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Communication strategies adopted by tourism operators to revive internal tourism in Algeria

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Abstract---Tourism, an ancestral phenomenon, is now of paramount importance in the world economy and cultural communication. The COVID-19 pandemic has strongly impacted international tourism, thus encouraging the promotion of internal tourism in Algeria, communication strategies are becoming crucial to revitalize the sector. This article aims to analyze these new strategies and their use of information and communication technologies. Digital social networks are emerging as major tools in travel planning and travelers' choices. However, it is imperative to consider the issues related to privacy and security. Our research offers sound recommendations to improve tourism promotion, enhance the image of destinations and meet the expectations of travelers in this new post-pandemic momentum.

Keywords---Communication strategies, sustainable tourism, cultural diversity, tourist value, planning.

Introduction

Considered a major phenomenon of our time, tourist movements are constantly growing around the world. Going back in time, the tourist activity is not new, it has always existed throughout the history of humanity. Today, tourism plays an essential role in the economic and social sector on a global scale. It encompasses all areas of economic activity and also exerts a considerable influence on other sectors such as agriculture, construction, crafts, trade and transport services. In addition, tourism has a significant impact on society, as it is considered a means of communication and cultural exchange.

The tourism sector has been affected by the covid-19 pandemic around the world including Algeria. This unprecedented health crisis has led to a significant decrease in international tourism, thus prompting the actors of the sector to focus on internal tourism in order to revitalize the tourist industry in the country. In this perspective, communication strategies play a crucial role as promotion and

awareness-raising tools, thus encouraging Algerian citizens to discover and explore the riches of their own country.

In this context, communication strategies play a crucial role in stimulating the recovery and development of the tourism sector. These strategies are key tools to promote destinations, influence travelers' decisions, raise awareness of the preservation of tourist sites and strengthen the image and reputation of a destination. By adapting their communication approaches, the actors of the tourism sector seek to arouse the commitment of travelers, to encourage the discovery of new experiences ...; etc

This article aims to analyze the new communication strategies adopted in the tourism sector in Algeria to revive internal tourism during the post-COVID-19 period. The objective is to analyze the role of new information and communication technologies in the tourism sector. More precisely, to understand how these technologies are used within tourism companies to improve their operation, as well as the different communication strategies adopted by tourism operators to reach their audience. We are also interested in the use of new means of communication by customers to book and organize their trips. We are therefore trying to understand how these technologies influence the attitude of travelers and how tourism companies can adapt to meet their expectations.

I / Theoretical construction

- Conceptual analysis and problematization of the object:

Problematic:

Today, tourism plays a major role in the socio-economic sector in the world. It affects all areas of economic activity and it exerts a great influence on other sectors such as agriculture, construction, crafts, trade and transport services. It also affects society insofar as it is considered as a means of communication and cultural exchanges.

The tourism sector is experiencing various evolutions in the services it offers to these customers, whether in the prices it practices but also in the quality of service it offers such as accommodation, transport, catering in order to satisfy them.

Since the year 2019, the tourism sector has been influenced by the health crisis because of the "covid-19" pandemic that the world has known. This pandemic has caused a health, social and economic crisis on a global scale, greatly affecting the tourism sector. According to the world tourism organization, the lockdown imposed in response to the requirements of prevention led to a 98% drop in the number of international tourists in 2019. Since then, the world has experienced the closure of borders, hotels and travel agencies that have closed their doors. Air and maritime transport have experienced an unprecedented decline. In 2020, the arrival of international tourists in Algeria decreased by 78%. **(word tourism organization, 2020).**

Based on a new innovation strategy, the tourist activity seems to be taking place again thanks to the innovation processes developed in this sector which integrates new communication strategies based on ICT and digitalization.

Faced with this crisis, tourism operators have developed solutions to reduce the decline in their activities, by preparing tourism recovery plans. They encouraged innovation and investment in this sector, within the framework of the recommendations of the O.M.S. and those dictated by the Algerian government. They then adopted the necessary social distancing and hygiene standards to protect workers and customers. They have also implemented new operating strategies for the sector aimed at attracting consumers by creating virtual and real tourism experiences thanks to digital technology.

