2011, p. 04):

- It aims to attract visitors, both residents and tourists.
- Provide a great experience and an enjoyable way for tourists to spend their leisure time.
- Developed to realize this potential.
- Managed as an attraction that provides satisfaction for tourists.

Chapter 01: Tourism

- Provide an appropriate level of facilities and services to meet the needs and interests of visitors.
- May or may not charge an admission fee for entry.

2.2.Amenities “Accommodation”: accommodation is an essential element in the composition of the tourism product. In other words, it is essential to satisfy tourists and visitors staying in the destination. Moreover, accommodation is defined as social infrastructure and a combination of many facilities, including hotel and restaurant services, shopping arcades, meetings, incentives, conferences, and exhibitions (MICE) facilities, which attract tourists to visit the destination and thus contribute to the development of the tourism destination in general (Rehmat et al., 2021).

2.3.Accessibility: which aims to ensure easy access to tourist facilities, is sometimes ignored by tourists when planning their trips. Accessibility involves (Robustin et al., 2018):

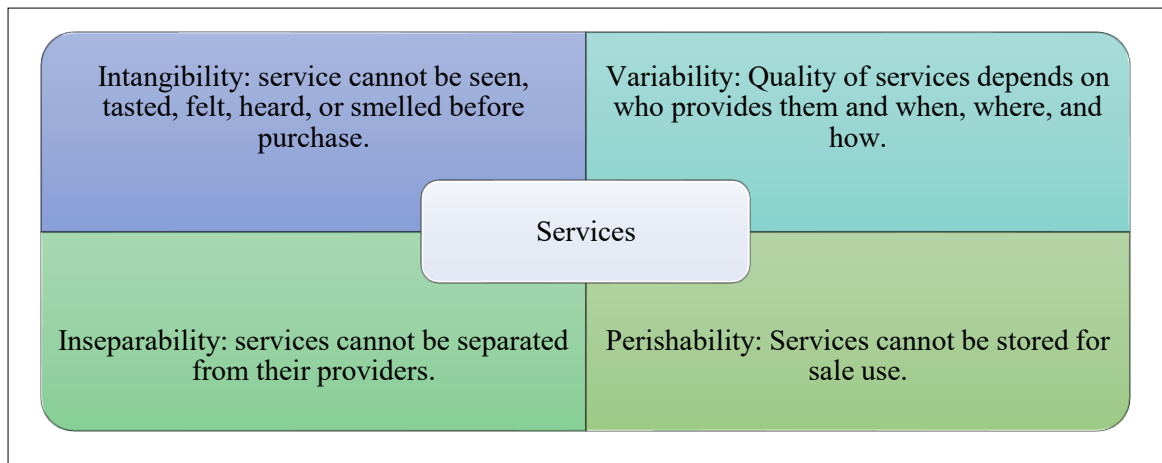
- Infrastructure: includes roads, car parks, trains, airports, seaports, etc.
- Transport facilities: the availability and speed of public transport.
- Operation: routes, frequency of service, costs, including road costs.
- Government regulations: that is, regulations on transfers.

2.4.Ancillary Services: It refers to all the ancillary services we expect on our travels to provide a pleasant and comfortable living experience, such as food, drink, sanitary facilities, and so on (Benedict, 2023). Moreover, ancillary services may include shopping services and media sources for tourism information or other tourism-related services (Ratliff & B. Kunz, 2020). Additionally, ancillary services are ancillary, but their presence is necessary for the tourism product. For example, for a seaside resort, facilities such as swimming, boating, sailing, and surfing are important for any tourist center. Facilities can be of two types: natural, such as beaches, sea showers, climbing, etc., or man-made, such as various types of entertainment and facilities designed to meet the specific needs of tourists (Turtureanu, 2005).

3. The Characteristics of Tourism Products:

Tourism products have certain characteristics that distinguish them from other types of products, and a good understanding of these characteristics of these products will be able to provide a good understanding of planning, development, management, and marketing. The characteristics of tourism products can be summarized as follows: Not storable and cannot be transported, the production and consumption process is done at the same time, cannot be tested, the management of tourism products contains many risks, intangible (Manangiuli et al., 2019).

Figure 1.4. Four service characteristics



Source: Kotler et al (2014)

3.1.Intangibility :

The products of the hospitality and travel industry are experiential, i.e., the quality of the product can only be realized after the experience, for example, the customer will only know the quality of the food when it is consumed in the restaurant. In addition, because of this characteristic of the service, marketers must take steps to provide their potential customers with concrete evidence to help them evaluate the service. This process is called service differentiation. Promotional materials, the appearance of the staff, and the physical environment of the service business all help to improve the service and increase its visibility (Kotler et al., 2014).

3.2.Variability:

Tourist services are highly variable, and their quality depends on who, where, and when they are provided. This is due to the simultaneous production and consumption of the service, which limits the possibility of quality control. Volatile demand for services makes it difficult to provide consistent services during periods of peak demand. Consistency of the product may also depend on the skills and performance of the provider at the time of exchange (service delivery time). Product variability or inconsistency is a major cause of customer dissatisfaction in the hospitality industry. Kotler et al outline three steps tourism companies can take to reduce variability and create consistency (Kotler et al., 2017):

- The Foundation invests in the recruitment and quality training of staff and provides them with excellent training, whether they are highly skilled professionals or low-skilled workers. Well-trained staff have six characteristics: competence (required skills and knowledge), courtesy (respect for customers), credibility (i.e., they are trustworthy and deliver the service accurately), responsiveness (i.e., they respond quickly to customers' needs and problems), and communication (i.e., they make an effort to understand the customer and communicate clearly).
- Consolidate the service delivery process throughout the tourism enterprise: The aim is to map out the service delivery system, including the service process, customer contact points, and service guides, from the customer's point of view. The service delivery scheme includes

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three main lines of interaction: the line of sight, the line of external support, and the line of external support. The interaction line represents the customer's contact with the agent. The line of sight represents those areas that are visible to the customer and provide concrete evidence of service. The internal line of interaction represents the internal support systems required to deliver the service to the customer.

- Monitoring customer satisfaction: i.e., using customer suggestions, complaints, and survey systems. Hospitality companies have the advantage of knowing their customers, which makes it easier to send out a satisfaction survey after a stay. Marketers understand that if a customer has a negative experience, they may be less likely to use the service again. Therefore, although they cannot control the quality of service, they try to create a consistent experience and use the star rating system to determine customer expectations and disseminate customer feedback. Tourism businesses can also develop databases to provide a more personalized service, especially online.

3.3.Inseparability:

Non-separation, this characteristic means that the service is not designed in a factory and later sent to the customer, but is involved in the production process. On the other hand, it can be said that with the synchronization of production and consumption currencies, the customer becomes interactive during the production process of the service, compared to physical goods, where the production, procurement, and final goods have a sequential character (Filda et al., 2019). Tourism services can be considered as personal services, and their production depends on two workers: an internal worker, a supplier (i.e., a service provider), and an external worker, a customer (i.e., the user of the service). This means that the customer has to be interactive and, in most cases, has to come to the goal (i.e., is involved in the production of the service and can serve as a starting point for innovation). Customer participation is usually either passive (e.g., using a cable car) or active (e.g., skiing) in the service production process (Weiermair, 2004).

3.4.Perishability:

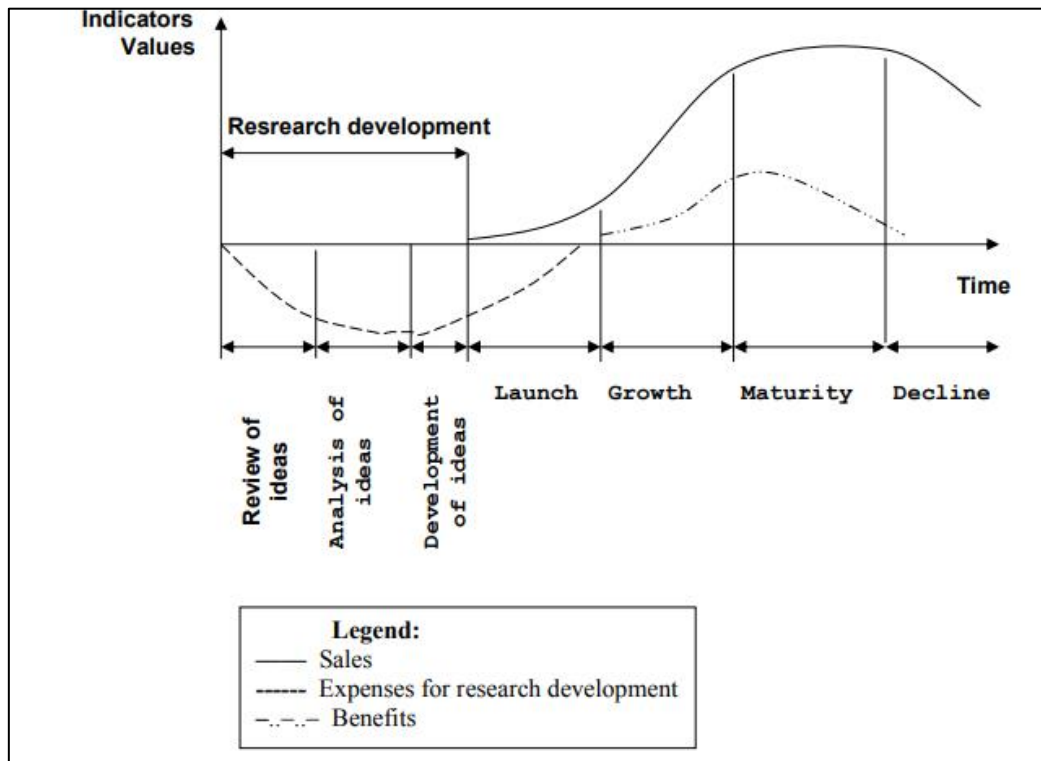
This characteristic means that tourism services cannot be held in stock. For example, an unsold airline ticket cannot be kept today and used later. Similarly, an unsold hotel room cannot be stored and used another night. We conclude that the life of tourism services is short. In addition, hospitality and tourism businesses cannot store most of these services because they have to be consumed at the point of production, and some hospitality sectors can store part of their service process. For example, restaurants can store their ingredients for a limited period of time. However, they cannot store the entire dining experience by saving spare capacity on a Friday evening for the Saturday evening peak. Consequently, perishability means that tourism services must be consumed at the time of production to avoid losses. (Sparks et al., 2013).

4. The Life Cycle of The Tourism Product:

The life cycle of the tourism product, from the moment it enters the market to the moment it disappears from the market arena, is called the economic development cycle and includes the following stages (see Figure 05): - Stage 0 Tourism product development (technical and commercial) is the first stage before the product is launched on the market. - Stage 1: Market

launch (introduction). - Phase 2: Growth. -Stage 3: Maturity. - Phase 4: decline (Rusu & Săbău, 2008).

Figure 1.5. The life cycle of the tourism product



Source: Rusu & Săbău (2008)

The Product Life Cycle Theory (PLC) was originally developed as a marketing tool to coordinate marketing strategies suitable for each stage of the product's life and includes five stages, as shown in the figure above:

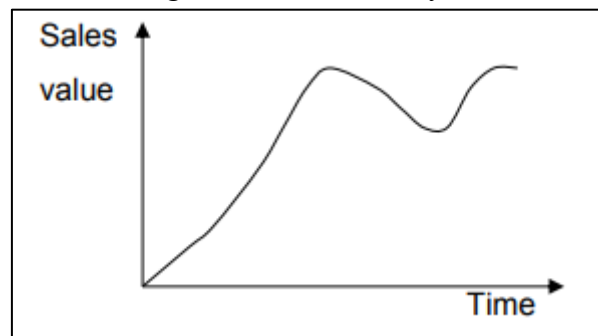
- The Development phase "Design": involves developing and testing the marketing of the product or service, there are research and development expenses, and preparing a marketing plan, etc.
- The introduction phase: characterized by low sales and profits, exposure to competitors, few distributors, inexperienced staff, product correction, and high advertising costs.
- The Growth phase: characterized by an increase in sales of more than one percent per month. During this phase, there are high profits, many distributors, overtime in production, and the opening of a new production line (Berry, 2000).
- The Maturity phase: this phase tends to be longer than the previous two and poses significant challenges for marketing management. It is also characterized by oversupply, which slows sales growth and increases competition, so competitors begin to cut prices and increase advertising and promotions.
- The Decline phase: This phase is characterized by a decline in sales of most types of products, which may be slow or rapid, and which may be caused by a variety of factors such as technological progress, increased competition, and changes in volatile consumer tastes.

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Moreover, carrying a weak product can be very costly for the company, not only in terms of low profits (Kotler et al., 2014).

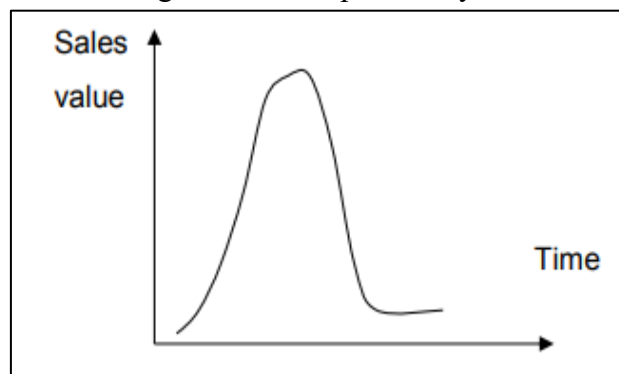
The modular tourism product, with its various components, has different life cycles. From this point of view, some tourism products may appear to be eternal, with the longest phase being the maturing phase, while others give the impression that ageing takes a long time. For example, heritage tourism may have the longest life cycle, attracting tourists for hundreds or even thousands of years, whereas a tourist-type event may have a long life cycle of only one day, and that so-called "compressed cycle", the duration of its phases is very short. This situation is when meeting a tourist-type "event". (Rusu & Săbău, 2008). On the other hand, some tourist products, after a period of maturity or decline, move on to another period of growth, as in the case of the relaunch of hotel products, which have reached the stage of degradation, investments are made in improving the conditions available to tourists (casinos, nightclubs, fitness, Internet access, meeting rooms, tourist conferences, etc.). This is the so-called cycle of renewal (revigorated) (Nedelea, 2003), shown in the figure below:

Figure 1.6. Renewed cycle



Source: Nedelea (2003)

Figure 1.7. Compressed cycle



Source: Nedelea (2003)

Section 04: Tourist & Tourist Behavior

Tourists are an essential part of the tourism industry. Without the presence and desires of tourists, tourism products are not produced. In this section, we will look at the definition of the tourist, the motivations for their travel, and their consumer culture, which has a direct impact on their purchasing decisions.

1. Tourist Definition:

According to UNWTO (2007), People who travel are called visitors. Visitors are further divided into two types: tourists or overnight visitors if the trip includes an overnight stay, and same-day visitors or excursionists if the trip does not include an overnight stay (UNWTO, 2007). As well, a tourist can also be defined as someone who travels at least 80 kilometers from home for recreational purposes (Madoui , 2020). Tourists are people whose primary goal is to consume a tourist experience, and above all, they are consumers, pleasure-seekers, temporarily unemployed (McKercher, 1993). Tourists are temporary visitors staying at least twenty-four hours in the country visited and the purpose of whose journey can be classified under one of the following: (a) leisure (i.e., recreation, holiday, health, study, religion, and sport) and (b) business, family, or mission meeting” (Augusta , 2021, p. 37). Tourists are people who travel from their place of residence to another place primarily for fun, entertainment, or to enjoy time with family and friends, and the duration of their visits is usually limited and temporary. Tourists are characterized by their primary desire for entertainment, while few seek deeper learning experiences (Du cros & Mckercher, 2020).

Moreover, Agues and Goncalves (1998) also demonstrated “the importance of tourists in the tourism activity, because tourism is a process mainly based on demand and, therefore, the development of this sector is closely related to the satisfaction of the needs and expectations of tourists, because without tourists we cannot have a tourism industry” (Benhaddou, 2017, p. 15). Moreover, it is important to note that tourists are people who choose to live outside their usual place of residence for non-economic reasons. Therefore, they must spend money that they have earned and saved elsewhere (Zian, 2024). In a nutshell, tourists are people who book and pay for travel and leisure services to be used during a trip to a specific destination. A tourist can be a citizen of the country in which the destination is located, known as a local tourist, or from any other country, known as a foreign tourist (Bouadma , 2024). Accordingly, we can indicate that tourist is the most important component of the tourism industry, and can be defined as a person who travels away from their Habitual accommodation for at least 24 hours for various purposes, for example, leisure, study, health, and business. The following table summarizes the range of reasons for travelling.

Table 1.9. The range of motives for travel

Leisure Tourism	Visiting friends and relatives	Business Tourism
Holidays Health and fitness Sport Education Culture and religion Social and spiritual	Visiting elderly relatives Social visits to friends and relatives Wedding celebrations	Business meetings Exhibitions and trade fairs Conferences and conventions Incentive travel (given by businesses as rewards for sales or achievement in that business)

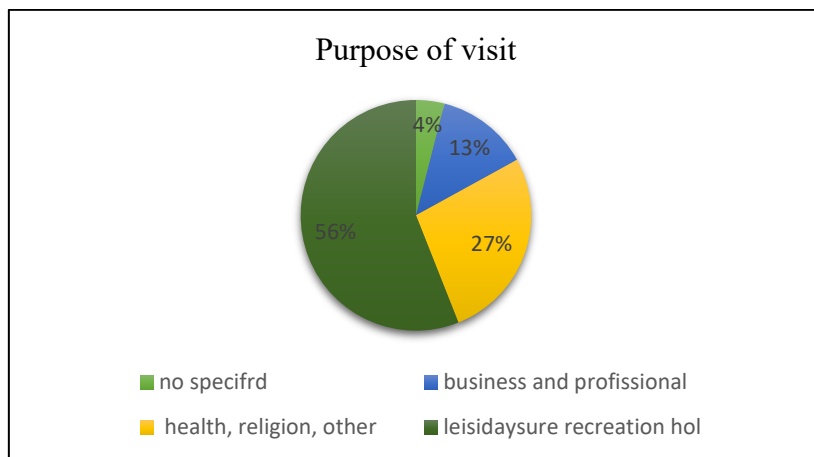
Source: Ann et al (2002)

The latest consumer travel trends, according to the World Tourism Organization’s 2019 edition report, are as follows: (World Tourism Organization , 2019)

4. Travel to change (Live like a local, quest for authenticity and transformation).
5. Travel to show (Instagramable moments, experiences, and destinations).
6. Pursuit of a healthy life (Walking, wellness, and sports tourism).
7. Rise of the access economy.
8. Solo travel & multigenerational travel (because of the aging population and single households).
9. Rising awareness on sustainability (zero plastic and climate change).

According to the report, leisure travel is the main purpose of visit in all countries of the world except the Middle East, where visiting friends and relatives, health, and religious purposes are the most common. The share of leisure travel has increased from 50% in 2000 to 56% in 2018, and the Figure below provides more details on the purpose of the trip.

Figure 1.8. Purpose of visit, 2018 (% share)



Source: World Tourism Organization (2019)

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2. Tourist Behavior:

In broad terms, consumer behavior is considered the process by which an individual selects, purchases, and uses a product or service to satisfy his or her needs, wants, and expectations. In doing so, the consumer aims to maximize benefits and reduce time spent through this process. Several factors (to be discussed in more detail later) that can be grouped, such as, influences consumer behavior: personality (gender, lifestyle, education, age...), psychology (abilities, perceptions...), culture (values, customs, attitudes...), social (e.g. position in society and family) and economic (purchasing power, price...) (Juvan et al., 2017). As well, Pierce (2005) found that tourist behavior is of great importance to tourists themselves, public sector managers, and businesses, supporting his research findings on why tourist behavior is important to each of these entities. Firstly, tourists are considered the primary stakeholders in tourism behavior because they are interested in the things they do and enjoy and the experiences they have. Second, public administrations are also affected by tourism behavior. This is because their work focuses on decision-making and tourism policy. Thirdly, businesses are also considered to be interested in tourist behavior because some of them have market factors that influence travelers to come to area A rather than area B. Therefore, businesses focus on studying the behavior of tourists to offer those appropriate products, to provide them with appropriate products and services (Al-Sheebani & Abdallah , 2021).

Consequently, understanding the consumer behavior of a tourist is the key to understanding all the marketing activities that need to be carried out to develop, promote, and sell tourism services and products. The tourism product offered to the right tourists will provide greater satisfaction, which can help to market that product by word of mouth. This explains the importance of understanding consumer behavior to make marketing more successful (Vineet , 2016). In addition, Regina (2019) argue that tourist-visiting decisions are influenced by two factors, namely (Regina, 2019):

- Pull Factors refer to the external factors of a tourist destination that can lead an individual to choose that destination. These factors arise from the desire to travel, the search for information, and the evaluation of alternative trips. These factors also arise from external variables and aspects of destination consideration. It influences a person's desire to travel.
- Push factors reflect an internal factor that encourages a person to travel, including needs, desires, and expectations. These factors arise from the presence of travel stimuli as well as social and personal factors of tourist behavior.

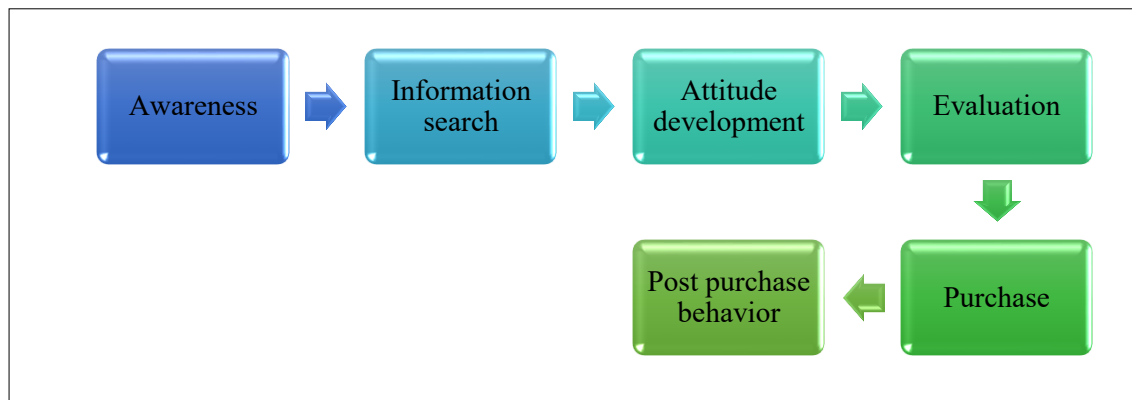
3. Tourist Buying Process:

The purchase process for the tourist consumer is similar to that of other services and products. The tourist moves through several stages to the actual purchase stage (Figure 1.9). The literature agrees that these stages begin with awareness, through either advertising, word of mouth, or the tourist's search for online services. The next stage is the tourist's access to more information, and the third stage is the evaluation stage, where the buyer makes more detailed comparisons. For example, comparing destinations based on criteria such as price, recommendation, or suitability. This is followed by post-purchase behavior. If the tourist has a satisfying experience, the visitor may buy the same type of holiday in the future. In addition, there is a positive and important relationship between customers' perceptions of the quality of the service provided

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and their willingness to recommend the same company or destination to others (Vijay & Ravichandran, 2019).

Figure 1.9. Tourist buying process



Source: Vijay & Ravichandran (2019)

4. Understanding The Tourist Behavior:

To understand tourist behavior, we will address many factors that affect tourist behavior

4.1. Personal Factors:

It is considered the first category, which is also called the psychological factors of the tourist consumer. Such as the tourist's personality, self-image, attitudes, motivations, perceptions, lifestyle, age, family lifestyle, and profession. Tourist personality includes all the characteristics, beliefs, and habits that represent a person's response when stimulated by the external environment. Companies, therefore, try to design their advertising campaigns according to the personality of the customers they are targeting, to find themselves in these materials. The tourist's character, therefore, has a very significant influence on his behavior. As for the attitudes, it is the person's willingness and reaction when offered a tourist product or service. Motivations can be divided into two types: conscious motives, which are related to the individual's experiences, and unconscious motives, which can be identified through indirect psychological research techniques. Perception is a complex research process that results in the perception of a tourist destination from the stimulus interaction of that destination - shape and the factors considered to be the tourist's personality. Therefore, different tourists will perceive the same destination in different ways. Among the factors to be taken into account are the tourist's lifestyle, which expresses his or her interests, thoughts, opinions, actions, and consumption habits. Age must also be taken into account to effectively differentiate consumer behavior. For example, the difference in preferences between young people and older people, where they have very different tastes regarding tourism products or services. The profession of the consumer is also very important in influencing their behavior, as it is linked to the level of education and therefore has a clear impact on the individual (Fratu, 2011).

4.2.Social Factors:

Social factors are among the factors that influence consumer purchasing behavior, including family concepts and reference groups. Additionally, the social factor also includes the online social network. In addition, word-of-mouth is also an important part of the social factor that directly influences consumer behaviour. So that a person can influence their family or friends more than the company's salespeople, and so on. In addition, the consumer behaviour of individuals is often influenced by reference groups to which they do not belong. Some of these groups are core groups with which a person interacts constantly and informally, such as family, friends, neighbors, and co-workers. People also belong to secondary groups, such as religious, professional, and trade union groups, which tend to be more formal and require less continuous interaction. The family is also the most important part of a person's life, as individuals trust their family more than anyone else, so family members are more likely to influence consumer behaviour (Gandhi & Choudhry, 2021). Hence, the family is the most important reference group for a tourist because it is the source of most standards. It also serves as a decision-making unit through which important life decisions, such as consumption choices, are discussed (Guleria, 2016).

4.3.Cultural Factors:

In the context of consumer behaviour, culture reflects a set of acquired values, beliefs, and customs that collectively govern the consumption patterns of members of a society. Among the factors that determine behaviour in different cultures within a society are one important factor influencing consumer behaviour is known as social caste. It is essentially a relatively permanent division of social groups, with individuals belonging to a particular social class sharing similar values, lifestyles, and standards of behaviour. Social classes are usually hierarchical but can sometimes be dynamic. Members of the social class are very likely to conform to the standards of behaviour of the class to which they belong; however, individuals may vary in their degree of conformity to their category. In addition, an individual's patterns of behaviour are linked to the beliefs and values that have been incorporated. Beliefs reflect a person's knowledge and evaluation of something, e.g., a person, a shop, a product, a place, etc., while values may have belief characteristics but are not directed towards a specific object. They serve as standards of appropriate behaviour that are widely accepted by members of a social group and consist of concepts or generalizations that guide behaviour (Moutinho, 2000).

4.4.Economic Factors:

The economic factors of countries directly affect individual purchasing decisions, with the theory being that the wealthier the country, the stronger the economy and therefore the greater the purchasing power of consumers. The main economic factors influencing consumer behaviour include Personal income, which is the money left over after a person's basic needs are met, e.g., the more income available per capita, the higher the person's purchasing power. Also, family income, the total income of the whole family. This has a direct impact on a person's consumer behaviour to buy more. Consumer credit is intended to make it easier for consumers to benefit from goods through credit cards, easy instalments, bank loans, and others. If a consumer gets easy credit to purchase goods and services, it will encourage higher spending, that is, it will increase purchasing elements of convenience and luxury. In addition to the liquid asset element, it expresses those assets that can be easily converted into cash in a very short period, including existing cash, securities, and bank savings. Consumers with liquid assets are

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privileged to spend more on comfort and luxury items. One of the economic factors that can influence consumer behaviour is savings, because if the consumer wants to save more money, their spending on purchases will naturally decrease. On the other hand, if he is not interested in saving, most of his income will go towards buying the products and services he wants (Naveen , 2022).

Chapter 01: Tourism

Conclusion:

In conclusion, the tourism sector is one of the most important economic sectors in the world, playing an effective role in developing countries and increasing their revenues by contributing effectively to the creation of jobs, the improvement of infrastructure, the development of public services, and the promotion of cultural exchanges. Thanks to technological development and the opening up of countries to each other, people's interest in tourism has increased, and their desires and expectations in this field have evolved. This has led to the emergence of a number of new types of tourism activities, such as heritage tourism, medical tourism, sports tourism, and commercial tourism.

This chapter demonstrates that tourism products are an essential and fundamental element of the tourism industry. Unlike other products, they combine physical and moral attributes, deriving their value from the tourist experience and their ability to meet tourists' expectations. Tourists also play an important role in the tourism industry because it is through them that tourism demand is determined. This requires marketers and those responsible for this sector to understand their behaviour, characteristics, and needs, to develop more efficient strategies that respond to tourists' expectations and improve the sector.

Chapter 02: Electronic Promotion

Chapter 02: Electronic Promotion

Promotion is one of the most important elements of the marketing mix and an essential pillar for an organization to communicate with its target audience, introduce its brand and products, and drive sales. Currently, the world is witnessing a digital evolution across all sectors, which has led to a change in the way promotions are conducted, increasing their ability to reach larger segments of consumers more efficiently and effectively than traditional promotions, as well as providing innovative tools to measure the performance of electronic promotions. In addition, digital technology has contributed to the emergence of a range of digital tools, such as artificial intelligence and big data, which have helped to optimize digital marketing activities.

In this context, this chapter explores the concept of promotion, the role of digital transformation in improving the efficiency of promotion, how to plan promotional campaigns, how to measure performance, the e-promotional mix, and other e-promotional techniques.

Section 01: Introduction to promotion, its objectives, and the models that support it

Section 02: Plan, execute, and measure the success of e-promotion activities

Section 03: Digital transformation and its role in the evolution of electronic promotion

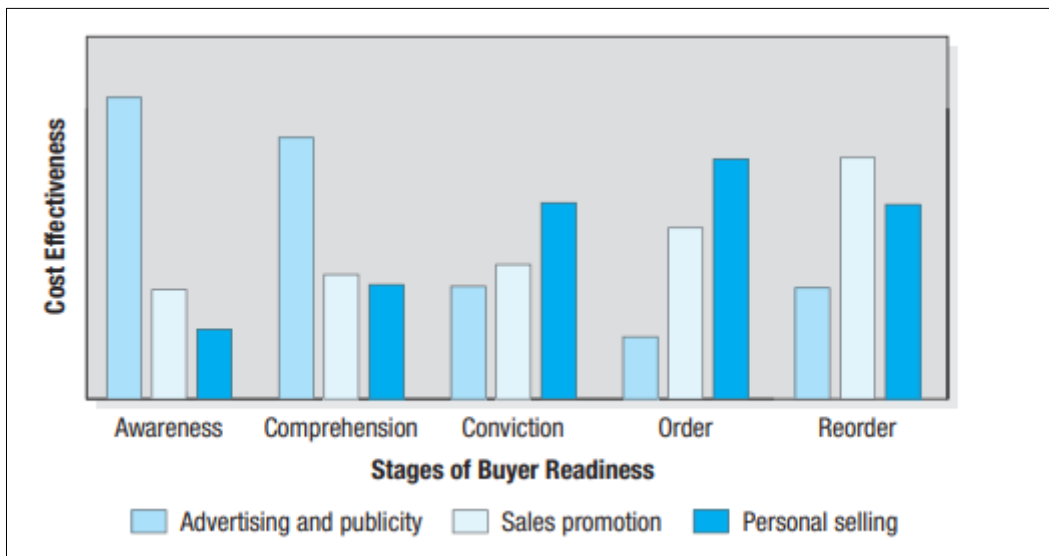
Section 04: The e-promotional mix

Section 01: Introduction to Promotion, Its Objectives, and The Models That Support it

1. Promotion Definition:

Moreover, Promotion or marketing communications are the means by which the company seeks to inform and convince consumers or remind them - directly or indirectly - of the products and brands they offer for sale. Promotion is also seen as the voice and trademark of the company. (Promotion/promotional communication or marketing communication will be used interchangeably throughout this chapter, knowing that they are used to express one concept: promotion.) It is the tool through which the company can establish dialogue and build relationships with its current and target customers, strengthening their loyalty. Furthermore, through their marketing communications, companies also aim to show consumers how and why the product is used, by whom, where, and when; they can also learn who makes the product and what the company and brand stand for, which can make them want to try or use it (Kotler & Keller, 2016). In addition, the correct promotional mix is determined by the amount of attention to be given to each of the five elements of the promotional mix and the amount of money to be balanced between all of these elements (see Figure 01) (Karanjkar, 2016).

Figure 2.1. Cost-Effectiveness of Three Different Communication Tools at Different Buyer-Readiness Stages



Source: Kotler & Keller (2016)

To promote effectively, companies often turn to advertising agencies to design and develop effective advertising, to direct marketing designers to design and develop databases for the purpose of communicating and interacting with customers by mail and telephone, and to public relations companies to build and develop a good image of the company. The company also runs training campaigns for sales staff to be friendly, helpful, and persuasive to customers. Today, modern companies operate a complex marketing communications system, which starts with the company communicating with its intermediaries, consumers, and various audiences, while its intermediaries communicate with consumers and the public, and consumers communicate with each other and with other audiences by word of mouth. This becomes the company's overall marketing communications mix. In recent years, direct contact with all target consumers, individually and carefully, has helped to ensure a prompt and immediate response. Unlike face-

Chapter 02: Electronic Promotion

to-face sales, which are arguably the most direct form of marketing, the new direct methods of direct marketing, including mail, telephone, fax, e-mail, and other non-personal tools, are 'direct response'. Because of its growing importance, contemporary marketers have repeatedly referred to it as the fifth element in the communications mix (Kotler et al., 1999).

Each element of the promotion mix has a different effectiveness in communicating and achieving different organizational objectives. For example, advertising is one of the most effective means of raising awareness of the products and services offered, whereas direct telemarketing is more effective in driving purchase behaviour. In short, the promotional mix can be said to be the means by which brands and companies are offered to their audiences to encourage them to communicate and interact, which in turn leads to the realization of the purchase process. This interaction reflects the exchange between the company and the consumer and, depending on the quality of the interaction and the customer's satisfaction with it, the purchase will or will not be repeated (Karjaluoto et al., 2004).

1.1.Promotion Objective:

Promotion is an important part of the marketing process for measuring how well marketing is working in a company. Promotion is also one of the key components of the marketing mix: price, place, product, and promotion. Marketing communications, usually designed to enhance marketing techniques in order to reach a greater number of target consumers (Ismunandar et al., 2023). The main objectives of marketing communication or promotion are: (Guerroudj & Remmas, 2021)

- Promotion aims to inform, persuade, and remind the target audience of the benefits of the products and services offered by the organization.
- Promotion also has post-sale objectives, as it aims to increase consumer satisfaction after the purchase, increase their loyalty, and thus transfer their impressions and opinions about the brand to the people around them.
- Promotion is mainly aimed at introducing the products and services offered by the organization, highlighting quality, price, and distribution channels.
- It creates consumer awareness of the organization's brand, which helps to increase consumer demand.
- Through promotion, the organization aims to strengthen relationships with existing customers to retain them and try to attract new customers.
- Promotion aims to help increase demand for the organization's products.
- Through discounts and gifts offered to customers, the promotion aims to encourage them to try the organization's products.
- It seeks to create and reinforce positive attitudes towards the organization's brand image and to try to change negative attitudes.
- The promotion aims to help consumers make purchasing decisions by providing all the information about the products that the customer needs.

1.2.Theories That Support Promotion (Marketing Communication Model):

These models are specific to the study of consumer behaviour and how it is influenced by promotional campaigns and advertising. These models have been created and developed to give marketers more specific guidance on the stages consumers go through when exposed to advertising and how they respond. In addition, these models focus on the learning process, meaning that consumers absorb a certain amount of information that encourages them to make

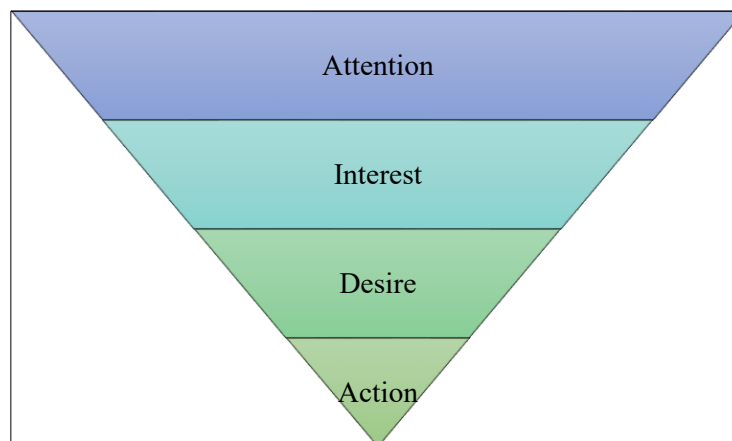
Chapter 02: Electronic Promotion

a purchase, which is the last step advertisers hope to reach. In fact, consumers' reactions to advertising depend on the techniques used to display the ads, and this shows that advertising works by raising awareness of social issues and attaching the company's name to them (Ehikwe, 2013).

1.2.1. AIDA Model:

Previous literature has shown that the first influencer hierarchy model was proposed in 1897 and included only three steps that marketers should follow with their customers: attracting attention, maintaining interest, and creating desire. The model later evolved to include a new step in the process - action. This first model became known in advertising literature as AIDA (Ghirvu, 2013). This model was first created and developed by E. St. Elmo Lewis in 1898. It is a basic model of marketing and advertising based on customer perception. It refers to the events that can occur when a consumer interacts with an ad, through several stages symbolized by the letters A, I, D, and A. That is A (Attention) is the first stage to make the customer aware of the advertising message. Then, I (Interest) refer to arousing interest by highlighting the advantages of the products and services and showing their benefits. Then, D (Desire), which means Convincing customers that they really want the product or service and that it will meet their needs and expectations. Finally, A (Action): Encourage customers to make a purchase. As shown in the figure below (Jiangyu & Haibo , 2013)

Figure 2.2. AIDA model



Source: Jiangyu & Haibo (2013)

Using the AIDA model to advertise effectively (Rawal, 2013):

- The advertising message should be eye-catching and help to attract the attention of the customer or potential customer, so the adverts should use catchy sound clips or interesting images.
- Include visuals in the ad that give the customer the impression that the ad is about them, thus attracting the potential customer's interest. In order to do this step, marketers need to conduct marketing research to obtain information about potential customers by conducting studies and questionnaires to find out what potential customers or clients are interested in.
- Marketers need to show the benefits of the products and services offered and how they will be used. This means having a clear idea of what the product or service is that the customer needs and wants to get them interested in it.

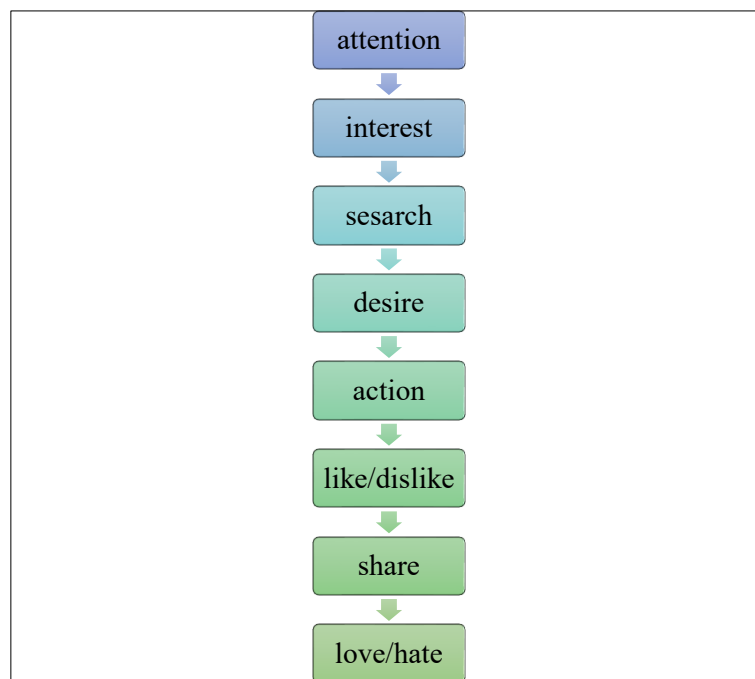
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- The ability to get customers to act quickly is a critical factor in the success or failure of marketing communications. The ability to motivate customers to buy the product or service by offering discounts or rebates is one of the best ways to get customers to act quickly.

1.2.2. AISDALSLove Model:

This model is an extension of the AIDA model, where the author has included S (search), L (like/dislike), S (share), and L (love/hate), indicating that after generating interest in the advertised product, the customer will search for information about the product from various sources. With the development of the Internet, information travels very quickly, and there is no time to evaluate advertising messages in the pre-purchase phase or advertised products in the post-purchase phase. Consumers are increasingly reliant on online resources for advice. They rely on online references to get advice on advertised products and then make a decision. This explains the importance of modernizing the customer journey at this stage of communication. In this context, a new customer journey has been developed along the hierarchy as shown in the figure below (Chakravarty & Sarma, 2021).

Figure 2.3. AISDALSLove model



Source: Chakravarty & Sarma (2021)

1.2.3. Hierarchy of Effects Model:

This model illustrates how advertising works and how it influences the consumer. It assumes that the consumer goes through a series of steps in a sequential order from initial awareness of the product or service to actual purchase, assuming that this happens over a period. The model also suggests that advertising communication may not lead to an immediate behavioral response, but rather a series of effects must occur and each step must be achieved by the consumer before moving on to the next stage in the hierarchy (Belch & Belch, 2003). This model was developed by Lavidge and Steiner in 1961. The Hierarchy of Influences model is used as a practical tool by marketers to help them formulate advertising objectives and strategies and measure their effectiveness. The model has also been criticized for being unrealistic, as not

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all steps in the model are equally spaced, and more or less time can be spent on each step as needed. Contrary to Belch & Belch (2003), some literature suggests that some steps can be skipped in favour of immediate acquisition (Mokhtar, 2016).

Table 2.1. The Hierarchy of Effects Model

Related behavioral dimensions	Movement toward purchase	Example of type of promotion or advertising relevant to various stages	Example of research approaches related to the steps of greatest applicability
Cognition - The realm of thoughts. Ads provide information and facts.	Unaware ↓ Awareness ↓ Knowledge	Announcements Descriptive copy Classified ads Slogans Jingles Skywriting Teaser campaigns	Information questions, Playback analyses, Brand awareness surveys Aided recall
Affective - The realm of emotions. Ads change attitudes and feelings.	↓ Liking ↓ Preference ↓	Competitive ads, Argumentative copy, Image ads Status Glamour Appeals	Rank order of preference for brands: Rating scales Image measurements, check lists and semantics differentials Projective techniques
Conative - The realm of motives. Ads stimulate or direct desires.	↓ Conviction ↓ Purchase	Point-of-purchase Retail store ads Deals Last chance offers Price appeals Testimonials.	Market or sales tests, Split-run tests, Intention to purchase, Projective techniques

Source: Lavidge & Steiner (1961)

1.2.4. DAGMAR Model:

DAGMAR is an abbreviation of Defining Advertising Goals for Measured Advertising Results. Developed by Colley (1961), it is specific to marketing communications and is designed to measure the effectiveness of advertising. The model is based on four stages, beginning with the customer's transition from unawareness to action (purchase). The model assumes that marketers first take a standardized measure of the situation in which members of the target group find themselves. They then set targets, produce the promotion, and carry out another measurement to check whether the targets have been achieved or not (Yorke, 2015). Additionally, the objectives of promotional campaigns (advertising) should be relevant, specific, and written

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down, in other words, measurable, with a starting point, a specific audience, and a specific time (Ehikwe, 2013). As well, it comprises four stages (Belch & Belch, 2003):

- Awareness: Informing the consumer that the brand or company exists.
- Understanding: developing a clear message to understand what the product is and what it will do for the consumer.
- Conviction: Developing the consumer's mental readiness to buy the product.
- Action: Getting the consumer to buy the product or service.

Table 2.2. Comparison between advertising Models in each stage of the advertising process

	AIDA	Hierarchy of Effects	DAGMAR
Cognitive Stage	Attention	Awareness Knowledge	Awareness Comprehension
Affective Stage	Interest Desire	Liking Preference Conviction	Conviction
Behavioral Stage	Action	Purchase	Action

Source: Karim el Abbas (2018)

1.2.5. Foote, Cone, and Belding (FCB) Model:

This model suggests that customers' purchasing decisions can be broken down into two main dimensions: thinking/feeling and high/low involvement. As well as the hypothesis of this model suggests that a persuasive message will be more effective if it is congruent with the individual's psychological goals (Choi et al., 2012). Contrary to other models, this one is represented by a matrix. The first segment is High Engagement/Thinking, which means that customers need to carefully consider and experience the product before making a purchase decision, including car purchases. The second segment is High Engagement/High Emotions, where customers need to experience the product but do not need to think much before making a purchase decision. The best example of this type of product is fine jewellery. The third section represents Low Engagement/Low Thinking, where customers need to think carefully but do not need to try the product before making a purchase decision, such as consuming food. Finally, Low Engagement/High Emotions is where there is no need to think carefully or try the product before deciding to buy it, so this section includes cheap and always desirable products such as sweets and cigarettes (Zhang et al., 2023).

Figure 2.4. Foote, Cone, and Belding (FCB) grid

	Thinking	Feeling
High involvement	Informative (thinker) Car- house – furnishings- new products Model: learn- feel- do	Affective (feeler) Jewelry – cosmetics- fashion apparel- motorcycles Model: feel- learn –do
Low involvement	Habit formation (doer) Food- household items Model: do-learn –feel	Self-satisfaction (reactor) Cigarettes- liquor- candy Model: do- feel-learn

Source: Belch & Belch (2003)

1.2.6. PESO Model:

The PESO model is a strategic model that combines four types of media, with the aim of building and enhancing the reputation of organizations or brands (Trisnawati et al., 2024). As well, the idea of this model is to divide media content into four quadrants: Paid, Earned, Shared, and Owned, where paid media refers to traditional advertising that is commercially contracted between organizations and media outlets, such as television advertising. While owned media represents digital publications and websites owned and controlled by the organization, earned media refers to editorial publicity generated by organizations through press releases, interviews, and other media relations activities. Fourthly, shared media are those that are open to followers, friends, and subscribers to contribute and comment. This includes globally popular social media such as Facebook, Twitter, YouTube, Tumblr, Instagram, and Pinterest (Macnamara et al., 2016).