Regarding innovation in the tourism sector, the integration of digitalization and ICT have fundamentally changed the tourism sector, which has disrupted the traditional tourist value chain. The latter offer new players the opportunity to enter the tourism market. Also, travel agencies and tour operators are no longer the only organizers of tourist activities; the internet also participates in the evolution of the care of the needs of the tourist and his displacement. The tourist activity has been able to create the need for travel and escape among citizens. Thanks to new strategies such as RNS which have helped to promote tourism, she guides the customer through the various online platforms and influencers. The adaptation of these strategies, in this sector, has had an impact on travel companies and the dissemination of travel information and products on the internet. By their effectiveness, they allow tourism companies to provide tourism products and services to a large number of consumers and to interact with them and with other service producers.

After the COVID-19 pandemic, tourism is regaining its rights. It can now be practiced thanks to innovation, sustainability in recovery plans, the use of technology and digitalization which play a key role in this sector. New information and communication technologies are considered to be the new trend within tourism organizations. The integration of digitalization in the tourism sector is carried out by various tourist organizations in order to satisfy customers and thereby obtain better performance. Currently, the Algerian tourism sector is in a phase of intense digital transformation that is changing the very nature of these services.

The Algerian public authorities are beginning to realize the importance of the development of the tourism sector as an economic value, moreover possessing a strong natural and heritage potential in different regions of the country (coastline, mountains, Sahara ...). The observation made so far shows that the Algerian policy of development of tourist activities is out of step with that of its neighbors on the southern Mediterranean shore.

In 1995, for example, the revenue from tourism presented only 23.44 million euros, or less than 0.077% of the gross national product. For 25 years, the country's interest in tourism has increased only slightly, before Covid-19, the turnover being only 125.06 million euros; it represented 0.082% of the gross national product. Like all countries in the world, the pandemic has impacted the

tourism sector in Algeria, which has caused a 65% drop in turnover. In 2020, Algeria generated approximately 43.78 million euros, which corresponds to 0.03% of its gross domestic product. **(Global data)**. On the other hand, in Morocco, tourism represents from 08 to 10% of the country's gross domestic product, and varies between 07 and 14% in Tunisia. **(Open edition, 2021)**.

To cope with the new challenges and realities, the Algerian state has encouraged the various tourism operators to promote the strengthening of internal tourism and recommends that they attract tourists accustomed to choosing foreign destinations for their holidays. It encourages tourism promotion to publicize national tourist destinations and develop various programs to revitalize the sector and the development of local territories. To do this, it is strongly advisable to exploit archaeological, historical and cultural sites, religious and environmental factors in tourist activities in order to develop new economic riches.

In this order of ideas, our present research in this field will focus on the change made in Algeria at the end of the COVID-19 pandemic and the means implemented to successfully revive internal tourism.

Our research problem will mainly focus on the client's perception of the new communication strategies in the tourism sector as well as the communication strategies adopted in this sector to revive internal tourism. In view of this, several questions arise to which we will try to provide elements of an answer.

Due to the nature of the title, the problematic is formulated in two questions of equal importance:

How has the reconfiguration of the tourist value chain impacted internal tourism in Algeria? And what is the client's attitude towards new communication strategies adopted by tourism operators?

1. The assumptions:

- The reconfiguration of the Algerian tourist value chain offers the customer more proximity and accessibility;
- The Algerian client in the tourism sector perceives the new communication strategies positively.

2. The reasons for choosing the theme:

We have chosen this theme in order to:

- ✓ Understand how tourism companies use different means of communication to reach their target audience;
- ✓ Observe the effects of the pandemic on the tourism industry and analyze the changes that have emerged due to the pandemic;
- ✓ To discover the new means of communication used by tourists and tourism operators;
- ✓ To better understand the changes due to covid19 and the development of ICT in the tourism sector.

3. The objective of the research:

- Understand how new means of communication such as social networks, mobile applications or online booking platforms have revolutionized the way travelers search, book and organize their trips;

- To Assimilate the influence of new technologies on the behavior of travelers and their use of these latest technologies to search for information on destinations, accommodations, activities to do on site, etc;
- Explain the evolution of travelers' expectations that have evolved thanks to the use of new technologies;
- To clarify the need of tourism companies to adapt to new trends to meet the expectations of their customers and to improve their customer services by using new technologies to interact with their customers;
- Propose solutions to the questions raised in order to obtain reliable results.

4. The operational definitions of the key concepts:

-Communication strategy: The communication strategy is an action plan that defines the objectives, messages, channels and actions to be implemented to communicate effectively with a target audience. It aims to influence the attitudes, behaviors or perceptions of the targeted people by using different communication tools.