1.2.7. The Elaboration Likelihood Model (ELM):

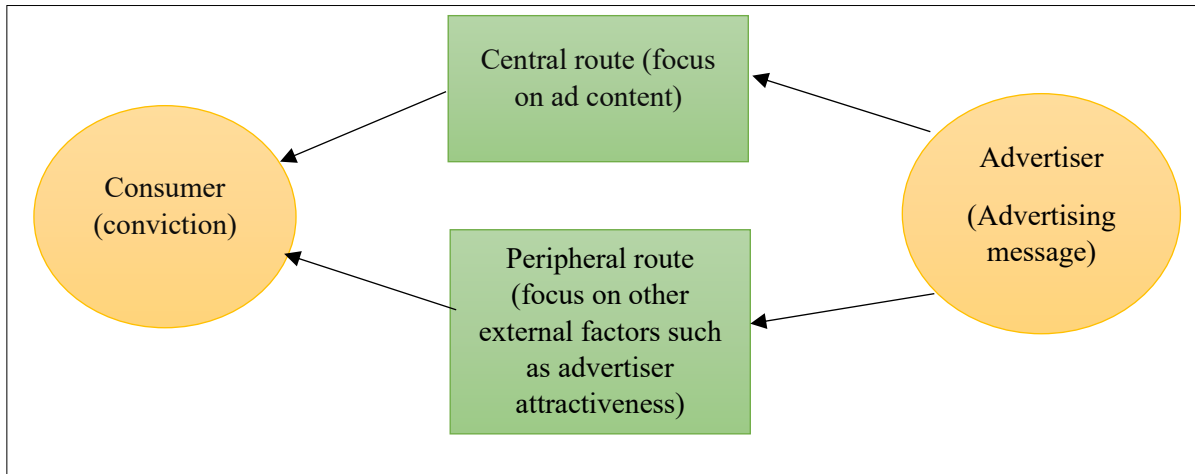
This model is based on the idea of identifying the different ways a consumer may go before deciding to buy a particular product or service. These ways are called “routes” in this model. They are used to classify consumer attitudes to organize buying behaviour into two routes, the “central route” and the “peripheral route” (Sunita & Shivi , 2022). Furthermore, the ELM model suggests that there are two paths to persuasion: First, the central path, in which consumer attitudes are formed and changed by the consumer's study and integration of information related to the advertised topic or situation. Second, the peripheral path, in which consumer attitudes are formed and changed without actively thinking about the referred topic and its attributes, but by linking the topic to positive or negative (Bitner & Obermiller, 1985). As well, a person tends to use the central route of persuasion through arguments when elaboration is high. In contrast, when elaboration is low, the peripheral route is preferred (Cyr et al., 2018).

From this model, we conclude that marketers have two types, or paths, to persuade consumers of the advertised subject (whether an idea, a product, or a service); the first type of persuasion

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(central path) is the result of careful and thoughtful consideration by the consumer of the real benefits of the information provided by the advertisement. On the other hand, the second type of persuasion (peripheral path) is the one that is most likely to have occurred as a result of some simple signals in the context of persuasion. That is the consumer is influenced by external factors (such as an attractive source for the advertiser) that have led to his persuasion, without the need to scrutinize the real benefits of the information provided in the advertisement.

Figure 2.5. How the ELM model works

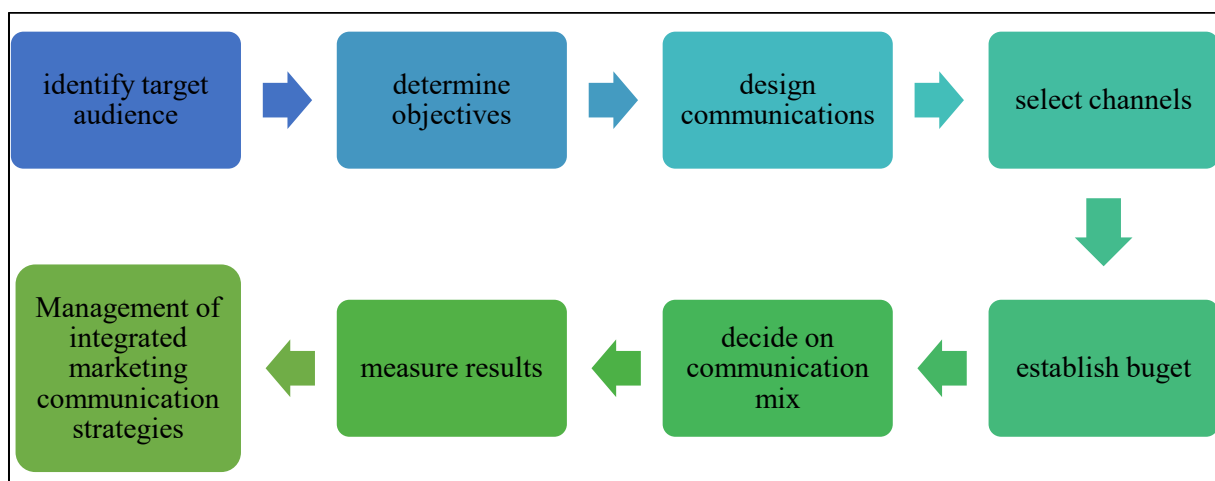


Source: From author preparation

Section 02: Plan, Execute, and Measure the Success of E-Promotion Activities

For an organization to be successful with its marketing programme, it must support it with good communication (promotion). Promotional communication is very important because it provides information and advice to persuade the target market. The figure below shows the eight stages in developing effective communication.

Figure 2.6. The process of developing effective marketing communications



Source: From author preparation.

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1. Identify The Target Audience:

The first thing marketers do in the communication process is to identify the target audience, including current customers, potential customers, retailers, influencers, etc. It is useful to analyze the profile of the target audience in terms of usage and loyalty, e.g., are they new users of the product, occasional users, or repeat users? Is the target audience loyal to the brand or to a competitor, or do they switch brands frequently? The company should also analyze the brand's image with its current target audience. In addition, the communication target may be different from the marketing target, e.g., a manufacturer of hypoallergenic cosmetics is expected to target people with sensitive skin, while a dermatologist may use the promotional message to recommend the brand, even if they are not potential buyers. The choice of communication target has a profound impact on what to say, how to say it, where to say it, and when to say it (Kotler & Keller, 2016).

2. Determine Objectives:

Once the target audience has been identified, marketers should move on to the goal-setting stage, which is determining the expected response from the target audience. Here, marketers need to determine whether they are looking for a cognitive, emotional, or behavioral response. Marketers can use four types of objectives: (Kotler & Keller, 2016)

- Create desire for the product, e.g., stimulate interest in electric cars.
- To increase brand or product awareness and familiarity.
- Disseminate information or create emotions to shape attitudes towards the brand or product.
- Motivating action or influencing purchase intent through one-off promotions (e.g., week-long price reductions).

Additionally, according to Tunquist (2018), the objective of marketing communication should be SMART and measurable: (Tonnquist, 2018)

- Specific: That is, the goal of the communication must be clear
- Measurable: There should be a way to measure progress towards that goal
- Achievable: It must be achievable.
- Realistic: It must be real
- Time-limited: Time-bound, meaning the goal must be achieved within a limited period.

3. Design Communications:

Communication is the process of exchanging information between a sender and a receiver. As well, communication ranges from providing information about a situation in a project to inducing a specific action by the receiver. In the communication model, this is called influence, and the message must be well formulated and designed by the sender so that the receiver can interpret it in the intended way (Tonnquist, 2018). Once marketers have identified the communication objective and the target segment, they develop the communication message in line with the objective and the target customer, e.g., the message aims to promote the brand image or the company's products. The company must design the message and adapt it to the nature of its target audience, and there must be consistency in the message between the different

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campaigns it runs; otherwise, it will not communicate clearly to the target audience. The promotional message must be composed of content, structure, format, and source, and there must be continuity with the company's identity and previous message (Rowley, 1998). There are eight steps to all communication, regardless of the form it takes, including: (National Institute of Agricultural Extension Management)

- a. Develop an idea: The sender must develop a clear idea of the message they want to convey to the receiver.
- b. Encoding the message: The sender must choose the right words and symbols to convey his/her idea, and he/she must determine the means of communication in order to get his/her message across as clearly as possible.
- c. Transmitting the message: In this step, the sender makes sure that the timing of the message is appropriate. The sender also tries to ensure that there are no obstacles or disturbances to the flow of communication, so that the message reaches and attracts the attention of the target audience.
- d. Receiving the message: In this step, the person to whom the message is addressed receives the message. The receiver must listen and concentrate to avoid losing information while receiving the message.
- e. Decrypt the message: In this step, the recipient must decode and understand the message exactly as the sender intended. This step is called 'getting to the person'.
- f. Accept or reject the message: The recipient can accept or reject the decoded message. The recipient can accept or reject the message and can accept all or part of the message. Acceptance is influenced by many factors, including the recipient's perception of the accuracy of the message, the authority of the sender, and the consequences of accepting the information.
- g. Use the information: In this step, the recipient uses the information, ignores it, or stores it for future use.
- h. Give feedback: Feedback is defined as the responses that the receiver sends back to the sender or acknowledges receipt of the message. The feedback phase is necessary to see if the message has been correctly received, decoded, accepted, and used by the receiver.

4. Select Channels:

After having identified the target audience, objectives, and message, marketers need to determine the communication channels that will be used to deliver that message. Communication channels should be chosen that best suit the objective and the target audience. It is often preferable to use different communication channels to deliver the marketing message (Tonnquist, 2018).

According to Kotler and Keller (2012), communication channels can be divided into two main categories: personalized and impersonal. First, personal communication: It is the most basic means of communication; it expresses the communication of one person with one or more other people with each other. Its effectiveness lies in individual presentation and feedback and includes direct marketing, interactive marketing, personalized selling, and word of mouth. Kotler and Keller consider personalized communication to be particularly important because personal influence is particularly important when products are expensive, risky, or infrequently purchased, and when these products reveal something about the user's condition or tastes, people often ask others to recommend a doctor or a hotel. However, the second type of communication, according to Kotler and Keller, is impersonal (mass) communication, which is

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communication directed at more than one person and includes advertising, sales promotion, events and sponsorship, and public relations. While integrating communication channels, although it is agreed that personal communication is more effective than impersonal (mass) communication, mass communication can be a means of catalyzing personal communication (Kotler & Keller, 2012).

Table 2.3. Choosing the communication channel that suits the purpose and target group best

impersonal (mass) communication				personal communication		
advertising	sales promotion	events and sponsorship	public relations	Direct and Interactive Marketing	Word-of-Mouth	Personal Selling
Print and broadcast ads, Packaging–outer, Packaging inserts, Cinema Brochures and booklets, Posters and leaflets, Directories, Reprints of ads, Billboards, Display signs, Point-of-purchase displays, DVDs	Contests, games, sweepstakes, lotteries, Premiums and gifts, Sampling Fairs and trade shows, Exhibits, Demonstrations, Coupons, Rebates, Low-interest financing, Trade-in allowances, Continuity programs, Tie-ins	Sports Entertainment Festivals Arts Causes Factory tours Company museums Street activities	Press kits, Speeches, Seminars, Annual reports, Charitable donations, Publications, Community relations, Lobbying, Identity media, Company magazine	Catalogs, Mailings, Telemarketing, Electronic shopping, TV shopping, Fax, E-mail, Voice mail, Company blogs, Web sites	Person-to-person Chat rooms, Blogs.	Sales presentations, Sales meetings, Incentive programs, Samples, Fairs, and trade shows

Source: Kotler & Keller (2012)

5. Establish Budget:

Budget setting for marketing communications is one of the most difficult marketing decisions facing companies, and to Kotler & Keller. Identified four common methods: the Affordable Method, the Percentage of Sales Method, the Competitive-Parity Method, and the Objective-and-Task Method (Kotler & Keller, 2016)

- **Affordable method:** This method ignores the role of marketing communications as an investment and its direct impact on sales, and instead limits the communications budget to what the company can afford.
- **Percentage of Sales Method:** Companies using this method set communications spending as a percentage of current or projected sales or selling price. It looks at the volume of sales as the primary factor in determining communications spend, rather than the results the company achieves through marketing communications.
- **Competitive-Parity Method:** Some companies set their marketing communications budgets to achieve share of voice parity with competitors.
- **Objective-and-Task Method:** This method means that companies develop communications budgets by defining specific objectives, identifying the tasks that need to be performed to achieve those objectives, and estimating the costs of performing those tasks. In other words, the proposed telecom budget is the sum of the estimated costs of the tasks that need to be performed to achieve the objectives set by the company.

6. Decide On The Communication Mix:

Companies need to consider several factors when developing their communication mix strategies (Gbadamosi et al., 2013):

- **Target Market:** the size and concentration of the market play a major role in influencing the communication strategy through the geographical location of the target group, its size and nature, including socio-economic characteristics. These factors have a direct impact on how the advertising message is crafted and the media used to deliver the message to the target audience. For example, if the size of the target market is large, mass media tools such as advertising will be chosen because they are economically feasible.
- **Pull/ Push Strategies:** these two strategies are two common types of communication strategy development. The 'push' strategy focuses on promoting products between levels of the distribution chain, i.e., pushing the product through intermediaries, where the brand is promoted to the wholesaler, and then the wholesaler promotes the product to the retailer through sales promotions. The retailer then presents the product to the consumer in-store (using product samples and various online promotions). While the 'pull' strategy involves communicating directly with the end consumer of the product and trying to persuade them to buy the product, the 'push' strategy involves using advertising, public relations, or direct marketing activities to attract and motivate consumers to visit the retailer to make a purchase (advertising, public relations, or direct marketing). In fact, marketers consider these two strategies to overlap and complement each other, so they are often used simultaneously to connect with the end user and achieve organizational goals.
- **Nature of The Product:** This means that the nature of the product (its characteristics) has a direct impact on the approach to communication. For example, brands of fast-moving consumer goods, such as everyday products like shampoo and chocolate, will use a range of communication tools, including advertising, public relations, personal selling, digital

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marketing, sales promotion, direct marketing, sponsorship, events, and experiences. Commercial products often use personal selling as their main communication tool, especially for customized or bespoke products where the nature of the buyer-seller relationship requires regular two-way communication in the form of virtual and face-to-face meetings.

- **Product Lifecycle Stages:** The communication tools used by a company will vary according to the different stages of the product lifecycle. For example, in the launch phase, the focus is on public relations and advertising to raise awareness of the product or service, and the use of sales promotions and free samples to encourage consumers to try the product. The maturity phase is characterized by declining sales. As competition is at its peak, it is preferable to use advertising backed up by sales promotions to remind consumers of the product.
- **Stage of Buyer Readiness:** According to Kotler and Keller (2012), the communication tools used vary according to the different stages of buyer readiness. If the consumer is in the awareness stage, advertising and promotion are the best means of creating awareness. When the consumer is in the desire-to-buy stage, personal selling and sales promotions are most effective in persuading the customer to complete the purchase (Kotler & Keller, 2012).

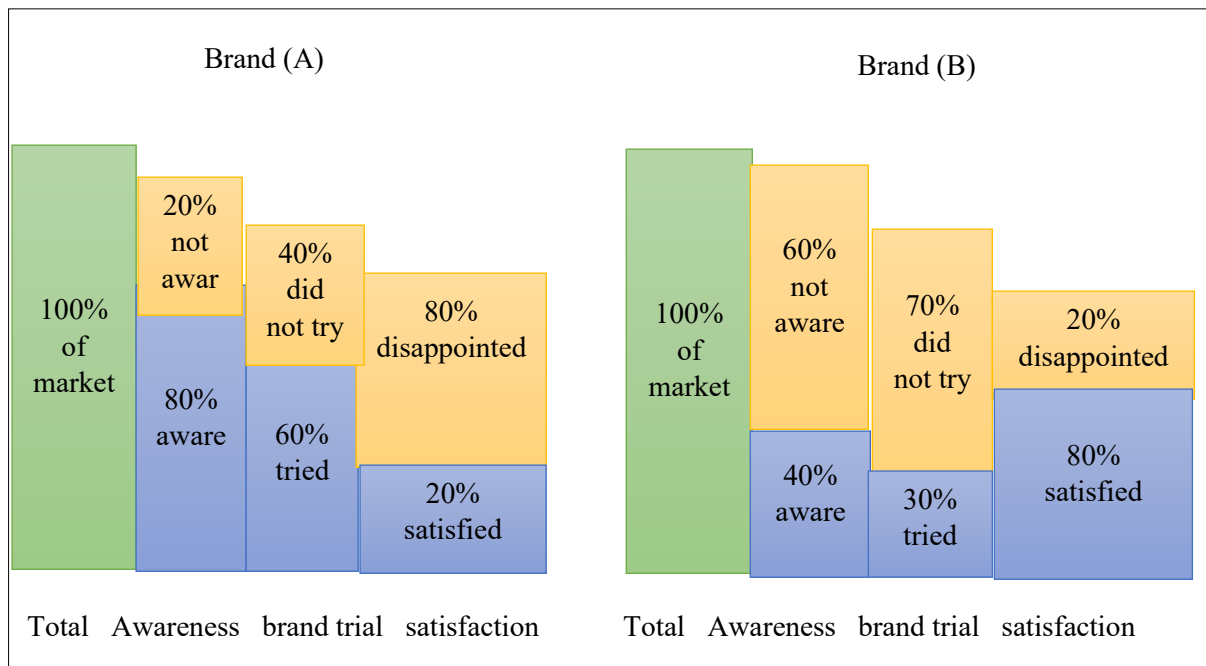
7. Measure Results:

Marketers must measure the success of their promotional efforts by comparing the goals set at the beginning of the campaign with the performance of the media and tools used in the campaign to achieve effective marketing communication with the target audience.

Fill & Turnbull (2016) highlighted the importance of feedback as an essential tool in the development of promotional campaigns, as it provides information, such as the experience of previous campaigns, to help marketers create successful marketing campaigns in the future. Furthermore, some of the elements that should be evaluated during feedback are the performance of the communication tools and means used, and the adequacy of the resources invested in the promotional campaign. Whether the strategy followed was appropriate to achieve the desired results, and feedback also helps marketers to know the problems faced by the marketing campaign during its implementation (Fill & Turnbull, 2016).

In addition, according to Kotler and Keller (2016), marketing managers should collect behavioral data from the target group, such as the number of people who bought the product, how much they liked it, and whether they talked about the product to their relatives and friends. Kotler and Keller also suggest measuring the impact on the target audience after each promotional campaign by asking the target market if they recognize the brand and if they remember the advertising message. - Find out how they feel about the company and the product before and after seeing the promotional message (Kotler & Keller, 2016).

Figure 2.7. Measuring the effects of communication (comparative situation of two new brands)



Source: Kotler & Keller (2016)

The figure shows an example of measuring the feedback and impact of the promotional campaign on the target audience. The figure shows an example of the impact of marketing campaigns on two brands, A and B. Where 80% of the target audience recognized the brand, while 60% tried it, but satisfaction with the brand was only 20%. In this case, it can be said that the promotional campaign succeeded in creating awareness of the brand but failed to embody the expectations of consumers. While brand B was recognized by 40% of the target group, 30% tried it, and 80% were satisfied with it, this indicates that a large proportion of the target group did not recognize brand B and that the brand needs to be promoted more and awareness created.

7.1.Criteria For Measuring The Effectiveness of Electronic Promotions (KPIs):

The criteria for measuring the effectiveness of traditional advertising are different from those in the electronic world, as online companies rely on a set of criteria or key performance indicators to measure the effectiveness of their advertising campaigns and the achievement of their objectives. Thus, Gołąb-Andrzejak (2023) discusses a set of indicators that allow companies to measure the effectiveness of their promotional campaigns (Quantitative Indicators), which include the following: (Gołąb-Andrzejak, 2023)

- New followers are a less important indicator than others are, but companies should strive to continually increase them.
- Reach: This indicator measures the extent to which the promotional message reaches the potential audience.
- Engagement: This indicator measures the audience's interest in and interaction with promotional messages by measuring the number of shares, comments, or likes.
- Posts: This indicator shows knowledge of audience trends around posts of interest. This explains the direction of communication efforts.

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- **Traffic:** This indicator measures the traffic to the website resulting from the effectiveness of social media marketing activities; traffic is usually measured using Google Analytics.
- **Conversion Rate:** This is considered one of the most important indicators used to evaluate the return on financial investment. This metric can be based on using Google Analytics to determine the performance of social media ads by setting conversion goals. As well, it refers to the average number of conversions per click on the search engine results page or per ad click (depending on the marketing objective set) (Saura et al., 2017).
- **Clicks:** This indicator refers to the number of clicks on links associated with the promotion, including ads, posts, and others. This metric can explain how engaging the content is.
- **Keywords/non-brand keyword visits:** Keywords refer to all the key phrases present in the web content that increase the possibility of users finding the company's website via search engines. As for the non-branded keyword, the one does not contain the brand name of the target site. Ranking for these non-branded keywords is valuable because it allows the site to attract new visitors who are not yet familiar with the brand. Also, the lower the ranking of the keywords on the web pages, the easier it is to find the company's website in the search results for that keyword (Saura et al., 2017).

Tanasiichuk et al. (2022) also pointed out several indicators that can be used to evaluate the performance of websites in promotions, including indicators that measure the percentage increase in sales volume, such as the percentage of visits to the site that ended with products added to the cart. Moreover, indicators that measure the increase in interaction with visitors, such as the percentage of visitors who clicked on "Contact Us" or "Write to Us", as well as the time spent on the site, and the depth of their browsing. There are also specific indicators to improve the customer experience, such as the percentage of visits to the Oasis page only (bounce rate) and the percentage of searches on the company's website that do not lead to results (Tanasiichuk et al., 2011).

There is also a set of tools to help measure the performance of electronic promotions, including the following:

Google Analytics: Google Analytics has a wide range of useful features, including basic measurement data and advanced reporting that allows online businesses to control their marketing activities. Google Analytics also offers a wide range of features and configuration options, making it a very good alternative to any business solution when it comes to analyzing the effectiveness of online marketing activities (Rzemieniak, 2015). Additionally, Google Analytics provides a wide range of metrics and reports to help marketers understand traffic. Including, the total number of visits to a website, bounce rate, which measures the percentage of visitors who leave a website after viewing just one page of that site, the average time visitors spend on a website, and conversion reports, which show how many visitors completed a specific action on a company's website, such as making a purchase (Shaheen, 2023).

SEMrush: SEMrush is a comprehensive digital marketing analytics platform focused on increasing online visibility for businesses (Jamie, 2024). In addition, this platform is based on a suite of tools and reports that can help marketers with a wide range of services, including search engine optimization, pay-per-click, social media management, keyword research, competitive intelligence, public relations, content marketing, marketing insights, and campaign management (Semrush, 2024).

8. Management of Integrated Marketing Communication Strategies:

After evaluating the effectiveness of promotional communications and reviewing feedback, marketing managers should capitalize on experience and develop an integrated communications mix that is consistent with the type of promotional messages the company wants to deliver to its target audiences and through a variety of communications media.

Fill & Turnbull (2016) define integrated marketing communications as a strategic and tactical approach to managing and executing a company's communications in a planned and deliberate manner, thus contributing to the delivery of consistent messages and building long-term relationships with audiences and stakeholders (Fill & Turnbull, 2016). Integrated Marketing Communication (IMC) is a much more complicated process than traditional marketing communication (see table below) and involves the optimal use of money, time, and organizational resources (Mirosława, 2018).

Table 2.4. Integrated marketing communication (IMC) versus traditional promotion

Compared features	Promotion — traditional definition	Integrated marketing communication — IMC
The starting point	Traditional promotion focuses on the sender, including the company and its offerings.	Integrated marketing communications focuses on the recipients, their needs, behaviour, and expectations.
The goal	To persuade and inform in a short period of time.	Build long-term relationships with customers (economically and emotionally).
Knowledge of the recipient	Traditional marketing has a general and limited knowledge.	Integrated marketing communications, on the other hand, has a comprehensive knowledge through its reliance on marketing research and databases.
Communication flow direction	From the organization to the customer only (unidirectional).	Communication between the organization and the customer (two-way direction)
Marketing communication expenses	Considered as part of market activities only.	It is an investment that helps achieve the company's marketing and financial goals.
The means and forms of communication used	Relies heavily on mass communication.	Uses the means of communication based on the company's objectives and the nature of the target audience.
The level of coordination	Low or almost non-existent.	Full integration between activities and tools to achieve a common impact
Sender-receiver interaction	Low time interaction.	Immediate interaction.

Source: Mirosława (2018)

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From the information discussed above, it can be said that integrated marketing communications is a vital tool in an organization, enabling it to achieve its financial and marketing objectives (Brittany, 2024)

- Increasing the target audience's involvement in promoting the company and building brand loyalty by sending consistent messages across all marketing channels.
- Achieving the best results from marketing campaigns by effectively coordinating the various elements of promotion, including advertising, public relations, and direct marketing.
- Integrated marketing communications increase brand awareness and sales through a deeper understanding of consumer behaviour, efficient marketing efforts, and streamlined costs.

Communications is characterised by a set of important characteristics, or more precisely, a set of principles and fundamentals that form the underlying philosophy of integrated marketing communications, including: (Ma'ruf & Anwar, 2024)

- First, the customer is the foundation of all marketing communications efforts. The marketing process must start with the identification of messages and media to inform the customer or potential customer, and work backwards to the brand contact. Customer to company (outside-into-inside).
- Second, there should be a wide range of marketing communications tools available to brand owners and their agencies, including advertising, sales presentations, sponsorship, etc.
- Thirdly, the company must speak with one voice through multiple messages. In order for a company to build a strong and cohesive brand image, the various communication elements, including advertising, sales promotions, and event sponsorship, must present a unified message and deliver it consistently across different messaging channels or different touch points.
- Fourth, develop relationships with customers rather than transient ones. The idea of building long-term relationships is one of the core objectives of integrated marketing communications, as strong relationships with consumers encourage repeat purchases and even brand loyalty.
- Finally, marketers should not lose sight of the ultimate goal of influencing behaviour. For marketing communications to be integrated, marketers must focus on achieving a behavioral response from the target audience, not just increasing brand awareness and perceptions.

Section 03: Digital Transformation and Its Role in The Evolution of Electronic Promotion

The integration of digital transformation into promotional communication has changed the vision in this field, eliminating the negative aspects of traditional promotion, leading to the emergence of the term e-promotion. This means the execution of all promotional activities based on information and communication technology, so that e-promotion has become a set of services provided by information and communication technology to complete promotional operations across different networks, based on the principles and foundations of the virtual world. Therefore, in this section, we will discuss the basis of digital transformation and the efficiency of digitalization for the development of e-promotion.

1. Basics of Digital Transformation:

Khalfallah & Bendjellou define digital transformation as a total change in management methods, whether this change is related to the human element or other various resources, by replacing current business models with innovative models based on modern technology. In addition, digital transformation introduces digital technologies such as cloud computing, artificial intelligence, and big data (Khalfallah & Bendjellou, 2023). More clearly, digital transformation is not limited to making small incremental improvements to traditional processes, but new technologies must be available, meaning that digital transformation radically changes the way these processes are carried out, facilitated by new methodologies based on digital technologies that make this possible (El-moffock, 2023).

Moreover, the definitions of digital transformation often include three dimensions: technological, organizational, and social. The technological dimension is demonstrated by the use of new digital technologies. The organizational dimension of digital transformation is demonstrated by the changes that digital transformation requires in the organization's administrative processes or that lead to the emergence of new business models related to the organizational element. The social dimension is related to the way the latter affects all life situations, including the improvement of the customer experience (Al-ayed et al., 2023). Additionally, some previous literature suggests that digital transformation involves the digitization of sales and communication channels, which helps to provide new ways of communicating and interacting with customers. Digital transformation also refers to the enhancement of products and services offered by companies, and the launch of digital business programmes that provide new ways of capturing value (Haffke et al., 2016).

In a global view, digital transformation refers to the application of technology (the pillars of digital transformation) in organisations, including cloud, mobile, social, and big data technologies as the foundation of their infrastructure, to create new business programmes and systems that lead to higher profits, greater competitive advantage, and greater efficiency. This is done by transforming their business models, increasing the efficiency of their workforce, and personalizing their customer experience. As a result, they generate higher revenues and market value than their competitors (Santos Pereira et al., 2022). Furthermore, the implementation of digital transformation in any sector often depends on four pillars, each of which is part of the digital transformation journey. These are explained in the table below (raising the level of information technology, Digitizing operations, digital marketing, and New ventures) (Furr et al., 2022).

Table 2.5. The Four Pillars of Successful Digital Transformations

IT uplift	The first step in adopting digital transformation in organisations is to embrace IT infrastructure modernization, as well as mobile infrastructure, data lakes, and the cloud. Essentially, the success indicators for activating this step are access to new tools at a lower cost, improved employee satisfaction, and improved business performance. This step is therefore an opportunity to use the budget allocated to 'digital initiatives' to modernize the organization's ICT platforms.
Digitizing operations	Digitization is the second fundamental step of digital transformation, which refers to the use of digital tools and technologies, including AI, 5G, and IoT, to improve, simplify, and streamline the organization's current processes. In other words, this step focuses on replacing analogue activities with digital activities.
Digital marketing	This stage of digital transformation focuses on using digital technologies to engage with customers and increase sales by investing in clean data, artificial intelligence, and predictive analytics to better understand existing customers, attract new customers, build digital markets, run viral promotions, and facilitate geo-targeting campaigns. The success of activating this step will be measured by reviewing the return on digital marketing investments, the ability to reduce customer acquisition costs, and the extent to which good data is obtained to improve customer service.
New ventures	This step shows that digital transformation (digitization) offers new opportunities for companies to create new business models or new products and services, and to test and shift to new sources of growth. However, capturing these opportunities requires business leaders to develop innovation and digital capabilities, including upgrading IT or digitizing operations.

Source: Furr et al (2022)

2. E-Promotion

E-promotion is one of the main tools of e-marketing, which is considered a broader concept encompassing all marketing activities conducted electronically, such as market analysis, product design, and distribution. The Direct Marketing Institute has described e-marketing as marketers' reliance on the Internet and digital technology to achieve the company's marketing objectives (Jain, 2014). While "e" represents the electronic form, which includes the electronic

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market where the electronic seller meets the electronic consumer, electronic referee, electronic partner, and various electronic companies on electronic platforms (Madoui & Bendjeroua, 2021). E-promotion, on the other hand, refers to activities aimed at communicating promotional messages to, interacting with, and persuading the target audience. In addition, online communication is not limited to the promotion of the company's products, but rather to the establishment of a purchasing relationship and the creation of a sense of trust in the customer and interaction with him (Gandolfo, 2009).

Technological advances and the virtual world based on the Internet have helped to provide a more effective platform for e-promotion. This has contributed to the creation of new online promotional tools that have led to greater profitability and success for the organization in this area. These e-promotional tools have helped to change consumer behaviour and increase brand awareness online (Shaan, 2021). Moreover, previous literature agrees that e-promotion has five basic principles: First, convenience, which is the ability of customers to browse the company's website at any time and place when it is convenient for them. Second, access, which is the ability of the company to promote its services in any part of the world without barriers, thereby helping to expand its target market. Third, cost, of course, the cost of advertising through electronic media is lower than the cost of traditional advertising. Fourth, personalization, through the company's ability to track its current and potential audience by creating blogs and meeting their personal needs. Fifth, social relationships provide an effective platform for building relationships with customers at all levels. For example, when the sales process is completed with the customer, the company can develop a relationship with him by engaging him on the web and inviting him to provide his reviews and evaluations of the company's service (Mahajan & Golahit, 2017).

As well as, e-promotion relies on a range of online technologies, including search engine advertising, online advertising, search engine optimization (SEO), social networking, and email. Companies also use various online media and virtual communities such as online databases, news, discussion groups, wikis, blogs, micro-blogs, podcasts, videos, forums, etc. in their e-marketing campaigns (Briciu et al., 2024). Concisely, e-promotion is the practice of marketing communication activities using digital or electronic technologies to attract the attention of the target audience, build profitable relationships with them, and retain them (Coker & Dick, 2024). Additionally, the literature suggests that online advertising offers companies several advantages over traditional channel advertising. Online promotion is more cost-effective, improves customer relationships, and increases brand visibility. Online promotion also helps to understand target customers (as it is a two-way communication that allows the organization to obtain feedback), allows companies to create more tailored promotional communications to better meet the needs of existing customers, and helps to identify channels and media to communicate with potential customers (Olazo, 2022). As well, marketers also aim to achieve several objectives through electronic marketing communications, including: (Nieves-Casasnovas & Lozada-Contreras, 2020)

- Create awareness and interest: Advertising campaigns, whether traditional or promotional, generally aim to create awareness, interest, and consideration for the brand. It should be noted that this objective is achieved when the advertising message is linked to important signals, situations, and people in the target audience.

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- Provide detailed information: The promotional message must fully highlight the features and benefits of the products and enable consumers to understand that the brand will better meet their needs.
- Connect people: This means that the company seeks to create word-of-mouth by its consumers, by engaging and interacting with existing consumers with promotional messages that motivate them to pass these messages on to others.

As Jaas (2022) points out, companies that rely on electronic promotion aim to: (Jaas, 2022)

- Achieve their presence in the digital environment, creating websites through which they publish their marketing message at a low cost compared to other (traditional) media.
- Expand their customer base through the possibility of immediate access to new markets, without ethnic or geographical restrictions.
- The company's electronic promotion generally aims to increase its efficiency, speed, and direct digital interaction with its customers, which contributes to building loyal relationships with them.

While Imelda and her colleagues summarized the purpose of electronic marketing communications in three points (Imelda et al., 2019)

- Ensure understanding, which means making sure the messages are delivered to the target audience.
- Establish acceptance, which means repeating promotional messages that have been delivered in a good way.
- Move action, which means to stimulate the next action (call to action).

3. Increasing The Efficiency of E-promotion Through Digital Transformation Tools:

Increasing the efficiency of digital marketing requires an in-depth understanding of the underlying theories of digital transformation. Marketers are seeking to incorporate modern technology to increase their engagement with their customers and expand their markets. Moreover, digital transformation technologies, including 5G, have created opportunities for digital marketers to leverage automation, robotics, artificial intelligence, augmented reality, and the Internet of Things (IoT) across their business processes and value chain. This technology also contributes to accessing real-time information to make the right decisions, which is a key competitive advantage in terms of efficient use of resources and better demand response (Economic Commission for Latin America and the Caribbean (ECLAC), 2021). The digital transformation tools that support the efficiency of e-promotion are as follows:

3.1. Artificial Intelligence:

First, artificial Intelligence refers to all machines and computers that simulate human intelligence and is a branch of computer science. It involves programming machines to think and perform tasks like humans. It also helps to develop people's ability to solve problems and make rational decisions (Or eldar, 2024). Additionally, the notion of artificial intelligence is also closely linked to the idea of automation, where processes can be carried out with little or no human intervention (Barten, 2024). There is currently no more revolutionary innovation than artificial intelligence in tourism. Almost every tourism company is using at least one AI-powered technology, with the market forecast to reach \$1.2 billion by 2026 (EPAM Startups & SMBs, 2024). Artificial intelligence systems in the tourism industry can be stand-alone systems or embedded in existing applications and systems.

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Moreover, it can be said that the adoption of artificial intelligence in e-promotion has become an urgent need to maintain the competitiveness of companies due to the availability of benefits, which can be summarized in the table below. In addition, artificial intelligence has developed many applications such as robotics, service automation, chatbots, trend analysis, customer preference analysis, big data, and forecasting. Artificial intelligence has also contributed to the emergence of another form of promotion: the growth of virtual tourism (through virtual reality and augmented reality technologies), which allows tourists to shape a destination in real time and enhance their experience in that destination. (Sousa et al., 2024).

Table 2.6. The uses of AI in e-promotion

Customer service	Self-service technology	Marketing and advertising
The chatbots are probably the best example of integrating AI into customer service. It helps customers get the information they need 24/7. AI can also measure customer satisfaction by sending out surveys, giving the company a clear idea of how to improve customer service.	AI technology can interact with people, the best example being a set of headphones, which has been applied in the field of tourism. It can guide tourists through the booking process from start to finish. It can answer questions about travel and insurance requirements, and even suggest additions they may not have been aware of.	Through ChatGPT technology, AI helps marketers create the best advertising campaigns and improve the content of advertising messages, thereby improving the website's search engine ranking and providing attractive and valuable content to users.

Source: Author's preparation based on the data obtained from (Tjoe, 2023)

In short, AI in marketing expresses accuracy, efficiency, and personalization. It helps marketers customize their promotional efforts to match the requirements and preferences of consumers, thus promoting more meaningful and productive interactions for both parties. Thus, the adoption of AI in marketing technologies indicates a shift towards data-driven methods that focus on customers and their needs, as it is an effective way to evolve the future of marketing, making it more responsive, adaptive, and effective (Kumar et al., 2024).

3.2.Virtual Reality:

In the field of marketing, virtual reality technology plays an important role in greatly influencing the customer experience, as this technology is a cognitive, emotional, and behavioral response to the tendency of what companies offer throughout the purchase journey. Therefore, these advanced technologies are an effective way for many consumer-facing industries (such as tourism, fashion, and entertainment) to provide their customers with enhanced experiences using these advanced technologies that combine reality and virtuality (Flavián et al., 2019). As well, virtual reality uses a 3D virtual world through a device, often a headset. Its purpose is to block out the sensory experiences of the real world and replace them with a more attractive, creative, and enjoyable environment in the virtual world (for example, virtual video games or virtual tours) (Hoyer et al., 2020).

3.3. Augmented Reality:

Augmented Reality technology is one of the technologies that has attracted the attention of several sectors that want to keep up with the digital era 4.0 and the innovations that have attracted the attention of many sectors, including the tourism sector. It has been used as an effective tool for electronic promotion in this sector, providing an interesting experience for tourists to explore and discover tourist destinations, and has had a significant impact on increasing the intention to visit (Idris et al., 2023). As well, Augmented Reality is often described as a state of merging virtual and real environments, and it has been pointed out that AR is a technology that combines three characteristics: 1) merging reality and virtuality, 2) real-time interaction, and 3) recording in 3D (Styliaras, 2021). Additionally, according to Gabajová et al. (2021), Augmented Reality (AR) is a type of mixed reality in which data from the virtual world is incorporated with data from the physical world. In other words, it is the process of mixing real and virtual components according to the relative mix of physical and virtual elements coordinated in space (Gabajová et al., 2021).

3.4. Chatbots & A Virtual Assistant:

A virtual assistant is a technology that combines artificial intelligence, linguistics, and computer science. It is a program that acts as an intermediary that interacts with people through speech and can perform tasks or services for those people. It does this by capturing the user's data, processing their speech, and being able to access various information on the internet. Examples of virtual assistants are Siri, Google Assistant, etc (Daimiel & Estrella, 2021). Moreover, chatbots are defined as an algorithm, script, or robot that is programmed to react like a human being, to enable its users to communicate and interact with it to perform a specific task by receiving and sending text messages without any human intervention, thus automating the entire process (Markoski et al., 2018).

Perhaps the best example of chatbots is the one developed by travel search engine Skyscanner for Facebook Messenger, which aims to make travel planning more convenient for users and create a fun and interactive experience for them. The chatbots are designed to help users find and book flights, hotels, and car hire. It does this by providing personalized travel recommendations, sending price alerts, and simplifying the booking process (Huseynov, 2023). In light of the above, AI-powered chatbots have a significant impact on the customer experience when shopping online by personalizing that experience based on their past data (Kumar et al., 2024).

3.5. Robot:

The term “robot” is defined as a robot that can understand and communicate with users. Robots may rely on virtual assistants, but they also have mechanical capabilities that enable them to move parts of their bodies. Currently, the focus of these robots is on four main applications: healthcare and therapy, education and public spaces, the workplace, and home settings (Rawassizadeh et al., 2019). Furthermore, research has shown that AI-powered personal assistant robots have a significant positive role to play in improving comfort, efficiency, and user experience in various fields due to their exceptional ability to perform complex tasks more efficiently and effectively (Borhade et al., 2024).

3.6. Internet of Things:

The term 'Internet of Things' (IoT) was first used by British technology innovator Kevin Ashton (1999) to describe the system by which objects in the physical world can be connected to the Internet using sensors and computing power (internet society, 2015). As well, the Internet of Things is a system of easily identifiable components connected to the Internet, characterised by their virtual representation and virtual accessibility (Hoyer et al., 2020). In short, the Internet of Things (IoT) has characteristics and capabilities that have the potential to integrate the digital world with the world of physical objects. These functions include the convergence of production systems with cloud computing, big data analytics, ambient intelligence, and internet connectivity. In other words, IoT is about equipping physical products with internet intelligence, making them more connected and intelligent (Mehralian, 2022).

Furthermore, the Internet of Things (IoT) focuses on building a platform that connects various systems, devices, and applications to enhance connectivity, enabling interconnectivity between different devices to perform functions more accurately and efficiently than ever before by communicating and exchanging information over a network. In addition, IoT has contributed to the development of several fields, including the creation of comfortable homes, the development of smart cities, the enhancement of operational activities in companies, and many other areas (Vyas et al., 2023). Moreover, the integration of IoT into marketing has enabled marketers to connect with their customers in a more personalized way than ever before, as it provides a wealth of data about customers and their activities (Sanyal et al., 2023).

3.7. Big Data:

Big Data refers to the massive volume of large data sets that cannot be analyzed, managed, and processed using traditional database tools. Big data also provides the opportunity for real-time data processing (Anshari et al., 2019). According to the literature, big data technologies have been used by marketers to gain insights into consumer behaviour and preferences in order to facilitate more accurate implementation of marketing activities. As well, the results of several studies have shown that the use of big data has not only helped companies with marketing analysis but has also enhanced their operational performance (Wu & Lang, 2024). Moreover, big data provides a set of tools to collect, process, analyze, and interpret large amounts of data for a variety of marketing and promotional purposes, such as market segmentation, planning, interpreting user feedback and habits, and forecasting (Veleva & Tsvetanova, 2020). Additionally, Promotional data is typically information about the types of promotions, including price reductions or coupons, the times when promotions are run, and sales records during the promotional period. Marketers are also currently focusing on how to use big data in promotional marketing analytics, such as analyzing how different types of customers react to different promotional strategies or how different product categories affect the effectiveness of promotional strategies (Fan et al., 2015). As well, Big Data has become the foundation for companies seeking to build and maintain customer relationships. Enabling companies to obtain information about customers through various communication channels via the Internet, enabling marketers to evaluate customer categories and identify the most profitable ones, directing investment decisions towards these customers, responding quickly to their requests, and providing them with customized offers and experiences (Pascucci et al., 2023).

3.8. Cloud Computing:

According to Balco et al (2017), “Cloud computing is a model of services, computing and data storage based on the access of end-users via web to a distributed server capacities integrated into a single network of such capacities (called cloud)” (Balco et al., 2017, p. 1023). Cloud computing refers to a set of services delivered over the active network that offer a range of benefits, including scalability, quality of service, and a low-cost, easily accessible, simple, and comprehensive computing infrastructure (Chivandi & Mlilo, 2024). Moreover, Cloud computing is characterised by three features, the first of which is self-service, where cloud computing provides the user with the resources they need without human intervention. The second feature is the wide accessibility of the network from anywhere through thin or thick client platforms such as mobile phones, laptops, and desktops. Finally, resource pooling, which means that cloud computing is responsible for pooling resources in order to share them with the user (Chatha & Mehra, 2023). Furthermore, Cloud computing is important in marketing because it minimizes the risk of local storage or data loss. Cloud computing allows marketers to access and share their files online from any web-enabled device. In addition, cloud computing helps companies develop appropriate methods to manage their customer data and grow the business in a cost-effective and performance-optimized way (Mastorakis et al., 2014).

3.9. Blockchain:

Blockchain technology helps a lot in the field of online marketing by providing access to financial, customer, and business data in a clear and secure way. Thus, this technology contributes to the development of companies' online marketing experience, improving electronic marketing campaigns and investing money wisely and profitably. On the other hand, this technology helps consumers to keep their data and sell it directly to marketers and advertisers to benefit from it. It also helps marketers track their audiences and maintain their interaction with the advertising targeting them (Sanyal et al., 2023). Additionally, Blockchain technology is a secure, distributed database that allows marketers to store and process transactions with customers without the need for intermediaries. The technology can help reduce payment costs, facilitate the delivery process, and ensure the security of transactions (Vorobiova et al., 2023).

If we look at each of the digital transformation tools, we can conclude that there is a relationship between the Internet of Things, big data, cloud computing, and Blockchain. These technologies complement each other in that the Internet of Things is responsible for generating data. While cloud computing analyses and stores this data, Blockchain is a technology that ensures data is stored more securely and privately. As for big data, it helps marketers extract valuable and actionable insights and ideas.

4. The Importance of Using Digital Technologies in The e-promotion Activities (Abu Dalbough et al., 2024):

- Gathering information, before developing a promotional campaign, marketers should identify the characteristics and interests of the target audience and analyze the promotional methods of competitors in the same industry in order to create an effective promotional strategy.
- Delivering real data, when analysing the results of promotional activities, digital technologies provide comprehensive data on what works and what does not. This helps to identify new opportunities to develop the promotional process in the future.

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- Structuring the process, digital technology makes it possible to organize a promotional plan systematically, avoiding confusion. In addition, it helps to understand the best way to combine different promotional channels to achieve effective results.
- Increasing ROI, the use of digital transformation tools in the creation and development of advertising programmes helps to increase the return on investment in this field. This is due to the contribution of these technologies in reducing errors and achieving a response from the target audience.
- Improving relationships with audiences, digital technologies offer a new perspective on how to communicate with potential and existing customers at all stages of the buyer's journey.

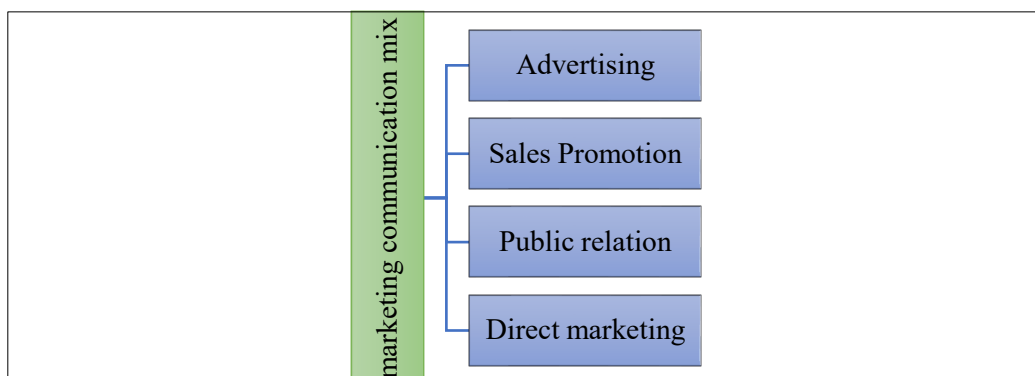
Section 04: The e-promotional Mix

The promotional mix/ marketing communication mix is an important element of the marketing mix and represents a set of tools and strategies that a company uses to communicate with its target audience and generate the desired response. The main objective of the promotional mix is to improve the company's image, brand awareness, and increase sales.

1. Basic Elements of The e-promotional Mix

It consists of Advertising, sales promotion, public relations, and direct marketing, which will be discussed in detail below:

Figure 2.8. Marketing communication mix



Source: From author preparation

1.1. Advertising:

Advertising refers to the process of communicating non-personalized, marketing-related information to a target audience via mass communication media, usually paid for by the advertiser or the advertising company to achieve specific marketing objectives. Although advertising plays an effective role in facilitating the sales process by providing information and creating a positive image of the products offered, it should be noted that it is influenced by several factors, including the state of competition in the market, the nature of the target audience's consumer behaviour, economic conditions, etc (Kazmi & Batra, 2008). Moreover, advertising is one of the most important elements of the promotional mix, a non-personal means of communication paid for by a specific sponsor or company. Advertising is an effective communication tool for mass marketing, carefully designed to inform and persuade a large number of target individuals. Therefore, advertising requires some form of media platform to

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deliver the message to the target audience. Advertising usually aims to: create awareness of a new product and describe its features and attributes, or to differentiate it from competitors' products, and build or enhance the image of the brand. The advertising mix may include, for example, the following tools: (Camilleri, 2018)

- Print advertisements, such as Newspapers, magazines, flyers, brochures, posters, and ticket stubs.
- Broadcast advertising, such as radio, television, and cinema.
- Digital or mobile advertising, which can be done through online streaming channels, online banners, etc. Etc.
- Outdoor advertising, including murals, billboards, street furniture that advertises a product, including bus shelters, banners, bench tables, taxi doors, subway platforms and trains, rubber bands on disposable nappies, toilet doors, shopping trolley handles, sports venues, and may take the form of musical theatre performances, etc.

Additionally, any place where a 'specific' sponsor or company pays money to get its message across through an intermediary is an advertisement. In other words, any advertisement that promotes a company for a fee is a marketing advertisement. As well as an organization needs to choose carefully the media it uses for advertising. The choice of media should take into account a number of factors. Including: (1) the nature of the target markets; (2) which media will be most effective for advertising and most appropriate for the target markets; and (3) the budget available for advertising, which may be affected by decisions about the nature of the target markets and the media used (Camilleri, 2018).

1.2.Public Relations:

This element of the promotional mix is characterized by the fact that it focuses not only on the product but also on the company as a whole. Public relations encompasses all communications and is relevant to all activities of the organization. Public relations can be defined as a management function through which a company seeks to establish and maintain communication and acceptance between the organization and its audience. Its main objective is to influence public opinion. Its functions usually consist of managing issues and outcomes, ensuring a response to public opinion, and identifying and emphasizing management's responsibility to serve the public interest. In addition, public relations carries out all activities directly related to the company's marketing function: Special publications, participation in community activities such as fundraising, sponsorship of special events, meetings, and other public actions aimed at improving the image of the organization in the mind of its audience (Todorova, 2015).

Public relations is an element of the promotional mix and, as such, seeks to promote the organization's image, products, services, and brands in the marketplace. However, the overall objective of public relations should be to develop the relationship that connects different audiences with the organization. This means that PR activities should play a greater role in identifying and building relationships with stakeholders and influencers who are responsible for shaping the expectations of the target market in the industry in which the organization operates. From this perspective, the main objectives of public relations are to: (Fill & Turnbull, 2016)

- Provide visibility for the organization and support product-level marketing.
- Create and maintain a positive image of the organization.

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- By maintaining good relationships with stakeholders and influencers (people who can influence the opinions of other target audiences), public relations seeks to raise awareness and change attitudes and perceptions about products and services.
- It also helps to meet marketing needs by enhancing the organization's competitive position by generating goodwill among consumers, the media, and target audiences.
- To create demand for products, services, or ideas.
- Public relations is used as a means of developing understanding, perceptions, and positive attitudes towards the organization, as well as working to prevent media coverage that is critical of the organization or in conflict with its interests and objectives.

1.3.Sales Promotion:

According to the Sales Promotion Institute, UK Sales promotion is a set of techniques used by companies to achieve sales and marketing objectives and, more importantly, to do so in a cost-effective manner. Sales promotion activities are exclusive; in other words, they are limited in time (Kazmi & Batra, 2008). Therefore, previous literature has categorized sales promotions into two basic types: some adding value to products, such as premiums, reward packages, samples, sweepstakes, etc., and others simply adding cost reduction, such as discounts (Mendez et al., 2015). Additionally, Sales promotion communication is characterised by reaching consumers where and when most of their purchase decisions are made. A 1999 study by the Point-of-Purchase Advertising Institute (POPAI) found that the in-store decision-making rate of consumers in Germany was 55 %, meaning that more than half of a consumer's purchasing decisions are made in-store rather than before the shopping trip (Gedenk et al., 2006). Furthermore, Junikon and Ali see sales promotion as primarily aimed at motivating salespeople and improving their performance, as well as encouraging customers to buy goods and services. In addition, sales promotion relies on various techniques such as providing samples of goods or services, special price reduction packages, vouchers, sweepstakes, etc (Junikon & Ali, 2022).

As well, a sales promotion is a marketing activity directed at intermediaries or end users to encourage them to respond directly by offering additional benefits. Sales promotions are often specific to a time period, place, or customer group. This element of the promotional mix differs from the other elements mainly in the planning, setting of campaign objectives, and evaluation of the campaign (see Table 2.7). Unlike advertising, which aims to create awareness of the organization and its products, sales promotion offers a more complex set of possible alternatives than advertising. In addition to the main objective of promotion, which is to encourage sales or product trial, marketers use sales promotion to achieve a wide range of other strategic and tactical objectives, including: (Baker, 2003)

- Creating awareness or interest in the target audience.
- Blocking the promotional or other activities of competitors.
- Diverting attention from price competition through attractive offers.
- Reinforcing advertising themes.
- Building customer relationships and loyalty.
- Gather consumer information (immediate response helps to get feedback).

Table 2.7. A comparison of sales promotion with other elements of the promotional mix

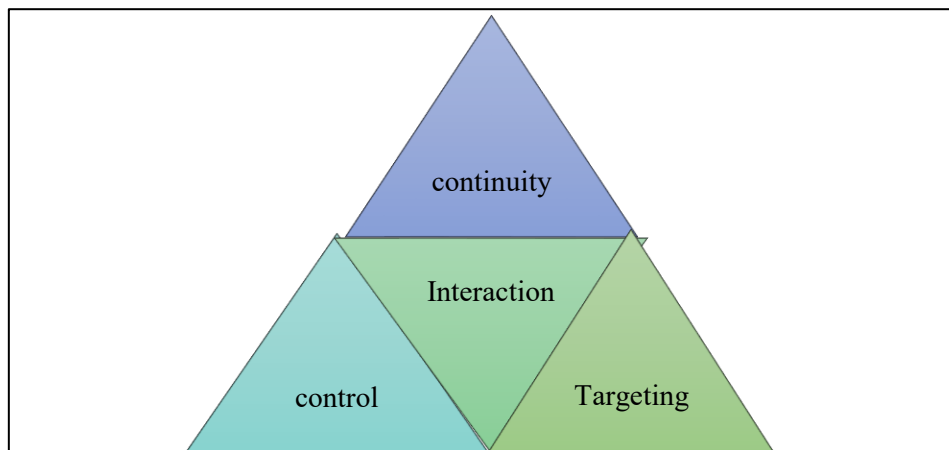
	Advertising	Sales promotion	Personal selling	Public relation
Time frame	Long-term	Short-term	Short/long-term	Long-term
Primary appeal	Emotional	Rational	Rational	Emotional
Primary objective	Image/brand building	Sale	Sale/relationship	Goodwill
Contribution to profit	moderate	High	high	low

Source: Kazmi & Batra (2008)

1.4.Direct Marketing:

Direct marketing has never been part of the advertising mix, but it is now an integral part of an organization’s communications mix. As well, direct marketing cannot be seen simply as an electronic catalogue or direct mail. Rather, with the evolution of media and communications technology and the increased use of the Internet, new and engaging forms of direct marketing can be used to promote brands and generate sales. Direct marketing is a way of communicating with an audience that is specific, personalized, and measurable. It allows for precise segmentation of target customers and the ability to target each group at the right time, in the right place, and with the right message (Todorova, 2015). Today, companies are looking to focus their marketing efforts more on customer retention, which has led to an increased reliance on direct marketing. In addition, databases are critical to direct marketing, enabling salespeople to better understand their customers and respond immediately to their needs and wants (Zimpoulidou, 2020). According to Baker (2003), companies that use direct marketing are those that maintain customer databases and use direct response advertising, both online and offline. In addition, Baker found that the success of direct marketing depends on four elements. These are targeting, interaction, control, and continuity (TICC): (Baker, 2003)

Figure 2.9. Targeting, interaction, control, and continuity (TICC)



Source: Baker (2003)

- Targeting refers to the decisions that marketing managers make about who to target with the marketing message, choosing media such as print ads, direct mail, telemarketing, etc. In order to target existing and potential customers, as well as the correct targeting, much depends on studying the results of previous targeting experiences.

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- Control refers to planning and setting objectives at both the strategic and operational levels, setting campaign budgets, and evaluating campaign results. This process is done periodically, and past results help in future planning.
- Interaction is the foundation of direct marketing, where marketers measure engagement from the impact of direct marketing campaigns on the target audience.
- Continuity is about building relationships with customers, retaining them, and increasing sales. Often, a large proportion of a company's profits arises from interactions with existing customers.

In short, through direct marketing, marketers strive to engage with customers, recognize their interests, and show appreciation for their habits. The particular challenge of contact management is to respond to customers in real time.

2. Overview of Other Electronic Promotion Techniques and Tools

The rapid development of digital technology has led to changes in the marketing environment and increased competition, making it necessary for companies in various industries to rely on advanced e-promotion tools and techniques to improve their online promotional strategies. These techniques can be summarized as follows:

2.1.Social Media:

For a start, Social media is a phrase consisting of two words, social, which means activities carried out among persons, while media means Internet, tools, and all technologies responsible for implementing these activities and connecting people (Dharmender & Rakesh , 2022). While social media are deemed as “means of communication” or the “tools”, allowing people to broadcast, reach, and influence others widely (Benxiang & Rolf , 2014).

2.2.Digital Influencers:

Foremost, the digital influencers are users of social media platforms who have created a significant network of followers; they post text and visual narratives of their daily lives that have an impact on a group of audiences. Moreover, these influencers can be found on most social media platforms (e.g., Facebook, Instagram, Snapchat, Twitter and YouTube) (Taillon et al., 2020). Briefly, the digital influencer can be said to be the person whose opinion is respected and acted upon in the procurement decision-making process (Bello et al., 2021).

2.3.Viral Marketing & E-Word of Mouth:

Steve Jurvetson first coined the term viral marketing in 1997. He used it to describe a method of advertising used by Hotmail to insert advertisements about itself and its products into the emails sent by its users. The idea was that if such an ad reached a " responsive " user, that user would be " influenced " - that is, open a Hotmail account - and thus other responsive users could be targeted (Motwani & Haryani, 2018). Moreover, viral marketing is considered one of the fastest and most effective means of communicating advertising messages compared to traditional means. It is also more targeted, as consumers communicate and share their opinions, which are considered more important than the company's advertising in their social environment. As a result, viral marketing can reach a progressively wider audience (Helm, 2000).

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Hence, according to Xu et al, (2020), WOM means an oral interpersonal communication between the sender and the receiver, and the receiver thinks that the giver's WOM about a product, service, or brand is noncommercial (Xu et al., 2020). Consumers often trust the word transmitted more than any other sources of information, perhaps because it is of a personal and non-commercial nature (Pourfakhimi et al., 2020).

2.4.Website:

Kotler and Armstrong argue that a website is the first step in a company's online marketing journey. For a website to be ideal and effective, it must have good hosting, an effective link, and be easily remembered by users. In addition, attention must be paid to the content displayed on the website, as this will help to attract users to continue visiting the website (Imelda , Fenni, & Devia , 2019). Moreover, the primary goal of a website marketing strategy is to generate and increase traffic by attracting, retaining, and encouraging more users to return to the website, thereby motivating them to interact and complete the purchase process. The data obtained, which shows how users use the website, is then analysed to improve its design (Briciu et al., 2024).

2.5.Mobile Marketing:

Previous literature suggests that mobile marketing is the use of wireless media to provide consumers with personalized, time and location-sensitive information that promotes goods, services, and ideas in a way that is beneficial to all stakeholders (Scharl et al., 2005). As well, mobile marketing is a form of marketing or promotion of products and services to consumers. Mobile marketing takes several forms; it can either be push-based, which is based on communications such as SMS and alerts sent to wireless devices, and this form requires consumer consent. The second form of mobile marketing is pull-based. This refers to information that the user requests from the service provider, product, or advertiser. Currently, mobile marketing is almost exclusively based on SMS (Karjaluo et al., 2004).

2.6.E-mail Marketing:

The Internet Marketing Academy (2011) defines email marketing as the process of targeting customers through email messages by sending electronic promotional messages, such as advertisements and discounts, to attract attention to purchase the company's products. (Coker & Dick, 2024). As well, Email marketing is a form of online advertising that allows a company to reach its target audience directly. Email is also an effective electronic advertising tool for promoting products and services and developing relationships with target customers. Email is also an effective electronic advertising tool for promoting products and services and developing relationships with target customers (Sabbagh , 2021).

2.7.Search Engine Optimizations (SEO) / Search Engine Marketing (SEM):

Search engine marketing is a type of internet marketing that primarily aims to promote websites by increasing their visibility in search engine results pages (SERPs). Search engine marketing includes several methods, including search engine optimization and pay-per-click (PPC) (Kritzinger & Weideman, 2013). A study by Shih et al. found that companies that invested in search engine marketing achieved higher conversion rates than those that did not. It is an effective way for businesses to increase website traffic and attract potential customers (Shih et al., 2013). Search Engine Optimization (SEO) can be defined as a method aimed at influencing

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the appearance of a company's website in search results in a natural or unpaid (organic) way for a search engine. In fact, the higher or earlier a company's website appears in the search results, and the more frequently it appears in the search results, the greater the chance of receiving visitors from search engine users (the more visitors the company's website receives) (Hedid & Boudi , 2020).

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Conclusion:

In the light of technological developments, rising competition, increased consumer needs, desires, and expectations, e-promotion is not just an element of the marketing mix, but a strategy for the organization to communicate with its target audience, build long-term relationships, and achieve growth and continuity in the market. Moreover, e-promotion is a dynamic tool that keeps pace with changes in consumer expectations and markets. Companies cannot do without promotion as it plays an important role in introducing the company and its products, building loyalty among existing customers, and attracting potential customers. This is done through the elements of the promotional mix: advertising, word of mouth, public relations, and direct marketing.

In this context, numerous models and theories support e-promotion, contributing to our understanding of digital consumer behaviour and assisting in the success of e-promotion strategies. These models emphasize the importance of basing promotional messages on scientific principles and demonstrate their effectiveness in encouraging consumers to respond to digital influences. In addition, this chapter discusses the importance of considering the sequential stages involved in developing e-promotion campaigns. These stages include setting precise goals, conducting market research, identifying target consumer segments, and understanding their needs and expectations. Selecting the right promotional platforms and tools and crafting effective messages and campaigns is crucial to the success of online marketing. All the way to review and evaluation.

In addition, complementary promotional tools such as email, social media, digital influencers, and search engine marketing have increased the effectiveness of promotional campaigns by reaching more customers in different regions of the world at a lower cost. Digital transformation technologies, including artificial intelligence (AI) and big data, have played a pivotal role in improving the performance of online promotions, helping to personalize promotional content based on consumer preferences and expectations.

Chapter 03: The Role of e-Promotion in Improving Tourism

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Nowadays, many countries are paying special attention to the tourism sector, given its importance in diversifying the economy and promoting economic growth. Tourism is also widely regarded as one of the most important ways for countries to achieve economic diversification today. With the development of information and communication technology and artificial intelligence, the virtual world has become dominant, forcing tourism establishments to adapt their marketing strategies to the demands of this environment. This has led to a shift towards electronic tourism promotion, which is an effective means of advertising tourist destinations and a key channel for interacting with tourists, improving their experiences, and making them more personalized.

In this chapter, we will address the role of each element of the electronic promotional mix in promoting tourism, as well as the related techniques and tools, by dividing the chapter into four sections.

Section 01: The role of e-advertising, e-sales promotion, and e-public relations in improving tourism

Section 02: The role of E-direct marketing, e-mail marketing, and mobile marketing in improving tourism

Section 03: The role of websites & platforms, search engine optimization in improving tourism

Section 04: The role of social media, Digital influencer, viral marketing, and E-word of mouth in improving tourism

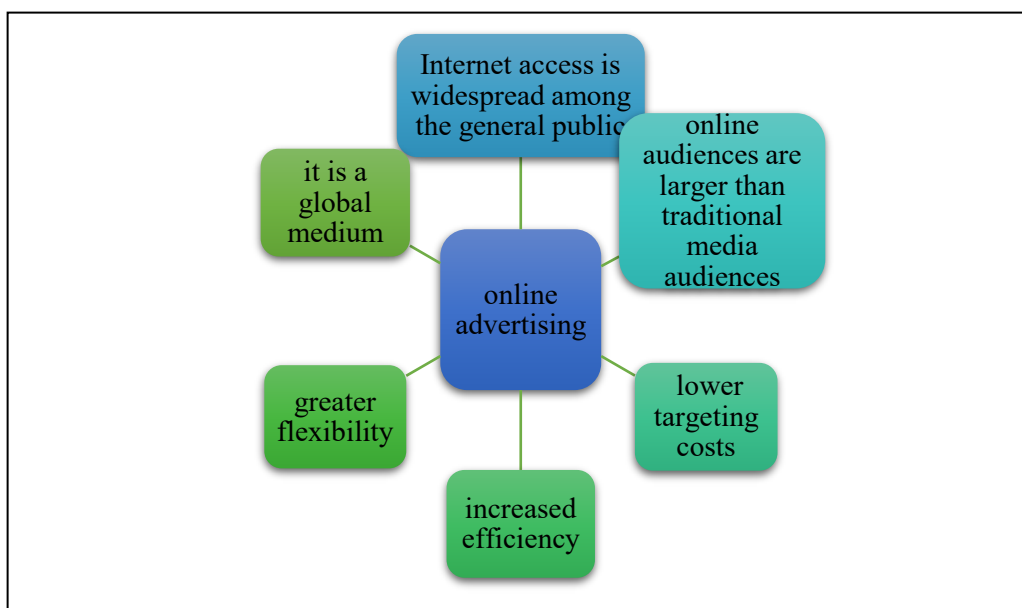
Section 01: The Role of e-Advertising, e-Sales Promotion, and e-Public Relations in Improving Tourism

1. The Role of e-Advertising in Improving Tourism:

According to statistics from Statista, global advertising spending is expected to grow by 8% to nearly \$792 billion in 2024, compared to a growth rate of less than 3% last year (Navarro , 2025). Firstly, advertising refers to those carefully planned programmes and activities that aim to introduce the components of tourism in a country and improve its tourist image. In addition, tourism advertising plays an effective role as one of the factors of tourism attraction that contributes to establishing the destination's presence in the market by displaying real information about the destination and its features to create an image of the destination (Abdallah–Mohamed et al., 2022). In addition, with the growing importance of the Internet, online advertising is gaining importance as electronic advertising has become a unique marketing opportunity that is necessary, especially in the tourism industry, for tourism companies to expand into new geographical markets and penetrate them at the lowest cost (SAB, 2011). Online advertising helps to increase brand awareness, click-through rates, and conversion rates - the number of people who visit a company's website and actually buy a product (Goldfarb, 2011).

Furthermore, Online advertising is similar to traditional advertising in its purpose of communicating information, but it differs in the channels and media used, as it enables consumers to interact with the advertising presented (Ulrike et al., 2000). Moreover, online advertising offers the user the convenience of getting more information with just one click. On the other hand, electronic advertising helps marketers to respond immediately to what consumers are interested in, to protect the privacy of the viewer, and to deliver the most relevant ads to each user (Bahtiar et al., 2016).

Figure 3.1. Factors affecting the adoption of online advertising



Source: From author preparation based on the data provided on (erdur, 2016)

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Additionally, Technological progress has contributed to the emergence of modern digital tools, including artificial intelligence and the automation of marketing processes, which have contributed to the development of specialized advertising campaigns at better costs, in addition to helping marketers predict the effectiveness of campaigns and measure their performance. Technological development has also contributed to the emergence of new digital channels and platforms, such as Facebook, Instagram, TikTok, and YouTube, which are the main channels for advertising campaigns and, at the same time, tools to access a huge amount of user data, allowing the possibility of targeting their advertising messages more precisely (Litovka-Demenina et al., 2025). However, advertisers need to pay particular attention to a deeper understanding of consumer behavior, especially as consumers become more aware of and in control of their content. Then, because of the vast amount of personal data collected without explicit permission in the digital age, privacy issues have become a major concern for many digital consumers (Prihatiningsih et al., 2024).

Furthermore, as tourism services are commonly known to be intangible products, customers always need to search for, analyze, and evaluate sufficient information before making a purchase. One of the ways in which this information is provided to customers is through advertisements. Thus, marketers need to pay more attention to the quality of the advertisements displayed. In this context, recent studies have shown that low-quality tourism advertisement content in digital media and unclear information displayed on websites can reduce website quality and user trust, thereby affecting the acceptability of the advertising message and customers' online purchase intentions (Nematizadeh et al., 2021).

In addition, Marketers can measure the effectiveness of online advertising through a number of criteria, such as ease of access and frequency of exposure to the ad. Other indicators can indicate the good performance of the ad, such as click-through rates (the number of clicks on banner ads), the volume of advertising message downloads, the length of time users spend on the company's website, the volume of transactions and sales that take place there, the extent to which users recognize and remember the brand, etc. (Kafadar et al., 2023). As well as, Erdur (2016) argues that online advertising is essentially divided into three main categories: (erdur, 2016)

First, search ads: These can also be referred to as ads that appear through search engines (search engine marketing or SEM). These ads appear in algorithmic search engine results when internet users search for a specific topic (for example, when a browser searches for travel and tourism, tourism companies' websites appear in the search engine results). This type of advertising is based on consumer demand and is considered less intrusive than banner or pop-up ads on the internet.

Second, classified ads: This type refers to ads that appear on websites that are solely dedicated to advertising and do not appear on other sites, such as those that provide media content or search engines. An example is Craigslist.

Third, display ads: This type of advertising is considered to be a primary source of advertising revenue for online media not associated with search engines. This includes banner ads, video

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ads, simple text ads such as Google AdSense, price comparison ads (PCA), and coupon/loyalty ads (CLA).

2. The Role of Online Sales Promotion in Improving Tourism:

Online sales promotion is an essential element of the e-marketing environment and promotional strategy, and is an effective way to gradually increase your customer base (Umair et al., 2017). Moreover, promotion involves stimulating and attracting a greater number of customers and increasing online sales volume within a period of time (Chaieb & May, 2024). As well, Previous literature indicated that e-sales promotions have a positive impact on the effectiveness of tourism marketing. Sales promotions related to tourism and travel have a direct impact on tourists' purchases. The discounted prices, good customer service, and attractive promotions play a direct role in increasing tourists' engagement, increasing sales volume, and maintaining competitive advantage (setegn & Japee, 2025). In other words, sales promotions aim to attract potential customers, retain existing customers, and stimulate purchases. The most common sales promotion methods include free samples, discounts, special offers, attractive rewards, product packages, coupons, and profitable contests (Mohd, 2018).

Moreover, from another point of view, Chang (2017) argues that sales promotion methods are mainly divided into two categories: price incentives, through which an organization aims to motivate consumers to purchase through cash discounts, such as coupons and sales offers. The second category is non-price promotions, which are sales promotions that are not related to product prices, such as gifts, prizes, and contests (Chang, 2017). In this context, each type of sales promotion has a unique ability to address specific needs, which means that each offers different benefits, which may be utilitarian or hedonic in nature. Monetary incentives help consumers maximize the utility and value of their purchases, motivating them to buy faster and spend more. On the other hand, non-monetary incentives are more effective in encouraging consumers to try a product for the first time through the intrinsic motivations they provide, such as enjoyment, entertainment, and self-esteem (Crespo-Almendros & Del Barrio-García, 2016).

Additionally, the results of the study conducted by Kadir, Ridjal & Sjahrudin (2020) showed that sales promotion is an effective element in improving the image and reputation of a tourism company. The results also indicated that a tourism company's good reputation could increase the effectiveness of sales promotions (including discounts and gifts offered to visitors) in influencing the intention to revisit the tourism company or destination (Kadir et al., 2020). In this context, a study by Rados-Peña et al (2022) showed that the use of social media sales promotions by managers of cultural heritage destinations contributes to influencing the brand equity of the destination, through the benefits that these promotions bring to consumers, encouraging them to create a positive image of the destination (Prados-Peña et al., 2022).

Furthermore, the study of Al Mutanafisa & Retnaningsih (2021) highlights the effective role of online sales promotion through its findings that sales promotions have a significant impact on the impulse buying behavior of online consumers. The study also found that discounts or flash sales (cash offers) are the most popular and sought-after type of promotion by online consumers, while games (non-cash offers) are the least popular and sought-after type of sales promotion (Al Mutanafisa & Retnaningsih, 2021). As a result, marketers should take into consideration that a large percentage of hotel customers prefer online promotions because they make them feel like smart shoppers (Christou, 2011).

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In this context, previous studies have shown that convenience (88.3%) and discounts (78.3%) are the top motivators for users to make travel and tourism purchases online. This high percentage indicates the importance of sales promotion methods in boosting online sales in the travel and tourism sector. The results of previous studies also confirmed that travel and tourism websites should offer digital vouchers, cash discounts, souvenirs, and coupons to reward tourists and encourage them to book and pay online (Crespo-Almendros et al., 2015).

Figure 3.2. Online sales promotion type



Source: Ringy (2024)

3. The Role of e-Public Relations in Improving Tourism:

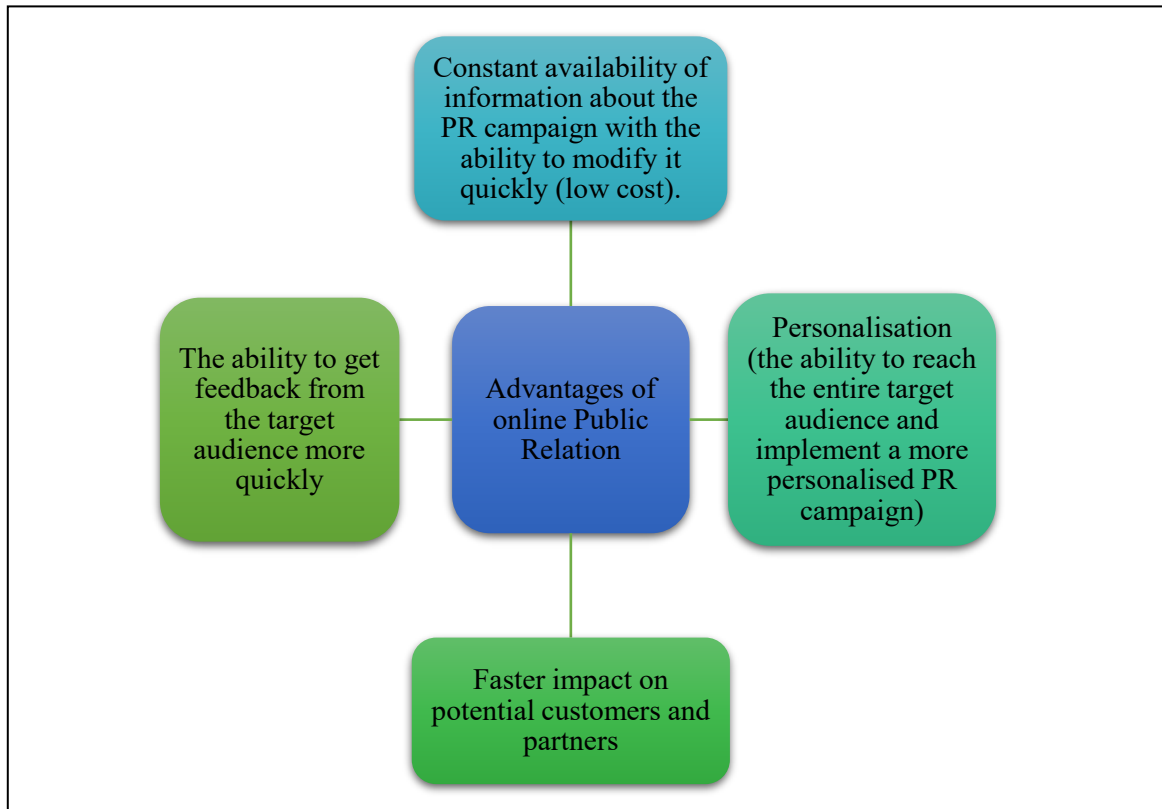
Firstly, Public relations can be defined as a set of activities conducted through the media that help to distribute the latest news about an organization and promote its brands and activities. Its main aim is to develop a relationship between the client, the organization, and the media. Common PR activities often include participation in conferences and competitions, working with the press to further distribute information about the organization, communicating with employees, making donations, and sponsoring. Organizations use a number of techniques that are considered primary forms of public relations, including brochures, leaflets, messages, letters, etc. (Ukaj, 2016). Moreover, Public relations techniques contribute to supporting the tourism sector by building a positive image of the destination. They also enhance the internal and external marketing communications of tourism facilities, thus strengthening the relationship between the establishment and its target audiences by generating positive interest without direct financial compensation, such as through articles, presentations at meetings and events, press coverage, and media exposure (setegn & Japee, 2025).

Hence, the term e-public relations refers to the processes by which a tourism organization communicates with its audience using digital communication channels. Some of the benefits of e-public relations are that it contributes to shaping public opinion about the organization and its

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services, developing incentive programs for the public, building a positive brand image, and, most importantly, increasing the trust and maintaining the loyalty of customers and regulatory bodies that oversee the organization's management (Al-Ababneh, 2024).

Figure 3.3. Advantages of online Public Relations



Source: from authors' preparation based on the data provided on (Al-Ababneh, 2024)

Additionally, Huertas (2008) suggests that there are some effective public relations techniques that tourism organizations can adopt to improve their performance, enhance their reputation, and maintain their relationship with their customers and partners. He highlights those fairs, which bring together organizations in the tourism sector, are an important component of tourism promotion. They are workshops that bring together professionals, destination promoters, and representatives of tour operators from a potential market area. A large number of promotional materials and publications of various types are displayed, including product catalogues, restaurant and hotel guides, tourist and beach guides, maps, and road maps. In addition, event sponsorship is a popular public relations activity in the tourism sector, both in the private and public sectors. Most tourism organizations typically sponsor events related to heritage and culture, sports, international music and film festivals, culinary competitions, etc., as these activities enhance the tourism activity itself, attract media attention, and build a specific image (Huertas, 2008).

In this context, the Lamphills website points to several other effective public relations techniques that tourism organizations can adopt online to improve their performance (Meek, 2025)

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1. Establishing a sound social media strategy requires collecting data, monitoring reviews, and ensuring that great photos of resorts and hotels are posted, along with anything that encourages customers to purchase.
2. Partnering with well-known travelers and influencers is the most important way to expand your target audience, as the advice and information promoted by these influencers is considered trustworthy by their followers.
3. Focusing on mobile devices is essential. Since the majority of travelers use their smartphones to research their vacations, a mobile-friendly version of the website should always be created to help the organization stay ahead of the competition and ensure users have access to everything they need wherever they are.
4. Content creation, as this technique is the core of successful public relations, can be achieved through blog posts, social media posts, and videos that reflect the unique characteristics of the tourism organization or its service.

Section 02: The Role of E-direct Marketing, e-mail Marketing, and Mobile Marketing in Improving Tourism

1. The Role of E-direct Marketing in Improving Tourism:

Direct marketing is currently one of the most widely used marketing communication techniques in the tourism sector. It enables tourism organizations to promote tourism offerings while generating informed responses from tourists and building long-term relationships with them (Muhcina & Moraru, 2014).

According to Kotler and Keller (2009), direct marketing is the communication of direct marketers with their consumers, often on a one-to-one basis. It relies on detailed databases to help tailor marketing offers to the needs of well-defined segments or even individual buyers. Direct marketing can take several forms, including e-mail, catalogues, telemarketing, direct television, and smart tourist information terminals marketing (Essien et al., 2023). As well, e-direct marketing refers to an organization's marketing activities through direct communication channels using the Internet, such as email, which can facilitate direct responses from customers (immediate response) (Chaieb & May, 2024).

The importance of direct marketing lies in its ability to be highly accurate in terms of targeting, measurement, and personalisation, and to achieve quick and direct results (that is, to get an immediate response and interaction with the target audience). Direct marketing relies primarily on databases containing detailed information about each customer. This information is used to design a communication mix and customized products that are tailored to each customer's wants and needs. This helps to create a competitive advantage and build profitable, long-term relationships with the target audience (Hujic & Salihic, 2020). Furthermore, Direct marketing relies on several techniques that are essential to its effective marketing role (Kaur & Rani, 2019):

Firstly, database marketing: Customer databases are large programs and systems that contain extensive and detailed customer information, allowing marketers to communicate with target customers at any time, informing them of new services and various offers.

Secondly, catalogue marketing: A catalogue can be defined as a list of products, along with details of their various prices, types, and promotional programmes, as well as a product preview.

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A company sends catalogues directly to its customers. They can keep them and use them later when they need to order the company's products. Customers prefer this method because it makes it easy to place orders. It also saves them the hassle of searching and evaluating products.

The third is smart tourist information terminals marketing: Smart tourist information terminals are information and ordering machines that companies place in stores, airports, and other locations. They are now widely used in self-service hotels and airlines as check-in machines. Smart tourist information terminals offer customers a range of services, such as allowing guests to view their reservations and facilitating the process of obtaining room keys. They also allow guests to view pre-arrival messages, check in and check out, change seat assignments, and print boarding passes.

As a result, the benefits of direct marketing to marketers can be extracted by showing the difference between direct marketing and marketing in general in the table below:

Table 3.1. Key differences between Direct marketing and general marketing

General marketing	Direct marketing
Communicating with the public through the mass media.	Communicating directly with every consumer or potential customer.
Communication is impersonal.	Focus on personalizing communication by name/title and/or with a variable message.
Communication is the only tool between the advertiser and the potential customer.	Communication is interactive between the advertiser and the consumer.
Promotional programs are highly visible.	Promotional programs are relatively "invisible," especially tests.
Promotions are run according to the size of the budget.	The success of the test/promotion determines the size of the budget.
The desired action is either delayed or unclear	Specific action is always requested by inquiry or purchase
Incomplete/sample data for decision making is taken from marketing research and/or sales call reports.	Rely on a comprehensive database to run marketing programmes.
Data is obtained separately from the sales process.	The process of obtaining marketing data is an integral part of the sales process.
Analysis conducted at the segment level	Analysis conducted at the individual/firm level
It relies on alternative variables such as advertising awareness or purchase intent to measure marketing effectiveness.	It is measurable and therefore highly controllable.

Source: Roberts & Berger (1999)

2. The Role of e-mail in Improving Tourism:

First of all, Email marketing is a significant source of revenue for businesses, accounting for 21% of total online sales. Consequently, companies are focusing on improving the effectiveness of this marketing tool (Lorente-Páramo et al., 2021). So, Email is one of the first media that marketers use as a primary promotional tool. Email helps marketers build relationships and interact with tourists at low cost, facilitates information gathering, and supports effective targeting (Duarte & Pais, 2010).

Email marketing is an attempt by a company to attract the attention of current or potential consumers to a product by creating promotional messages that include graphics, text, and links to those products. Email marketing also aims to increase brand awareness and build consumer confidence and loyalty (Idrysheva et al., 2019). Additionally, Email marketing offers the opportunity to get quick feedback on the effectiveness and performance of the campaign by measuring open rate, conversion rate, click-through rate by subject, click-through rate on images, number of clicks on unsubscribe link and date, and even sales. Email marketing is also characterized by good targeting of the desired segment, so that promotional messages are sent to the specified audience (Mocanu & Szakal, 2023).

As a result of that, email marketing is more cost-effective than traditional marketing because it is considered to be the most effective way to increase sales immediately and to increase and strengthen long-term relationships. In addition, build a relationship based on value and trust between the seller and the buyer, especially when email marketing is done correctly, as it is a very powerful and effective marketing method and a mediator between the buyer and the seller, allowing free communication with each other (Venugopal et al., 2012).

As well as, Email offers marketers several advantages, including relationship building, real-time interaction, digitization, and a relatively high response rate. However, customers often perceive promotional messages sent through this channel as spam and unwanted, and opt out and unsubscribe. From this perspective, email is seen as a more suitable medium for specialized advertising and intensive targeting that is more useful and relevant to the recipient (user) (SAB, 2011).

Previous studies have shown that the success of email marketing depends on recipients consenting to receive commercial emails. This ensures that the recipient has opted in to receive marketing messages, thus avoiding loss of subscribers. Therefore, marketers must obtain permission from existing and potential customers before targeting them with promotional email campaigns. Additionally, the content of the promotional message must be valuable. It can therefore be argued that recipient engagement with promotional emails and the quality of the content sent are essential conditions for the success of email marketing (Barbosa & Carneiro, 2022).

In this context, permission-based email marketing involves sending emails to consumers who have requested them as part of a subscription plan. In other words, the consumer enters their email address on a company's website and agrees to receive relevant information. This type of email is powerful and effective because the consumer actively seeks out information from the advertiser rather than passively coming into contact with it (Martin et al., 2003).

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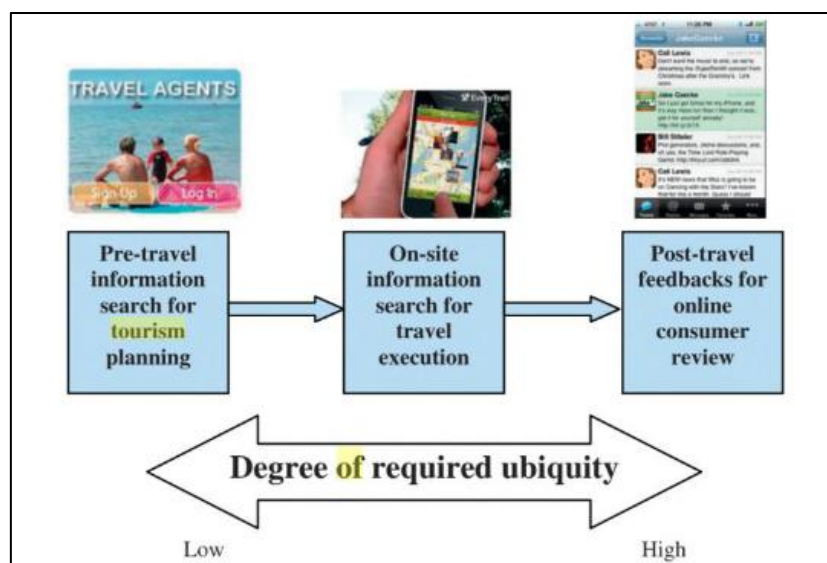
Additionally, e-mail also provides an effective way of keeping tourists informed of the most recent hotel offers, room availability, and special deals on holiday packages. Tourism companies send interactive emails to tourists to keep them updated on the status of their bookings. They also use email to maintain the relationship with these tourists after the transaction is completed, for example, by sending special emails on their birthdays and anniversaries with price reductions on services, which encourages customers to repeat the purchase process in the future (Kaur G. , 2017).

Actually, regular email communication between companies and consumers has a positive impact on brand loyalty. It also reassures consumers that they are using the right brand, helping to eliminate cognitive dissonance. Consumers' relationships with brands aim to simplify the purchasing process and the processing of information, while maintaining a sense of psychological comfort and satisfaction. Marketers, on the other hand, engage with consumers via email to encourage repeat purchases, boost loyalty, and share general information about the company and its services (Merisavo & Raulas, 2004).

3. The Role of Mobile Marketing in Improving Tourism:

The smartphone is a powerful promotional tool that is essential for a company to communicate and interact with tourists. This importance is due to the importance of the mobile phone to its users, as it is now used in all daily activities. Statistics show that 63% of travelers use smartphones to book their trips. This explains the effectiveness and ease of use of this tool to search for travel information and ideas that can be implemented before and during the trip, and even after the trip (see figure 04). Some tourists want to share their tourism experiences with their friends via social media (Kusluvan & Isacker, 2023). As well as, Mobile marketing can be divided into two main categories: mobile SMS Marketing & mobile application marketing (It is the most widespread at present).

Figure 3.4. Mobile tourism marketing framework



Source: Tsiotsou & Goldsmith (2012)

3.1.Mobile SMS Marketing:

Known as an instant, automated, reliable, personalized, discreet, and customized marketing channel, SMS is a highly effective advertising tool. When we compare click-through rates of less than 1% for online advertising with click-through rates of 19% and 12% for wireless and telephone advertising, respectively, it is clear that it is the most effective advertising tool (Catoiu et al., 2010). In addition, SMS marketing is a technique for sending promotional messages to consumers using a technology called permission-based text messaging. Marketers send short messages to their customers' mobile devices about their promotional activities, news, awareness information, etc (Khalil et al., 2020). Furthermore, SMS marketing is an effective method of advertising campaigns because it achieves faster and more significant results. It is information in the form of text (SMS), images, video, or audio (MMS) about products sent from mobile devices and smartphones. In addition, this technology helps to send marketing messages to consumers in real time and obtain feedback through its ability to ensure that the message is seen and the possibility of obtaining valuable feedback from customers, which contributes to the development of its products or services in the future (Idrysheva et al., 2019).

3.2.Mobile Application Marketing:

First, a mobile application is defined as a product that provides users with management, information, and solutions in an interactive and automated way. A mobile application is also considered software adapted for mobile devices, which is another modern tool in mobile marketing (Lazaro, 2017). As well as A mobile application is a software program that is designed to run on a variety of mobile devices, including smartphones and tablets, and is intended to enable the end user to perform a specific task and to extend the capabilities of the device (Benedek & Szollosi, 2022). Furthermore, Mobile applications refer to those programmes available on operating platforms such as Android and IOS, which can be found on mobile devices and whose ultimate goal is to perform other tasks and functions such as sales, games, etc. (Mariano et al., 2022).

As well, Mobile application marketing is also a set of processes that consists of planning, implementing, and systematically monitoring a range of mutually beneficial commercial activities between buyers and sellers, where the main point of contact between the seller and the consumer is through an application on their mobile device (Ekakitie-Emonena & Odanibeh , 2016). Mobile apps can help marketers understand what mobile app users want and how to improve their experience, thanks to the data these apps can provide from crowdsourced sources, including user profiles such as age, occupation, personality, and interests, as well as user reviews and ratings in app stores and how they interact with apps (Guo et al., 2019). In addition, it is also worth noting that mobile applications are a double-edged sword: they can have a positive impact on the brand if the company uses them effectively as a communication tool with its customers to address potential problems, provide useful content, and deliver personalized services. On the other hand, it can have a negative impact if it is not used effectively, for example, by sending inappropriate messages, or if it is not designed in a way that is compatible with the brand (Mariano et al., 2022). As a result, it can be argued that mobile applications are a form of electronic marketing that relies on the use of mobile smart devices as a tool to promote products and services, reach target customers directly and instantly, increase brand loyalty, and provide customized services.

Chapter 03: The Role of e-Promotion in Improving Tourism

Mobile applications have become an essential marketing tool in the tourism industry, with companies relying on them to interact with tourists, facilitating the provision of services and customizing them according to the requests and desires of almost every customer. Perhaps the best example of the use of mobile applications in the tourism industry is the Marriott Bonvoy Hotel application, which allows guests participating in the loyalty programme to make reservations, check in, and request tourism services using their mobile devices. In addition, the application uses chatbots for simple questions to help guests get an immediate response (Kusluvan & Isacker, 2023).

In this context, recent studies show a significant increase in the download and use of mobile applications for travel and tourism purposes. This is due to the convenience and low-cost options these applications offer travelers. These applications can take many forms, such as travel plan creators, geo-tracking services, weather forecasts, instant translation services, and currency conversions (Nessraoui & Hebbaz, 2023).

Therefore, the latest statistics show that 65% of travelers' bookings in 2023 were made online, 35% of which were made via mobile. Regarding the use of mobile phones for travel and tourism, 48% used their devices to search for destinations, while around 47% used them to compare transport and accommodation prices, and 40% used them to book flights and hotels (travelperk, 2024).

In addition, mobile applications are assisting the tourism sector to achieve higher levels of market penetration and user engagement. Some studies have shown that smartphones play an effective role in changing the behavior and psychological state of tourists by satisfying their various information needs, including providing them with immediate information support to solve their problems, sharing their tourism experiences, and more effectively storing their travel memories (Adeola & Evans, 2019).

Furthermore, a study conducted by Deepa (2021) found that the number of travelers using mobile phones to pay for tourism services has increased recently, as has the number of service providers adopting mobile payments. The study's findings indicate that this is due to the convenience, ease, speed, and simplicity that travelers prefer when transacting through their mobile phones. Meanwhile, for service providers, the increase is due to lower processing fees and the ability to track business performance throughout the travel experience (Deepa, 2021).

Section 03: The Role of Websites & Platforms, Search Engine Optimization in Improving Tourism

1. The Role of The Website in Improving Tourism:

First of all, according to Wujing and Xiaozhi (2022), tourism websites can be defined as websites that help tourism organizations perform some of their functions. They provide and deliver a comprehensive range of tourism information to the public, including product information and reservation services. These websites also help to build the image of tourism destinations, promote products, and increase their popularity (Wujing & Xiaozhi, 2022). As well, Pan & Fesenmaier (2001) point out that companies can use websites as a means of advertising and promotion or as a communication tool. They categorize the use of websites by companies as follows: (Bing & Daniel.R, 2001)

- Increasing brand awareness and identification.

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- Customer support, that is, providing customer service through the website and responding to their enquiries.
- Using the website as a means of selling products or services.
- Selling advertising space on the Website.
- Provide electronic information services.

Recently, with the advancement of information and communication technology and the shift of all businesses to the digital world, e-tourism websites are no longer just a portal for displaying static information. Instead, they offer comprehensive and more complex solutions with just a few clicks, such as specifying travel times and dates, finding the best prices, making bookings, and providing information on travel itineraries. In addition, tourism websites now aim to advertise and promote destinations, facilitate communication with customers (visitors and potential travelers), and build a positive and valuable image for the tourism brand (Ibrahim et al., 2013). These websites are primarily aimed at travelers to meet their tourism information needs and to serve as a communication channel between them and tourism professionals (including government agencies providing tourism information) (Pan & Frsenmaier, 2001).

In the tourism industry, websites are considered digital destinations for tourists, so the company should enhance its brand experience through this website. It is essential that the content displayed on the website is concise and includes all the relevant services and information, along with adding high-quality images of the various services offered, such as hotel rooms, spas, etc. A good website reflects the quality of the tourism service offered by the company and should therefore be developed and maintained (Kaur G. , 2017). As well, Websites play an important role in providing a better, more personalized, and interactive visitor experience by providing information and recommendations based on visitor interests and preferences, facilitating online bookings and other services that enhance the experience (Floričić et al., 2023).