The communication strategy can be used in different fields, such as marketing, politics, health, education, social, cultural, etc. It can be elaborated for different purposes, such as:

- To publicize a product, a service, an idea, a cause, an event, etc ;
- To attract new customers, partners, members, donors, etc ;
- To retain customers, strengthen brand image, improve reputation, etc ;
- To inform, educate, raise awareness, mobilize, convince, etc.

The communication strategy consists of different stages, such as analyzing the situation, defining objectives, identifying the target audience, selecting communication channels communication, the creation of messages, the implementation of actions and the measurement of results. It is often evaluated and adjusted according to the results obtained to maximize its impact.

-The tourist value chain: is a concept that describes all the activities involved in the creation, supply and sale of tourism products and services. It encompasses all stages of the provision of tourist services, from the planning of the trip to the satisfaction of the client after his return home.

The tourism value chain includes actors such as travel agencies, hotels, restaurants, carriers, operators of tourist sites, tourism service providers, tourism promotion organizations and local authorities. Each actor contributes to the provision of a complete and quality tourist service, and to the creation of value for the customer.

The tourism value chain is the set of activities that make it possible to create, provide and sell tourism products and services. It includes several stages ranging from trip planning to customer satisfaction after the trip.

-Web 2.0: It is an evolution of the Internet that began around the mid-2000s. This version of the web is characterized by greater interactivity, increased user participation and closer online collaboration. Web2.0 sites allow users to share content, collaborate and create content in an easier and more efficient way. Examples of Web2.0 sites include social networks, blogs, wikis, video sharing platforms and online discussion forums.

-Digital social networks: these are online platforms that allow people to connect and communicate with each other via the Internet. These platforms allow their users to create profiles, share content (photos, videos, messages), interact with other users via comments, mentions, private messages, etc.

-Socio-economic appropriation: The socio-economic appropriation of ICTs (Information and Communication Technologies) refers to the ability of individuals and groups to use ICTs to improve their socio-economic life. This can include the use of ICTs to access information, job opportunities, public services, markets, social networks, healthcare, etc.

To promote an equitable socio-economic appropriation of ICTs, it is necessary to put in place policies and programs that promote equitable access to ICTs, training and skills development, the creation of local and relevant content, awareness-raising and community engagement, etc. This may include initiatives such as the expansion of ICT infrastructure, the creation of community ICT centers, training programs on basic ICT skills, policies to promote the use of ICT in companies and public services, etc.

II/ The methodology and protocol of the survey

The methodology:

To conduct scientific research in communication, we opt for an appropriate research methodology which is a set of methods and techniques used to answer a research question and verify the hypotheses put forward.

In any research, different data collection techniques are used. We proceed by a documentary search related to the subject of study, by interviews and by questionnaires.

In our work, we mainly used the quantitative method and the qualitative method when it comes to analyzing a speech represented in the article by the speech of the interviewees in an interview.

Data collection techniques:

First, we opted for a documentary exploration in order to obtain as much information as possible on our subject. Thus, we have read studies already carried out on the subject and gathered and then consulted the documentation produced on the tourism sector.

We then conducted exploratory interviews to get closer to the field and inform ourselves about the attitudes of our interviewees. They are Algerian tourists, from my immediate entourage (relatives, students and teachers of the university). This allowed us to review our form that was used to develop our questionnaire before launching it on the web, addressed to Internet users. The purpose of the questionnaire is of course to collect information on the attitudes and habits of tourists.

▪ The questionnaire technique as the main instrument for collecting data

We opted for the questionnaire for the following reasons:

A) Relevance of the tool: the questionnaire makes it possible to collect precise and detailed information on the opinions of tourism customers.

B) Accessibility of participants: The questionnaire can be distributed online, by e-mail or in paper version to reach a large number of participants, regardless of

their location. The questionnaire can also be distributed at different times to allow participants to answer at their convenience.

C) Reliability and validity: The questionnaire can be designed in such a way as to measure the variables in a reliable and valid way. Questions can be designed to avoid bias and measurement errors. The design of the questionnaire can be validated through reliability and validity tests.

D) Ethical concern: participants can answer the questionnaire confidentially and their anonymity can be preserved. Participants can be informed about the purpose of the study, their right to participate, and how the data will be used. The collected data can be stored securely and confidentially.

The questionnaire developed for the needs of our study is structured in sections that cover the different aspects related to tourism. We discussed tourist activities, the means of communication used by customers to organize their trips, the change in their travel habits during the covid-19 pandemic, their appreciation of internal tourism, etc.