Furthermore, tourism websites are mainly divided into two main categories: tourism Authority websites and commercial entities websites (Wujing & Xiaozhi, 2022), Tourism Authority Websites. These are websites operated by public sector organizations and government-affiliated tourism institutions, known in the tourism industry as Destination Marketing Organizations (DMOs). These represent all the organizations responsible for marketing a particular destination. While Commercial entities' websites. These are websites operated by private sector organizations (commercial entities), such as specialized tour operators selling travel services and service providers offering products such as accommodation and leisure facilities.

There are also a number of parameters that determine the effectiveness of the website in attracting users to this site. Including ease of use, site security, and the inclusion of links to various sources in addition to the content of the page design (Prathapan et al., 2018). The focus should be on ensuring that the structure and content of the website are in line with the marketing strategy of the destination. Therefore, the website should contain the following information (Prokopenko et al., 2019):

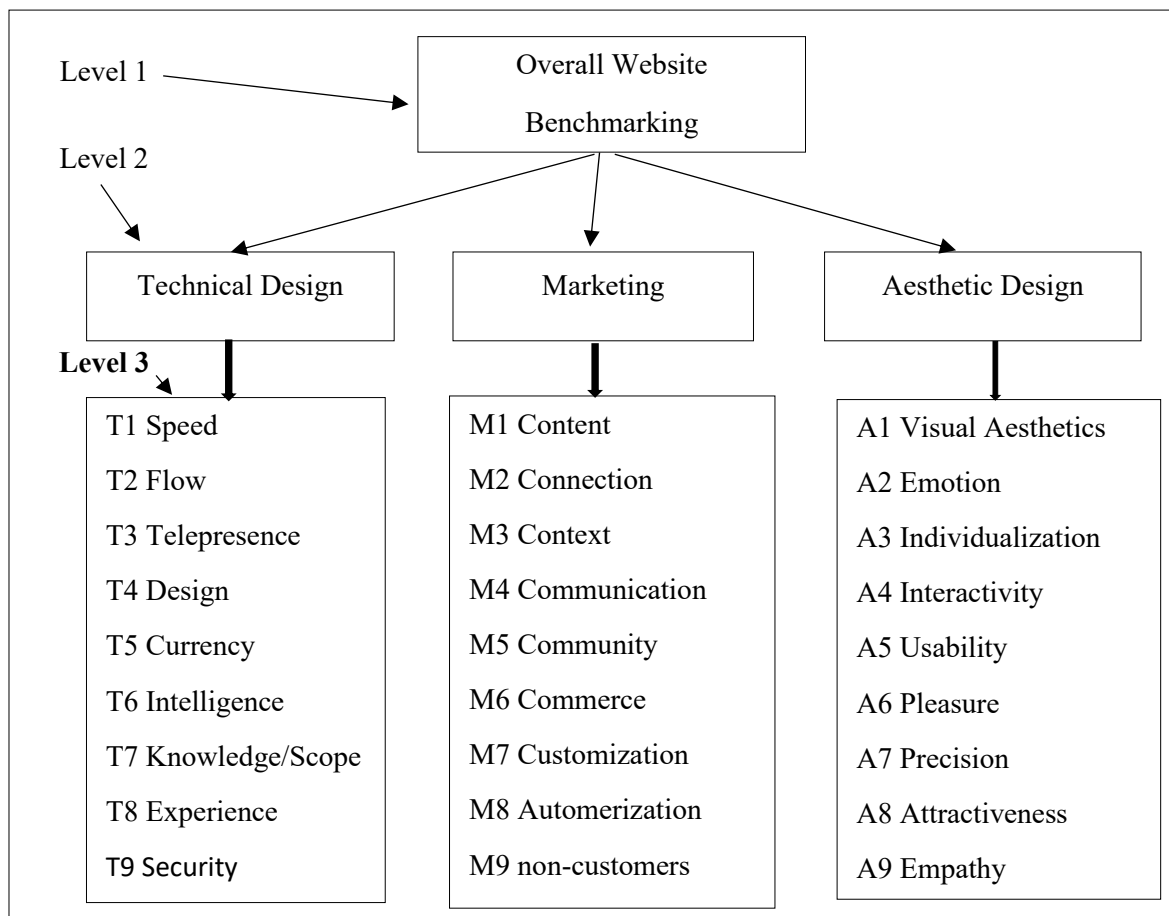
- What distinguishes the destination?
- The main product of the promoted destination.
- A presentation of the tourist attractions in the destination.
- What the browser can do on the site (name, offer, visit conditions, coordinates) and what benefits can be derived from the visit.

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- The website should explain to travelers what their needs are and how the destination or the service offered can meet them. It should also explain how to get to the destination (transport, links to appropriate transport companies) and where to stay in the destination (addresses and brief descriptions of hotels). And some useful tips once at the destination (such as hiring a car, changing currency, etc.).

In general, measuring the effectiveness of websites is based on a set of criteria that measure the performance of the website and its ability to attract visitors. Cassidy (2015) proposed a conceptual model that combines three contributing factors into three areas: technical design, marketing, and aesthetic (visual) design (see Figure 3.5). The model is a hierarchical diagram consisting of possible levels that illustrate how website performance and design are evaluated based on a set of criteria. The first level represents the overall website performance scores. The second level evaluates these three areas (technical design, marketing design, and aesthetic design). The third level criteria relate to nine sub-measures for each area. These 27 third-level features are discussed in each of the three areas: T1 to T9 for technical design; M1 to M9 for marketing; and A1 to A9 for aesthetic (visual) design. Thus, this model facilitates a comprehensive and organized analysis of a website from three perspectives: technical, marketing, and aesthetic (Cassidy , 2015).

Figure 3.5. Benchmarking of the website

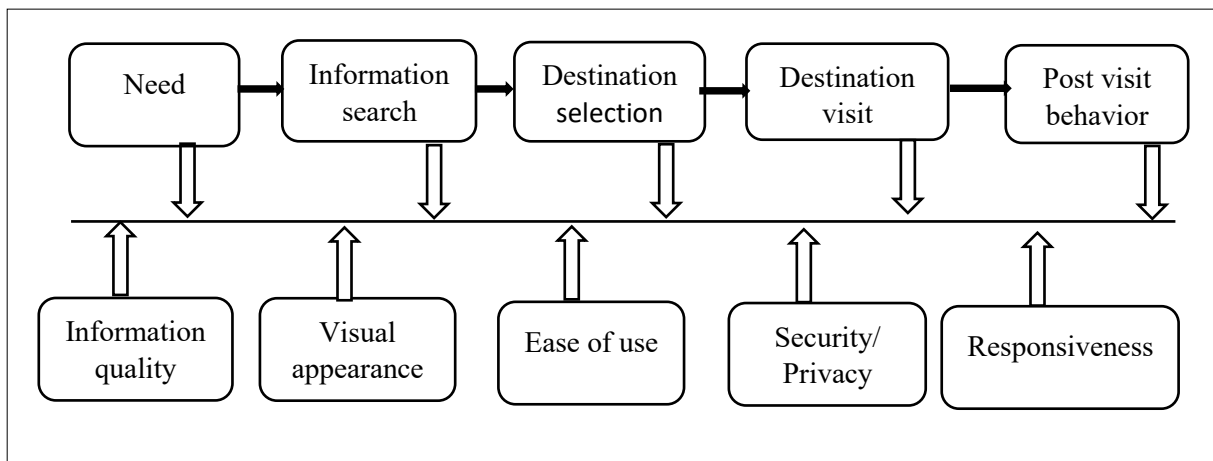


Source: Cassidy (2015)

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Recent statistics show that travelers are increasingly relying on the Internet to make travel decisions. This is due to the ease of access to detailed information, the ability to make reservations, and the increased visibility of products in the minds of tourists, which facilitates their decision-making. In this context, websites represent the direct channel between tourism organizations and tourists. The information content, images, and interactivity provided by the website are incentives to purchase travel products or services through the website. Therefore, the following figure illustrates a model of how website features influence travelers at different stages of the tourism decision-making process (Gupta, 2014, p. 154).

Figure 3.6. A conceptual model for influencing website characteristics at different stages of the tourist decision-making process



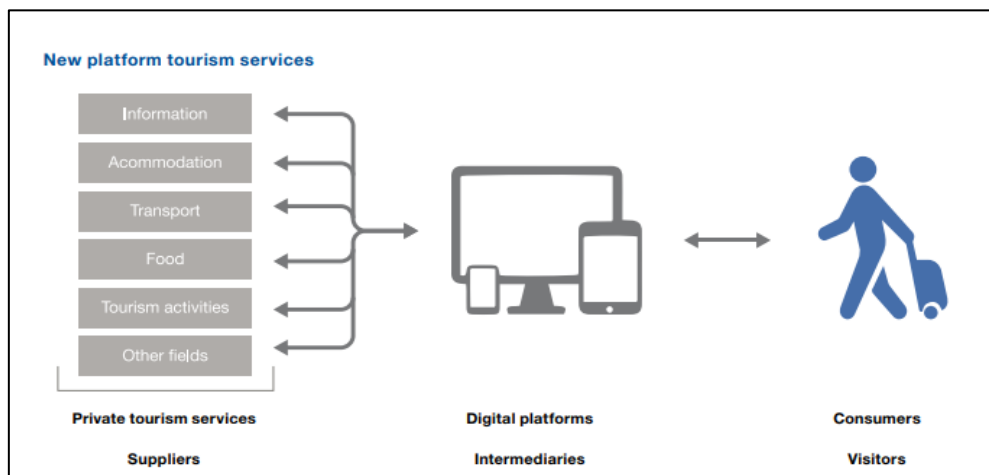
Source: Gupta (2014)

2. The Role of Platforms In Improving Tourism:

The latest statistics from 2024 show that 26% of travelers used online travel platforms to research flights, while 36% said they used these platforms to book flights, hotels (43%), paid activities (28%), and packages (38%) (travelperk, 2024). Moreover, there is a high likelihood that digital platforms will increase the demand for tourism services through their impact on tourism costs (financial and non-financial), such as accommodation, increasing alternative destination options, airfares and time spent planning the trip, or even reducing uncertainty about the quality of the flight to be taken, thereby increasing confidence in the services purchased - as well as in the reliability of the digital platform itself (Ernesto, 2020). As well, Online platforms allow users to book directly and share their opinions and travel experiences. Tourism establishments can then use this feedback to evaluate and improve their services, in order to meet customer expectations (Bennoui, 2020).

As well, Digital platforms in the travel industry are widely used by three groups of actors: service providers, digital platforms, and users. The following figure is a blueprint for the use of digital tourism platforms as intermediaries in tourism (world tourism organization (UNWTO), 2019):

Figure 3.7. The use of digital tourism platforms as intermediaries in tourism



Source: World Tourism Organization (2019)

Moreover, it can be said that Digital platforms are instrumental in promoting services and destinations through (Abdelrady, 2023):

- Reduce the trouble of tourists searching for things they need to travel, such as hotels, car rentals, and tours.
- It has a great role in influencing how tourists consume travel.
- Digital tourism platforms develop new types of interaction between tourists and service providers.
- Big data is collected and delivered through digital tourism platforms.
- Digital tourism platforms contribute to the promotion of uncommon destinations.

Thus, digital platforms play an effective role in the development of the tourism industry in general, as they affect all market participants (tourism companies, tourists, and tourism authorities). They cover the entire tourism process, from product selection and purchase to use and evaluation. In addition, platforms offer some fundamental benefits to tourists, such as facilitating the comparison of conditions and prices offered by different suppliers on different platforms or by a platform that does this for them (e.g. TripAdvisor); allowing them to read the reviews of other tourists who have already benefited from a particular tourism service; and, most importantly, digital platforms provide access to different tourism market participants from all over the world, offering travelers a much wider range of options (Dimitrova, 2019).

Additionally, the quality of digital platforms is of great importance to users, and travel service providers must work to improve the quality of their platforms to maintain customer loyalty. In this context, Collier and Bienstock proposed five key dimensions of platform quality: privacy, design, accuracy of information, usability, and functionality. Privacy refers to whether platforms are secure and protect user data. Platforms must also provide accurate information about the tourism products offered, and the tourism experience itself must be as advertised on the platform. Design and usability refer to whether the design of the platform is attractive and clear for users (Wąsowicz-Zaborek, 2022).

3. The Role of Search Engine Marketing, Search Engine Optimization in Improving e-Promotion For Tourism:

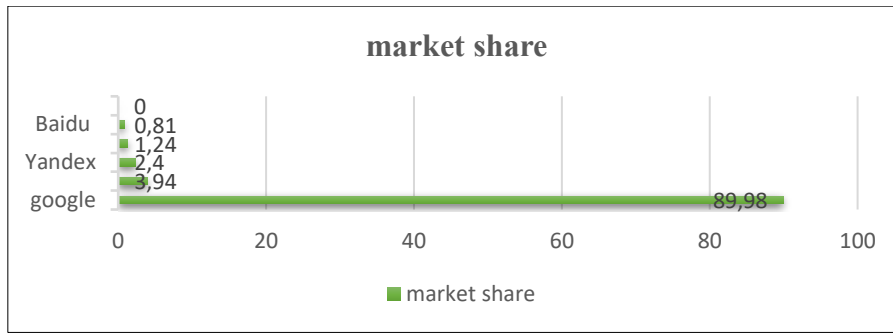
Search engine marketing allows advertisers to place text ads based on keywords that users enter into a search engine. These ads link to the advertiser's website, which contains more information related to the keywords entered into the search engine. Search engine marketing is now the most popular form of advertising, accounting for nearly 50% of all online advertising spend, as consumers rely on search engines as their primary tool for finding information. Usually, marketers or companies active on the Internet try to market their websites by doing two types of activities through search engines. Firstly, they either advertise, that is, they pay for links to their websites to appear in the sponsorship section of the search engine results page (SEO). The second type of activity is search engine optimization (SEO), where companies do not pay search engines but use a series of techniques to improve the ranking of their websites in the search engine results in order to obtain the highest possible rankings (Kritzinger & Weideman, 2013).

As well, Search engine optimization is a strategy to increase the visibility of a website on web pages, while improving performance and enabling the website to rank higher in web results by modifying the algorithms in search engine rankings (Osan, 2023). For the company to successfully achieve its marketing goals, it must focus on improving the search engine to improve the online user experience, not just for the sake of improving the search engine (Kingsnorth, 2016).

Paid advertising (PPC) refers to the advertising texts that appear in search engines and are linked to the website of the advertising company. This technology assumes that when the user searches words or phrases in search engines, these ads will appear in the form of text links, usually classified as paid links - so-called sponsored links (Chaffey & Smith, 2013). As well, paid online advertising is an effective strategy that allows businesses to target their audience by placing ads on search engines. This strategy is superior to traditional online advertising because PPC assumes that the advertiser only pays when users click on the ad. In addition, if implemented successfully, this strategy will generate consistent levels of traffic and a huge return on investment (Panchal et al., 2021).

Tourism companies usually resort to improving the traffic to their website by working to increase its chances of appearing in the top ranks of search engines, among the most popular search engines that generate more searches are: Google (the most prominent), Bing, Yahoo, Yandex, Baidu, and DuckDuckGo. As well, as shown in Figure 08, Google's share is estimated at 89.98%, which roughly means that more than nine out of ten internet users searching for information online use Google. By comparison, Microsoft's Bing, which currently has a market share of 3.94%, has only a fraction of the market share. So why are Yandex and Yahoo the fourth and fifth most popular search engines with 2.40% and 1.24% market share, respectively, followed by Baidu with 0.81% and DuckDuckGo with the lowest share of 0.79%.

Figure 3.8. Search engine market share in 2024



Source: from author preparation based on the data provided on (Oberlo, 2024)

It's worth noting that there are three different types or classifications of search engines, which can be listed in the table below: (Ledford, 2009)

Table 3.2. Different types or classifications of search engines

search engines	The primary search engine	secondary search engine	targeted search engine
description	(also known as the main search engine) It is the one that most people use. The primary search engine generates the majority of traffic to a company's website and should therefore be the focus of search engine optimization (SEO) efforts. Each primary search engine can also be slightly different from the others. For example, the difference between Google and Lycos is that although Lycos is an older search engine, Google is considered more popular because it provides better results.	The second type of search engine is called a secondary search engine. These engines also have general content, but target a smaller, more specific audience. These engines help to generate valuable traffic for regional and more focused searches. These search engines also differ in how they rank search results.	The final type of search engine is the targeted search engine (or topical search engine). These are the most specific and specialized of all search engines. They focus on a very narrow search scope, i.e., general topics, such as medicine, science, travel, sports, etc. Here, you should focus your SEO on the search engine that best suits your organization's field of expertise. For example, tourism sector organizations might target search engines related to tourism and travel.
Example	Yahoo!, Google, and MSN	Lycos, LookSmart, Miva, Ask.com, and Espotting	CitySearch, Yahoo! Travel, and Music Search

Source: from author preparation based on the data provided on (Ledford, 2009)

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SEO involves two main strategies: the first one is On-page SEO, or in other words, the optimization of the site page, which is related to the elements that the publisher can directly control, including content (it should be informative and not copied from other sites), titles and URL structure, domain name, page speed, sitemap... etc (Zilincan, 2015). The second strategy is off-page SEO, which attempts to increase the number of backlinks to the website, where increasing the number of backlinks will improve the website's ranking in search results. For example, the publisher inserts backlinks linking social media pages to the company's website (George, 2021). Tourism businesses should choose their keywords carefully. Businesses should focus on building quality backlinks rather than just increasing the number of them (Kaur G. , 2017).

Additionally, an SEO strategy offers several features and benefits to companies that adopt it (Kusluvan & Isacker, 2023)

- The main benefit of SEO is to place the company's website at the top of the search engine results page, thereby increasing traffic to the site.
- Saving cost, effort, and time, SEO also affects the visibility of the brand, thus attracting more potential visitors to the site when the company's brand and services are searched for through its website.
- The company's website becomes accessible and valid to a large number of customers online in a convenient way. This accessibility will lead to increased sales of services.

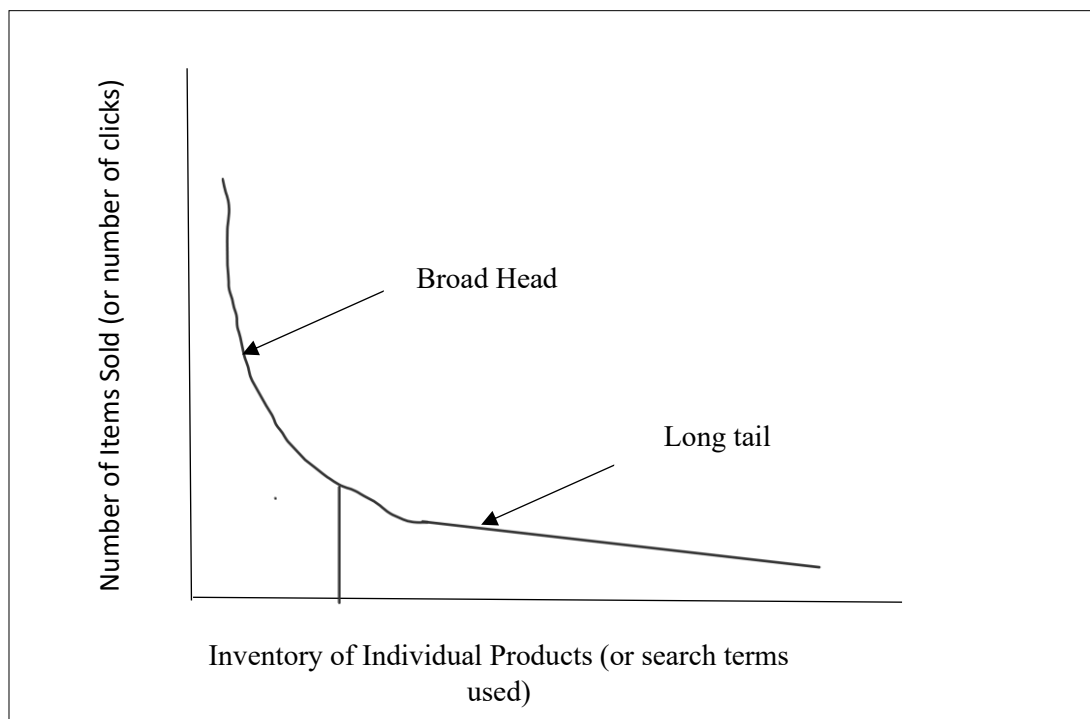
There are some basic search engine optimization factors that companies should use to improve the ranking of a website, called Meta tags. Meta tags are elements of HTML code that contain a range of information, including the name of the website and its purpose. These tags are not visible to visitors to the site, but they provide valuable information to search engines, which helps to market the site. Meta tags are also divided into several other Meta tags (O'Neill & Curran, 2011)

- The first Meta tag is the Meta description tag. This tag is used to display a brief description of the page content and is usually included at the bottom of the page title in search results. This tag is important because search engines use it to list pages in search results.
- The second Meta tag from the Meta tags is the Meta keywords tag, which is used to provide a list of keywords that describe the site's content to search engines, which can help rank the company's site. Furthermore, naming the company website with the chosen keywords is the best possible way to improve search engine rankings. Additionally, using the Keyword Planner to find the most relevant keywords for your tourism business plays a key role in effective SEO. As Google understands synonyms, in addition, using long-tail keywords such as "best holiday package in Algeria" will generate more conversions than using short-tail keywords (Kaur G. , 2017).

To elaborate, the basic idea of the long tail theory is that a large number of keywords used to sell niche products can generate a huge volume of sales. The best example is eBay. This company sells niche products, and if you search their site, you'll find all sorts of very obscure (uncommon) products that are in high demand. This is exactly what long-tail search theories are all about. The long tail can be represented by a graph where the vertical axis shows the

number of keywords that sell a particular product, while the horizontal axis shows the number of keywords that sell something per month (Ledford, 2009).

Figure 3.9. The importance of the Long Tail Theory in choosing keywords



Source: Ledford (2009)

Therefore, the main idea of the Long Tail Theory graph is that when choosing keywords that represent a company's website in search engines, you should focus not only on the common words (Broad Head), but also on all the keywords that relate to the topic, that is, the rare or long words (Long Tail). These words may seem unimportant and only a small percentage of them appear frequently, but their combined value can generate a significant percentage of traffic to the website.

Section 04: The Role of Social Media, Digital Influencer, Viral Marketing, and E-Word of Mouth in Improving Tourism

1. The Role of Social Media in Improving Tourism:

For a start, a social media site refers to all tools that enable and facilitate interaction, collaboration, and communication through discussion, commenting, voting, and sharing of information (Qalati et al., 2022). As well, Afroze Disha (2023) gives a more precise definition of social media, which is defined as "new media technologies that facilitate interaction and co-creation that allow the development and exchange of user-generated content between organizations (e.g., government teams and agencies and media groups) and individuals (e.g., clients, athletes, and journalists) (Afroze Disha, 2023).

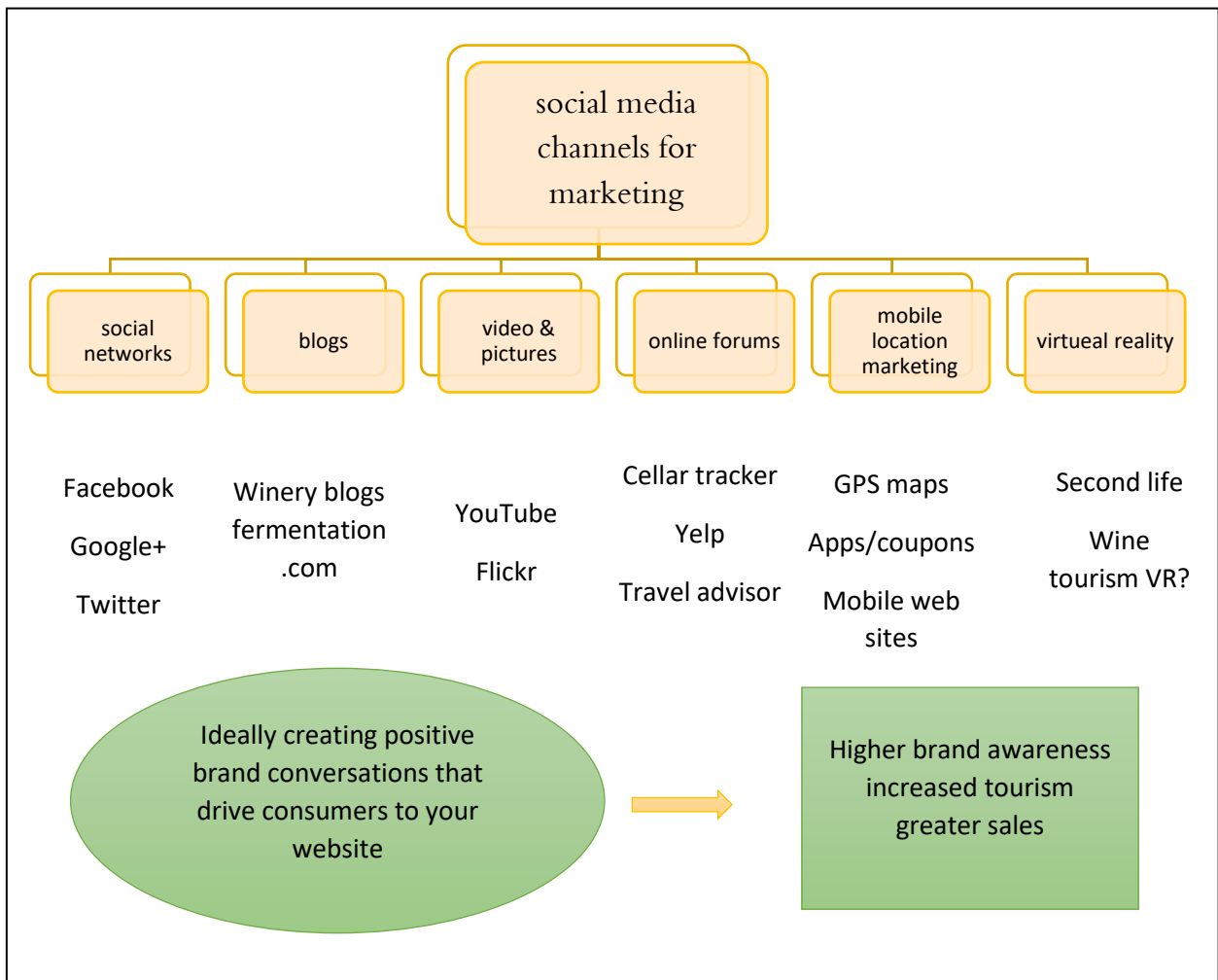
Furthermore, social media is considered the most innovative Internet-based application, enabling users to generate content in several formats (e.g. text, pictures, and videos) (Rathore et al., 2017). Moreover, social media are characterized by a high level of interaction, by using different and widely accessible types of applications and large communication techniques

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(Beata et al., 2021). As well as social media, which Merriam-Webster defines as potentially taking several forms of electronic communication (such as social networking websites and microblogs) that enable users to create online communities to exchange and share information, ideas, personal messages, and other content (Merriam-Webster, 2023).

Additionally, social media platforms offer a space for contact and communication between different persons and groups, which makes it now the first way for tourists to achieve travel-related information and decisions (Zhou et al., 2023). Moreover, social media allow synchronous and asynchronous multimedia communication, instantaneous responses and reactions (e.g., comments, likes), high consumer control and personalized communication, and are thus considered rich media (Pachucki et al., 2022). Furthermore, generally, it can be said that social media are Internet-based applications that hold consumer-generated content, which includes media impressions created by consumers, usually informed by relevant experience, and archived or shared online for easy accessibility by other impressionable consumers (Xiang & Gretzel, 2010).

Figure 3.10. Roles of social media in tourism



Source: Siregar et al (2020)

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With the growth of modern technologies, social media sites are playing an increasingly important role in marketing activities in the tourism industry. Social media is already being used to brand destinations, businesses, and attractions and to build relationships with tourists before, during, and after their stay (Beata et al., 2021). Social media also has a very important role in various aspects of tourism, especially while searching for information, decision-making, and promoting tourism, by focusing on the best applications for more interactivity with customers through social media platforms (Islam, 2021). Additionally, Tourism organizations frequently use social media, particularly on Facebook, Twitter, Instagram, and other social media platforms like TripAdvisor (Harrigan et al., 2017). Furthermore, currently, social media sites play an essential role in destination marketing strategies by allowing travelers to exchange their travel experiences in real time (Kilipiri et al., 2023).

Moreover, social media users are increasingly relying on user-generated content to inform and support their purchase decision process, to share their personal experiences, and to check the opinions of their peers, and this becomes even more important in the tourism industry, where social media has a significant impact on tourists' feelings and public behavior (Gon, 2021). Thus, social media is a powerful and intensive platform for influencers to share their travel experiences with their audiences, which is a key factor in potential tourists' decision-making (Pop et al., 2022). Moreover, social media platforms can convey feelings and emotions, or be customized according to the specific desires and views of the recipients. In fact, consumers now assume that these platforms are a more credible source of consumer information than other direct business marketing communication channels (Zheng et al., 2023). In addition, some tourism organizations have come to look to social media platforms as more than just a customer relationship tool; for example, many hotels now offer room-booking technology on their Facebook pages, which helps increase sales (Hudson & Thal, 2013).

Table 3.3. Using social media by travelers

One in five travelers uses social media to research	Share
Destinations	27%
Hotels	23%
Activities	22%
Attractions	21%
Restaurants	17%

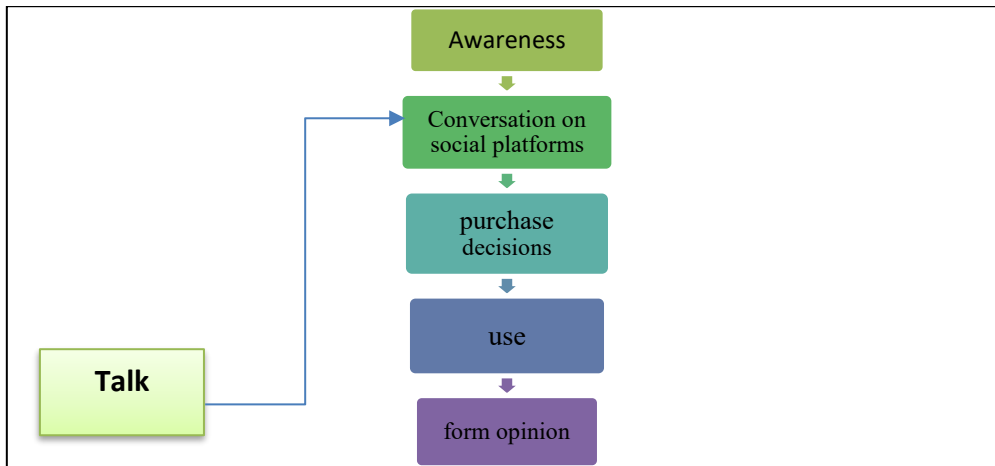
Source: Woolf (2023)

Furthermore, according to Kumar & Chauhan (2023), the majority of tourists consider the opinions of others in travel decisions making, as well as, they declared that when people reserve their trips, more than 85 % of them look at comments online, so marketers know that social media is an effective tool to communicate and to interact (Kumar & Chauhan, 2023). In addition, many tourists have come to rely on social media to search for, organize, share, and comment on travel stories through blogs and microblogs (blogs and Twitter), online communities (Facebook/Ren Ren and TripAdvisor), media-sharing sites (Flickr and YouTube), social bookmarking sites (wikitravel), and others. As released in the 2011 Global Travel Market Industry Report, it was announced that more than a third of all United Kingdom leisure travelers choose their hotels based on social media sites such as TripAdvisor and Facebook (Leung et al.2013).

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Generally, we can divide the use of social media by travelers into three phases: before, during, and after the trip. Social media plays a significant role before traveling, by providing ideas, reducing risk, and making it easier to imagine what places will be (Amaro et al., 2016). Furthermore, many studies have shown that tourists' desire to share their experiences on social media is one of their most important motivations for travel (Boto-García & Baños-Pino, 2022). From this point, the tourists actively contribute to the purchasing decisions of others if they publish their experiences on social media, just as shown in the following figure (Khan & Abir, 2022):

Figure 3.11. Purchasing process



Source: Khan & Abir (2022)

The above graph shows that when one uses a product, they share their experience on social media platforms, leading others to revise their purchase decisions. This enables the organization to effectively exploit such a platform to communicate with clients to help them meet their needs by resolving their problems promptly. Moreover, according to Santi & Fadjar (2020), there are only 14 of internet users who trust advertising, while 90 % of internet users trust a friend's recommendation, and this reality shows how interaction is significant to increase the effectiveness of promotion, which in this case is a promotion for tourism destinations (Santi & Fadjar, 2020). Hence, from this point of view, Birch (2011) describes social media marketing as being focused on 4 Rs rather than the traditional 4Ps, as shown in the following table (Birch, 2011).

Table 3.4. Marketing paradigm shift

Classic marketing	Twenty-first-century marketing	Social media marketing
Product	Experience	Relationship
Price	Exchange	Return on engagement
Place	Everyplace	Reach based on relevance
Promotion	Evangelism	Reputation

Source: Birch (2011)

2. The Role of a Digital Influencer in Improving Tourism:

Werner (2023) gives a definition of an influencer as being someone who can affect the purchasing decisions of others because of his or her power, position, knowledge, or relationship with his or her viewers (Werner, 2023). Thus, it can be identified that digital influencers are opinion leaders and are able to raise the impact of the information they receive and transfer to others (Magno & Cassia, 2018). While Kirwan (2018) defined digital influencers as people who have a large number of followers on their accounts in social media, and they take advantage of this to influence or convince these followers to purchase certain products or services (Kirwan, 2018). Furthermore, they are the new form of independent third party, shaping audience behavior through blogs, tweets, and the use of other social media sites (Walzhofer et al., 2022). As well, according to Haenlein et al (2020), influencers can be either someone who has become famous from outside the platforms (e.g., athletes, actors, singers), or someone who has become famous because of the platforms themselves and their production of exceptional content (Haenlein et al., 2020).

Besides, the digital influencers' audience is not limited to their actual followers only; they can also communicate with followers of their followers who share content with them, making their potential reach dramatically broad (Samantha et al., 2020). In Oudrhiri & El Hassouni’s article, a definition of a digital influencer is a person who influences their community through content production, content distribution, interaction, and their appearance on the web, and they have established a significant number of relevant relationships; therefore, digital influencers are third-party actors (Oudrhiri & El Hassouni, 2021).

Digital influencers are now the latest opinion leaders. However, for most of them, a few years ago, they were not actors, singers or celebrities, but simply celebrities, but simply enthusiasts in particular fields. They express themselves through blogs or sites that write articles about them. Today, there are many influencers with a blog, complemented by their presence on social networks, but it is not necessary. However, in recent years, many brands are headed to the micro-influences peoples they exist in every marketing niche, and they have a quite low number of subscribers (less than 10,000), but a very loyal and thoughtful audience at the same time, one of the advantages of this type of influencer we can mention the following (Prokopenko et al., 2019):

- Firstly, they have a more active and responsive audience,
- Secondly, their involvement is many times higher, and their services are very cheap.
- Thirdly, the audience is not so ready to follow the advice of celebrities, especially when they know that the recommendation of the hotel or restaurant is paid.

Table 3.5. Differences between micro-influencers and macro-influencers

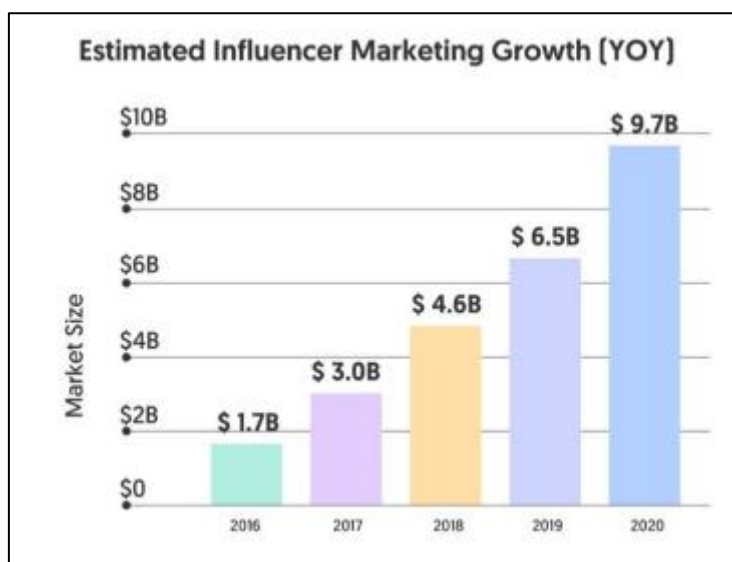
	micro-influencers	macro-influencers
Number of subscribers	1000 to 999 9999	1 million or more
Features	- Low to medium range - High level of commitment - Low cost - Active subscribers	- High reach - Low commitment level - High cost - Passive subscribers
Categories	Bloggers, content creators, industry experts	Celebrities

Source: Oudrhiri & El Hassouni (2021)

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Additionally, influencers engage and influence their followers by creating and sharing content associated with a particular brand. Which can be said to occupy a unique place among service providers and consumers (Kapoor et al, 2021). Today, influencers are seen as the direct voice of brands that the consumers can trust, opening up a mutually conversational medium to encourage brand loyalty (Gautam & Jaitly, 2021). In addition, Arian et al (2022) acknowledged that digital influencers have the potential to build consumer attitudes towards a particular product or service, and can create awareness of the product or brand in its initial stages and contribute to preference and action in the next stages (Arian et al., 2022). Besides, brands use influencers to increase useful feedback from consumers regarding their interests. This helps influencers and their followers to participate in the creation of a brand image on social media platforms (Vrontis et al., 2021). Moreover, brands are now aware of the new opportunity to connect with targeted audiences, so their interest in working with influencers has increased. In addition, 93 % of marketers have used influencer marketing in campaigns and agree that it is now an important advertising tactic (Ao et al. 2023).

Figure 3.12. Estimated influencer marketing growth



Source: Niederer, 2020

Furthermore, according to Kitsios et al (2022), current tourism research has shown that information from licensed destination blogs, travel agencies, and news media is less credible than user-generated content (Kitsios et al., 2022). Because of that, followers have a positive opinion of the product recommended by the influencer and are inclined to buy it (Do Yuon & Hye-Young , 2021). Besides, views and recommendations shared by other tourists who have previous experiences of the destination on social media are not only seen as the most preferred sources, but also the most influential sources for potential tourists (Chunqing et al., 2019). Additionally, Influencers can be used by travel brands to promote accommodation and various other services, and influencers could also promote activities and/or trips to many destinations. The best example is the 22-year-old influencer Lexi Hidalgo, who has 2.5 million followers, going shark diving in Hawaii. With its positive experience and impressive images, its followers were impressed to do the same, and shark diving gained popularity on TikTok and Instagram due to its unique aesthetic and adrenaline rush (Sullivan, 2023).

3. The Role of Viral Marketing & e-Word of Mouth in Improving Tourism:

Both viral marketing and e-WOM (electronic word-of-mouth) are forms of online promotion that have emerged through social media marketing. They are both considered key factors in influencing consumer decisions and the perceived value of the product being marketed (Hendrayati & Pamungkas, 2018). As well, Viral marketing uses the technique of spreading like an epidemic on social media, increasing the chances of reaching hundreds of thousands or millions in just days or hours to spread any message effectively. This helps to increase brand awareness. In this way, viral marketing can be either a destroyer or a success factor for a company in its industry (Kiran et al., 2012).

Moreover, viral marketing is one of the influencer marketing programmes and is primarily aimed at creating awareness and buzz. It also helps to generate word-of-mouth. On the other hand, positive viral marketing influences consumers to try and buy (Petrescu & Korgaonkar, Viral Advertising: Definitional Review and Synthesis, 2011). Furthermore, for a viral marketing strategy to be successful and achieve its goals, three important criteria must be met: (1) the social media network used to deliver the campaign message must be large, reliable, and quickly accessible to everyone. (2) The promotional message must be eye-catching and capable of generating admiration and interest. (3) The promotional message must be published in a friendly environment, and the ideal time must be chosen to launch viral marketing campaigns (Rinandiyana et al., 2022). Additionally, research also shows that customers acquired through viral marketing campaigns and word-of-mouth are more profitable in the long run than those acquired through traditional promotions and advertising (Petrescu, 2014).

Additionally, viral travel content is an effective communication tool used by companies to reach consumers worldwide via social media. This information is valuable and can contribute to raising awareness of a destination's brand (Syam et al., 2024). In addition, viral marketing is a promotional strategy that uses social media channels to spread content faster and with less time and effort, while generating measurable added value through the content posted. Viral marketing can be classified into four main categories (Rakesh & Yeoh, 2022):

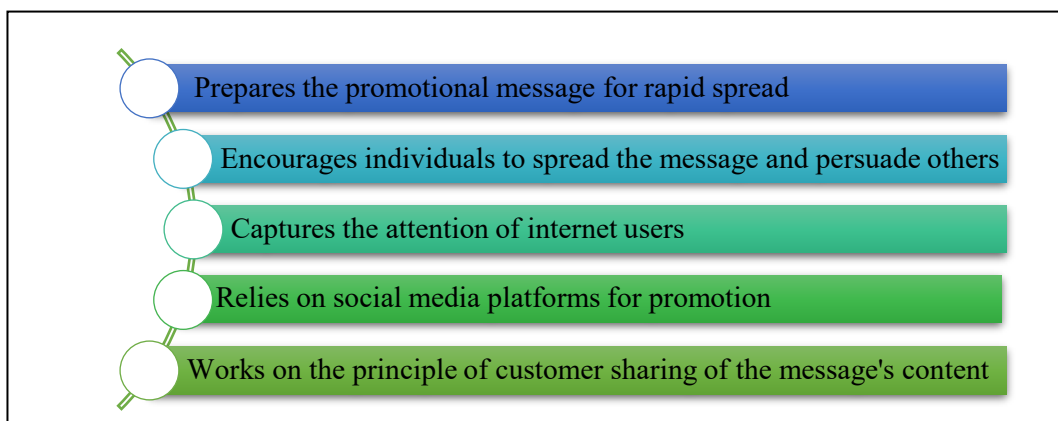
The first category is scrolling. Short messages are sent so that users can automatically forward them. Short videos are usually the most effective in this category.

Secondly, there is an incentive for viral marketing: An organization offers a reward when someone introduces another person to its network. This type of campaign helps to increase or expand the organization's customer base.

Thirdly, emotional marketing: An organization connects with its audience on an emotional level, such as happiness or empathy, to encourage recognition, recall, and sharing of the content.

Fourth: Buzz marketing: This involves word-of-mouth promotion of products, services, or events via social media platforms. To generate media buzz, the promotional message must be engaging, entertaining, or distinctive.

Figure 3.13. Viral marketing mechanisms



Source: from author preparation based on the data provided on (Haouioui & Hassani, 2024)

Additionally, viral marketing has changed tourist behavior by giving tourists the opportunity to share information and experiences without financial or time constraints. Tourism companies are now using social media to encourage tourists to share information about tourism products with their friends, as recommendations from friends are considered important by other tourists. Consequently, viral marketing has a direct influence on tourists' choice of destination (Daif & Elsayed, 2019). Moreover, Viral marketing refers to any strategy a company employs to encourage individuals to share a marketing message with others, allowing for the message to spread widely and achieve its impact. Currently, there are several social media platforms specifically designed to spread viral messages online, such as podcasts and content communities like Flickr, YouTube, Facebook, Myspace, Wikipedia (the online encyclopedia), and others (Miglani et al., 2017).

As a result of that, viral marketing plays a significant role in influencing consumer behavior and tourism decisions by disseminating promotional content in a shorter time and with less effort. However, the effectiveness of viral marketing depends on the quality of the content and how shareable it is among a wide audience. Therefore, while viral campaigns can be an effective means of promoting tourist destinations, their success primarily depends on the quality and visual appeal of the content. To attract the target audience and enhance the impact of their promotional campaigns, marketers must create viral messages with authentic, informative content (Jumbri et al., 2025).

Furthermore, Hendrayati and Pamungkas (2018) suggest that viral marketing is a promotional strategy adopted by companies to create buzz around their advertising messages, which they hope will be shared by viewers with their friends and family. The researchers believe that the expected outcome of viral marketing is word-of-mouth marketing, whereby people tell others about the new videos that they share on social media platforms such as Facebook (Hendrayati & Pamungkas, 2018). Therefore, it can be said that viral marketing is an extension of online word-of-mouth communication. In general, the two complement each other: the message spread by e-word of mouth is the result of a positive experience between a consumer and a particular brand. In viral marketing, however, this word-of-mouth message is a promotional technique used by marketers to raise brand and product awareness and encourage users to share the

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message. The fundamental difference between the two is that WOM involves direct communication between individuals, whereas viral marketing uses electronic media to spread the message. Nevertheless, both approaches aim to transmit messages from one person to another (Nuraisha, 2024).

Currently, e-Word of Mouth is the key to sharing social media data in many aspects (such as social networks, forums, and blogs). This process is done through various actions on any topic (such as searching, giving, and communicating). In this way, social media has contributed to a more dynamic change in community patterns as people express their thoughts, opinions, feelings, and emotions (Marzia et al., 2022). Moreover, WOM is a type of personal communication between consumers that significantly affects the creation of consumer suggestions and purchasing decisions (Wai Lai et al., 2018). Basically, e-WOM is similar to the traditional relationship between one to another or more that is built based on oral communication between one person to another as a tool, whereas on the Internet, WOM is the primary tool that makes this communication...On the other hand, meant that e-WOM can be positive, neutral, or negative (Albarq, 2014).

As well as Litvin et al (2007), suggest a definition of electronic word-of-mouth (e-WOM) as follows: it is all informal communications targeted at consumers through Internet-based technology related to the utilization or characteristics of particular goods and services, or their sellers (Litvin et al, 2008). Moreover, social media e-word of mouth empowers the consumer to make informed decisions. Today, companies are utilizing social media e-word of mouth to reach customers and influence their opinions about the products and services they want to buy online and offline platforms (Brighton et al., 2023).

Briefly, Electronic word of mouth (e-WOM) is generally defined as positive or negative information shared by current, former, or potential customers about a product or company. This information is made available online to a wide range of people and organizations (Lončarić et al., 2016). Therefore, it is essential to understand how positive and negative emotions can impact tourists' behavior, and how these emotions can be effectively addressed to build a positive and sustainable tourism experience (Nieves-Pavón et al., 2024). Recent research has shown that the word of mouth from relatives and friends is considered as an important tool for the decision-making..., the development of social media has caused the shift from the word -of- mouth- to- the word -of- mouth communication. This underlines the importance of adapting such practices in tourism marketing (Stavrianea & Androniki , 2015)

In travel and tourism, Word-of-mouth has traditionally played an important role as an information source (Yoo & Gretzel, 2011). It seems that tourism marketing activities now focus attention on using social media to develop a positive image and word-of-mouth for businesses and tourist destinations (Xiang & Gretzel, 2010). Additionally, e-WOM can be considered as a positive assessment by other consumers about destinations on social media, as it refers to online destination feedback shared by tourists who have visited a particular destination. These reviews can be numerous, truthful, and relatively neutral (Zheng et al., 2023). In addition, word of mouth in the context of travel is of great importance in influential marketing in travel and tourism, and is heavily dependent on the importance of word of mouth in the context of travel (Gretzel, 2018) . As well, according to Silverman (2001) the word of mouth is so powerful for ten key reasons: it has independent credibility, it delivers experience, it is more relevant and

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complete, it is the most honest medium, it is customer-driven, it feeds on itself, it has expert power, influencers like to influence, it saves time and money and it is an illusory force (Silverman, 2001).

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Conclusion:

In conclusion, this chapter has demonstrated how e-marketing can transform the entire tourism industry. E-promotion has therefore become a modern trend embraced by tourism establishments, strengthening this sector in light of the current global technological developments. Tourism establishments have become better able to reach targeted tourists, improve tourism experiences, and provide more efficient, customized services using innovative, effective methods. These include owning their own websites and platforms that perform various functions, such as displaying available services, promoting offers, and completing the booking process, etc.

In this context, this chapter explores the contribution of each element of e-promotion to tourism improvement. We conclude that e-advertising plays a pivotal role in promotional campaigns thanks to its capacity to combine visual and audio content. Sales promotion also plays an effective role in stimulating online purchasing behaviour by offering discounts and loyalty programmes via digital media.

The chapter also discusses the importance of direct marketing, telephone marketing, and email marketing as these tools enable interaction with potential customers and the personalisation of promotional campaigns targeted at them. Public relations is a vital means of managing online reputation and maintaining a positive institutional image among tourists.

Furthermore, this chapter discusses the importance of tourism websites, platforms, and applications, as these represent the official face of tourism establishments and provide an innovative means of searching for and booking trips. Additionally, social media and digital influencers play a pivotal promotional role, enabling the creation and widespread dissemination of engaging content through viral marketing strategies and word-of-mouth. Influencers also significantly affect tourists' purchasing behaviour by showcasing their experiences to their followers.

**The
practical
part**

Chapter 04: Tourism in Algeria and The Reality of Adopting e-Promotion in The Algerian Tourism Sector

Chapter 04: Tourism in Algeria and The Reality of Adopting e-Promotion in The Algerian Tourism Sector

The tourism sector has recently received special attention in Algeria, as it is the country's main source of revenue after the Hydrocarbon industry. This is due to the income and revenue it generates, the job opportunities it provides, and its role in eliminating unemployment in Algeria. From this perspective, Algeria has become increasingly focused on improving the quality of tourism services, enhancing and promoting tourists' attractions and heritage sites, and encouraging tourism. In line with Algeria's policy of implementing digitization across various economic sectors, the tourism sector has embraced numerous digital developments, with many activities now being conducted online, including electronic tourism promotion and online booking. In this chapter, we will explore the potential and infrastructure of Algeria's tourism sector and its most important indicators. Additionally, we will examine the current state of electronic tourism promotion in Algeria, dividing this chapter into four sections.

Section 01: Tourism in Algeria; potentials & infrastructure

Section 02: Tourism indicators & contribution to the Algerian economy

Section 03: E-commerce and marketing in Algeria: a brief overview of its evolution

Section 04: The reality of e-promoting tourism in Algeria

Section 01: Tourism in Algeria: Potentials & Infrastructure

1.1. Algeria's Tourism Potential:

1.1. Natural Tourism Resources:

Algeria covers an area of 2,381,741 km². Its 6000 km-long borders run along Tunisia, Libya, Niger, Mali, Mauritania, Western Sahara, and Morocco. In the north, the Mediterranean Sea stretches over 1200 km of coastline, while in the south, the vast desert extends over nearly two million square kilometers. After being neglected for many years, Algeria has experienced a renewed interest as a tourist destination. This evolution has been marked by the appearance of new products alongside the traditional stays of discovery and relaxation (Ministry of Foreign Affairs and National Community Abroad, 2022). Algeria offers a variety of tourist attractions, including heritage sites, magnificent landscapes of the Sahara, the Atlas Mountains, and comfortable beach destinations on the Mediterranean. Visiting Algeria has become increasingly attractive. These components are manifested in the following (the Ministry of Tourism and Traditional Industry, 2022):

- **Climate:** The Mediterranean climate prevails along the entire north coast, and the next Atlas has a climate (dry hot summer, wet and cold winter). Moreover, semi-dry on the upper plateaus in the center of the country, but when just crossing the Atlas desert mountains, the climate becomes desert, where the climate witnesses many temperature differences, where the temperature can swing from one end to the other in a few hours. (more than 40°C per day - less than 5°C per night).
- **Landforms:** The landforms of Algeria are made up of three major blocks: the hill in the north, the highlands and the mountain atlas in the middle, and the desert in the south, which can be further explained as follows:
 - **The hill:** A wide coastal strip, 1200 km long and 100 to 200 km wide. It is bordered to the south by a mountain range that extends from the west (Tlemcen region) to the Tunisian border (eastern region) and includes a group of fertile plains (Matijeh, south of Algiers). Where the majority of the population is concentrated and fields and mountains (Tallas Tallas), which are usually more than 2,000 meters high, such as the Jargrera mountains, where they are snow during the winter.
 - **The Upper Plateaus and the Near Atlas:** They are plains and plateaus that extend obliquely from the Moroccan border to the northeast of Algeria, characterized by a severe dry climate in summer, very cold and wet in winter, bordered from the south by a mountain barrier (the desert atlas). From west to east, the Qusur Mountains, the Nile Children Mountains, and the Ziban Mountains, as well as the Auras Mountains, which rise to more than 2300 m, are located at the foot of these mountains, a group of oases that determine the beginning of the desert: Biskara, Boussadah, Laghouat, and Ghardaïa.
 - **Sahara (desert):** Desert covers about 85% of Algeria's surface (2000 km from west to east and 1500 km from north to south). Algeria has a large number of national parks and reserves due to its vast territory. Among these natural sites, there are so far ten natural reserves belonging to the world natural heritage, protected internationally by UNESCO, and a significant other group of national parks remains a candidate. To become global reserves,

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these sites have been classified because they meet several conditions, such as the availability of an ecosystem different from the surrounding areas, the presence of a certain number of rare creatures, the diversity of vegetation or geological structures in relation to desert areas, and others (Abderzag & Mohamed, 2023, p. 1109). In addition, according to UNESCO, the most beautiful view of the sunset in the world can be seen from the summit of Askram in a series of stagnant volcanic mountains in the state of Tamanrasset. Moreover, studies indicate that the drawings of the cave in southern Algeria are the oldest in history, dating back to the Stone Age, with a lifespan of up to 9 thousand years before Christ (Aalal , 2020).

1.2.Urban and Historical Resources:

The Main urban and historical Tourist attractions in Algeria are as follows (tourismalgeria, 2024):

- Casbah of Algiers: Explore the historic Casbah of Algiers, a UNESCO World Heritage Site, known for its narrow streets, traditional architecture, and vibrant atmosphere.
- Timgad: Visit the well-preserved Roman city of Timgad, founded by Emperor Trajan in the 1st century. Its ancient ruins and architecture offer a glimpse into the Roman era.
- Tassili n'Ajjer: Discover the UNESCO-listed Tassili n'Ajjer National Park, known for its ancient rock art, dramatic rock formations, and prehistoric archaeological sites.
- Sahara Desert: Embark on a desert adventure in the Sahara, where you can experience camel treks, explore oases, and witness breathtaking desert landscapes.
Studies indicate that the drawings of the cave in southern Algeria are the oldest in history, dating back to the Stone Age, with a lifespan of up to 9 thousand years before Christ.
- Djemila: Visit Djemila, another well-preserved Roman city with stunning ruins, including temples, theaters, and forums. As well, Algeria has 22 roman sites, 7 of which are on the UNESCO World Heritage List.
- Oran: Explore the coastal city of Oran, known for its beautiful beaches, historic sites, and lively arts scene.
- Tlemcen: Discover the city of Tlemcen, famous for its Islamic architecture, including the Great Mosque and El Mechouar Palace.
- Constantine: Explore the city of Constantine, known as the "City of Bridges," with its dramatic setting on a plateau overlooking deep gorges and the Rhumel River.
- M'zab Valley: Visit the M'zab Valley, home to the unique and well-preserved medieval town of Ghardaïa, known for its distinctive architecture and cultural heritage.
- Mediterranean Beaches: Relax on the beautiful Mediterranean beaches of Algeria, including those in Algiers, Annaba, Bejaia, Mostaganem, and Oran. It extends over a distance of 1644 kilometers.

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1.3.Cultural Heritage:

They are as follows (Benchaib, 2022):

- Folklore.
- Traditional industry and traditional cooking.
- Traditional industries are a privileged cultural heritage in Algeria, where they are considered an important tourist attraction, attracting many tourists who wish to learn about the cultures of the peoples. This is done through international and national exhibitions such as salons of traditional clothing, such as Capitalists, Tribes, Constantinople, and Naily. This highlights the diversity of traditions and cultures from one region to another, not to mention jewelry and its diversity, such as gold and silver... Where the allocation of aid is decorated. In addition to the textile and zarabi industry in the desert (Ghardaïa State), as well as the manufacture of crockery. Recently, Algeria has been witnessing a large influx of tourists interested in religious tourism. Religious corners attract many visitors, the most important being the Ottoman Rahman corner, the Isawiya corner, and the Tijani corner. Cultural tourism plays an important role in attracting tourists interested in this type of tourism. Algeria has museums that express the authenticity and ethnicity of the country (Algerie-monde, 2024).

2. Tourism Infrastructure:

2.1.Transportation Facilities:

Although Algeria has made efforts to develop the transportation sector, transportation services remain inadequate due to the country's vast size. The total length of roads built to date is just over 109,452 kilometers, and there is only one highway running from northeast to northwest (Erabti & Aimar, 2021).

Algeria's railway network has undergone significant development since 2002. Algeria's railways are the most modern in Africa and cover a distance of 4,498 km in 30 states. The Ministry's objective is to connect all Algerian states by rail. And consists of 64 self-propelled electric trains, 17 Metro Mazot, and 261 Mazot locomotives. In addition to 14 electric locomotives and 416 transport units, the new Coradia train has been adopted at 160 km/h and is 110 m long. This train is versatile for long distances (diesel/electric 25 kV) at 160 km/h. It is 110 meters long, has 6 coaches, and can accommodate 254 passengers, 60 of them in first class. Adapted to the climatic conditions of the country (sand and high temperatures), it has a powerful air conditioning system and facilities to facilitate access and travel on board, especially for persons with reduced mobility (PRM) (National Railway Transport Company (SNTF), 2023)

Additionally, Algerian Airlines has a fleet of more than 56 Boeing and Airbus aircraft. Algeria also has 42 airports, including 18 international airports, the most important of which are Houari Boumediene Airport, Oran Airport, Annaba Airport, Constantine Airport, and the rest are domestic airports. The Algerian Airlines Company is the official airline of the Republic of Algeria (Air Algerie, 2022). Algeria also has 13 seaports on the coastal strip with a length of approximately 1,622 km in 14 coastal states of the Mediterranean Sea, including two power ports, eight shipping ports, and three multipurpose ports (jikelogistics, 2024).

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However, despite the efforts made to develop the transport sector, the infrastructure is still insufficient to connect tourists to all the main destinations and attractions in Algeria, especially in the south of the country (Algerian Sahara).

2.2. Communication Services:

Algeria has an extensive telecommunications network. Satellite, cable, and Internet services are available throughout the country. Algeria has five (5) satellites, and the Algiers Space Communications Foundation provides a range of satellite services as follows (Ministry of Postal and Telecommunications, 2024):

- VSAT (Very Small Aperture Terminal) service, which provides a high-speed connection between multiple sites located in remote areas (rural sites, mountains, deserts, land mobile equipment, aviation, etc.) or in areas lacking terrestrial communications infrastructure (undeveloped areas, disaster areas, etc.).
- Geographic position of the vehicle.
- Visual communication technique of an enemy.

Algeria also has three telecommunications companies, the state-owned Mobilize with 16.5 million subscribers and the Geese Joint Ownership Company with more than 16.5 million subscribers. Ooredoo, a subsidiary of the country group, has 12.5 million subscribers. Mobile subscribers amounted to 49.30 million mobile subscribers, 45.28 million were counted in the third and fourth generation networks by the end of the first tripartite of 2023 (Mansour, 2023).

The number of Internet users in Algeria reached about 32.09 million in January 2023, and the Internet penetration rate in Algeria reached 70.9% of the total population at the beginning of this year. The figure below can indicate an increase in the use of the Internet by Algerian individuals and an increase in transactions through the Internet. This explains the need for tourism institutions to resort to the Internet to promote their services rather than the traditional ways of promoting them. Especially tourist agencies, as Statista explains that the value of online hotel bookings has increased faster in recent years, thus could be explained by the need to switch to electronic rather than traditional transactions because they are the current ones (Datareportal, 2023).

Latest statistics on the Statista website regarding digital transformation in Algeria indicate that (Statista, 2024):

- The 4G network coverage in Algeria is estimated to amount to 91.28% in 2024.
- The average broadband connection speed in Algeria is estimated to amount to 9.01k kbit/s in 2024.
- The 3G network coverage in Algeria is estimated to amount to 98.96% in 2024.
- The export of ICT services per capita in Algeria is estimated to amount to €1.71 in 2024.
- The total consumer spending on ICT equipment in Algeria is estimated to amount to €362.90m in 2024.

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2.3. Tourism Institution & Accommodation Capacity:

Algeria offers a range of tourist attractions, such as magnificent landscapes of the Sahara, heritage sites, the Atlas Mountains, and comfortable beach destinations on the Mediterranean. Tourism in Algeria has become increasingly attractive. The tourism industry plays a minor role in the Algerian economy. In 2021, the sector contributed about 4% of the country's gross domestic product (GDP), including travel agencies, accommodation facilities, and tourist attractions, and employed about 5% of Algeria's working population, or about 550,000 jobs. Although tourism employment has gradually improved since 2020, it has not yet reached pre-pandemic levels of around 630,000 jobs in 2019 (Statista, 2023).

Algeria also has a large number of tourism institutions, some of which are tasked with implementing the government's tourism strategies, while others are dedicated to developing and strengthening tourism services locally and abroad. These tourism institutions are headed by the Ministry of Tourism, established in 1963, with its directorates in all the states. (governorates), The National Tourism Office, established in 1988, with all its branches at the regional and local levels, and the National Tourism Development Agency (ANDT), established in 1998, as well as the National Institute for Tourism Studies (ENET), established in 1998, in addition to a large number of tourism associations. There are also institutions responsible for providing and promoting tourism products, notably the Algerian National Tourism Office and the Algerian Tourism Club (Erabti & Aimar, 2021).

The statistics published on the website of the Ministry of Tourism represent the main statistical indicators of the tourism sector for 2022, showing the evolution of the sector. The main ones are (the Ministry of Tourism and Traditional Industry, 2022):

- Hotel barracks with 1,576 accommodation establishments, gross accommodation card of 145,526 beds.
- Tourism and travel agencies have a total of 4722 accredited agencies.
- The number of tourists in Algeria reached 2.3 million in 2023, including 1.5 million foreign tourists from January to August 2023. The southern states (desert tourism) also saw about 26 thousand tourists per year in 2023 (Masouda, 2023).

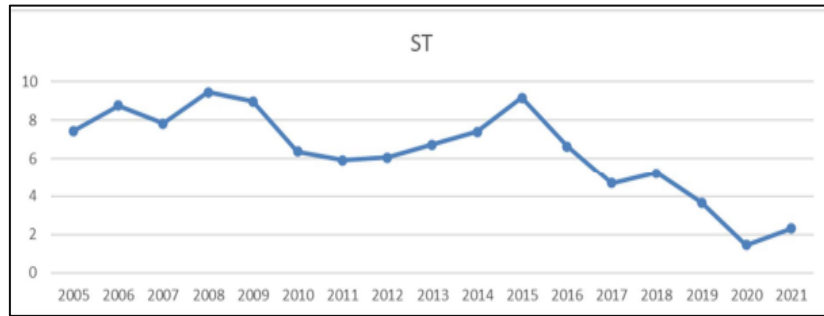
Table 4.1. Tourism Sector Indicators in Algeria 2022

Number of hotel establishments	1576
Number of beds	145 526
Number of tourism and travel agencies	4722
Number of tour guides	200
Number of tourism projects in progress	2585

Source: Prepared by the authors using data provided by the Ministry of Tourism and Traditional Industry (2022).

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Figure 4.1. Evolution of Tourism Services in Algeria during (2001-2021) (%)



Source: Chirouf & Bobah (2024)

The graph represents the changes in tourism services in Algeria during 2005-2021, where we observe that (Chirouf & Bobah , 2024, p. 128):

- From (2005-2008) and (2012-2015), there is an increase in the value of tourism services, reaching its maximum value for this period at 9.1690345%.
- From (2008-2012) and (2015-2021), there is a decrease in the value of tourism services, reaching its minimum value at -1.4577%.

Section 02: Tourism Indicators & Contribution to The Algerian Economy

1. Algeria Tourism Indicators:

1.1.International Tourism in Algeria:

Algeria was the destination of nearly 2 million international tourists in 2019, a number that has increased overall since 2015. However, the number fell sharply in 2020. About 90% of visitors traveled for personal purposes, including leisure, while the remaining 10% entered the country for business or professional reasons. Africa and Europe were initially pilot regions, attracting 410,000 and 72,000 international passengers respectively in 2020. More specifically, Tunisian citizens have accounted for nearly 50 % of inbound tourism in recent years, followed by French, Moroccan, and Chinese citizens (statista, 2022).

Table 4.2. Growth in the number of tourists arriving in Algeria between 2000 and 2023

Years	Number of Incoming Tourists	Years	Number of Incoming Tourists
2000	866	2012	2.634.000
2001	901	2013	2.733.000
2002	988	2014	2.301.000
2003	1.166.000	2015	1.710.000
2004	1.234.000	2016	2.039.000
2005	1.443.000	2017	2.451.000
2006	1.638.000	2018	2.657.113
2007	1.743.000	2019	2.371.056
2008	1.772.000	2020	591.031
2009	1.912.000	2021	125.238
2010	2.070.000	2022	1.398.048
2011	2.395.000	2023	3.292.508

Source: World Bank (2024)

The table shows three phases. From 2000 to 2018, there was a gradual increase in the number of tourists arriving in Algeria, reaching 2,657,113. The second phase (2019–2021) saw a decline

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in arrivals due to global lockdowns caused by the pandemic, which brought tourism to a halt worldwide. The third phase, from 2022 to 2023, saw the tourism sector recover, with 3,292,508 tourists arriving.

Table 4.3. The development of tourist nights and arrivals in Algerian hotels

	Nights					
Type	2014	2015	2016	2017	2018	2019
Years	837812	681350	992611	1146061	1345003	1233019
Non-residents	6215932	6504904	6283910	6260409	6220730	5582854
Residents	7053744	7186254	7006470	7406470	7565733	6815873
	Arrivals					
Type	2014	2015	2016	2017	2018	2019
Years						
Non-residents	401073	399873	589476	735150	834315	765560
Residents	3772511	3827683	3730704	3688543	3679228	3533544
Total	4173584	4227556	4320180	4423648	4513543	4299104

Source: Zermane et al (2021)

We can see from the table that the number of tourist overnight stays in Algeria is on a continuous and steady rise, from around 7,053,744 in 2014 to 7,565,733 in 2018, due to the local population's interest in domestic tourism following the improvement in security. Cultural awareness and standard of living. As well as we very much distinguish the decrease in the number of tourists during the year 2019 in comparison with 2018, and this is explained by the suspension of many airports and the closure of borders, especially in Asian countries due to the beginning of the spread of the coronavirus (Zermane et al., 2021).

1.2.Domestic Tourism in Algeria:

The total number of overnight stays by domestic tourists in Algeria amounted to nearly 2.2 million in 2020. Due to the COVID-19 pandemic, the number of overnight stays by Algerian residents traveling within the country decreased significantly compared to the previous year. In 2019, inbound tourists accounted for approximately 6.3 million overnight stays in Algeria (Statista, 2023).

Domestic tourism is a major contributor to Algeria's tourism industry, as the majority of tourists visiting the country are local tourists. By the fall of 2020, nearly 3.7 million local tourists will be staying in hotels and similar accommodation facilities each year. By comparison, the number of international tourists staying one night in 2019 was 850,000. The state also benefits economically from local holidays.

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1.2.1. The Value of International and Local Tourism Spending in Algeria:

Domestic tourism expenditure in 2021 was around US \$5.8 billion, compared to only US \$30 million in international tourism, this demonstrates that the majority of tourists visiting the country are domestic tourists (Statista, 2023).

Table 4.4. The value of international and local tourism spending in Algeria for the years 2019 and 2021 (million US dollars)

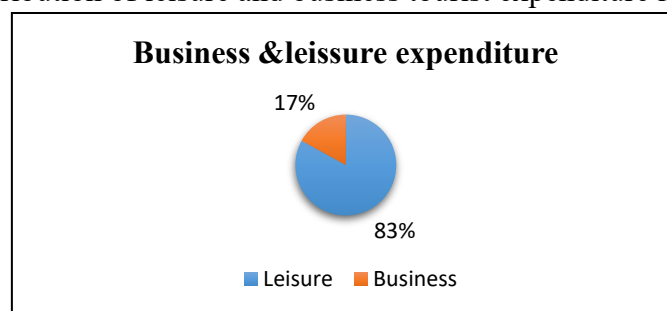
Characteristic	2019	2021
international	143.3	30.2
domestic	7,856.3	5,768.5

Source: Statista (2023)

1.2.2. Distribution of Leisure and Business Tourist Expenditure in Algeria in 2021:

In 2021, leisure tourism accounted for 83% of the tourist expenditure in Algeria. This corresponded to 4.8 billion U.S. dollars. In contrast, business travel made up 17 percent of the spending, approximately 983 million U.S. dollars. The tourism industry was impacted by the COVID-19 pandemic and the travel restrictions that ensued (Statista, 2023).

Figure 4.2. Distribution of leisure and business tourist expenditure in Algeria in 2021



Source: (Statista, 2023)

2. Tourism's Contribution to The Economy:

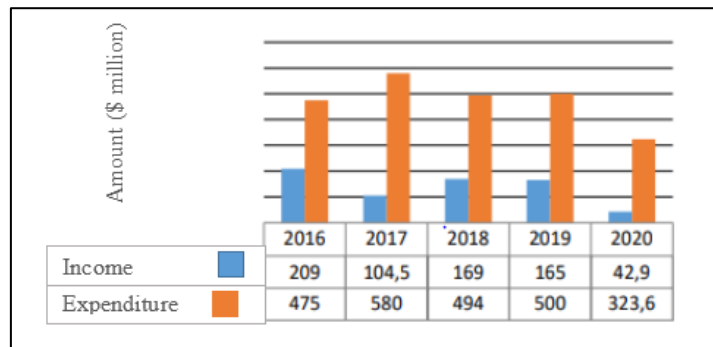
The tourism industry contributes moderately to Algeria's economy. In 2021, the sector accounted for about four per cent (4 per cent) of the country's GDP, and slowly recovered after the 2020 tourism crisis caused by the COVID-19 pandemic. Moreover, tourism-related industries, such as accommodation facilities, travel agencies, and tourist attractions, employed about 5 per cent (5 per cent) of Algeria's working population in 2021. In absolute terms, this translated into nearly 550 thousand jobs. While tourism employment has gradually improved after 2020, it has yet to reach pre-pandemic levels of about 630 thousand jobs in 2019 (statista, 2022).

2.1. Evolution of Algeria's Balance of Payments - Tourism and Travel:

Tourism has contributed to the country's economic development, making it an important contributor to the national gross domestic product (GDP). This is illustrated by the fact that the balance of payments has evolved as shown in the following figure (Silem & Aliane, 2023).

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Figure 4.3. Evolution of Algeria's balance of payments - tourism and travel



Source: Silem & Aliane (2023)

2.2. Contribution Value of The Travel and Tourism Industry to The Gross Domestic Product (GDP) in Algeria From 2019 to 2021:

In 2021, the tourism industry contributed around 7.2 billion US dollars to Algeria's gross domestic product (GDP), which represents a 33% increase from the previous year. In 2020, the coronavirus (COVID-19) pandemic caused a decline in the tourism sector's contribution to GDP (Statista, 2023).

Table 4.5. The evolution of revenues in Algeria during (2010-2020)

Year	2009	2010	2011	2012	2013	2014
revenues	361000000	324000000	300000000	295000000	326000000	316000000
year	2015	2016	2017	2018	2019	2020
revenues	347000000	246000000	171000000	196500000	140000000	50000000

Source: (worldbank, 2023)

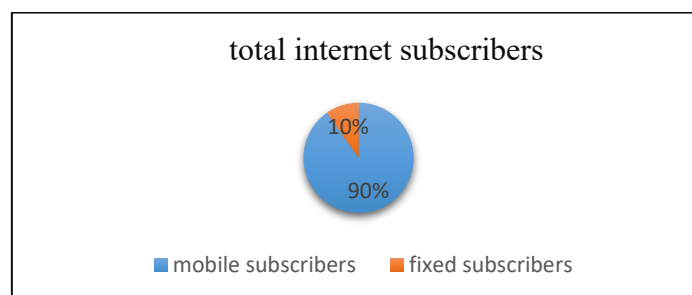
Section 03: E-commerce and Marketing in Algeria: a Brief Overview of its Evolution

1. The Usage of The Internet in Algeria:

According to statistics from the international consulting agency Data Reportal, the number of internet users in Algeria increased by 5 million at the beginning of 2023, reaching 32.09 million and representing a penetration rate of 70.9% of the total population. This figure is up from approximately 27 million users in 2022 (Abd-erazak, 2023).

At the start of 2023, there were 4,287,320 mobile internet subscribers, accounting for 90.25% of all internet subscribers in Algeria. Meanwhile, the number of fixed internet subscribers was estimated at 5,182,538, representing 9.75% of the total (Postal and Electronic Communications Regulatory Authority (ARPCE), 2023).

Figure 4.4. Total number of Internet subscribers (fixed and mobile) for the first quarter of 2023

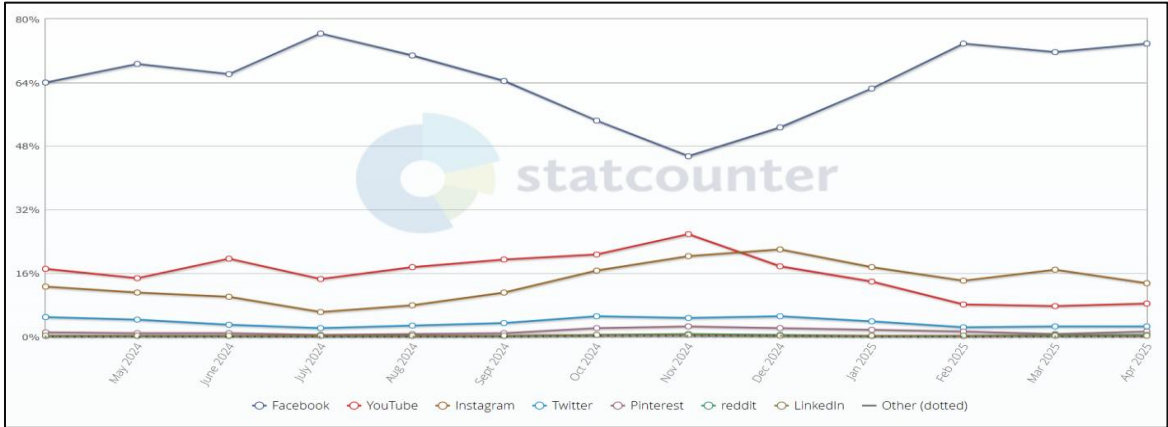


Source: Postal and Electronic Communications Regulatory Authority (ARPCE) (2023)

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In this context, social media usage has grown rapidly, with Algeria reaching 24.85 million social media users (54.1% of the total population) in January 2024 (Official Website of the International Trade Administration, 2024). Additionally, Stat Counter’s data on the usage rate of various social media applications in Algeria revealed the following: Facebook (73.96%), Instagram (13.45%), YouTube (8.23%), Twitter (2.52%), Pinterest (1.21%), and Reddit (0.34%). Further clarification can be found in the figure below (statcounter, 2025).

Figure 4.5. Social Media Stats Algeria (Apr 2024 - Apr 2025)



Source: (statcounter, 2025)

2. Electronic Payments in Algeria:

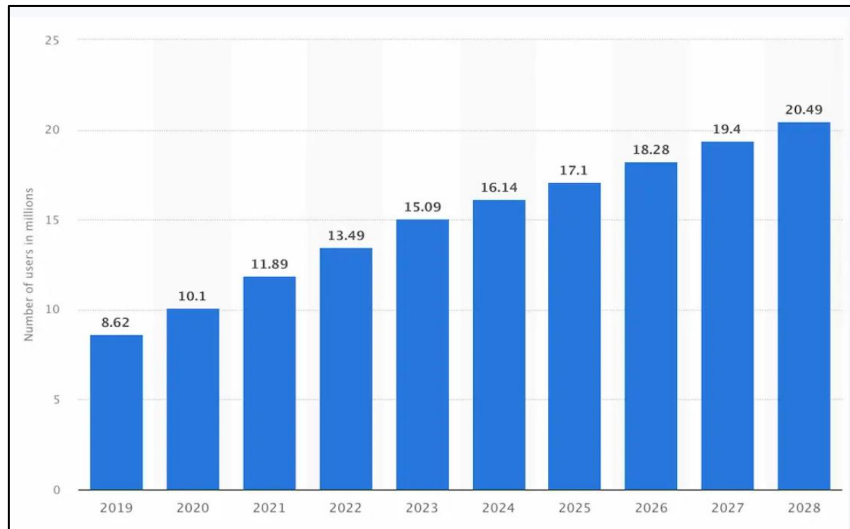
According to the Algeria invest report, the volume of electronic payments (including those made via electronic payment terminals, online, and via mobile phones) increased by 59.993 billion dinars (or approximately 60 billion dinars, representing a 57% increase) compared to 38.113 billion dinars during the same period in 2023. This reflects the tendency of Algerian consumers to transact electronically and reduce their use of cash. Online payments specifically grew by 63.82% in 2024 compared to 2023, reaching 20.257 billion dinars. The number of mobile payments (using QR codes) increased by 60% compared to last year, reaching 26.7 million transactions with a total value of 19.6 billion dinars. This service was officially launched in Algeria in 2022 and relies on QR code reading technology, meaning payment does not require an electronic card (algeriainvest, 2024).

3. The Evolution of e-Commerce Consumers in Algeria:

According to a Statista study, the e-commerce market in Algeria is experiencing significant growth. Statistics show remarkable growth, with the number of users expected to reach 20.49 million by 2028. This represents a substantial rise compared to the projection of 17.1 million users in 2025, as illustrated in the figure below (webservices, 2024).

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Figure 4.6. Expected growth in the number of Algerian e-consumers (2019 to 2028)



Source: webservices (2024)

The figure illustrates the expected growth in the number of Algerian e-consumers over the ten years from 2019 to 2028. It illustrates the growing number of e-commerce users and explains Algerians' concerns about adopting online shopping.

4. Expanding e-Commerce Infrastructure:

The recent digitalization of Algeria has led to an expansion of infrastructure and an increase in the number of e-commerce users. At the beginning of 2024, the number of online merchants in Algeria reached 510, up from 337 the previous year. This coincided with a rise in the volume of internet transactions, which reached 3.2 million at the start of 2024 compared to 2.7 million at the start of 2023. Furthermore, Statista statistics indicate that the number of Algerian mobile phone and internet users making bill payments will increase by 2025. In 2024, approximately 8.2% of the Algerian population aged 15 and over made online purchases using mobile phones and the internet. Interestingly, women slightly outnumbered men in digital shopping, with 9.2% of female users making online purchases compared to 7.2% of male users (Statista , 2025).

These statistics suggest significant developments in Algeria's e-commerce ecosystem, paving the way for further growth in the coming years. These high rates of e-commerce adoption reflect a shift in Algerian consumer behavior and the growing digitalization of the Algerian economy.

Section 04: The Reality of e-Promoting Tourism in Algeria

1. Promoting Tourism in Algeria Through Social Media Platforms and Digital Influencers:

As previously mentioned, StatCounter statistics indicate that Algeria has recently experienced an increase in social media usage. Consequently, many tourism establishments have started to use social media platforms for marketing purposes, such as analyzing tourist behaviour and trends, conducting opinion questionnaires, researching tourist needs and desires, measuring satisfaction levels, and advertising and promoting tourist destinations on these networks. Both public and private tourism establishments are now seeking to collaborate with a select group of young people, both domestically and internationally, who have innovative ideas to promote

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Algeria as a tourist destination. The Algerian tourism market has recently become much more popular, primarily thanks to influencers and content creators on social media. These influencers promote destinations that have not received sufficient attention from the relevant Algerian authorities (Benmir & Mesnadi, 2023).

Table 4.6. Top 05 Tourism Content Creators Contributing to Tourism Promotion in Algeria

Ranking of Content Creators	Number of followers on Facebook & Instagram	Description
Khoubai	Facebook: 4.4 M Instagram: 3.2 M	He is widely regarded as one of the most talented tourism content creators in Algeria. He recently won the Best Tourism Content Creator Award for 2023 and the Best Tourism Content Award on Facebook from the Arab Union of Tourism Media at the Third Arab Tourism and Heritage Forum.
Kacem and Esther "Kasoest"	Facebook: 2.6 M Instagram: 1.1 M	The duo travels the world extensively, sharing their daily lives on social media and making significant contributions to promoting Algeria as a tourist destination. They also spread the word about the country's endless secrets.
Hamlaoui	Facebook: 25 K Instagram: 325 K	Hamlaoui, whose social media name comes from the popular Algerian word 'hamla', meaning to embark on a trip or journey without preparation, has become famous for his diverse videos on how to spend holidays and vacations in Algeria. He provides tips on setting budgets for trips and accommodation, to show people how to have a great time on a budget.
Mehdi Chattah	Facebook: 10 k Instagram: 411 k	Journeys Tracing Food and Its Origins, Algerian chef Mehdi Chatah is one of the few names promoting tourism through local food, as he has been traveling between cities and villages under the name of "food tourism."
Meddour Sliman "Hawass bladek chriki"	Facebook: 3.3 k Instagram: 201 k	He won the Best Content Creator in Africa award, representing Algeria in a continental competition held in Senegal in 2022. He also won the Best Promotional Video for Tourism in Algeria award, presented by the Ministry of Tourism and Traditional Industry in 2023.

Source: from author preparation based on the data provided on (ultraalgeria, 2023)

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2. Promoting Tourism in Algeria Through Viral Content and Word-of-Mouth:

The Ministry of Tourism and Handicrafts has invited all social media users to share content using the hashtags #حوس_بلادك and #إعرف_بلادك_وعرف_بها. The initiative involves posting photos and videos of Algeria's tourist sites and archaeological landmarks, accompanied by these hashtags. The hashtag will be widely disseminated, thereby promoting Algeria as a tourist destination and encouraging cultural, family, and youth tourism via social media (The Ministry of Tourism and Handicrafts, 2018).

Several young Algerians and influencers have recently started using the #حوس_بلادك hashtag across various social media platforms, in numerous groups and pages, to promote Algeria's regions and encourage visitors to experience their breathtaking beauty. This is evident in the thousands of photos uploaded daily of natural landscapes and tourist sites in the north, south, east, and west of Algeria under the hashtag #حوس_بلادك. On their social media pages, activists are trying to highlight the beauty of each region by focusing on its distinctive features and describing Algeria as a continent (annasronline, 2021).

Figure 4.7. Promoting tourism in Algeria through viral content



Source: The Ministry of Tourism and Handicrafts (2018)

During our analysis of tourism promotional posts on social media, we observed that tourism is being promoted through several methods, such as viral videos featuring the song 'Habibi, Come to Algeria'. This type of video has become popular among Algerians and is widely used in videos posted on social media related to tourism in Algeria. There are approximately 23 million viral posts of this type on TikTok. We also identified several other trending videos, such as 'Visiting 4 Tourist Destinations in Less than 24 Hours' and 'Tasting Popular Algerian Foods', among others.

As a result, it can be concluded that this promotional campaign has been highly effective in raising awareness of Algeria as a tourist destination, thanks to the rapid spread of these videos and the hashtag.

3. Global Websites and Apps for Online Tourism Promotion in Algeria:

There are currently many global websites and apps that promote tourism and travel, displaying tourist destinations around the world, including Algeria. The table below outlines the most important of these, focused on global tourism and travel. The following are mentioned (Silem & Aliane, 2023):

Table 4.7. Global websites and apps for online tourism promotion in Algeria

Website	Definition	Number of Downloads in 2022
Airbnb	This website and app specialize in promoting the rental of houses, apartments, and other accommodations around the world, including in Algeria. It does this by showing photos, allowing visitors to view and compare prices, and helping them to complete the booking process.	53.1 million downloads per month across all countries of the world
Booking	It is a website and app that promotes various tourist destinations around the world and facilitates various booking processes for hotels, restaurants, and accommodations.	82.6 million downloads per month across all countries of the world
Expedia	It is a global travel agency that runs promotional campaigns targeting travelers to find suitable trips at the best value. It is available as a website and an online app.	27.7 million downloads per month across all countries of the world
Hopper	It is a new travel and hotel booking app	20.3 million downloads per month across all countries of the world
Vrbo	It is a website dedicated to finding rental accommodation or booking hotel rooms for families to enjoy their travel experience across various countries around the world.	20.7 million downloads per month across all countries of the world
Hotels.com	It is a subsidiary of Expedia that promotes hotels and shows their prices.	14.7 million downloads per month across all countries of the world

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Trivago	It is a website and app that offers a comparison of millions of hotels worldwide	12.6 million downloads per month across all countries of the world
Skyscanner	This website offers the best deals on various trips, hotels, and car rentals at low prices, providing transparency and security.	17 million downloads per month across all countries of the world
KAYAK	It is a subsidiary of Booking.com and operates in the same way, serving as a one-stop shop for all travel needs.	7.1 million downloads per month across all countries of the world
Priceline	It is a subsidiary of Booking and operates in the same way. It offers secure and fast bookings and discounts for high-profile people.	5.5 million downloads per month across all countries of the world

Source: Silem & Aliane (2023)

Thanks to advances in information and communication technology, the world has become a small village. Information can now be obtained with just one click. This has led to an increase in electronic commercial exchanges. In the tourism sector, for example, travel apps help tourists to choose the best destinations at the lowest cost by providing the opportunity to compare prices and read reviews. Algerian tourists now prefer to rely on these applications to find suitable destinations. The table below shows statistics from the SEMrush website on the ranking of the most popular tourist websites visited by Algerian users in March 2025.

Table 4.8. Most popular tourist websites visited by Algerian users (March 2025)

Websites	Visits	Desktop share	Mobile share	Type of service
Booking.com	1.000.000	407.65K (40.64%)	595.5K (59.36%)	Book hotels and accommodations
Flightradar24.com	456.240	40.51K (8.88%)	415.72K (91.12%)	Track flights
Amadeus.com	428.560	359.68K (83.93%)	68.87K (16.07%)	Book flights
Emirates.com	395.780	18.18K (4.59%)	377.59K (95.41%)	Book flights with Emirates
Agoda.com	381.130	163.23K (42.83%)	217.9K (57.17%)	Book hotels
Skyscanner.net	317.570	100.6K (31.68%)	216.97K (68.32%)	Compare flight prices
Flightaware.com	312.110	19.7K (6.31%)	292.41K (93.69%)	Track flights
Radissonhotels.com	302.090	6.04K (2%)	296.04K (98%)	Book Radisson hotels

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Trip.com	231.250	52.92K (22.89%)	178.32K (77.11%)	Book hotels and flights
Balearia.com	216.160	23.56K (10.9%)	192.6K (89.1%)	Book ferries
Transavia.com	180.010	105.92K (58.84%)	74.09K (41.16%)	Book flights with Transavia
Air France.com	175.440	21.6K (12.31%)	153.84K (87.69%)	Book flights with Air France
Billetweb.fr	172.490	1.37K (0.79%)	171.12K (99.21%)	Event tickets/transport
Algerieferries.dz	159.990	22.05K (13.78%)	137.94K (86.22%)	Book Algerian cruises
Corsicalinea.com	157.430	65.47K (41.59%)	91.96K (58.41%)	Ferries to France

Source: From author preparation based on the data provided in (semrush, 2025)

4. Electronic Platforms and Applications for Promoting Tourism in Algeria:

Currently, Algeria is making tremendous efforts to advance the tourism sector and promote the country as an alternative to the hydrocarbon sector. As part of the recent digitization process, the Algerian tourism authorities are working hard to enhance the digital tourism experience and promote the country's tourist attractions. In this context, the Ministry of Tourism has launched several websites and apps to this end. These will be analyzed in this section.

1. The websites of the Ministry of Tourism and Handicrafts.
2. Websites promoting tourist destinations and attractions.
3. Websites offering tourism packages and facilitating the booking process.
4. Tourism Application.

4.1. The Websites of the Ministry of Tourism and Handicrafts:

4.1.1. mta.gov.dz:

The Ministry of Tourism and Handicrafts' website, <https://www.mta.gov.dz>. This is the main website of the Algerian Ministry of Tourism and Handicrafts. It provides a comprehensive overview of Algeria's tourism sector, offering various pieces of information and promoting tourism investment while highlighting the country's tourism attractions.

4.1.2. Public Services Portal for the Tourism Sector:

<https://portail.mta.gov.dz/>. This website was created by the Ministry to facilitate and improve the public services provided to stakeholders in the tourism sector. The Ministry uses the website to handle enquiries, requests, and complaints, and to facilitate communication with other websites that support the improvement of public services for stakeholders in the tourism sector.

4.1.3. National Tourism Office website:

<https://www.onatdz.com>. The website has two main objectives: to oversee and monitor organizations involved in tourism activities, including travel and tourism agencies. It also promotes Algeria as a tourist destination by providing comprehensive tourism information.

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4.1.4. sitev.dz:

The website of the International Tourism and Travel Fair (<https://sitev.dz>) is a digital platform that showcases the latest news on the events of the International Tourism Fair. It is an effective means of promoting Algeria as a tourist destination both locally and internationally.

4.1.5. siyahatic:

(<https://siyahatic.net/>), It is the first digital platform and application targeting young people to guide them to job opportunities in the tourism sector. It was developed in collaboration between the Ministry of Tourism and Handicrafts and the Ministry of Labor, Employment, and Social Security on June 7, 2024. It provides young people with the opportunity to undertake internships in the tourism industry and provides guidance and support in developing their tourism projects.

4.2. Websites Promoting Tourist Destinations and Attractions:

4.2.1. Visit Algeria Portal:

(<https://visitalgeria.com>) It is the official website of the National Tourist Office (ONT), which is responsible for promoting Algeria to local and international tourists. The website aims to promote Algeria as a tourist destination and its most important attractions. The website is available in three languages: Arabic, French, and English. The website also showcases various travel agencies, hotels, and restaurants, and highlights the art of cooking and traditional crafts in Algeria.

4.2.2. Tourism&voyages Website:

(<https://tourismetvoyages.dz/>) This is a website that provides comprehensive information about tourism in Algeria. In addition, the website publishes updated articles and news about the most important tourist destinations in Algeria and important events, such as the date of the International Tourism Fair, as well as various tips related to travel and tourism in Algeria.

4.2.3. Algeria travel and tours:

(<https://www.algeriatravelandtours.com/>), This website was developed by a unique travel agency offering specialized services, such as organizing private trips within Algeria for foreign tourists wishing to explore the country's history and culture, and enjoy its stunning natural landscapes. The website is only available in English, as it is targeted at a market segment of foreign tourists. It also features English-speaking tour guides.

4.2.4. Algeria Tours Platform:

The Ministry of Tourism and Traditional Industries has developed an electronic platform on tourist routes, called Algeria tours, to achieve digital transformation and develop the domestic tourism sector. Algeria is also a tourist product in itself, paving the way for tourists to choose the most appropriate destination for them, whether in terms of cultural, archaeological, natural, or religious interests. The main objective is to develop domestic tourism, varying from region to region. The platform will provide the desired complement to promote the tourism product offered by the various local destinations, and will present Algeria as a diverse tourist component of the various tours. The first version of the portal was established in March 2022, with 281 thematic tourist routes (premier ministre dz, 2022).

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Description and analysis of the Algeria tours platform:

There are many applications offered by the platform to tourists that we present below:

Platform language: The language is Arabic, as well as English and French.

Platform trademark: The symbol (logo) is a graphic of a colorful Algerian map representing the various climatic terrain of Algeria, from blue at the upper part of the map, which represents the coastal strip, dropping to brown below the map, which symbolizes the desert climate. The map also introduces a drawing of a man riding camels wearing Algerian Saharan traditional cloth. As for the slogan, the platform used its name as a slogan, where the symbol of the platform was placed at the upper part of the page with the full name, followed at the bottom by the words "Discover the most beautiful sites: the most wonderful attractions and the most beautiful landscapes on trips all year round".

Icons and links on social media: there are icons for Facebook, Instagram, YouTube, and Twitter, but when you press the icon, you do not convert to these links. Therefore, we have also searched the site's official page on each of the above social media sites, but we did not find anything, which means that there are not yet any site's official pages on social media sites.

Important indicators on the platform:

Nature of the activity: The Algeria tours is a tourist platform that promotes the tourism sector and introduces the Algerian tourist destinations.

Icons: Once you enter the platform's home page, you find three icons:

- Choose the theme; there are four options for tourist trails: Beach, Desert, Historical, and Cultural.
- Choose a way type: long, medium, or short.
- Choose your preferred destination: Here, the platform shows all Algerian states.

The official page also contains Google Maps to identify your location and hence view all tourist sites in your vicinity. The page also features an icon of various popular and recommended tourist routes and destinations, such as the Grand Algiers Collector Cultural Track and the historic track Kaff Al-Zawabiq. When you click on one of these routes, you will see a page containing all the tourist information related to that destination, including historical and cultural identification, the duration of the route and its type, the appropriate seasons to visit it, and the presentation of various images of the tourist sites in it. The platform also provides a comments box about this destination, as well as providing access to people's feedback on their opinions and experiences in the tourist sites included in this route or destination.

The platform offers an icon of available hotels in Algeria, showing all possible details of these hotels, including the number of stars, location, number of rooms and capacity, telephone number, photos of the various accommodations of the hotel, and offers a box to add comments about their experience in these hotels. Another icon shows various restaurant details, such as the name of the restaurant, its location and address, the type of food it offers, the telephone number, and the box to add a comment about their experiences in that restaurant.

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4.3. Websites Offering Tourism Packages and Facilitating The Booking Process:

4.3.1. The Namlatic Platform Definition:

"Namlatic" is the first Algerian online hotel booking startup, which offers its services in three languages: Arabic, English, and French, and to book hotels online through a secure online payment method platform available, including the "Edahabia" card at Algeria Post. It also provides customers with the possibility to cancel the booking without financial consequences. The platform currently works with more than 150 different star and unrated hotel accommodations, ranging across 38 cities in the country (k.Derkouche, 2022). Namlatic platform digitizes the tourism sector in Algeria with a technological innovation on a hotel reservation platform. Then the Namlatic brand on an international level: Algeria, France, India (Namlatic, 2019). As well as, Namlatic platform provides tourists with innovations so that they can easily (Namlatic, 2019):

- Book online a room in real time.
- Pay online from Algeria or worldwide.
- In three languages: FR, EN, AR.
- Cancel or modify without worries.

Amara Amaouz, CEO and co-founder of Namlatic, noted in his speeches during the International Exhibition for Tourism, Travel, Transport and Hotel Equipment (SIAHA), which was held recently in Oran, "Namlatic seeks to support the local economy 100% and revive the Algerian economy through the digitization of the hotel sector" (k.Derkouche, 2022).

Table 4.9. Namlatic identification card

Website	https://namlatic.com
Professional Field	Hospitality
Company Size	Staff members 11- 50
Headquarters	12 rue des Cèdres, El Mouradia 16035, Algiers
Type	Partnership
Creation	2019
Specializations	tourism ‘car Booking ‘hotels Booking ‘payment Gateway ‘innovation technologies, finance
Customer Services	24-hour x 7 Day

Source: Prepared by the authors using data provided on (Namlatic, 2019)

Description and analysis of the Namlatic platform page contents:

There are many applications offered by the platform to tourists that we present below:

Platform trademark: For the platform symbol (logo), the symbol is an orange circle with a large letter N in the center. As for the slogan of the platforms, it was "Book your hotel from anywhere, anytime, and at the best price!".

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Target group: This does not appear specifically and directly within the platform, tourism products are advertised and promoted in general. However, through research and analysis of the platform page, it is targeted at various local and international tourist audiences.

Methods of people interaction with the platform: Once you enter the platform page, you find three icons:

- 1) Choose Destination.
- 2) Select Number of Travel Days.
- 3) Choose the Number of People who will book at the hotel.

The official page also contains Google Maps to identify all hotels near you.

The process of booking through Namlatic is in three specific steps on the platform page:

- Choose: Here, the tourist selects the perfect room in the hotel he prefers.
- Book: Get all facilities after completing the transaction.
- Registration: Go to the hotel with an ID card and proof of payment document.

The platform offers an icon about available hotels in Algeria (about 245 hotels), showing all possible details of these hotels, including the number of stars, location, number of rooms and capacity, prices, telephone number, and photos of the various accommodations of the hotel.

Booking and paying on the platform: The platform also offers various payment methods, either through:

- International card payment.
- CIB / EDAHABIA board.
- Payment by bank transfer.
- Payment at the Hotel.

As well as it can also be paid in Algerian dinars, euros, and US dollars.

Namlatic Developments:

The Namlatic team recently conducted in-depth research and developed a new feature specifically for companies: 'Namlatic Business'. This feature allows companies to create a corporate user account on the Namlatic platform, rather than a regular tourist account. Through this feature, Namlatic provides companies with all the facilities they need for hotel reservations.

To make these transactions fully digital, the platform has developed the 'Namlatic Wallet' feature. This allows companies to deposit funds into a Namlatic bank account, facilitating 24/7 reservations with amounts deducted each time. The Namlatic platform also aims to digitize new tourism services, including online flight booking, property reservations (including apartments and holiday homes), and partnerships with car rental companies to offer affordable car rentals (algerieinvest, 2022). By adapting to technological developments and changing customer needs, Namlatic aims to make life easier for everyone and improve the tourism user experience.

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4.3.2. bookinalgeria:

This online platform was created by Groupe HTT, a hotel, tourism, and spa complex based in Tamanrasset, and launched in October 2024. It is the first Algerian digital platform for hotel reservations and electronic payments. It includes 22 hotels belonging to the Groupe HTT. The platform's primary purpose is to promote the hotel complex, as part of the tourism sector's digitization strategy. The creation of this platform also improves the travel experience and makes national hotel offerings more accessible to tourists. (Groupe HTT, 2024).

How the platform contributes to improving the tourist experience:

Bookinalgeria believes that a positive customer experience hinges on two key factors: simplicity and effectiveness. It focuses on making online booking processes simple and effective. Its user-friendly interface facilitates easy navigation through the various accommodation options available. The platform also provides a 24/7 service (bookinalgeria, 2024).

Security and use of personal data:

The platform ensures the security of online transactions. Financial information is protected at every stage of the booking process. The platform collects user data, including name, surname, date of birth, personal address, telephone number, and email address, and processes it in accordance with the Law on the Protection of Individuals in the Processing of Personal Data. This allows us to provide secure access to the platform and manage reservations, as well as promotional and commercial communications (bookinalgeria, 2024).

Payment Policy:

The platform displays all service prices in Algerian dinars and includes taxes. The platform also occasionally offers special promotions and rates for children and infants, subject to availability. Payment can be made in cash, by certified cheque, by bank card (CIB or EDAHABIA), or by credit card on bookinalgeria.dz. Once the reservation has been confirmed, the amount will be debited from the bank card. A booking confirmation will then be sent to the user via the email address provided during the booking process. This confirmation will include all booking details (hotel, rooms, number of people, departure and arrival dates, and price paid) (bookinalgeria, 2024).

4.3.3. Volz:

(<https://volz.app/ar>), It is the first online platform specializing in booking domestic and international flights in Algeria. It is an innovative and emerging company in the tourism and travel sector. It provides a 24/7 service and is also available as a downloadable app from Google Play or the App Store. The platform collaborates with 22 airlines, including Air Algérie, Air France, and Emirates.

It allows users to compare prices for available airline tickets and flight routes, as well as the various services offered by airlines. Payment can also be made in Algerian dinars using multiple options, including CIB or Edahabia payment cards or cash on delivery.

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Volz Platform Interface Analysis:

The homepage features the company's slogan: 'Travel anywhere with Volz'. It also displays all the available airlines, the destinations that travelers have visited most frequently, and suggested trips. There are also hyperlinks to the company's social media pages on Facebook, Instagram, LinkedIn, and YouTube. It also offers ways for customers to communicate with the company and respond to their enquiries.

- Change or refund tickets: support. Volz.app

- Inquiries via email: support@volz.app

- For any other information: 09 82 30 04 79

Target audience: This audience is not specifically identified on the page, as airline tickets are generally advertised. However, through researching and analyzing the platform's page, we conclude that it is targeted at both domestic and international tourists.

Booking methods on the platform: Once you enter the platform's homepage, you will find five icons:

1) Where to depart from.

2) What is your destination?

3) Date.

4) Number of passengers

5) Class.

After confirming this information, click 'Search for flights'. A list of available flights will appear. Select and confirm the flight by entering all the user's personal information. Payment can be made using a CIB Card, EDAHABIA, or cash on delivery.

4.3.4. Riservili :

It is an online platform for a virtual Algerian travel agency. It specializes in online hotel reservations, flight tickets, and organized tours from Algeria. It also serves as a specialist guide for Hajj and Umrah trips. Providing access to over 600,000 hotels worldwide, the platform offers reservations at various hotels in Algeria, including Oran, Annaba, and Sétif, as well as in Tunisia, such as Hammamet and Sousse. Users can also book international hotels in destinations such as Dubai, Istanbul and Egypt, and purchase flight tickets at competitive prices. Special offers are promoted, such as discounts for the wedding night, free reservations for children and hotels with water parks (riservili, 2024).

As it primarily targets Algerian tourists, the platform offers easy booking solutions. Bookings can be made in Algerian dinars. Payment options for online reservations include the Edahabia card from the post office or CIB in Algerian dinars. What distinguishes this platform most is (riservili, 2024):

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- It offers more than 600,000 hotels worldwide and makes it easy and quick to book airline tickets.
- As it is headquartered in Algeria, it can fully address the needs of local tourists. Customer service is available via phone, email, and the official Facebook page.
- Secure online payment options are available in Algerian dinars.
- Organized trips to several destinations inside and outside Algeria are available, eliminating the hassle of searching.
- It also provides services tailored to the Hajj and Umrah pilgrimages.

4.3.5. Nreservi.com:

"Nreservi.com" is an online platform owned by the travel agency brand "Net Résa Travel", which is accredited by the Algerian Ministry of Tourism under registration number 367. It is the first virtual travel agency in Algeria. The platform allows users to search for and obtain price quotes with just one click by specifying their destination and planned travel date, and then receive instant results (nreservi.com, 2025).

The platform allows users to pay in Algerian dinars (DZD) for all products displayed on the site. It offers a selection of over 400,000 hotels worldwide. Users can also book flights online from Algeria or any other country in Algerian dinars. The platform makes it easy to compare flights with all scheduled airlines (GDS) and offers flights from more than 160 low-cost airlines worldwide, helping users to find the cheapest prices (nreservi.com, 2025).

4.4. Tourism Application:

4.4.1. Air Algérie. App:

It's a new application released by Air Algérie to make travel bookings easier and more efficient. It displays numerous offers on airline tickets to over 30 domestic and over 40 international destinations, and highlights current discounts, gifts, and benefits. It also allows you to join the "AIR ALGÉRIE PLUS" programme and earn miles from your first flight.

The app aims to improve the travel experience by enabling you to purchase airline tickets securely using only your smartphone, saving you time. Tickets can be purchased through the app from 24 hours to 3 hours before your scheduled flight time. You can pay using a Gold Card for any domestic flight or flight departing from Algeria, or using an international Visa or Mastercard for any flight departing from outside Algeria to all available destinations.

The app also allows you to view the flight schedule, including times and frequencies, on your smartphone. Users can also track their flight status, view their account and update their profile, print a temporary card, and view their mileage statement.

4.4.2. Algiers Airport. App:

This application was launched last year, in August 2024, by the Algiers Airport Services and Facilities Management Company, with the aim of improving the quality of airport services and enhancing the Algerian tourism experience, in line with the need to digitize the tourism sector in Algeria. The application operates in three languages (Arabic, French, and English). The application is equipped with various images and directions, making it easier for travelers to

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access it and learn more about the many available services, including flight schedules and the services provided by Algiers Airport, such as parking spaces, services, and shops located at the airport, among others (ultraalgeria, 2024).

Through our review of this application, we noticed that it offers several services to travelers:

- The application displays exclusive information about all flights to and from Algiers Airport.
- The application displays an interactive map that facilitates its users' navigation within the airport.
- Displays all possible information about the airlines operating at the airport.
- Receives notifications of any new changes to flight schedules, departure and arrival times, etc.
- Providing travelers with additional information, such as parking availability, hotels, and restaurants near the airport, and guiding customs procedures

4.4.3. Siyaha Dz:

Siyaha Dz is the first Algerian tourism app, created by TouchInMotion. It aims to simplify the relationship between travel agencies offering services and products, and customers seeking to satisfy their tourism needs and obtain reliable travel plans. Launched in July 2016 and located in Blida, Algeria,

The app promotes Algerian tourist destinations, publishes promotional offers from hotels and travel agencies, and facilitates communication between them and customers. It is also beneficial to both customers and businesses, serving as an advertising tool for tourism establishments, such as hotels and travel agencies, and helping them to find and target potential customers. Conversely, it enables customers to discover the best tourist destinations and various special offers.

4.4.4. M'zab Valley Palaces Application:

This Algerian tourism application was developed by the Office for the Protection of Cultural Heritage of Ghardaïa Province, given the importance of the M'zab Valley tourist destination and the historical monuments and landmarks it contains, located in Ghardaïa, southern Algeria. It serves as a guide to the region's palaces and archaeological sites. The application was designed and produced by SOFTART. The application was initially designed and launched in Arabic. However, upon further research, we discovered that it had been withdrawn from the Google Play Store, preventing it from being properly reviewed. According to some websites, the reason behind its withdrawal is the Ministry's desire to update it with French and English versions.

This application was designed to enable users to conveniently explore and discover around 200 registered archaeological sites and landmarks in the M'zab Valley via an interactive map. The app showcases many of the region's urban structures, including palaces, mosques, residences, cemeteries, and oases, all of which are of historical, cultural, and tourist interest. Additionally, the app provides an overview of each historical landmark, as well as a collection of photos and videos to enhance users' appreciation of the sites and the skill of their creators. The app can also help tourists identify the nearest landmarks when visiting the region (atmzab, 2016).

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4.4.5. Tahwissa:

The Tahwissa app was developed by students at the University of Oum Bouaki in Algeria. It aims to promote tourist destinations and enhance the tourist experience in Algeria. The app helps users discover the best tourist activities and destinations in Algeria. It also displays various promotional offers related to nature tourism, camping, cultural tourism, and historical tourism, among others.

4.4.6. Algeria travel & Explore, Offline country guide:

This application acts as a comprehensive tourist guide, helping users to discover Algeria both physically and virtually (via Street View). It provides users with optimal times, methods, and routes for visiting various destinations. The user selects a destination, and the application provides the best possible route on a map. The application can also be used without an internet connection.

With several features designed to enhance tourism experiences, this application is the ideal choice for tourists. These include:

- It offers everything tourists need, including virtual trips, to create a unique experience that can attract visitors to Algeria.
- The app contains interactive routes and maps to help tourists plan trips. It also provides information on popular tourist attractions such as the Kasbah, the Beni Hammad Fort, and the Great Mosque.
- The app offers a unique conversation guide feature to help users familiarize themselves with basic Arabic phrases commonly used in Algeria.
- It displays various cultural facts and figures about Algeria, including information on its cuisine, art, landscapes, history, and festivals.

You can also read reviews and opinions from other tourists about their travel experiences in Algeria.

4.4.7. Tayssir App :

This is the first Algerian app to facilitate online booking for tourist and Umrah trips. The app aims to improve the tourist experience by simplifying booking and travel procedures and providing multiple options. It works with over 500 accredited agencies to offer comprehensive holiday packages and provide information such as the type of travel agency that organized the trip, prices, trip details, accommodation, and activities.

The app ensures the privacy and security of users' personal information, such as name, surname, phone number, and passport details. This information is only used for the purpose of booking trips and processing and confirming users' travel reservations. Secure methods are used for transferring and storing personal information to prevent unauthorized access or disclosure. Users also have the right to request the deletion of their data by contacting customer services, emailing the Privacy Officer at privacy@tayssir.travel, or visiting one of the application's branch offices in person.

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In this context, a new application is being developed to make Hajj and Umrah services more accessible. It is called the 'Khatwa' app, is a first-of-its-kind innovation in Algeria. It is designed to support elderly Hajj and Umrah pilgrims, reducing accidents and the burden on this group during their journeys. It is a "safety bracelet" that pilgrims and Umrah performers wear and which is tracked by a guide using a specific application. Although this innovation is currently aimed at Hajj and Umrah rituals, it is intended for the tourism sector as a whole. It offers three key advantages and features: Firstly, the application informs pilgrims and Umrah performers of the hotels they will be staying in, their locations, and all accommodation details before booking. This includes information on hotel rooms in Mecca and Medina, and the distance between these hotels and the Grand Mosque. Additionally, the application enables guides to track pilgrims' movements during the rituals, helping to prevent them from getting lost or going missing. This is achieved through direct communication with guides, who can determine the pilgrim's location remotely. The bracelet also provides healthcare services to pilgrims, particularly those with chronic illnesses. It can monitor body temperature, blood pressure, diabetes, and other conditions that can cause seizures. It also reminds pilgrims when to take their medication, helps them plan their route, and offers other useful features (elbadilabc, 2025).

4.4.8. Alger city guide touristique:

This Algerian tourism app is dedicated to promoting Algiers as a tourist destination. It provides a comprehensive guide to the city, including information on where to stay, where to go, and where to eat. Developed by Nabil Soft, the app can be used without an internet connection.

The app offers a comprehensive guide to all tourist attractions in Algiers, including hotels, restaurants, beaches, shopping centers, and entertainment venues, as well as the opportunity to explore various attractions such as museums and parks. It also provides detailed information about each place, including its address, phone number, email address, and website. It also pinpoints the location of selected places on a map to facilitate navigation.

4.4.9. Widjhati Mostaganem :

The Widjhati Mostaganem app, released at the start of the 2024 summer season, is a new application developed by a company in collaboration with the Mostaganem Province's Tourism Directorate. It aims to promote Mostaganem as a tourist destination by offering a comprehensive digital tourist guide to enhance visitors' experiences.

It provides detailed information about the city's tourist attractions, beaches, and historical and cultural landmarks. It also facilitates navigation with an interactive map. Users can also view and share opinions about their experiences in the city.

Additionally, the app provides an online payment service for easily purchasing tickets to Mostaland amusement park, saving visitors time and effort while avoiding queues at smart tourist information terminals. Thus, the Widjhati app provides visitors to Mostaganem with everything they need to plan a successful trip (Benahmed, 2024).

In the same context, the officials responsible for this application stated that it recorded more than 1,000 downloads via the Play Store as soon as it was launched. The developers are looking

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forward to updating the application to include other services, such as the option to book hotels directly in Mostaganem. The app will also allow users to purchase tramway tickets, with electronic payments made using the Algeria Post Gold Card or a bank card. According to one of the officials in charge of the application, plans are in place to expand it in the future to include all of the country's provinces, to promote tourism across the country digitally (annasronline, 2024).

4.4.10. Saïfi fi Skikda :

This app was launched at the start of the 2024 summer season. A comprehensive digital tourist guide, it is available in several languages, including Arabic, French, English, and German, and is designed to help visitors discover the beauty of Skikda province. Designed to provide visitors with a convenient and comfortable experience, the app features photos and videos that showcase the beauty of Skikda.

The app also provides detailed information about each tourist site, including its history, culture, and recommended activities. Useful information about available transport, opening hours, etc., is also provided. The app offers an interactive map with precise location information, allowing you to easily navigate the city and find various restaurants, hotels, and attractions.

Another app designed to promote tourism in Skikda is called In Skikda. Run by a private digital marketing company, it is available as both an app and an online platform: <https://www.inskikda.com/>. It's an indirect tourist guide to the city.

5. The Role of SEO & SEM For Platforms and Applications in Improving e-Promotion For Tourism in Algeria:

Based on our previous review of the literature on the role of search engine optimization and search engine marketing, and through our analytical study of several Algerian tourism-related platforms and application sites, we can observe several indicators and techniques that indicate that these platforms and applications are working to improve and optimize search engine performance.

1. The first noticeable indicator is the titles of these platforms' and applications' pages, which use clear, frequently used keywords. For example, the riservili.com platform uses keywords such as 'best available destinations' and 'best hotels in Tunisia'. Similarly, the Volz platform uses keywords such as 'find the cheapest flights'. Likewise, Namlatic uses keywords such as "book a hotel in Oran" and "hotel in Mostaganem".
2. The second noticeable indicator is the meta description of these websites. Most of the analyzed platforms have well-written, engaging meta descriptions. The best examples are the meta descriptions for Nreservi.com (<https://www.nreservi.com>) and Namlatic (<https://business.namlatic.com/>).
3. The third indicator is the loading and navigation speed of websites. Most of the analyzed websites and applications were characterized by their speed and ease of navigation, as well as their attractive, well-organized content. The Tourism&voyages website is the best example of this. We found that it publishes interesting content about tourism in Algeria and the latest travel news. Similarly, the Algeria Travel & Explore, Offline Country Guide app

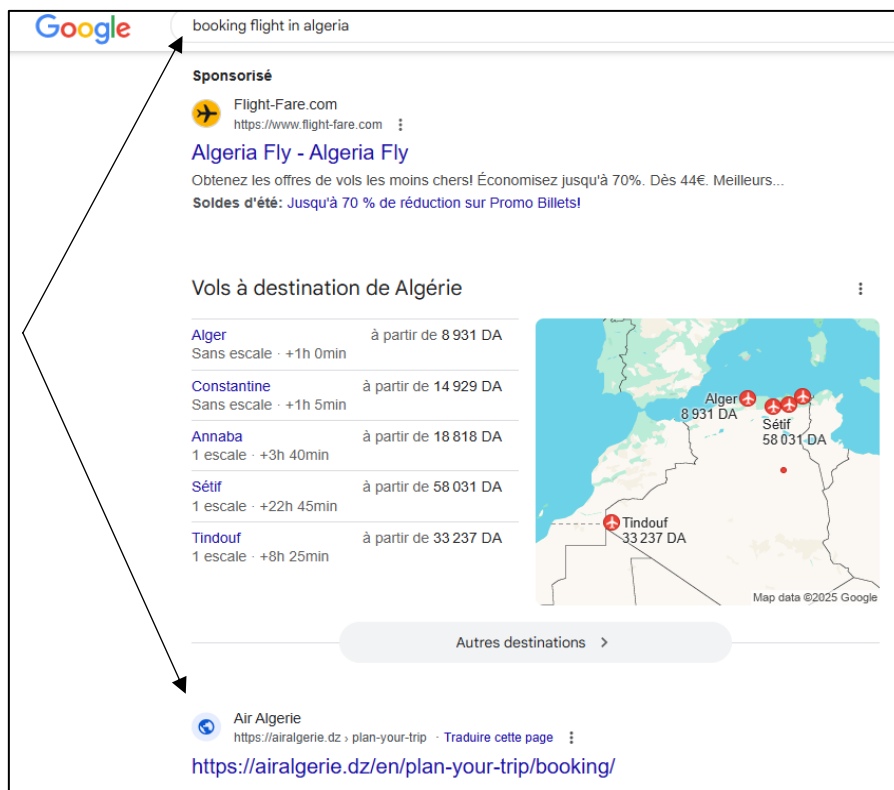
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displays a variety of engaging content about Algeria's landmarks, tourist destinations, culture, and heritage.

- The final aspect we examined in our analysis of these websites and applications was their backlinks and ranking in search results. Regarding the backlinks of the platforms and applications, we found that the Air Algérie app has links to other international sites, such as Wego, which offers various Air Algérie promotions. Furthermore, TripAdvisor displays various reviews related to Air Algérie and provides a direct link to the Air Algérie platform.

In contrast, in terms of the ranking of websites in search results, in other words, how prominently these sites appear in search engine results, we searched Google using the keyword 'book the best tourist trip to Algeria'. The first site to appear was TripAdvisor, followed by Wego, Booking, and a few other sites in the same field. However, Algerian tourism platforms and websites did not rank highly in search engine results. Conversely, when we searched using the keyword 'book a flight ticket in Algeria', the Air Algérie website appeared in third position after Save70 and Flight-Fare.

Figure 4.8. Search using the keyword 'book a flight ticket in Algeria'



The screenshot shows a Google search for "booking flight in algeria". The search results are as follows:

- Sponsorisé:** Flight-Fare.com (https://www.flight-fare.com) with the text "Algeria Fly - Algeria Fly" and "Obtenez les offres de vols les moins chers! Économisez jusqu'à 70%. Dès 44€. Meilleurs... Soldes d'été: Jusqu'à 70 % de réduction sur Promo Billets!".
- Vols à destination de Algérie:** A list of flights to various Algerian cities:
 - Alger:** à partir de 8 931 DA, Sans escale · +1h 0min
 - Constantine:** à partir de 14 929 DA, Sans escale · +1h 5min
 - Annaba:** à partir de 18 818 DA, 1 escale · +3h 40min
 - Sétif:** à partir de 58 031 DA, 1 escale · +22h 45min
 - Tindouf:** à partir de 33 237 DA, 1 escale · +8h 25min
- Autres destinations >**
- Air Algérie:** (https://airalgerie.dz) · plan-your-trip · Traduire cette page · https://airalgerie.dz/en/plan-your-trip/booking/

Source: from Google

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Conclusion:

In conclusion, it can be argued that Algeria's tourism sector is characterized by a variety of natural, cultural, and historical features that make it a potential tourist destination. Despite the challenges Algeria faces due to the digitization of various economic sectors, the country has started to recognize the importance of promoting this sector, as well as the importance of electronically promoting tourist destinations in Algeria. This has been achieved through the recent development of platforms, websites, and apps dedicated to electronic tourism promotion and online booking. These allow users to easily compare hotel and flight options and prices.

In this context, this chapter highlights the efforts of the Algerian government to promote the country as a tourist destination online. This is evident in the launch of social media hashtags and the Ministry of Tourism's collaboration with influencers to promote Algeria as a tourist destination through widespread campaigns featuring images and videos with promotional hashtags. These campaigns raise awareness of tourism, influence tourists' purchasing decisions, and help Algeria keep pace with global digital developments.

Chapter 05: Analysis and Discussion of The Study Results

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In the first chapter of the study's practical aspects, we addressed the reality of tourism in Algeria by highlighting the most important statistics related to tourism indicators and infrastructure in the country. Then, in this chapter, we conducted an analytical statistical study to determine the results of the research, in order to test the hypotheses and answer the problems posed regarding the contribution of the electronic promotion of tourism services to the revitalization of tourism in Algeria. This will be achieved by collecting data through a questionnaire and analyzing it via the SPSS programme. To this purpose, the chapter is divided into the following sections:

Section 01: Methodology of the practical study

Section 02: Data collection and analysis tools used in the applied study

Section 03: Results and Discussion of the study results

Section 04: Testing the hypotheses and answering the research problem

Section 01: Methodology of The Practical Study

To answer the research question and test the study hypotheses, this section defines the methodology to be used in the applied study. This involves identifying the research Approach, Study delimitations, the study hypotheses to be tested in this chapter, the study model, and the study population and sample.

1. Research Approach:

This expresses the approach that the researcher takes to address the research problem, identify facts about the research topic, and answer its questions. In our practical study, we relied on quantitative and descriptive analytical approaches to obtain sufficient and accurate data and information to diagnose the topic of the study, analyze the relationships between variables, and provide results based on statistical analysis.

2. Scope of the Study:

The study focused on the following aspects:

- Topical Scope: Our study was restricted to exploring the role of electronic promotion of tourism services in the revitalization of tourism in Algeria, focusing exclusively on the perspective of Algerian tourists.
- Geographical Scope: Due to the large size of the study population, consisting of Algerian tourists, it was not possible to reach all members of this population. The fieldwork was conducted electronically via the social networking site Facebook, targeting a group of tourists interested in tourism offers.
- Temporal Scope: Fieldwork lasted from 2 February 2024 to 1 May 2025 (approximately one year) to obtain sufficient valid responses for the study.

3. A Reminder of The Study Hypotheses to be Tested in This Chapter:

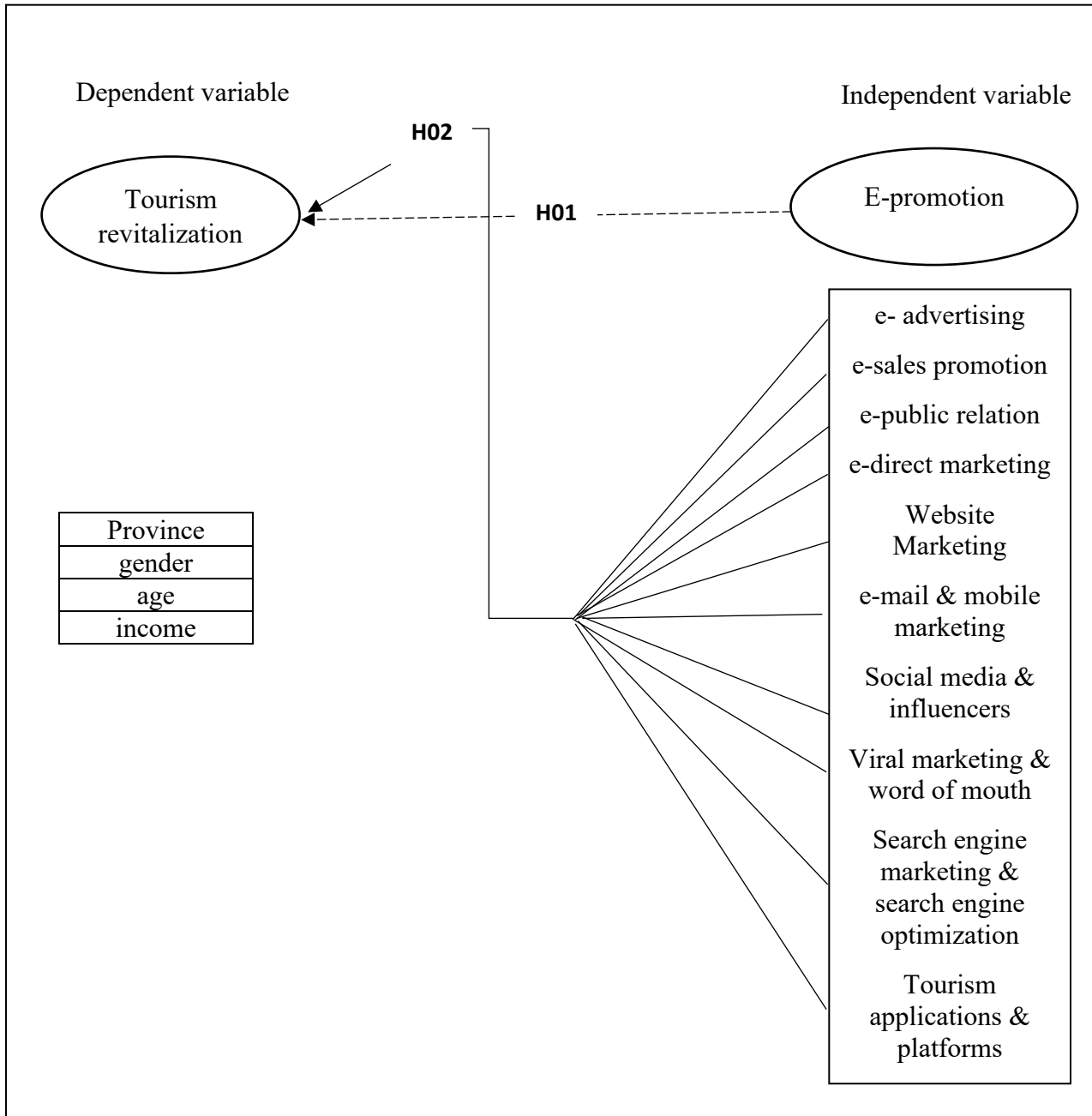
- **The First Main Hypothesis (H01):** There is a statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - The null hypothesis (H0): There is no statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria, at a significance level of $\alpha = 0.05$.
 - The alternative hypothesis (H1): There is a statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- **The Second Main Hypothesis (H02):** The elements and tools of e-promotion have a statistically significant impact on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-hypothesis 01: Null hypothesis H0: There is no statistically significant impact of e-advertising on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Alternative hypothesis H1: There is a statistically significant impact of e-advertising on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Sub-hypothesis 02: Null hypothesis H0: There is no statistically significant impact of e-sales promotion on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - Alternative hypothesis H1: There is a statistically significant impact of e-sales promotion on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

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- Sub-Hypothesis 03: Null hypothesis H0: There is no statistically significant impact of e-public relations on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of e-public relations on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 04: Null hypothesis H0: There is no statistically significant impact of e-direct marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of e-direct marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 05: Null hypothesis H0: There is no statistically significant impact of Website Marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of Website Marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 06: Null hypothesis H0: There is no statistically significant impact of e-mail & mobile marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of e-mail & mobile marketing on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 07: Null hypothesis H0: There is no statistically significant impact of social media & influencers on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of social media & influencers on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 08: Null hypothesis H0: There is no statistically significant impact of Viral marketing & word of mouth on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of Viral marketing & word of mouth on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 09: Null hypothesis H0: There is no statistically significant impact of Search engine marketing & search engine optimization on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of Search engine marketing & search engine optimization on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Sub-hypothesis 10: Null hypothesis H0: There is no statistically significant impact of Tourism applications & platforms on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
- Alternative hypothesis H1: There is a statistically significant impact of Tourism applications & platforms on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

4. The Study Model:

Figure 5.1. The study model



Source: from author preparation based on previous studies.

The study model was developed based on a comprehensive review of the literature and previous studies that examined the relationship between e-promotion and tourism revitalization, drawing on key theoretical frameworks and empirical findings in this field. The dimensions included in the model were selected in line with these studies, with particular emphasis on the most widely used digital channels and those with the greatest influence on tourists' awareness and behavior.

These dimensions encompass the main components of electronic promotion, including online advertising, electronic sales promotion, electronic public relations, direct marketing, website marketing, email and mobile marketing, social media and influencer marketing, viral marketing, search engine marketing, as well as tourism applications and platforms. In addition,

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demographic variables (province, gender, age, and income) were incorporated to examine potential differences among respondents in their perceptions and responses to e-promotion.

5. Study Population:

Due to the large size of the population of interest, which is Algerian tourists, it is impossible to access all individuals within this population. The study population was therefore defined as individuals active on social media sites (Facebook), specifically followers of groups devoted to publishing tourism content in Algeria. This population was chosen because its followers are the most exposed to electronic tourism promotion in Algeria and are the most interested in using electronic tools to plan their trips.

The study population consisted of followers of groups publishing diverse tourism content, including groups promoting various tourist areas in the north, south, east, and west of Algeria, as well as groups promoting youth, family tourism, and groups for sharing opinions and experiences of tourism in Algeria. The questionnaire was published repeatedly in approximately 15 Facebook groups over the period from 2 February 2024 to 1 May 2025. The pages on which the questionnaire was published are listed below:

- Tourism and travel journeying in Algeria, with approximately 2,479 followers.
- Tourism in Algeria with approximately 1,804 followers.
- Travel Agency Offers in the Greater South of Algeria with approximately 2,969 followers.
- Hotels, Tourism, and Travel Agencies in Algeria with approximately 15,121 followers.
- The Most Beautiful Places and Tourist Destinations in Algeria, with approximately 4,539 followers.
- The Best Tourism and Travel Offers in Algeria, with approximately 24,151 followers.
- Family Trips with approximately 2,911 followers.
- Tourism in Bejaia with approximately 303,106 followers.
- Tourist Trips from Oran with approximately 42,952 followers.
- Tourism in Mostaganem Province 27, with approximately 13,937 followers.
- Tourism enthusiasts organize tours within Algeria with approximately 1,626 followers.
- Tourism in Algeria – Hawass Bladek with approximately 5,933 followers.
- Promoting Algeria's tourism destination with approximately 4,132 followers.
- #Sahara_Algeria_for_Tourism (Culture_Heavy_Tourist_Areas) with approximately 5,039 followers.
- Exploring tourism in Algeria with Almoussafer, with approximately 7791 followers.

The size of the study population can be estimated by counting the number of followers of the Facebook groups under study, which is represented by the total number of followers of these groups (438,490 followers).

Population size = 2,479 + 1,804 + 2,969 + 15,121 + 4,539 + 24,151 + 2,911 + 303,106 + 42,952 + 13,937 + 1,626 + 5,933 + 4,132 + 5,039 + 7791 = 438,490

6. Study Sample:

Our study relied on a purposive, non-probability sample. We obtained this sample by completing a questionnaire shared in groups dedicated to publishing tourism content in Algeria. The sample included individuals interested in tourism and electronic promotional offers, who also interacted with tourism content. To ensure that the sample included individuals from

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different parts of the study population (that is, tourists from different regions of Algeria), the questionnaire included a question about their province of residence.

Determine sample size according to the Stephen Thompson equation: (see Appendix 01)

$$n = \left[\frac{N \times p(1-p)}{\left[N-1 \times \left(d^2 \div z^2 \right) \right] + p(1-p)} \right]$$

N: population size (438,490)

Z: z-score for 0,95 confidence level =1,96

d: margin of error=0.05

p: proportion (assumed)=0,50

n= 383, 8246075 that is approximately: n= 384

According to Thomson's equation, the appropriate sample size for a population of 438,490 is 384. With a sample size of 653, our study is therefore highly appropriate.

6.1.Reasons For Selecting a Purposive Sample:

- The difficulty of reaching all members of the sample population (all Algerian tourists) due to its large size.
- We also selected groups specific to tourism content due to the diversity of Algerian tourists online. This makes it impossible to determine a specific statistical population from which to draw a probability sample.
- A purposive sample saves time and effort as it targets the individuals who are most relevant to the research topic (tourism and e-promotion).
- The sample members' level of interest and interaction with the topic under study. In other words, the sample includes individuals with an ongoing interest in e-tourism content and tourism promotion via digital platforms. Therefore, unlike a probability sample, which may include individuals uninterested in tourism or e-promotion, a purposive sample will enable us to collect accurate data from individuals with experience of, and a real interest in, tourism and e-promotion. This enriches the study and provides accurate indicators of the extent to which the e-promotion of tourism services contributes to the revitalization of tourism in Algeria.

6.2.Delimitations of Purposive Sample Selection:

The purposive sample selected cannot accurately represent the entire study population (all Algerian tourists). Consequently, it is limited to followers of tourism pages in Algeria and cannot accurately represent the study population as a whole. Therefore, our purposive sample selection does not aim to generalize the results, but rather to understand the attitudes of specific groups towards e-promotion as a means of promoting tourism in Algeria. This makes the results of our study a basis for future studies that may use probability samples to achieve greater accuracy and a deeper statistical analysis.

Section 02: Data Collection and Analysis Tools Used in The Applied Study

To answer the research question and test the hypotheses, we used a set of statistical tools and methods, which are detailed in this section.

1. The Tools Used in The Study:

1.1. Questionnaire:

This is a basic tool for collecting data on the topic being studied and for identifying respondents' perspectives. It was designed based on the theoretical framework of this study and previous studies that addressed the same topic. The final version of the questionnaire went through four stages:

- Questionnaire preparation stage: The questionnaire was divided into three main sections: tourist demographic variables, electronic promotion of tourism services, and tourism promotion in Algeria. It was presented to the supervisor and other experienced professors for review.
- Questionnaire modification and correction stage: The questionnaire was modified and corrected in accordance with the reviewers' feedback.
- Distribution stage: The questionnaire was published electronically via Facebook groups that share tourism content in Algeria. It was shared repeatedly through these groups between 2 February 2024 and 1 May 2025.
- Retrieval stage: All questionnaire results were retrieved and uploaded, amounting to 653 responses.

Additionally, the questionnaire was divided into three axes. The first axis covered demographic variables relating to tourists, such as province, gender, age, and salary. The second axis covered the electronic promotion of services. This axis was divided into ten dimensions representing the elements of the electronic promotional mix and electronic promotional tools, and comprised 27 items (questions). The third axis was devoted to tourism promotion in Algeria and comprised six items (questions). Furthermore, one open-ended question was asked about the respondents' opinions on the challenges hindering tourism promotion in Algeria. Additionally, the questionnaire was prepared with closed questions, and a five-point Likert scale was used to measure respondents' answers, as shown in the following table.

Table 5.1. Five-point Likert scale

strongly agree	Agree	Neutral	Disagree	strongly disagree
5	4	3	2	1

Source: from author's preparation

When using a five-point Likert scale, the range ($4 = 1-5$) is first calculated, then divided by the number of cells on the scale to determine the correct cell length ($0.80 = 4/5$). This value is then added to the lowest value on the scale to determine the upper limit for that cell. Thus, the cell lengths become as follows (Bennoui, 2020):

- From (1 to 1.80) includes very low agreement with each statement in the questionnaire (Completely disagree).
- From (1.81 to 2.60), there is low agreement with each statement in the questionnaire (Disagree).

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- From (2.61 to 3.40), there is medium agreement with each statement in the questionnaire (Neutral).
- From 3.41 to 4.20: high agreement with each statement in the questionnaire (Agree).
- From 4.21 to 5.00: very high agreement with each statement in the questionnaire (Completely agree).

1.2.Excel: We used Excel to retrieve and organize the answers for analysis.

1.3.SPSS: (Statistical Package for the Social Sciences), version 27: The data extracted from the questionnaires were entered into the SPSS programme for analysis using a set of statistical methods. These can be summarized as follows:

1.4.Descriptive Statistical Methods: A set of these methods was used, including:

- Frequencies and percentages: Frequencies indicate how many times a particular event occurs, and in this study, they were used to determine how many responses there were for each respondent. Percentages convert absolute frequencies into percentages to determine the distribution of sample members.
- Mean: This is one of the most common measures of central tendency and helps determine the average response of respondents, thus indicating the central value of the data.
- Standard deviation: This measures the extent to which a set of values disperses around its mean. And helps to determine the extent to which sample members' responses are dispersed. The higher the standard deviation, the more dispersed the data is.

1.5.Inferential Statistical Methods: A set of inferential statistical methods was used, including:

- Cronbach's Alpha: It was used to verify the internal consistency of the questionnaire questions. If its value is less than 0.60, the reliability is weak, while if it is within 0.70, it is considered acceptable. If it is above 0.70, it does not indicate good reliability.
- Spearman's Rho: It is a non-parametric statistical test used to determine the direction of the relationship between two ordinal variables.
- Ordinal logistic regression: This non-parametric statistical model is used when the dependent variable is ordinal, such as on a Likert scale, and is employed to analyse the impact of a set of independent variables on the dependent variable.

2. Validity and Reliability of The Study Tool (The Questionnaire):

To ensure that each question in the questionnaire measures what it is designed to measure, two indicators were used:

- Apparent validity and reliability of the questionnaire: To ensure the questionnaire's quality in terms of form and content, it was presented to a group of specialist professors for review. They submitted a set of recommendations, which were taken into consideration until the questionnaire was ready for distribution to the sample.
- Internal validity and reliability of the questionnaire:
To ensure the questionnaire's internal validity and reliability, we relied on Cronbach's alpha coefficient, which indicates that the reliability coefficient's value lies between zero and one ($1 > \alpha > 0$). The closer the value is to one, the higher the questionnaire's reliability, and vice versa. The reliability of the study tool was confirmed by measuring Cronbach's alpha coefficient, and the results are shown below:

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Table 5.2. Reliability and validity of the questionnaire

Cronbach's alpha	Number of items (questions)
0.889	33

Source: from author's preparation based on the output data provided on SPSS

From the table, we can observe that the Cronbach's alpha value is high, as the reliability coefficient for all the items in the questionnaire combined reached 0.889. This is higher than the value usually accepted in scientific research, which is estimated at 0.60. This indicates that the questionnaire is characterized by a high degree of reliability and validity. Therefore, if the measurement process were repeated under similar conditions and on the same sample, the results would be the same. Consequently, the questionnaire is valid for analyzing study results and testing hypotheses.

Section 03: Results and Discussion of The Study Results

This section will present the results of the statistical study. These will include a descriptive analysis of the study sample, as well as an analysis of trends in the responses to the questionnaire.

1. Descriptive Analysis of The Study Sample:

1.1. Distribution of The Study Sample by Province of Residence:

Table 5.3. Distribution of the study sample by province of residence

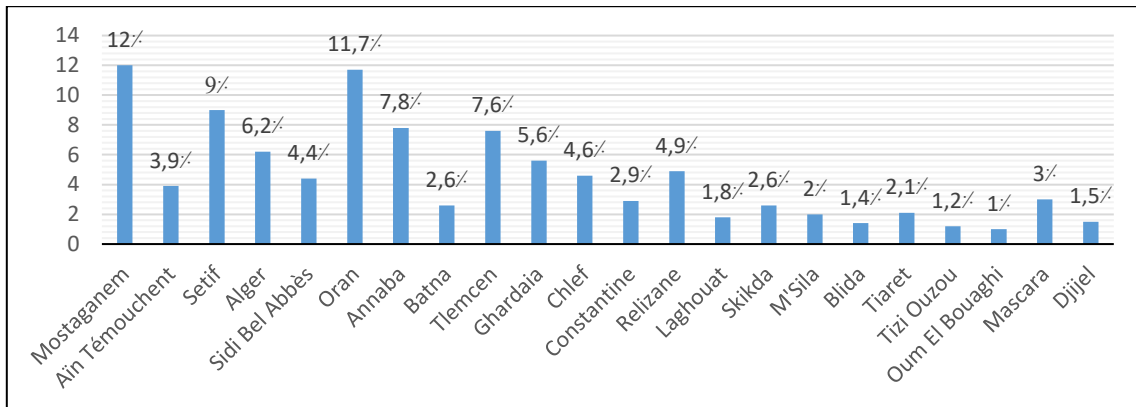
province	Frequencies
Mostaganem	79
Aïn Témouchent	26
Setif	59
Alger	41
Sidi Bel Abbès	29
Oran	77
Annaba	51
Batna	17
Tlemcen	50
Ghardaia	37
Chlef	30
Constantine	19
Relizane	32
Laghouat	12
Skikda	17
M'Sila	12
Blida	9
Tiaret	14
Tizi Ouzou	8
Oum El Bouaghi	4
Mascara	20
Djijel	10
Total	653

Source: from author's preparation based on the output data provided on SPSS

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As can be seen from the table above, the study sample was distributed across 22 provinces in Algeria, which shows that the sample was almost evenly distributed across the country. Additionally, the largest percentage of sample members was from the following states: Mostaganem, Oran, Sétif, Algiers, Annaba, and Tlemcen, constituting 54.3 % of the sample, followed by the other states with varying lower percentages. We can also observe that these provinces are located in various regions of Algeria, from east to west and north to south, indicating that our study sample was representative of tourists from across the country. The figure below provides further clarification.

Figure 5.2. Distribution of the study sample by province of residence (%)



Source: from author's preparation

1.2. Distribution of The Study Sample by Gender:

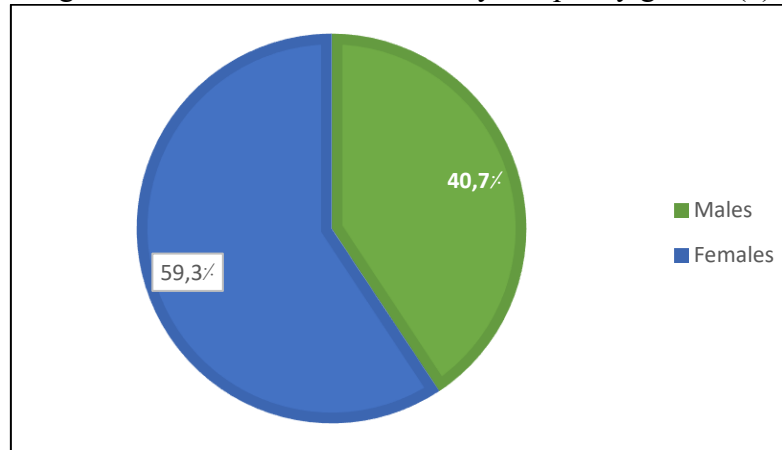
Table 5.4. Distribution of the study sample by gender

Gender	Frequencies
Males	266
Females	387
Total	653

Source: from author's preparation based on the output data provided on SPSS

The table shows that the sample consisted of 653 individuals: 266 males (40.7%) and 387 females (59.3%). Therefore, there is an 18.6% gender disparity in favor of females (a higher proportion of females than males). The graph below clarifies this further.

Figure 5.3. Distribution of the study sample by gender (%)



Source: from author's preparation

1.3. Distribution of The Study Sample by Age:

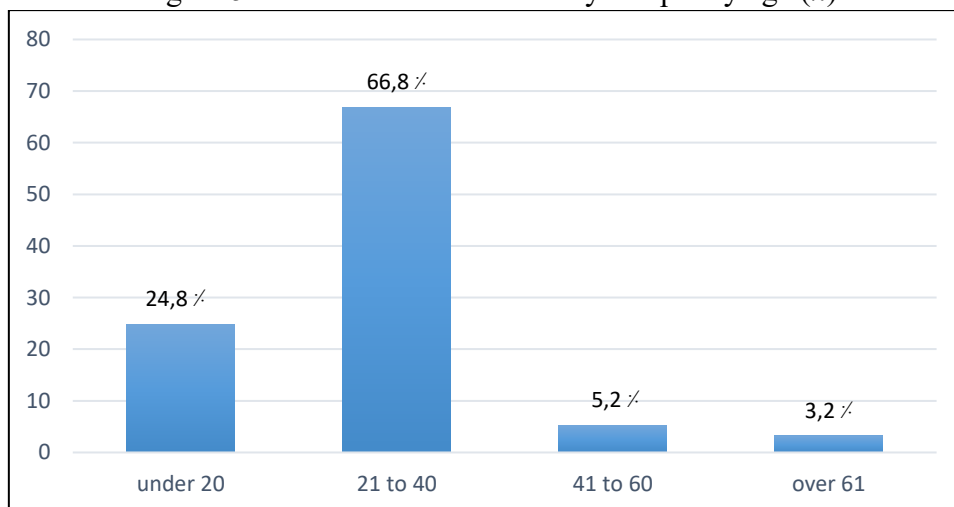
Table 5.5. Distribution of the study sample by age

Age	Frequencies
under 20	162
21 to 40	436
41 to 60	34
over 61	21
Total	653

Source: from author's preparation based on the output data provided on SPSS

As can be observed from the table, the largest age group in the study sample is the 21–40 age group, comprising 436 individuals (66.8% of the total sample). The second largest group is the under-20s, with 162 individuals and a percentage of 24.8%. The 41–60 and over-61 age groups follow with percentages of 5.2% and 3.2%, respectively. Based on these indicators, the majority of individuals in the study sample are in the youth group (young tourists), with ages ranging between 21 and 40. The graph below clarifies this further.

Figure 5.4. Distribution of the study sample by age (%)



Source: from author's preparation

1.4. Distribution of The Study Sample by Salary:

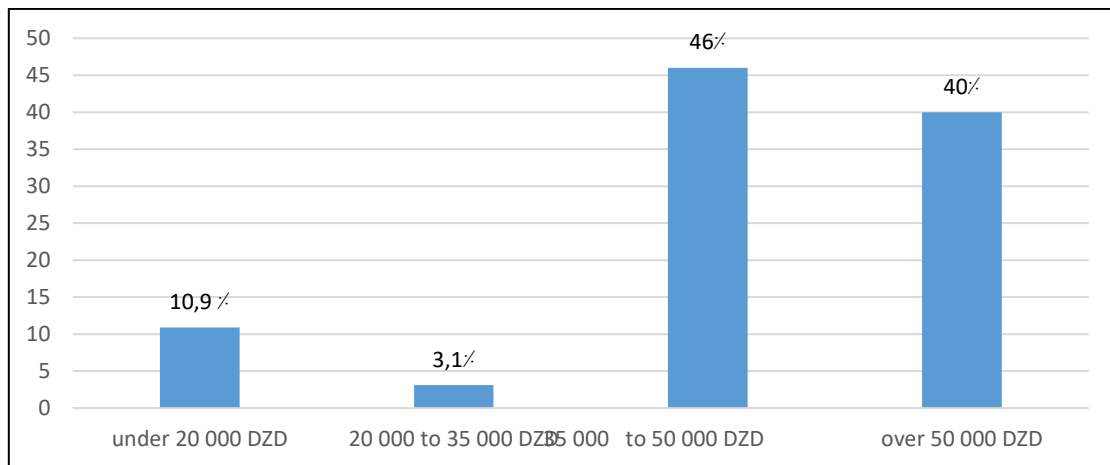
Table 5.6. Distribution of the study sample by salary

Salary	Frequencies
under 20,000 DZD	71
20,000 to 35,000 DZD	20
35,000 to 50,000 DZD	301
over 50,000 DZD	261
Total	653

Source: from author's preparation based on the output data provided on SPSS

As shown in the table, the largest salary group in the study sample is between 35,000 and 50,000 DZD, comprising 301 individuals (46% of the total sample). The next largest category is over 50,000 DZD, comprising 261 individuals (40% of the total sample). The income categories under 20,000 DZD and 20,000 to 35,000 DZD comprise 10.9% and 3.1% of the total sample, respectively. Based on these indicators, the majority of individuals in the study sample have medium and high salaries, meaning that the majority of the sample has salaries between 35,000 and 50,000 DZD and over 50,000 DZD. The graph below illustrates this further.

Figure 5.5. Distribution of the study sample by salary (%)



Source: from the author's preparation

2. Descriptive Analysis of the Responses to The Questionnaire:

In order to analyze the responses of the study sample members to the questionnaire, we will use descriptive statistical methods such as the mean, standard deviation, frequencies, and percentages.

2.1. Descriptive Analysis of The Responses to The First Axis: (Contribution of e-promotion to the revitalization of tourism in Algeria). In order to provide an accurate analysis of the respondents' answers on this axis, we will analyze their responses for each dimension separately.

2.1.1. Descriptive Analysis of The Responses to The e-Advertising Dimension:

Table 5.7. Descriptive analysis of the responses to the 01 dimension

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The items of the e-advertising dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Online advertising encourages the tourist culture	2	0.3%	9	1.4%	19	2.9%	324	49.6%	299	45.6%	653	100%
Online advertising has a significant influence on tourists' purchasing decisions	3	0.5%	17	2.6%	56	8.6%	351	53.8%	226	34.6%	653	100%
Online advertisements for Algerian tourist destinations are considered reliable	47	7.2%	107	16.4%	209	32%	191	29.2%	99	15.2%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.39				0.645				Very high agreement			
items 02	4.19				0.735				high agreement			
items 03	3.28				1.126				medium agreement			
the e-advertising dimension	3.95				1.876				High agreement			

Source: from the author's preparation based on the output data provided on SPSS

As can be observed from the above table, the highest mean value was recorded for the first item, at 4.39, indicating a high level of adoption and a low standard deviation of 0.645. These values indicate that sample members largely agree on the importance of electronic advertisements in promoting tourism culture among Algerian tourists. This demonstrates the extent to which tourism culture is influenced by electronic advertisements promoting tourism.

Additionally, the second item, concerning the influence of electronic advertising on tourism purchasing decisions, recorded a high mean of 4.19, indicating a high level of agreement and a standard deviation of 0.735. This suggests a lack of disagreement or variance in the opinions of the sample members. Therefore, these values indicate that the sample members largely agree

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that electronic advertisements significantly impact tourists' purchasing decisions. This explains why sample members are influenced by electronic advertisements when making decisions regarding their travels, including destination selection and the choice of tourism services such as hotels and transportation.

On the other hand, the mean value for the third item, concerning the credibility of online advertising, was 3.28, indicating a medium level of acceptance. Its standard deviation was 1.126, which is relatively high, indicating that sample members' opinions on the credibility of online advertising vary greatly. These values suggest that many online tourism advertisements do not accurately reflect the reality of tourist destinations and available services.

Meanwhile, the mean value for online advertising as a whole was 3.95, representing a high degree of adoption. These values indicate that sample members are aware of the effectiveness of online advertising as a promotional tool for tourism. However, the credibility of some online tourism advertisements is limited. Therefore, based on the statistical data obtained from this study, it can be concluded that online advertising is an effective means of promoting tourism in Algeria. Nevertheless, the relevant authorities must improve the quality of the tourism content presented online to enhance the reliability and credibility of online advertisements in relation to the reality of the destinations and services on offer.

2.1.2. Descriptive Analysis of The Responses to The e-Sales Promotion Dimension:

Table 5.8. Descriptive analysis of the responses to the 02 dimension

The items of the e-sales promotion dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Online promotional offers encourage people to purchase services offered by tourism companies	1	1.1%	42	6.4%	108	16.5%	318	48.7%	178	27.3%	653	100%
Electronic tools are the most effective way to search for the discounts they offer	6	0.9%	22	3.4%	43	6.6%	360	55.1%	222	34%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	3.94				0.888				High agreement			
items 02	4.17				0.769				High agreement			
The e-sales promotion dimension	4.05				1.308				High agreement			

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Source: from author's preparation based on the output data provided on SPSS

As shown in the above table, the second item recorded the highest mean value of 4.17, indicating a high level of adoption and a low standard deviation of 0.769. These values indicate that respondents largely agree that electronic media are the most effective way to learn about discounts offered by tourism companies. This demonstrates the effectiveness of electronic media in stimulating tourism through offers and discounts.

Additionally, the first item, concerning the impact of electronic promotions on tourists' purchasing decisions, recorded a high mean value of 3.94, suggesting a high level of agreement and a standard deviation of 0.888, indicating limited disagreement or variance in respondents' opinions. Therefore, these values indicate that respondents largely agree that electronic promotions significantly influence tourists' purchasing decisions. This explains why respondents are influenced by the promotions they view online when making decisions about their trips, including destination selection and the selection of tourism services such as hotels and transportation.

Meanwhile, the average value for online sales promotions as a whole was 4.05, representing a high level of acceptance. These values indicate that the sample recognizes the effectiveness of online promotions as a tourism promotional tool. Based on the statistical data obtained from this study, it can be concluded that online promotions are an effective means of promoting tourism in Algeria.

2.1.3. Descriptive Analysis of The Responses to The e-Public Relations Dimension:

Table 5.9. Descriptive analysis of the responses to the 03 dimension

The items of the e-public relations dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Positive online news coverage plays a major role in building a tourism company's image	4	0.6%	30	4.6%	54	8.3%	339	51.9%	226	34.6%	653	100%
Receiving an email from a company on special occasions (such as a client's birthday) draws attention to the company	6	0.9%	51	7.8%	110	16.8%	314	48.1%	172	26.3%	653	100%

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The company's participation in online exhibitions and conferences encourages people to interact with it	15	2.3%	59	9%	72	11%	320	49%	187	28.6%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.15				0.803				High agreement			
items 02	3.91				0.905				High agreement			
items 03	3.92				0.980				High agreement			
The e-public relations dimension	3.99				1.944				High agreement			

Source: from the author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value, 4.15, was recorded for the first item, indicating a high level of adoption with a low standard deviation of 0.803. These values indicate that respondents largely agree that positive news published online about the company contributes to a positive brand image. This demonstrates the importance of a good company image in encouraging tourist interest.

Additionally, the third item, which relates to the degree to which the tourism company's participation in online conferences and events influences tourists' engagement and interest in the company, recorded a high mean value of 3.92, indicating a high level of agreement. Therefore, these values indicate that respondents largely agree that the tourism company's participation in online conferences and events significantly influences tourists' interest and willingness to engage with the company.

Conversely, the mean value for the second item, concerning tourists receiving special emails on occasions such as their birthday, contributing to increased interest in the tourism company, was 3.91, also indicating a high level of acceptance. Therefore, these values indicate that sample members agree that receiving emails on special occasions increases their interest in the tourism company. Meanwhile, the mean value for online public relations as a whole was 3.99, representing a high level of acceptance. With a standard deviation of 1.944, this demonstrates variation in responses to the item statements within this dimension. However, there is some agreement that sample members perceive online public relations to be an effective tourism promotional tool.

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2.1.4. Descriptive Analysis of The Responses to the e-Direct Marketing Dimension:

Table 5.10. Descriptive analysis of the responses to the 04 dimension

The items of the e-direct marketing dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Interacting with the company online makes the tourism experience more interesting	6	0.9%	29	4.4%	41	6.3%	360	55.1%	217	33.2%	653	100%
Electronic brochures play an important role in promoting tourism services	13	2%	27	4.1%	59	9%	381	58.3%	173	26.5%	653	100
Electronic selling machines (smart tourist information terminals) in large stores provide full details of services and their prices to help customers make informed choices	21	3.2%	58	8.9%	149	22.8%	276	42.3%	149	22.8%	653	100
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.15				0.795				High agreement			
items 02	4.03				0.836				High agreement			
items 03	3.72				1.013				High agreement			
t the e-direct marketing dimension	3.96				1.033				High agreement			

Source: from author's preparation based on the output data provided on SPSS

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As shown in the above table, the highest mean value, 4.15, was recorded for the first item, indicating a high level of agreement and a low standard deviation of 0.795. These values indicate that sample members largely agree on the importance of direct electronic interaction with the tourism company in enhancing the tourism experience for Algerian tourists. This demonstrates the extent to which direct electronic interaction improves tourists' experiences.

Additionally, the second item, concerning the importance of electronic brochures in promoting tourism services, recorded a high mean value of 4.03, indicating a high level of agreement, with a standard deviation of 0.836. This suggests that there is no disagreement among the sample members regarding the importance of electronic brochures in promoting tourism services. For the third item, which related to the importance of electronic smart tourist information terminals in major tourist areas providing tourist information on services and prices, the mean value was 3.72, indicating a high level of agreement. Its standard deviation of 1.013 is relatively high, indicating that the opinions of sample members on the importance of these smart tourist information terminals in providing tourists with necessary information vary widely.

Meanwhile, the mean value for online direct marketing as a whole was 3.96, representing a high level of agreement, with a standard deviation of 1.033. These values indicate that sample members have different opinions on the various items of online direct marketing, but most recognize its effectiveness as a promotional tool for tourism.

2.1.5. Descriptive Analysis of The Responses to the Website Dimension:

Table 5.11. Descriptive analysis of the responses to the 05 dimension

The items of the website dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
The website facilitates communication with tourism companies 24/7	26	4%	63	9.6%	65	10%	256	39.2%	243	37.2%	653	100%
Tourism companies' websites respond to the demands and needs of tourists	31	4.7%	74	11.3%	102	15.6%	287	44%	159	24.3%	653	100%

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Tourists prefer websites that offer an online booking service	2	0.3%	50	7.7%	56	8.6%	292	44.7%	253	38.7%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	3.96				0.502				High agreement			
items 02	3.71				0.696				High agreement			
items 03	4.13				0.588				High agreement			
the website dimension	3.93				0.866				high agreement			

Source: from author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value, 4.13, was recorded for the third item, indicating a high level of adoption and a low standard deviation of 0.588. These values indicate that respondents largely agree on the importance of providing a booking function on the website for promoting tourism.

Additionally, the first item, concerning the availability of 24/7 online communication with the tourism company through the website, recorded a high mean value of 3.96, indicating a high level of agreement, with a standard deviation of 0.502. This suggests that there is no disagreement or divergence in respondents' opinions. Therefore, these values indicate that respondents largely agree that tourism company websites facilitate 24/7 communication.

Conversely, the mean value for the second item, concerning whether websites meet tourists' needs and desires, was 3.71, indicating medium acceptance. Its standard deviation of 0.696 is relatively low, suggesting that respondents generally agree that tourism company websites can meet tourists' needs and desires. Meanwhile, the mean value for online promotion as a whole was 3.93, representing a high level of acceptance. These values indicate that sample members recognize the effectiveness of websites as a promotional tool for tourism. Therefore, based on the statistical data obtained from this study, it can be concluded that websites are an effective means of promoting tourism in Algeria.

2.1.6. Descriptive Analysis of The Responses to The e-Mails and Mobile Marketing Dimension:

Table 5.12. Descriptive analysis of the responses to the 06 dimension

The items of the emails and mobile marketing dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%

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Tourists are interested in promotional emails because they believe they are addressed specifically to them	3	0.5%	68	10.4%	85	10%	303	46.4%	194	29.7%	653	100%
Promotional messages sent by text message from the tourism company encourage people to use its services	6	0.9%	88	13.5%	92	14.1%	320	49%	147	22.5%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	3.94				0.639				High agreement			
items 02	3.78				0.951				high agreement			
the e-mails and mobile marketing dimension	3.86				0.873				High agreement			

Source: from author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value, 3.94, was recorded for the first item, indicating a high level of agreement and a low standard deviation of 0.639. These values indicate that respondents largely agree that emails sent by tourism companies stimulate their interest because they feel that the email is specifically addressed to them. This highlights the importance of personalized promotional messages in the success of promotional campaigns.

Additionally, the second item, concerning the extent to which promotional mobile messages encourage tourists to request tourism services, recorded a high mean value of 3.78, indicating a high level of agreement, with a standard deviation of 0.951. This suggests some disagreement or divergence in respondents' opinions. Therefore, these values indicate that respondents largely agree that promotional messages for tourism services significantly encourage them to try these services (e.g., hotel and transportation services).

Meanwhile, the mean value for the mobile phone and email dimensions combined was 3.86, representing a high level of adoption. These values indicate that sample members prefer promotional messages sent via mobile phone and email. Therefore, based on the statistical data

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obtained from this study, it can be concluded that emails and text messages are an effective means of promoting tourism in Algeria. This is because promotional messages sent via these methods are personalized, making tourists feel that they are specifically directed at them.

2.1.7. Descriptive Analysis of The Responses to The Social Media and Influencers Dimension:

Table 5.13. Descriptive analysis of the responses to the 07 dimension

The items of the social media and Influencers dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
It's important for every tourism business to have a social media page	3	0.5%	1	0.2%	13	2%	206	31.5%	403	65.8%	653	100%
Following influencers who post tourism-related content can increase interest in visiting a particular destination	24	3.7%	27	4.1%	31	4.7%	256	39.2%	315	48.2%	653	100%
The opinions and feedback that people share on social media influence tourists' purchasing decisions	5	0.8%	22	3.4%	31	4.7%	293	44.9%	302	46.2%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.62				0.582				Very high agreement			
items 02	4.24				0.984				Very high agreement			
items 03	4.32				0.880				Very high agreement			

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The social media and Influencers dimension	4.39	0.792	Very high agreement
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Source: from the author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value was recorded for the first item, which related to the importance of any tourism company having a social media page: 4.62. This indicates a very high level of agreement, with a standard deviation of 0.582 demonstrating convergence in the opinions of those in the sample on this item. These values indicate that the sample largely agrees on the importance of every tourism company having a social media presence. This shows how much the sample relies on these sites to find out about tourism offers and information.

Additionally, the third item, which related to the impact of opinions and comments shared on social media on tourism purchasing decisions, recorded a high mean value of 4.32. This indicates a very high level of agreement, with a standard deviation of 0.880. This suggests some variation in the degree to which the sample's opinions differ. Therefore, these values indicate that the sample recognizes the influence of user reviews and comments on their purchasing decisions, in terms of both destination selection and service reservation.

The second item, which relates to the influence of influencers publishing tourism content on the desire to visit a particular destination, recorded a high mean of 4.24 and a standard deviation of 0.984. This indicates a high level of agreement, despite some relative variance in the sample's opinions. These values indicate that influencers play an important role in marketing tourism destinations and arousing public interest by sharing their tourism experiences in a way that encourages their followers to visit the places they promote.

Meanwhile, the mean value for the social media and influencers dimension as a whole was 4.39, representing a high degree of adoption. These values indicate that sample members support the effectiveness of social media and influencers in promoting tourism. Based on the statistical data obtained from this study, it can be concluded that social media and influencer marketing have become an essential component of a company's marketing strategy. These tools contribute to promoting companies and influencing tourists' decisions, especially given the growing number of digital influencers creating tourism content and the increasing use of these tools in trip planning.

2.1.8. Descriptive Analysis of The Responses to the Tourism Platforms and Applications Dimension:

Table 5.14. Descriptive analysis of the responses to the 08 dimension

The items of the tourism platforms and applications dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%

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Platforms (such as booking.com, etc.) make it easier to find tourism information, which saves a lot of time and effort	10	1.5%	15	2.3%	57	8.7%	238	36.4%	333	51%	653	100%
The company's presence on tourism apps gives tourists confidence and security about its services	4	0.6%	17	2.6%	48	7.4%	298	45.6%	286	43.8%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.33				0.547				Very high agreement			
items 02	4.29				0.764				Very high agreement			
The tourism platforms and applications dimension	4.31				0.816				Very high agreement			

Source: from author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value was recorded for the first item, which related to the importance of platforms such as Booking.com in facilitating access to tourism information and saving significant time and effort. With a mean value of 4.33 and a standard deviation of 0.547, this item indicates a very high level of adoption. This demonstrates a very high degree of agreement and convergence in the opinions of those in the sample on this item. This explains why tourism platforms have become an essential tool for improving the tourist experience by providing reliable information and diverse options for destination selection and service booking, thereby reducing the need for traditional research or reliance on local intermediaries.

The second item, concerning the importance of a company's presence on tourism apps in providing tourists with confidence and security regarding its services, recorded a high mean value of 4.29. This indicates a high level of agreement, with a standard deviation of 0.764. This suggests a certain degree of variation in opinions, possibly due to the respondents' varying experiences of using these apps. These values indicate that tourists feel that companies with a presence on tourism apps and platforms are reliable and provide authentic reviews, which increases their level of security when using these platforms and applications.

Meanwhile, the average value for the tourism platforms and applications dimension as a whole was 4.31, representing a high level of adoption. These values indicate that sample members support the necessity of tourism companies having a digital presence. Based on the statistical data obtained from this study, it can be concluded that tourism platforms and applications facilitate access to information and enhance tourists' trust and confidence in tourism service providers.

2.1.9. Descriptive Analysis of The Responses to The Viral Marketing and Word of Mouth Dimension:

Table 5.15. Descriptive analysis of the responses to the 09 dimension

The items of the Viral marketing and word of mouth dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Information shared online contributes to the promotion of tourist destinations in Algeria	11	1.7%	9	1.4%	22	3.4%	330	50.5%	281	43%	653	100%
Electronic tools are an effective way to disseminate and share tourist experiences	2	0.3%	22	3.4%	21	3.2%	328	50.2%	280	42.9%	653	100%
Online promotional advertisements encourage tourists to share them through their conversations	12	1.8%	48	7.4%	46	7%	327	50.1%	220	33.7%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.31				0.755				Very high agreement			
items 02	4.32				0.722				Very high agreement			
items 03	4.06				0.829				high agreement			
The viral marketing and word-of-mouth dimension	4.23				0.924				Very high agreement			

Source: from author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value was recorded for the second item, 'Electronic tools are an effective means of disseminating and sharing tourism experiences', at 4.32. This indicates a very high level of adoption. The standard deviation of 0.722 reflects the convergence of opinions within the sample on this item. This highlights the increasing significance of electronic tools in sharing photos, videos, and blogs, and in encouraging others to replicate or share tourism experiences.

Additionally, the first item, 'Information shared online contributes to promoting tourist destinations in Algeria', recorded a high mean value of 4.31, indicating a high level of agreement, with a standard deviation of 0.755. These values indicate that sample members agree

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on the significant role that information shared online, such as reviews, experiences, and recommendations about tourism, plays in increasing tourism interest. This content plays a fundamental role in showcasing the beauty of tourist destinations and inspiring others to visit.

Meanwhile, the average value for viral marketing and word-of-mouth marketing combined was 4.23, representing a high level of agreement. These values reflect respondents' support for the importance of viral marketing based on the sharing of tourism content, publishing experiences, exchanging recommendations, and interacting with advertisements. Based on the statistical data obtained from this study, it can be concluded that electronic word-of-mouth recommendations play a crucial role in influencing tourists' purchasing decisions. This requires tourism sector officials to utilize this approach effectively by creating stimulating, shareable content.

2.1.10. Descriptive Analysis of The Responses to The Search Engine Optimization/Search Engine Marketing Dimension:

Table 5.16. Descriptive analysis of the responses to the 10 dimension

The items of the search engine optimization/search engine marketing dimension	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
When searching for tourism and travel topics, tourists choose the first result displayed by the search engine	23	3.5%	118	18.1%	119	18.2%	232	35.5%	161	24.7%	653	100%
Search engine ads make it easier to discover tourism companies' websites	5	0.8%	53	8.1%	69	10.6%	326	49.9%	200	30.6%	653	100%
Tourists use keywords such as 'travel' or 'hotels' to find tourism companies online	5	0.8%	21	3.2%	76	11.6%	329	50.4%	222	34%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	3.59				0.843				high agreement			
items 02	4.01				0.898				high agreement			
items 03	4.13				0.797				high agreement			

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the search engine optimization/search engine marketing dimension	3.91	1.217	high agreement
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Source: from the author's preparation based on the output data provided on SPSS

As shown in the above table, the highest mean value was recorded for the third item, 'Tourists use keywords such as "travel" or "hotels" to find tourism companies online', at 4.13, indicating a very high level of adoption. The standard deviation of 0.797 reflects the convergence of opinions within the sample on this item. According to the sample, this means that keywords are a key tool for searching for tourism services and destinations, as users rely on general, widely used terms to find available offerings. This highlights the importance of optimizing tourism website content to match these terms, thereby increasing the chances of appearing in search engine results and being accessible to users.

Additionally, the second item, 'Search engine ads facilitate the discovery of tourism company websites', recorded a high mean of 4.01, indicating a high level of agreement, with a relatively moderate standard deviation of 0.898. These values indicate that sample members agree on the significant role that paid search engine advertising plays in discovering tourism company websites. This demonstrates the effectiveness of this method in promoting tourism. Visibility in search engine results indicates the need for tourism companies to invest in this type of online advertising.

Additionally, the first item related to tourists' choice of the first search engine result for tourism and travel topics recorded a high mean of 3.59, indicating a high level of agreement, with a standard deviation of 0.843 reflecting relative variance in sample members' opinions. These values indicate that a large proportion of respondents relied on the first results in search engines. This highlights the importance of improving the company's website ranking in search results.

Meanwhile, the mean value for the SEO and marketing dimension as a whole was 3.91, indicating a high level of agreement. These values reflect sample members' support for the effectiveness of SEO and marketing in increasing the visibility of the company's website in search engine results. Based on the statistical data obtained from this study, it can be concluded that SEO and SEM techniques are highly effective in attracting tourists to the company by optimizing the content of tourist sites and targeting relevant keywords. Using the most popular keywords ensures access to the largest possible segment of tourists.

2.2.Descriptive Analysis of The Responses to The Second Axis: (Tourism revitalization in Algeria).

Table 5.17. Descriptive analysis of the responses to the second axis

The items of the second axis, "Tourism revitalization in Algeria"	strongly disagree		Disagree		Neutral		Agree		strongly agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%

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Promotional offers encourage tourism in Algeria	28	4.3%	43	6.6%	2	0.3%	325	49.8%	255	39.1%	653	100%
Prices play an important role in increasing demand for tourist services	15	2.9%	19	2.9%	1	0.2%	229	35.1%	389	59.6%	653	100%
It is also important to provide tourist information such as maps and guides in multiple languages	20	3.1%	21	3.2%	9	1.4%	236	36.1%	367	56.2%	653	100%
Sporting events contribute to the promotion of tourism in Algeria	6	0.9%	17	2.6%	65	10%	282	43.2%	283	43.3%	653	100%
Algeria's natural and cultural diversity also encourages tourism	11	1.7%	50	7.7%	30	4.6%	212	32.5%	350	53.6%	653	100%
The quality of transport and infrastructure also plays a significant role in the tourist experience	10	1.5%	34	5.2%	20	3.1%	195	29.9%	394	60.3%	653	100%
	Mean				Standard Deviation				Degree of Adoption			
items 01	4.12				0.914				High agreement			
items 02	4.46				0.738				Very high agreement			
items 03	4.39				0.909				Very high agreement			
items 04	4.25				0.810				Very high agreement			
items 05	4.28				0.879				Very high agreement			
items 06	4.42				0.795				Very high agreement			
The second axis, "Tourism revitalization in Algeria"	4.32				1.172				Very high agreement			

Source: from author's preparation based on the output data provided on SPSS

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As can be observed from the above table, the mean value for almost all items exceeds 4. The highest mean value was recorded for item two (4.46), indicating a very high level of adoption and a low standard deviation (0.738). These values indicate that the sample largely agrees that prices play an important role in increasing demand for tourism services. In other words, the more affordable prices for tourism services are, the greater the demand will be.

Additionally, item six, which relates to the impact of transportation and infrastructure quality on the tourist experience, recorded a high mean value of 4.42, indicating a very high level of agreement, with a standard deviation of 0.795. This suggests that there is no disagreement or divergence in the opinions of the sample members. Therefore, these values indicate that the sample largely agrees that infrastructure and transportation effectively improve the quality of the tourist experience.

As well as item three, concerning the importance of providing tourist information such as maps and guides in multiple languages, recorded a high mean of 4.39, indicating a high level of agreement, with a standard deviation of 0.909. This suggests some disagreement or divergence in the opinions of the sample members on this item, though not to a great extent. Therefore, these values indicate that providing tourist information in multiple languages is essential in order to target both local and international tourists.

Furthermore, items four and five had means of 4.25 and 4.28, respectively, indicating a very high level of agreement for both items. The standard deviations were 0.810 and 0.879, respectively. This suggests that there is no significant disagreement or variance in the opinions of the sample. These values indicate that the sample largely agrees that sports activities are an effective means of stimulating tourism in Algeria. Furthermore, Algeria's natural and cultural potential is very important for attracting tourists.

Moreover, Item one, which related to the importance of promotional offers in promoting tourism in Algeria, recorded a high mean of 4.12, indicating a high level of agreement, with a standard deviation of 0.914. This suggests that respondents have differing opinions on this item, but not to a severe degree. Therefore, these values indicate relative agreement among respondents regarding the importance of promotional offers in stimulating tourism in Algeria.

Meanwhile, the average value for the tourism promotion axis in Algeria as a whole was 4.32, representing a high level of agreement. These values indicate that sample members recognize the effectiveness of these factors in revitalizing tourism in Algeria. Based on the statistical data obtained from this study, the averages for all items and the axis as a whole exceed 4, indicating that participants have a very positive view of the proposed factors to enhance the tourism sector and support the idea of integrating these factors into an effective strategy to revitalize tourism in Algeria.

2.3.Descriptive Analysis of Responses to The Open-Ended Question: “In your opinion, what obstacles are holding back the revitalization of tourism in Algeria?”

The sample members' opinions and responses regarding the factors affecting the revitalization of tourism in Algeria varied. We obtained approximately 85 responses. Due to the large volume of responses, we have categorized them in the table below, providing some examples.

Table 5.18. Classification of respondents' opinions on the factors affecting the revitalization of tourism in Algeria

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factors affecting the revitalization of tourism in Algeria	Examples of respondents' opinions	Frequencies
Weak infrastructure (transportation/cleanliness/facilities)	- Lack of transport. Weak tourism infrastructure, such as hotels and restaurants.	20
low quality of tourism services	Lack of hotel service - Lack of English-speaking guides. - and a lack of tourist offices to guide foreign tourists.	10
Lack of tourism promotion	There are very few websites that promote tourism in Algeria. -The way in which some content creators in Algeria promote tourism does not attract tourists. -Most travel agencies promote other countries more than Algerian tourism	16
Management factors	Lack of training and experience among some tourism operators -Poor exploitation and management of tourism facilities Difficulty in issuing visas to foreign tourists	15
High prices	The prices are high compared to the services provided. - Poor price-to-quality ratio (for the same budget, we get better quality in Tunisia, for example).	12
Tourism culture	Negative behaviors of local residents in a tourist destination. -Individual culture in accepting and dealing with foreign tourists	10
Safety and security	Trust when dealing with service providers, and without forgetting security and safety in some tourist destinations	02
Total	-----	85

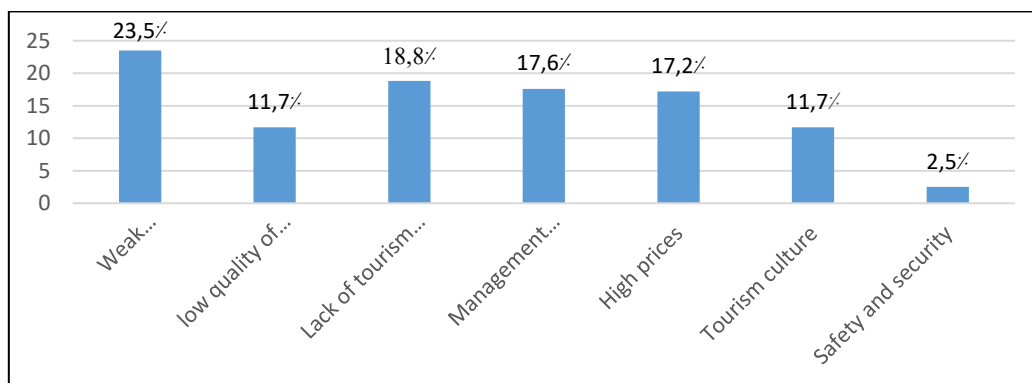
Source: from author preparation

From the table, we can observe that, according to the sample, the most significant reasons affecting the revitalization of tourism are poor infrastructure (transportation, cleanliness, and facilities), amounting to 23.5% of the total responses. This is followed by a lack of tourism promotion and poor sector management, with 18.8% and 17.6% of respondents citing these issues, accordingly. It can therefore be concluded that, while Algeria possesses attractive tourism attractions, these have not been effectively exploited or properly developed. Furthermore, these attractions have not received sufficient management, promotional, or

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publicity efforts. The table also shows that 14.2% of respondents cited the high cost of services, with some indicating that prices are very high compared to quality and the purchasing power of Algerian tourists. We also note from the table that the percentages for the poor quality of tourism services and tourism culture were equal at 11.7%, as some respondents confirmed the absence of certain services, such as English-language guides. Also, a significant proportion of respondents stated that the culture of accepting and dealing with foreign tourists is very poor. Conversely, the percentage of respondents who cited security and safety issues was very low, indicating that only a small number had previously experienced problems in this regard when dealing with tourism service providers or security at the tourist destination. The graph below illustrates this further.

Figure 5.6. Classification of respondents' opinions on the factors affecting the revitalization of tourism in Algeria (%)



Source: from the author's preparation

Section 04: Testing The Hypotheses and Answering The Research Problem

After presenting and analysing the responses of the various sample members to the questionnaire, this section will test the hypotheses and address the research question.

- Testing The First Hypothesis H01 (Main Hypothesis):** There is a statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.
 - The null hypothesis (H0): There is no statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria, at a significance level of $\alpha = 0.05$.
 - The alternative hypothesis (H1): There is a statistically significant relationship between e-promotion of tourism services and tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

Table 5.19. Correlations between the e-promotion (X) and tourism promotion (Y)

Spearman's Rho	Y	Correlation coefficient	Y	X
			1.000	0.435**
		Significant (2-tailed)	.	0.000
		N	653	653

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	X	Correlation coefficient	0.435**	1.000
		Significant (2-tailed)	0.000	.
		N	653	653

Note: The correlation is significant at the 0.01 level (2-tailed)

Source: from author's preparation based on the output data provided on SPSS

Since the type of sample chosen in the study is a purposive sample, we will resort to non-parametric statistical tests in testing the study hypotheses. Spearman's Rho test was used to measure the strength and direction of the relationship between e-promotion (the independent variable) and tourism promotion in Algeria (the dependent variable). The results of the study revealed a moderately strong positive correlation between e-promotion and tourism promotion, using Spearman's Rho and Sig. In other words, the greater the use of e-promotion tools, the more effective they are in enhancing tourism promotion.

The significance level (Sig. = 0.000) is much lower than the accepted value ($\alpha = 0.01$), indicating that the relationship is highly statistically significant and is therefore not due to coincidence. Furthermore, according to Cohen's (1988) classification of correlation strength, values between 0.30 and 0.50 indicate a moderate relationship. Therefore, the obtained value (0.435) falls within this range.

Statistical conclusion: Based on the results of the Spearman's coefficient analysis, we reject the null hypothesis (H_0), which states that there is no relationship between the two variables, and accept the alternative hypothesis, which states: 'There is a statistically significant relationship between e-promotion and tourism revitalization in Algeria.'

2. Testing The Second Main Hypothesis (H02): The elements and tools of e-promotion have a statistically significant impact on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$. To test this hypothesis, we must test its sub-hypotheses.

To verify the validity of the second main hypothesis (H02) and the sub-hypotheses, we will first discuss the results obtained to determine the extent of the existence of a relationship and effect between the independent sub-variables and the dependent variable (The effect of one variable on another cannot be measured until it is known whether there is a relationship between them).

2.1. Testing The Relationship Between The Independent Sub-Variables and The Dependent Variable (Tourism Revitalization):

Table 5.20. Correlations between the independent sub-variables and the dependent variable

			tourism revitalization
Spearman's Rho	e-advertising	Correlation coefficient	.261**
		Significant (2-tailed)	.000
		N	653

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e-sales promotion	Correlation coefficient	.282**
	Significant (2-tailed)	.000
	N	653
e-public relation	Correlation coefficient	.407**
	Significant (2-tailed)	.000
	N	653
e-direct marketing	Correlation coefficient	.379**
	Significant (2-tailed)	.000
	N	653
Website	Correlation coefficient	.388**
	Significant (2-tailed)	.000
	N	653
e-mail & mobile marketing	Correlation coefficient	.177**
	Significant (2-tailed)	.000
	N	653
Influencers & social media	Correlation coefficient	.274**
	Significant (2-tailed)	.000
	N	653
Tourism platforms & applications	Correlation coefficient	.378**
	Significant (2-tailed)	.000
	N	653
Viral marketing & word of mouth	Correlation coefficient	.444**
	Significant (2-tailed)	.000
	N	653
Search engine marketing/search engine optimization	Correlation coefficient	.047
	Significant (2-tailed)	.229
	N	653
Tourism revitalization	Correlation coefficient	1.000
	Significant (2-tailed)	.
	N	653

Source: from the author's preparation based on the output data provided on SPSS

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- From the table above, we note that the correlation coefficient between tourism revitalization and e-advertising is 0.261 (low positive correlation) at a statistical significance level of 0.000 (strong statistical significance). Therefore, while there is a positive relationship between e-advertising and tourism promotion, it is not strong. Based on the results of the sample studied, this suggests that increased investment in improving the effectiveness of e-advertising could contribute slightly to tourism revitalization.
- We also note that the correlation coefficient between tourism revitalization and online sales promotion is 0.282, indicating a moderate positive correlation, and is statistically significant at a level of 0.000. Therefore, it can be concluded that there is a positive relationship between the two. Based on the results of the studied sample, it can be concluded that sales promotion strategies may indirectly impact tourism promotion.
- As can be seen from the table above, the correlation coefficient between revitalization and online public relations is 0.407, indicating a moderate positive correlation, and is statistically significant at a level of 0.000. Therefore, it can be concluded that there is a moderate positive relationship between the two. The results of the studied sample explain the effectiveness of public relations strategies in improving the image of tourist destinations, raising awareness, and attracting tourists.
- As well, the correlation coefficient between tourism revitalization and online public relations is 0.379, indicating a moderate positive correlation, and the statistical significance level is 0.000, indicating strong statistical significance. Therefore, it can be concluded that there is a moderately positive relationship between online direct marketing and tourism promotion. Based on the results of the studied sample, direct marketing strategies such as customized messages and direct interaction with tourists are shown to have a tangible impact on tourism promotion.
- Also, we observe that the correlation coefficient between tourism promotion and the website is 0.388, indicating a moderate positive correlation, and the statistical significance level is 0.000, indicating strong statistical significance. Therefore, it can be concluded that there is a moderately positive relationship between the two. Based on this, it can be concluded that improving the effectiveness and performance of websites could contribute to tourism promotion.
- As can be seen from the table above, the correlation coefficient between tourism promotion and the use of email and mobile marketing is 0.177 (low positive correlation), with a statistical significance level of 0.000 (high statistical significance). Therefore, it can be concluded that there is a low positive correlation between tourism revitalization and email and mobile marketing strategies. This suggests that email and mobile messages could be useful, but their impact on tourism promotion is smaller than that of other tools.
- We also note that the correlation coefficient between tourism revitalization, social media, and influencers is 0.274, indicating a moderate positive correlation, and is statistically significant at a level of 0.000. Therefore, it can be concluded that there is a moderate positive relationship between social media, influencers, and tourism promotion. This suggests that, while social media and influencers have an indirect impact on tourism revitalization, however, it is an important marketing tools for communicating with the public.
- Moreover, we observe a moderate positive correlation of 0.378 between tourism revitalization and tourism platforms and applications, at a statistically significant level ($p = 0.000$). Therefore, it can be concluded that there is a moderate positive relationship between tourism platforms and applications and tourism revitalization. This result demonstrates the

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effectiveness of using these tools to promote tourist destinations and facilitate the online booking process. Consequently, they contribute to tourism promotion.

- As can be seen from the table above, the correlation coefficient between tourism revitalization, viral marketing, and word of mouth is 0.444, which is strongly positive, at a statistical significance level of 0.000, which is highly significant. Therefore, it can be concluded that there is a strong positive relationship between viral marketing, word of mouth, and tourism revitalization. According to this result, recommendations posted online by individuals about their tourism experiences can significantly impact the attraction of new tourists.
- Additionally, we note that the correlation coefficient between tourism revitalization, search engine optimisation, and search engine marketing is 0.047 (very low) at a statistical significance level of 0.229 (not statistically significant). Therefore, based on the results obtained through our study of this sample, there is a very weak and non-statistically significant relationship between search engine optimisation (SEO), search engine marketing (SEM), and tourism revitalization. This explains why this marketing strategy has no direct impact on tourism promotion in this study.

2.2. Testing The Impact of The Independent Sub-Variables on the Dependent Variable (Tourism Revitalization):

To test the effect of the sub-independent variables on the dependent variable, we conducted an ordinal logistic regression analysis, which is one of the impact measurement tests in non-parametric statistics. The tables below show the results of analysing the ordinal logistic regression using the SPSS program. We chose logistic regression because it is appropriate for our study; it belongs to non-parametric tests. We chose ordinal regression because the type of regression test depends on the type of dependent variable in the study. In our case, the dependent variable is an ordinal variable measured on a five-point Likert scale.

Table 5.21. Model fit test

Model	-2 Log Likelihood	Chi-square	df	Sig.
Constants only	3103.496			
Final	2840.787	262.709	10	.000

Link Function: Logit.

Source: from the author's preparation based on the output data provided on SPSS

This table shows that the statistical model used in our study is valid. Based on the results obtained, we can conclude that introducing the sub-independent variables significantly improved the quality of the model, making it suitable for our purposes. It is noted that the log 2-likelihood value decreased from 3,103.496 to 2,840.787 after the addition of the independent variables. This indicates a significant improvement in the model (the lower this number, the better the model's predictive ability). The chi-square value was 261.709, which is an important indicator that the model is statistically significant. The degree of freedom was 10, meaning that 10 independent variables were added, and the significance level was sig = .000.

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Table 5.22. Pseudo R- squared value

Cox & Snell	.331
Nagelkerke	.334
McFadden	.083
LinkFunction: Logit.	

Source: from author's preparation based on the output data provided on SPSS

This table supports the previous one by demonstrating the strength of the study model's ability to explain the dependent variable. Pseudo R-squared coefficients show that the model can explain the dependent variable. The Nagelkerke value of 0.334 indicates that the independent variables explain 33.4 % of the variance in the dependent variable.

Table 5.23. The impact of the independent sub-variables on the dependent variable

Variables	Estimate	Standard error	Wald	df	Sig	Confidence Interval at 95%"	
						Lower Bound	Upper Bound
e-advertising	.149	.043	1.328	1	.003	.090	.232
e-sales promotion	.099	.064	2.373	1	.123	-.027-	.224
e-public relation	.168	.045	14.251	1	.000	.081	.256
e-direct marketing	.137	.048	8.243	1	.004	.043	.230
Website	.171	.038	20.839	1	.000	.098	.245
e-mail & mobile marketing	-.128-	.042	9.413	1	.002	-.210-	-.046-
Influencers & social media	.186	.045	3.687	1	.002	.025	.225
Tourism platforms & applications	.136	.056	5.930	1	.015	.027	.246
Viral marketing & word of mouth	.184	.054	11.726	1	.001	.079	.290
Search engine marketing/search	-.081-	.036	5.048	1	.025	-.151-	-0.10-

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engine optimization							
Link Function: Logit.							

Source: from author's preparation based on the output data provided on SPSS

2.3.Explanation of The Components of The Logistic Test Table:

- The "Estimate" column shows the logistic estimate for each variable. This shows the effect of each independent variable on the dependent variable (tourism revitalization). If the estimate is positive, increasing this factor leads to a higher probability of tourism revitalization. If the estimate is negative, the opposite is true.
- The "Standard Error" column shows the standard error. This is a measure of the accuracy of the estimate. The 'Wald' column shows the strength of the relationship between the independent and dependent variables. A high value indicates that the independent variable significantly affects the dependent variable, and vice versa.
- The "Degrees of Freedom (df)" column: This value is usually 1 because the effect of one variable is tested separately.
- "Sig." (Statistical Significance) column: This shows the statistical significance value. If this value is less than 0.05, it indicates that the factor has a statistically significant effect on the dependent variable (tourism revitalization).
- The "Confidence Interval at 95%" column shows the confidence interval at 95%. The confidence interval is calculated to determine the range within which the true coefficient is 95% likely to be found.

2.4.Analyzing The Results of the Logistic Test Table &Testing the Sub-hypothesis :

- As can be seen from the table, the estimated value for the electronic advertising variable was 0.149, indicating that this variable has a positive impact on tourism promotion. This suggests that electronic advertising may be an effective way to promote tourist destinations and encourage people to visit these destinations, thus contributing to tourism revitalization. Furthermore, the p-value of 0.003 indicates statistical significance. Therefore, we reject the null hypothesis and accept the alternative hypothesis that electronic advertising has a statistically significant impact on tourism promotion in Algeria.
- The table shows that the sales promotion variable has an estimate of 0.099, indicating a very low impact. Additionally, the statistical significance was found to be 0.123, which is not statistically significant. This suggests that the variable does not significantly impact the dependent variable (tourism revitalization). Therefore, we reject the alternative hypothesis and accept the null hypothesis that electronic sales promotion has no statistically significant impact on tourism promotion in Algeria.
- For public relations, the estimate was 0.168, indicating that improving strategies in this sector contribute significantly to stimulating tourism. Furthermore, the statistical significance value of 0.000 means that public relations has a strong, statistically significant impact on tourism revitalization. Therefore, we reject the null hypothesis and accept the alternative hypothesis that electronic public relations has a statistically significant impact on tourism promotion in Algeria.
- In addition, the estimated value of direct marketing is 0.137, suggesting that increased direct marketing efforts could boost tourism. Furthermore, statistical significance was reached at $p = 0.004$, confirming that direct marketing has a positive and statistically significant impact

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on tourism revitalization. Therefore, we reject the null hypothesis and accept the alternative hypothesis that electronic direct marketing has a statistically significant impact on tourism promotion in Algeria.

- From our observations, we can see that the estimate value for websites is 0.171. This indicates that improving the effectiveness of websites could have a significant impact on tourism revitalization. The statistical significance is also 0.000, meaning the effect is strong and statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis that websites have a statistically significant impact on tourism promotion in Algeria.
- However, the estimated value for the mobile marketing and email variable is -0.128, which indicates that using these tools in tourism promotion strategies could reduce their effectiveness (in our study, for example, respondents may view mobile phone and email messages as annoying and not motivating them to travel). The p-value was 0.002, meaning the effect is negative and statistically significant. This suggests that using this variable may not be the most effective tourism promotion strategy. Therefore, we reject the null hypothesis and accept the alternative hypothesis that mobile marketing and email have a statistically significant impact on tourism promotion in Algeria.
- On the other hand, the table shows that the estimated value for social media & influencers is 0.186, which indicates that they have a positive impact on the promotion of tourism. This suggests that the use of social media and influencers plays a significant role in improving the image of tourist destinations and encouraging tourists to visit these destinations. The statistical significance (p-value) of 0.002 indicates a strong and statistically significant impact. Therefore, we reject the null hypothesis and accept the alternative hypothesis that social media & influencers have a statistically significant impact on tourism promotion in Algeria.
- In addition, the estimated value of tourism platforms and apps was 0.136, indicating their positive impact on tourism revitalization. In other words, increasing the use of these platforms and apps for promotional purposes can enhance the effectiveness of tourism revitalization. Furthermore, the statistical significance is 0.015, indicating that the impact is indeed statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypothesis that tourism platforms and apps have a statistically significant impact on tourism promotion in Algeria.
- In addition, the estimated value for the viral marketing and word-of-mouth variable was 0.184. This suggests a significant positive impact, indicating that viral marketing strategies, such as hashtags, tourism videos, and personal recommendations shared online, effectively encourage others to travel. The statistical significance reached 0.001, meaning this variable has a very strong, statistically significant effect. Therefore, we reject the null hypothesis and accept the alternative hypothesis that viral marketing and word-of-mouth have a statistically significant impact on tourism promotion in Algeria.
- By contrast, the estimated value for the search engine marketing and optimization variable was -0.081, indicating a weak negative impact on tourism revitalization. This may be because the sample members do not consider this type of marketing to be important for tourism promotion in Algeria. (This may be because Algerians do not understand the importance of this technology for promotion due to a lack of knowledge about search engine optimization and marketing.) Additionally, the p-value is 0.025, suggesting that this variable has a statistically significant, though weak, impact. Therefore, we reject the null hypothesis and accept the alternative hypothesis that search engine marketing and

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optimization have a statistically significant, though weak, impact on tourism promotion in Algeria.

2.5. Testing The Main Hypothesis 02: The elements and tools of e-promotion have a statistically significant impact on tourism revitalization in Algeria at a significance level of $\alpha = 0.05$.

To test this hypothesis, we divided it into several sub-hypotheses. We obtained the following results:

The elements that have a statistically significant impact on tourism promotion in Algeria are as follows:

- Electronic advertising.
- Public relations.
- Direct marketing.
- Websites.
- Social media & influencers.
- tourism platforms and apps.
- Viral marketing and word-of-mouth.
- Mobile marketing and email (with a statistically significant negative effect).
- Search engine marketing and search engine optimisation (with a statistically significant negative effect).

Although search engine marketing and search engine optimisation and email and mobile marketing are statistically significant, their negative effects indicate that they may not be effective tools for tourism revitalization in Algeria, according to the respondents.

The elements that do not have a statistically significant impact are:

- Sales promotion.

Chapter 05: Analysis and Discussion of The Study Results

Conclusion:

This chapter provides a transition from the theoretical to the practical aspect of the study, presenting a statistical analysis of the role of e-promotion in the marketing of tourism services in Algeria. The chapter's objective is to test hypotheses and address the research question. This is achieved by applying scientific methodology to the study sample. This involves defining the study community and sample, collecting data, and statistically processing it using the SPSS programme. We used statistical tests such as the Spearman coefficient to identify the nature of the relationship between the variables. Rank ordinal logistic regression analysis was also used to determine the impact of the independent variables on the dependent variable, as well as the strength and direction of these effects.

The analysis of the data from the study sample revealed a direct relationship between e-promotion of tourism services and tourism promotion. Furthermore, most elements of e-promotion significantly impact tourism promotion in Algeria. These include electronic advertising, public relations, direct marketing, websites, telephone and email marketing, social media and influencers, tourism platforms and applications, viral marketing, and word-of-mouth marketing. However, the results of the statistical study showed that sales promotion, search engine marketing, and search engine optimization do not affect tourism in Algeria, according to the opinions of the study sample.

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In conclusion, Algeria's tourism sector is characterised by its diverse natural, cultural, and historical landmarks, as well as its stunning tourist attractions. This makes it a promising future tourist destination if it receives adequate attention for development and management. Despite the challenges Algeria has recently faced due to the digitisation of various economic sectors, the country has begun to realise the importance of promoting its tourism sector, as well as the importance of electronically promoting tourist destinations within Algeria. This has been achieved through the Ministry of Tourism's efforts to develop platforms, websites, and apps dedicated to electronic tourism promotion and online booking, which allow users to easily compare hotel and flight options and prices. The Ministry of Tourism also sought to collaborate with social media influencers to promote tourist destinations through viral campaigns featuring photos, videos, and hashtags.

Through our theoretical analysis and the data collected in this study, along with the results of the statistical analysis, we can conclude that the research question, "To what extent does e-promotion of tourism services contribute to revitalizing tourism in Algeria?" has been addressed. The results revealed a direct and statistically significant relationship between most e-promotion elements and their effectiveness in revitalizing tourism in Algeria. Specifically, electronic advertising, electronic public relations, direct marketing, websites, social media and influencers, tourism platforms and applications, and viral marketing and word-of-mouth showed positive and significant effects, demonstrating their effectiveness. In contrast, mobile and email marketing and search engine marketing had negative effects, likely due to poor implementation or limited awareness among respondents, while sales promotion showed no significant effect, probably because promotional offers were not professionally applied. Therefore, e-promotion contributes to stimulating tourism in Algeria, although the effectiveness varies depending on the specific element used. Based on this, a set of **Conclusions** can be presented:

- The study results showed that despite the challenges facing the tourism sector in Algeria, it contributes to diversifying sources of income. According to data from Statista (2022), tourism contributes approximately 4 percent of the country's gross domestic product. In addition, the tourism sector's contribution to employment is also significant. Statistics indicate that sectors related to accommodation and catering facilities, tourist attractions, and travel agencies employed approximately 5 percent of the Algerian workforce, or approximately 550,000 jobs, in 2021. This demonstrates the sector's ability to create job opportunities.
- The study results showed that despite the country's attractive tourism potential, it still suffers from weak tourism infrastructure. The number of hotel establishments reached 1,576 accommodation facilities, with a total accommodation capacity of 145,526 beds. Meanwhile, the total number of accredited tourism and travel agencies reached 4,722. According to data from the Ministry of Tourism for 2023.
- The study results also indicate the need to adopt e-promotion strategies to raise digital awareness and promote Algeria as a distinct tourist destination, especially among young people, in light of the increasing use of the internet. The number of mobile internet subscribers reached 4,287,320, representing 90.25% of the total internet subscribers in Algeria. In contrast, the number of fixed-line internet subscribers was estimated at

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- 5,182,538, representing 9.75% of the total, in 2023 (Post and Electronic Communications Regulatory Authority, 2023).
- The quality of published tourism content and user interaction are key factors in stimulating interest in tourism, especially in light of the recent widespread use of social media in Algeria. The number of social media users in Algeria reached 24.85 million (54.1% of the total population) in January 2024 (Official Website of the International Trade Administration, 2024). In addition, StatCounter data on the usage rate of various social media applications in Algeria revealed the following percentages: Facebook (73.96%), Instagram (13.45%), YouTube (8.23%), Twitter (2.52%), Pinterest (1.21%), and Reddit (0.34%) (StatCounter, 2025).
 - In addition, word-of-mouth communication via social media, through recommendations and comments, as well as viral videos with hashtags promoting tourism, has contributed to increased awareness of tourism culture. Our analysis of social media platforms revealed approximately 23 million viral posts of the type "Habib, come to Algeria" on TikTok. We also monitored several other popular videos, such as "Visit 4 tourist destinations in less than 24 hours" and "Taste popular Algerian food," among others. In addition, the Ministry of Tourism hashtags #Hous_Biladak and #حوس_بلادك and #إعرف_بلادك_وعرف_بها# were published.
 - The results of our study reflect tourism establishments' awareness of the effectiveness of online advertising as an effective promotional tool in attracting tourists to Algeria. This is evident in the average value of online advertisements of 3.95 and a high agreement index. However, tourism establishments must improve the quality of these advertisements and enhance their reliability and credibility compared to the reality of destinations and services provided. The average statement related to the credibility of online advertisements recorded 3.28 with a standard deviation of 1.876, which explains the clear discrepancy in the opinions of the study sample regarding the truthfulness and consistency of advertisements with reality.
 - The study results showed that the website is an essential tool in promoting tourism services, with a high average value of 93.3. This confirms its importance in promoting services provided to tourists, such as travel itineraries, booking information, and accommodation. Furthermore, the quality of the website's design and ease of navigation help build visitor trust and loyalty, which encourages them to book their trips.
 - The study results indicate that social media, influencers, and viral marketing are among the most influential digital tools on tourists' decisions compared to other electronic promotion tools. These types of publications enjoy high credibility among a large number of their followers, which encourages them to follow their approach. This is clearly demonstrated by the average value of the social media and influencers dimension, which reached 4.93, and the viral marketing dimension, which reached 4.23. Additionally, the results of the ordinal logistic regression analysis showed that the estimated value for the social media and influencers dimension was 0.186, and the estimated value for the viral marketing and word-of-mouth dimension was 0.184. This indicates that they have a strong positive impact on tourism promotion.
 - The study results showed that e-promotion is not just a marketing tool, but has become an organization's strategy for communicating with its target audience, building long-term relationships, and achieving growth and sustainability in the market. In this context, the results of the statistical study revealed a moderately strong positive relationship (0.435)

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between e-promotion and tourism promotion, with a Sig = 0.000, indicating that the relationship is highly statistically significant and therefore not a coincidence, using Spearman's Rho test. In other words, the more e-promotion tools are used, the more effective they are in enhancing tourism promotion. This result supports the validity of the first hypothesis, which states that there is a statistically significant relationship between e-promotion and tourism promotion in Algeria.

- The study results showed that most e-promotion elements had a statistically significant impact on tourism promotion in Algeria. Positive and statistically significant effects were found for electronic advertising (0.149), electronic public relations (0.168), direct marketing (0.137), websites (0.171), social media and influencers (0.186), tourism platforms and applications (0.136), and viral marketing and word-of-mouth (0.184), based on the ordinal logistic regression results.
- In contrast, mobile and email marketing (-0.128) as well as search engine marketing and optimization (-0.081) showed statistically significant negative effects, suggesting that their current implementation may not effectively promote tourism in Algeria. This may be because respondents perceive mobile messages and emails as annoying or intrusive, and because search engine marketing is not yet widely understood or recognized compared to social media advertising. However sales promotion (0.099), did not show a statistically significant effect. This may be because promotional offers such as digital discounts and digital loyalty programs, etc., were not implemented professionally to convince tourists of their presence in tourist establishments in Algeria.
- Based on this result, it can be said that the second main hypothesis has been partially confirmed, as most electronic promotion elements have proven effective in revitalizing tourism in Algeria. Specifically, electronic advertising, public relations, direct marketing, websites, social media and influencers, tourism platforms and apps, and viral marketing and word-of-mouth showed positive and significant effects (effective tools). However, mobile and email marketing and search engine marketing showed negative effects, likely due to poor implementation or limited awareness among respondents (ineffective tools). Sales promotion had no significant impact, probably because promotional offers were not professionally applied (non-influential tools).
- **Recommendations:**

In light of the above, we will make some recommendations :

- Develop attractive and professional advertising programmes that reflect Algeria's beauty as a tourist destination and promote its tourism culture. Additionally, more attention should be given to developing tourist attractions and ensuring they meet visitor needs, as our applied study of Algeria's tourism potential revealed that while there are some wonderful sites, they are not yet ready to receive visitors. And some sites are unknown to tourists due to a lack of promotional campaigns.
- The Algerian Ministry of Tourism should focus on marketing domestic tourism by developing services, expanding offerings, and reviewing pricing policies. More attention must also be paid to transport to and from all domestic tourist destinations. Regarding obstacles to tourism promotion in Algeria, 23.5% of the sample mentioned the lack of tourism infrastructure, such as transport, accommodation, and food facilities, while 17.2% mentioned the high prices of tourism services.

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- Official tourism platforms and websites should be updated by adding multiple languages, updating tourist information, and adding professional photos and videos. These platforms should also offer online booking features to promote tourism in Algeria digitally. Through our analysis of official tourism platforms and websites in our applied study, we found that some provide outdated tourism information, while others lack attractive videos and photos that accurately reflect the destination. This reduces the chances of tourists traveling to these destinations. Furthermore, some websites are only available in Arabic and French, ignoring English, which is a universal language.
- Relevant ministries should cooperate with tourism content creators and provide them with adequate support, as this is an effective form of tourism promotion. For example, our analysis of the Facebook pages of some tourism content creators, such as Khoubai, revealed that their posts provide detailed information about tourism services through professional photography and videos.
- Promotional advertising should be conducted via social media, as it is a quick and effective promotional tool that attracts significant public interest. From our research, we found that tourism promotion hashtags such as #Hous-Biladk and #Know Your Country and Get Introduced to It, as well as viral videos such as 'Habibi Come to Algeria', have become very popular among social media users. Therefore, they are an effective means of encouraging domestic tourism and promoting the country's tourism potential.
- Invest in search engine optimisation (SEO) and search engine marketing (SEM) to improve the ranking of Algerian tourism websites and ensure they appear in search results. For example, in our study, we searched Google using the keyword 'book the best tourist trip to Algeria' to see how websites were ranked in the search results. TripAdvisor appeared first, followed by Wego and Booking.com, then some other sites in the same field. However, Algerian tourism platforms and websites did not rank highly.
- Train and educate tourism sector workers in the use of digital tools to enhance their online promotional skills and develop teams capable of promoting tourism and increasing the online presence of Algerian tourism. Through our applied study, we found that approximately 18.8% of the sample group indicated a weakness in electronic tourism promotion in Algeria, while approximately 17.6% indicated a lack of efficiency and experience among Algerian tourism service providers.

Limitations and Prospects for Further Research:

As with all research, some limitations present opportunities for future studies. Firstly, this study relied on the collection and analysis of statistical data from the perspective of tourists. Future studies could address this shortcoming by collecting and analyzing statistical data from the perspective of tourism establishments, providing a clearer and more comprehensive assessment of the impact of the online promotion of tourism services on tourism promotion in Algeria. Our study also relied on a purposive sample of Facebook users who follow tourism promotion pages in Algeria. Therefore, we recommend that other researchers conduct studies using probabilistic samples, such as samples of actual tourists visiting tourist sites.

We also suggest including additional keywords, such as the use of artificial intelligence in tourism e-promotion, to complement the role of e-promotion in tourism promotion. Furthermore, future research could examine the extent to which these keywords (e.g., e-promotion, digital influencers, word-of-mouth marketing, social media, and SEO) are applied in sectors other than tourism, such as e-commerce (e.g., cosmetics and clothing), distance

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education and training, or healthcare. This would be important in determining whether the results of this study can be generalized to other sectors.

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Appendices

Appendices 02: The Questionnaire: (English version)

Questionnaire for tourists

Democratic and Popular Republic of Algeria
Ministry of High Education and Scientific Research
Faculty of Economics, Business and Management
University of Relizane

Dear tourist,

A PhD student is conducting research for a study entitled 'Electronic Promotion of Tourism Services as a Tool for Revitalizing Tourism in Algeria'. LMD in Business Science, Services Marketing at the University of Relizane.

To this purpose, the PhD student has developed this questionnaire. All information provided will be kept strictly confidential and used only for the purposes of this scientific research. Please answer the attached questions by selecting the box that best represents your opinion. Thank you for your cooperation.

PHD Student: Kara Ahlem Supervisor: Chemma Nawal Co-supervisor: Benahmed Saadia

Note:

- Please answer all questions, as leaving any question unanswered will invalidate the form for analysis.
- Please mark (x) when selecting the answer that represents your point of view.

Section 01: General Tourist Information

Province:

Gender: Male Female

Age: under 20 21 to 40

41 to 60 over 61

Salary: under 20 000 DZD 20 000 to 35 000 DZD

35 000 to 50 000 DZD over 50 000 DZD

Section 02: Contribution of e-promotion to the revitalization of tourism in Algeria (Please read the following sentences carefully and choose the answer you find appropriate).

Sentences	strongly agree	Agree	Neutral	Disagree	strongly disagree

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<u>E-Advertising</u>	Online advertising encourages the tourist culture.					
	Online advertising has a significant influence on tourists' purchasing decisions.					
	Online advertisements for Algerian tourist destinations are considered reliable.					
<u>E-Sales Promotion</u>	Online promotional offers encourage people to purchase service packages offered by tourism companies.					
	Electronic tools are the most effective way to search for the discounts they offer.					
<u>E- Public Relations</u>	Positive online news coverage plays a major role in building a tourism company's image.					
	Receiving an email from a company on special occasions (such as a client's birthday) draws attention to the company.					
	The company's participation in online exhibitions and conferences encourages people to interact with it.					
<u>E-direct marketing</u>	Interacting with the company online makes the tourism experience more interesting.					
	Electronic brochures play an important role in promoting tourism services.					

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	Electronic selling machines (smart tourist information terminals) in large stores provide full details of services and their prices to help customers make informed choices.					
<u>The Website</u>	The website facilitates communication with tourism companies 24/7.					
	Tourism companies' websites respond to the demands and needs of tourists.					
	Tourists prefer websites that offer an online booking service.					
<u>E-mails and Mobile marketing</u>	Tourists are interested in promotional emails because they believe they are addressed specifically to them.					
	Promotional messages sent by text message from the tourism company encourage people to use its services.					
<u>Social Media and Influencers</u>	It's important for every tourism business to have a social media page.					
	Following influencers who post tourism-related content can increase interest to visit a particular destination.					
	The opinions and feedback that people share on social media influence tourists' purchasing decisions.					
<u>Tourism Platforms</u>	Platforms (such as booking.com, etc.) make it easier to find tourism					

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<u>and Application</u>	information, which saves a lot of time and effort.					
	The company's presence on tourism apps gives tourists confidence and security about its services.					
<u>Viral marketing is a strategy based on the rapid transmission of content between internet users, while word of mouth refers to user recommendations exchanged electronically that contribute to product promotion.</u>	Information shared online contributes to the promotion of tourist destinations in Algeria.					
	Electronic tools are an effective way to disseminate and share tourist experiences.					
<u>Search Engine Optimization / Search</u>	When searching for tourism and travel topics, tourists choose the first result displayed by the search engine.					

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<u>Engine Marketing</u>	Search engine ads make it easier to discover tourism companies' websites.					
	Tourists use keywords such as 'travel' or 'hotels' to find tourism companies online.					

Section 03: Tourism revitalization in Algeria (Please read the following sentences carefully and choose the answer you find appropriate).

Sentences	strongly agree	Agree	Neutral	Disagree	strongly disagree
Promotional offers encourage tourism in Algeria.					
Prices play an important role in increasing demand for tourist services.					
It is also important to provide tourist information such as maps and guides in multiple languages.					
Sporting events contribute to the promotion of tourism in Algeria.					
Algeria's natural and cultural diversity also encourages tourism.					
The quality of transport and infrastructure also plays a significant role in the tourist experience.					

- In your opinion, what obstacles are holding back the revitalization of tourism in Algeria?.....

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Appendices 03: The Questionnaire : (French version)

Questionnaire destiné aux touristes

République algérienne démocratique et populaire

Ministère de l'Enseignement supérieur et de la Recherche scientifique

Faculté des sciences économiques, commerciales et de gestion

Université de Relizane

Cher(e) touriste,

La doctorante prépare une étude intitulée « Promotion électronique des services touristiques en tant que mécanisme de revitalisation du tourisme en Algérie », dans le cadre de son doctorat. L.M.D en science commerciale, marketing des services, à l'université de Relizane.

Aux fins de la réalisation de cette étude, la doctorante a développé ce questionnaire. Toutes les informations seront strictement confidentielles et utilisées uniquement à des fins de recherche scientifique. Veuillez répondre aux questions ci-jointes en plaçant la marque (x) dans les cases qui expriment votre point de vue, merci de votre coopération.

Doctorante: Kara Ahlem Superviseur: Chemma Nawal Co-superviseur: Benahmed Saadia

Remarque :

- Veuillez répondre à toutes les questions, car laisser une question sans réponse rend le formulaire invalide pour l'analyse.

- Veuillez cocher (x) lorsque vous sélectionnez ce qui représente votre point de vue.

Section 01 : Informations générales sur les touristes

Wilaya :

Sexe : homme femme

Âge : moins de 20 ans de 21 à 40 ans

de 41 à 60 ans plus de 61 ans

Salaire : moins de 20 000 DZD de 20 000 à 35 000 DZD

De 35 000 à 50 000 DZD plus de 50 000 DZD

Section 02 : Contribution de l'e-promotion à la revitalisation du tourisme en Algérie.

(Veuillez lire attentivement les phrases suivantes et choisir la réponse que vous trouvez appropriée).

phrases	Toute a fait d'accord	D'accord	Neutre	Pas D'accord	Pas de toute d'accord

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<u>La publicité en ligne</u>	La publicité en ligne encourage la culture touristique.					
	La publicité en ligne a un impact majeur sur les décisions d'achat des touristes.					
	Les annonces en ligne sur les destinations touristiques algériennes sont fiables.					
<u>La Promotion des ventes</u>	Les offres promotionnels en ligne stimule l'achat de services présenté par l'entreprise touristique.					
	Les outils électroniques sont le moyen le plus efficace pour rechercher les réductions proposées par les entreprises touristique.					
<u>les Relations publiques</u>	Les actualités en ligne sur l'entreprise touristique jouent un rôle majeur dans la construction de son image.					
	Réception d'un courriel d'une entreprise à l'occasion d'événements (anniversaire d'un client) : cela attire l'attention sur cette entreprise.					
	La participation de l'entreprise à des expositions et conférences en ligne encourage les interactions avec celle-ci.					
<u>le Marketing direct</u>	Le fait de traiter en ligne avec l'entreprise rend l'expérience touristique plus interactive.					
	Les brochures électroniques jouent un rôle important dans la promotion des services touristique.					
	Les distributeurs électroniques (kiosques) présents dans de grandes surfaces offrent toutes les informations sur les produits et leurs prix, etc.					

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<u>le Site Web</u>	Le site web offre la possibilité de communiquer avec les entreprises touristiques 7 j/7 et 24 h/24.					
	Le site web de l'entreprise touristique répond aux demandes et aux besoins des touristes.					
	Les touristes préfèrent utiliser des sites Web qui offrent un service de réservation en ligne.					
<u>E-mails et Mobile</u>	Les touristes s'intéressent aux e-mails parce qu'ils estiment qu'ils leur sont spécialement adressés.					
	Les messages promotionnels envoyés par téléphone de la part de l'entreprise touristique encouragent à utiliser ses services.					
<u>les médias sociaux et les influenceurs</u>	Il est important que chaque entreprise touristique dispose d'une page sur les réseaux sociaux.					
	Le suivi des influenceurs qui publient du contenu touristique peut augmenter l'intérêt pour le tourisme local.					
	Les opinions et les commentaires des gens sur les réseaux sociaux influencent les décisions d'achat des touristes.					
<u>les Plateformes et les applications touristiques</u>	Les plateformes (comme booking.com, etc.) facilitent la recherche d'informations touristiques, ce qui fait gagner beaucoup de temps et d'efforts.					
	La présentation de l'entreprise, ses services dans des applications touristiques, permet aux touristes de se sentir en confiance et en sécurité.					

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<p><u>Le marketing viral</u> (une stratégie basée sur la transmission rapide du contenu entre les utilisateurs d'Internet) et <u>la bouche à oriel</u> (terme qui fait appel aux recommandations des utilisateurs échangées électroniquement et contribuant à la promotion des produits).</p>	<p>L'information partagée en ligne contribue à la promotion des destinations touristiques en Algérie.</p>					
	<p>Les outils électroniques sont un moyen efficace de diffuser et de partager les expériences touristiques.</p>					
	<p>Les publicités promotionnelles en ligne poussent les touristes à les partager via leurs conversations.</p>					
<p><u>Optimisation des moteurs de recherche / Marketing des moteurs de recherche</u></p>	<p>Les touristes choisissent le premier résultat affiché par le moteur de recherche lors de leurs recherches de sujets de tourisme et de voyage.</p>					
	<p>Les publicités dans les moteurs de recherche facilitent la découverte de sites Web d'entreprises touristiques.</p>					
	<p>Les touristes utilisent des mots-clés tels que « voyages » ou « hôtels » dans les moteurs de recherche pour accéder aux sites Web des entreprises touristiques.</p>					

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Section 03 : La revitalisation touristique en Algérie (Veuillez lire attentivement les phrases suivantes et choisir la réponse que vous trouvez appropriée).

phrases	Toute a fait d'accord	D'accord	Neutre	Pas D'accord	Pas de toute d'accord
Les offres promotionnelles encouragent le tourisme en Algérie.					
Les prix jouent un rôle important dans l'augmentation de la demande de ces services touristiques					
Il est important de disposer d'informations touristiques, telles que des cartes et des guides touristiques en langues étrangères.					
Les manifestations sportives contribuent à la promotion du tourisme en Algérie					
La diversité naturelle et culturelle de l'Algérie encourage l'intérêt pour le tourisme					
La qualité des transports et des routes joue un rôle important dans l'expérience touristique.					

- À votre avis, quels sont les obstacles qui freinent la revitalisation du tourisme en Algérie ?

.....
.....
.....

Appendices 04: The Questionnaire : (Arabic version)

استمارة استبيان موجهة للسياح

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

كلية العلوم الاقتصادية والعلوم التجارية وعلوم التسيير

جامعة غليزان

السلام عليكم ورحمة الله تعالى وبركاته، تحية طيبة وبعد، ...

تقوم الباحثة بإعداد دراسة بعنوان "الترويج الإلكتروني للخدمات السياحية كألية لتنشيط السياحة بالجزائر"، وهذا استكمالا للحصول على درجة الدكتوراه ل. م. د. في العلوم التجارية تخصص تسويق الخدمات، بجامعة غليزان.

ولأغراض هذه الدراسة قامت الباحثة بتطوير هذه الاستبانة، وسوف تحظى كافة المعلومات بالسرية التامة وتستخدم لغرض البحث العلمي فقط، فيرجى منكم الإجابة على الأسئلة المرفقة من خلال وضع العلامة (X) في الخانات التي تعبر عن وجهة نظرکم، شاكرين لكم تعاونکم معنا.

الباحثة: فارة أحلام الأستاذة المشرفة: أ. شمة نوال مساعد (ة) المشرف: أ. بن أحمد سعدية

ملاحظة:

- يرجى الإجابة على جميع الأسئلة، لأن ترك أي سؤال دون إجابة يعني عدم صلاحية الاستمارة للتحليل.
- يرجى وضع علامة (X) عند الإجابة التي تمثل وجهة نظرک.
- الباحثة على استعداد للإجابة عن أي استفسار يتعلق بالفقرات عند زيارتها لكم.

المحور الأول: بيانات عامة عن السائح

- الولاية:
- الجنس: ذكر أنثى
- العمر: أقل من 20 سنة من 21 إلى 40 سنة
- من 41 إلى 60 سنة أكثر من 61 سنة

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- من 20000 إلى 35000 دج أقل من 20000 الدخل:
 أكثر من 50000 دج من 35000 إلى 50000 دج

المحور الثاني: مساهمة الترويج الإلكتروني في تنشيط السياحة في الجزائر (الرجاء تحديد مدى موافقتك على العبارات التالية بعد قراءتها بتمعن):

غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة	العبارات
					الإعلان الإلكتروني
					تساهم الإعلانات الإلكترونية في نشر الثقافة السياحية
					تلعب الإعلانات الإلكترونية دور كبير في توجيه القرارات الشرائية للسياح
					تتميز الإعلانات الإلكترونية حول الوجهات السياحية الجزائرية بالمصداقية
					تنشيط المبيعات
					تقديم المؤسسة السياحية لجوائز تشجيعية عبر الانترنت يحفز على شراء خدماتها
					الوسائل الإلكترونية هي الطريقة الأمثل للتعرف على تخفيضات المؤسسات السياحية
					العلاقات العامة
					الأخبار المنشورة عبر الانترنت عن المؤسسة السياحية لها دور كبير في بناء صورتنا
					ارسال المؤسسة السياحية لبريد الكتروني في المناسبات (مثل عيد ميلاد الزبون) يثير الاهتمام نحو المؤسسة
					مشاركة المؤسسة السياحية في معارض ومؤتمرات عبر الانترنت يحفز التعامل معها
					التسويق المباشر
					التعامل المباشر مع المؤسسة عبر الوسائل الإلكترونية يجعل تجربة السياحة أكثر تفاعلية

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					تلعب الكتيبات الالكترونية دور فعال في التعرف على خدمات المؤسسة السياحية	
					تقدم الموزعات الالكترونية (smart tourist information terminals) الموجودة في المساحات الكبرى كافة المعلومات عن المنتجات وأسعارها... إلخ	
					يوفر الموقع الالكتروني القدرة على التواصل مع المؤسسات السياحية على مدار 7 / 7 أيام و 24 / 24 ساعة	الموقع الالكتروني
					يلبي الموقع الالكتروني للمؤسسة السياحية توقعات واحتياجات السياح	
					يفضل السياح التعامل مع المواقع الالكترونية التي تقدم خدمة الحجز عبر الانترنت	
					يهتم السياح بالرسائل المرسله عبر البريد الالكتروني لأنها تشعره أن هذا البريد موجه له بشكل خاص	البريد الالكتروني والهاتف
					الرسائل الترويجية التي ترسلها المؤسسة السياحية عبر الهاتف تحفز على تجربة خدماتها	
					من المهم أن تمتلك كل مؤسسة سياحية صفحة على مواقع التواصل الاجتماعي	مواقع التواصل الاجتماعي والمؤثرون الرقميون
					متابعة المؤثرين الذين يقدمون محتوى سياحي يثير الاهتمام بالسياحة المحلية	
					تؤثر آراء وتعليقات الأفراد عبر وسائل التواصل الاجتماعي على القرارات الشرائية للسياح	

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					تسهل منصات وتطبيقات السياحة (مثل booking.com...إلخ) عملية البحث عن المعلومات السياحية، مما يوفر الكثير من العناء والوقت	المنصات والتطبيقات السياحية
					عرض المؤسسات السياحية لخدماتها في منصات وتطبيقات السياحة يشعر السائح بالثقة والأمان في التعامل	
					تساهم المعلومات المتداولة عبر الانترنت في التعريف بالوجهات السياحية في الجزائر	التسويق الفيروسي (هو استراتيجية تعتمد على انتشار المحتوى بشكل سريع بين المستخدمين عبر الانترنت) والكلمة المنقولة (تشير الى توصيات المستخدمين المتبادلة الكترونيا وتساهم في ترويج المنتجات)
					تعتبر المنصات الالكترونية أداة فعالة لنشر ومشاركة التجارب السياحية	
					الإعلانات الترويجية المنشورة عبر الانترنت تحفز السائح على مشاركتها من خلال المحادثات	
					يختار السياح أول نتيجة يظهرها محرك البحث عند البحث في مواضيع السياحة والسفر	تحسين وتسويق محركات البحث
					تساهم الإعلانات التي تظهر في محركات البحث في التعرف على المواقع الالكترونية للمؤسسات السياحية	Search Engine Optimization/ Search Engine Marketing
					يلجئ السياح لاستخدام الكلمات المفتاحية (رحلات سياحية، سفر، فنادق) في محركات البحث للوصول إلى مواقع المؤسسات السياحية	

الخور الثالث: واقع تنشيط السياحة في الجزائر (الرجاء تحديد مدى موافقتك على العبارات التالية بعد قراءتها

بتمعن):

غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة	العبارات
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					تساهم العروض الترويجية في تحفيز السياحة بالجزائر
					أسعار الخدمات السياحية لها دور مهم في زيادة الاقبال عليها
					من المهم توفير المعلومات السياحية كالخرائط، الأدلة السياحية بلغات أجنبية في الجزائر
					تساهم الفعاليات الرياضية الدولية والمحلية في تشجيع السياحة بالجزائر
					يشجع التنوع الطبيعي والثقافي في الجزائر على الاهتمام بالسياحة
					تلعب جودة الطرق وسائل النقل دور كبير في تحسين تجربة السياح

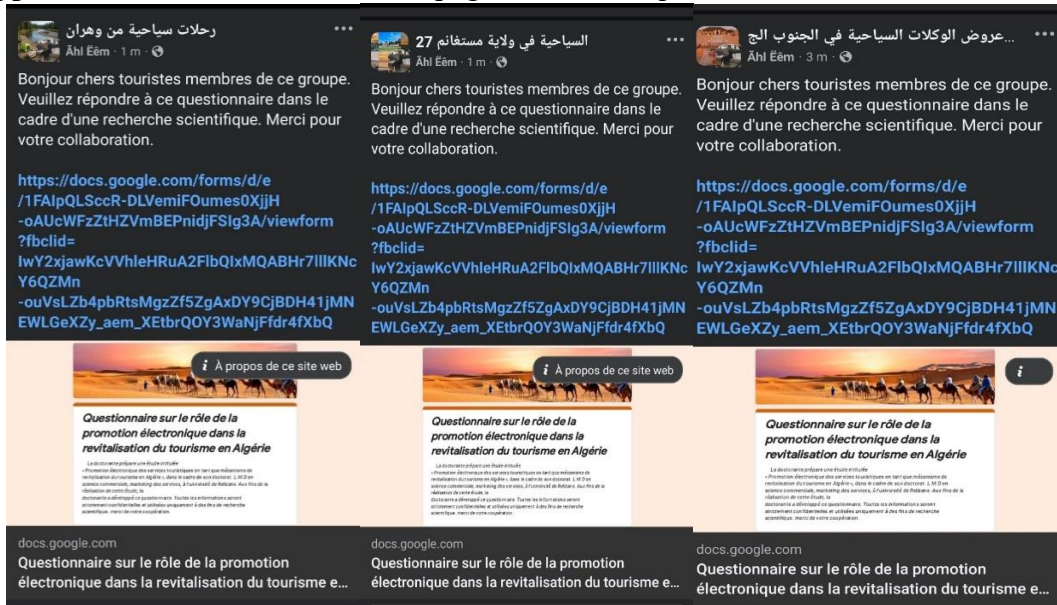
■ في رأيك ماهي التحديات التي تعيق تنشيط السياحة في الجزائر

.....
.....

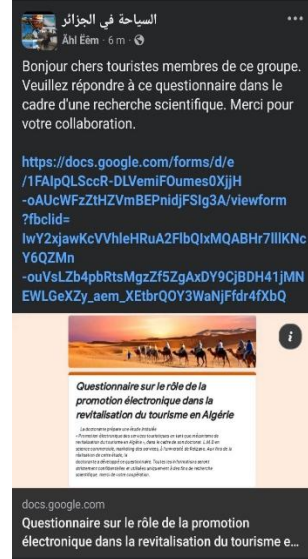
Appendices 05: List of questionnaire reviewers

Name of the reviewer	Academic Degree	University
Chemma nawal	Senior lecturer A	Relizane university
Benahmed Saadia	Senior lecturer A	Relizane university
Mortet Sabrina	Professor	Relizane university
Moussaoui mebarka	Senior lecturer A	Mostaganem university
Kara ibtisssem	Senior lecturer A	Relizane university
Mezouaghi djilali	Assistant professor B	Relizane university

- Appendices 06: Some of Facebook pages where the questionnaire was distributed

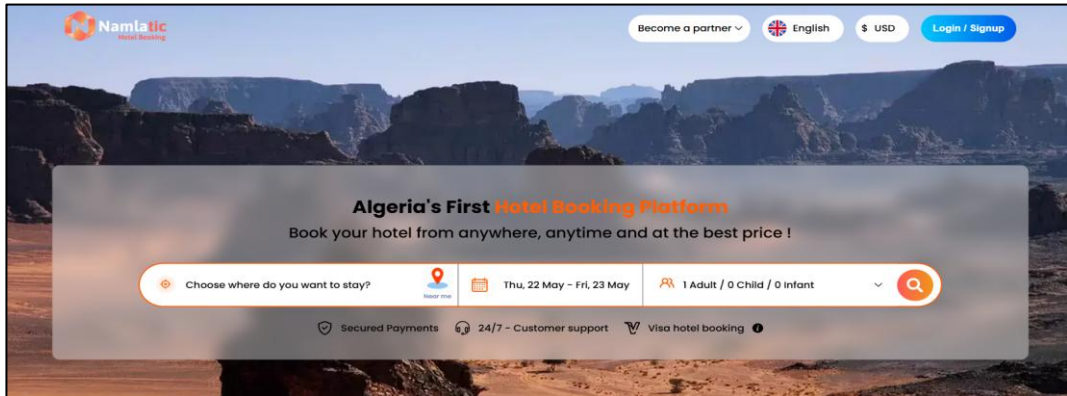


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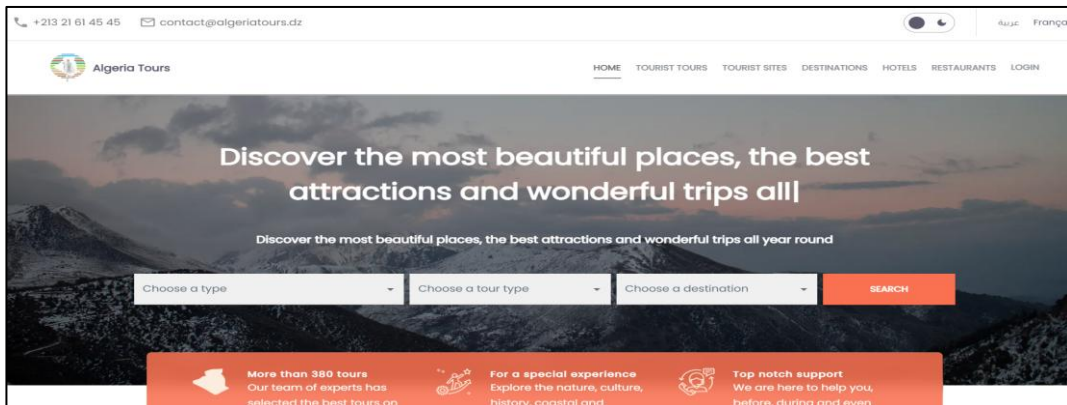


Appendices

- **Appendices 07:** Some of the websites and tourism platforms have been analyzed Namlatic:



Algeria tours:

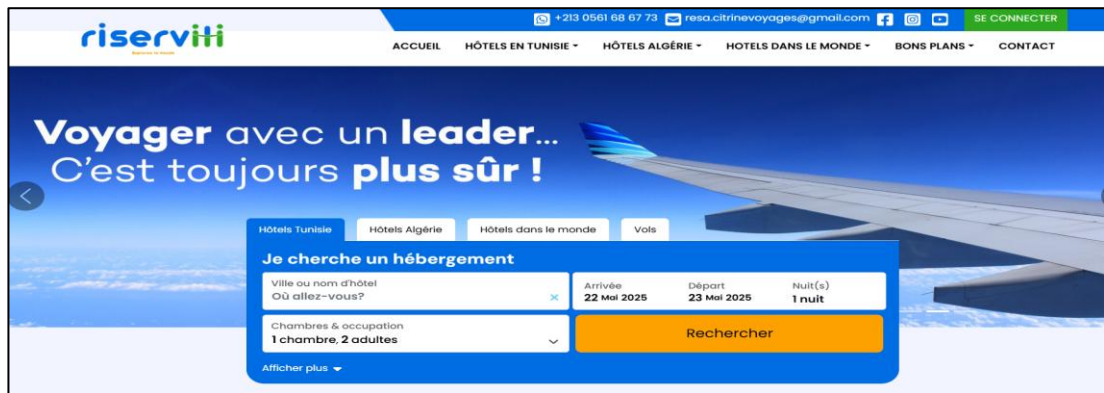


Bookinalgeria:

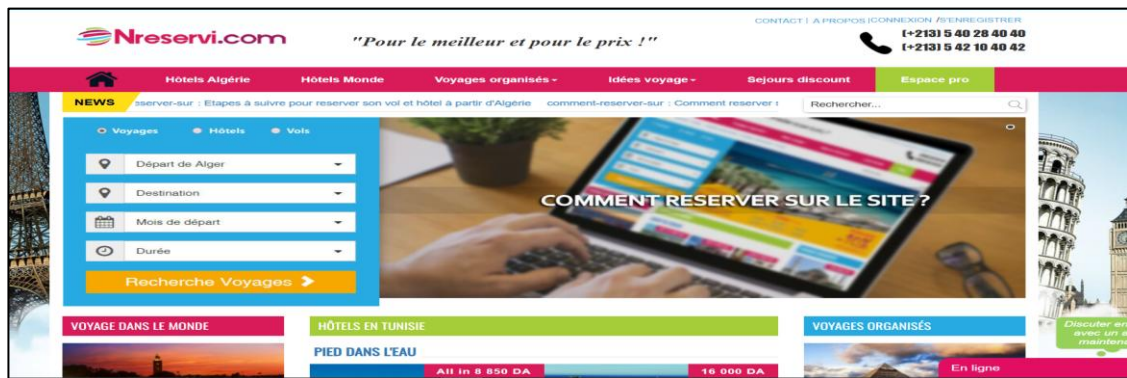


Appendices

Riservili:



Nreservi.com:



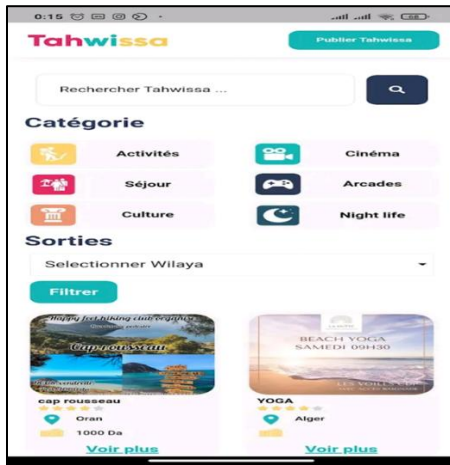
- **Appendices 07:** Some of the mobile applications have been analyzed

Tayssir:

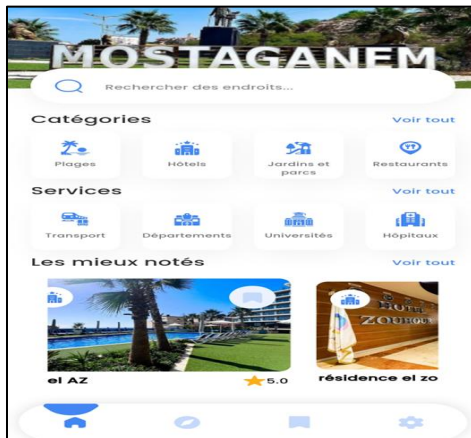


Appendices

Tahwissa:



Mostaganem Widjhati:



Appendices

- Appendices 08: SPSS Results

Statistiques de fiabilité

Alpha de Cronbach	Nombre d'éléments
.889	33

Corrélations

			y	X
Rho de Spearman	y	Coefficient de corrélation	1.000	.435**
		Sig. (bilatéral)	.	.000
		N	653	653
	X	Coefficient de corrélation	.435**	1.000
		Sig. (bilatéral)	.000	.
		N	653	653

** . La corrélation est significative au niveau 0.01 (bilatéral).

Informations sur l'ajustement du modèle

Modèle	Log de vraisemblance -2	Khi-carré	ddl	Sig.
Constante uniquement	3103.496			
Final	2840.787	262.709	10	.000

Fonction de lien : Logit.

Estimations des paramètres

		Estimations des paramètres					Intervalle de confiance à 95 %	
		Estimation	Erreur standard	Wald	ddl	Sig.	Borne inférieure	Borne supérieure
Seuil	[y = 6.00]	2.890	1.015	8.113	1	.004	.901	4.879
	[y = 12.00]	3.380	.922	13.445	1	.000	1.573	5.186
	[y = 13.00]	3.967	.851	21.753	1	.000	2.300	5.635
	[y = 14.00]	4.612	.806	32.713	1	.000	3.031	6.192
	[y = 15.00]	5.372	.781	47.304	1	.000	3.841	6.903
	[y = 16.00]	5.860	.774	57.302	1	.000	4.343	7.378
	[y = 17.00]	5.955	.773	59.281	1	.000	4.439	7.471
	[y = 18.00]	6.128	.772	62.948	1	.000	4.614	7.642
	[y = 19.00]	6.358	.772	67.881	1	.000	4.845	7.870
	[y = 20.00]	6.460	.772	70.109	1	.000	4.948	7.973
	[y = 21.00]	7.080	.773	83.837	1	.000	5.564	8.595
	[y = 22.00]	7.587	.776	95.478	1	.000	6.065	9.109
	[y = 23.00]	7.823	.778	100.994	1	.000	6.297	9.349
	[y = 24.00]	8.592	.786	119.352	1	.000	7.051	10.133
	[y = 25.00]	9.066	.792	130.903	1	.000	7.513	10.619
	[y = 26.00]	9.628	.800	144.723	1	.000	8.059	11.197
	[y = 27.00]	10.286	.811	160.994	1	.000	8.697	11.875
	[y = 28.00]	11.274	.827	185.786	1	.000	9.653	12.895
	[y = 29.00]	12.140	.841	208.549	1	.000	10.493	13.788
Emplacement	الاعلان الالكتروني	.149	.043	1.328	1	.003	-.034-	.132
	التسويق المباشر	.137	.048	8.243	1	.004	.043	.230
	الهاتف المحمول البريد الالكتروني	-.128-	.042	9.413	1	.002	-.210-	-.046-
	المواقع الالكتروني	.171	.038	20.839	1	.000	.098	.245
	المؤثرون الاجتماعيون و موافع التواصل	.186	.045	3.687	1	.002	.002	.175
	تطبيقات منصات السياحة و	.136	.056	5.930	1	.015	.027	.246
	التسويق الفروي و كلمة المنقولة	.184	.054	11.726	1	.001	.079	.290
	محات البحث و التسويق	-.081-	.036	5.048	1	.025	-.151-	-.010-
	العلاقات العامة	.168	.045	14.251	1	.000	.081	.256
	تنشيط المبيعات	.099	.064	2.373	1	.123	-.027-	.224

Fonction de lien : Logit.

Appendices

Pseudo R-deux

Cox et Snell	.331
Nagelkerke	.334
McFadden	.083

Fonction de lien : Logit.