In other words, our questionnaire includes a wide range of questions, classified according to the intended objective. It consists of 32 diversified questions, including both open and closed questions. The first axis of our questionnaire addresses the presentation of the personal data of the respondents. The second is interested in travel and the changes made following the Covid-19 pandemic. The third is to present the different digital tools used by tourists in the organization of their trips. The fourth and last axis focuses on the integration of ICTs and their impact on the tourism world.

We have designed an online questionnaire, using Google Forms. We have distributed it on various online platforms specialized in tourism to reach a wide population.

The online questionnaire has various advantages:

1. The distribution of an online questionnaire reaches a considerable population, thanks to the use of online platforms specialized in tourism.
2. Reduced cost: Distributing an online questionnaire is usually much cheaper than sending questionnaires by mail or organizing in-person meetings.
3. Time saving: Online questionnaires allow faster data collection because participants can answer them at their own convenience. This makes it possible to collect a greater number of responses in a shorter period of time.
4. Ease of administration: Online questionnaires are easy to administer. The creation of the latter is faster and easier by creating personalized questionnaires with a wide variety of question types (multiple choice, short answer, etc.).
5. Data Accuracy: Online questionnaires eliminate manual transcription errors that can occur when entering data from paper questionnaires. The answers are recorded electronically, which reduces the risk of human errors.
6. Anonymity and Confidentiality: Participants may feel more comfortable answering an online questionnaire honestly, especially when dealing with sensitive topics. They also have the option of remaining anonymous.
7. Automated processing and analysis: Online questionnaires allow an automated analysis of the data collected. Tools such as Google Forms can generate graphs

and statistics in real time, thus facilitating the interpretation of results and decision-making.

▪ **The study population and sampling:**

The study population:

The study population represents all the individuals who are included in a specific study. The selection of the study population depends on the research question and the objectives of the study.

Sampling:

Sampling is the process of selecting a representative subset of individuals or elements of a larger population for the purpose of carrying out a study or analysis. Instead of studying the entire population, which can be expensive, impractical or too time-consuming, researchers select a smaller but representative sample to obtain information about the population as a whole.

Sampling is a technique widely used in scientific research, statistics, opinion polling, market research and many other fields. There are different sampling methods. We opted for the convenience sample method, it is a sampling method in which individuals are selected according to their availability and the suitability of the interviewee.

We adopted it for its characteristics, including the accessibility of participants and their availability online through social media groups, specialized websites and web pages of travel organizations. The selection of this sample is faster and easier to implement, this makes it possible to collect data more quickly.

Our study population is composed of Algerian tourists who move to places different from their usual places in order to visit, explore or relax, etc. Our sample is large and includes both sexes, various ages, different socio-economic situations. The selected people do not practice the same type of tourism and present diversified travel motivations.

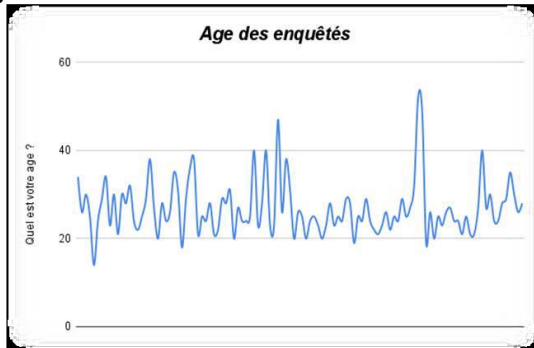
III/ Practical case

1. Analysis of the profile of the respondents

▪ **Analysis and interpretation of data concerning the hypothesis O1:**

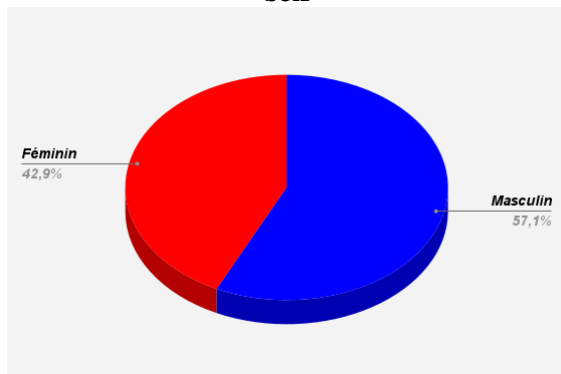
Analysis of the profile of the respondents:

Figure 1: Distribution of respondents by age



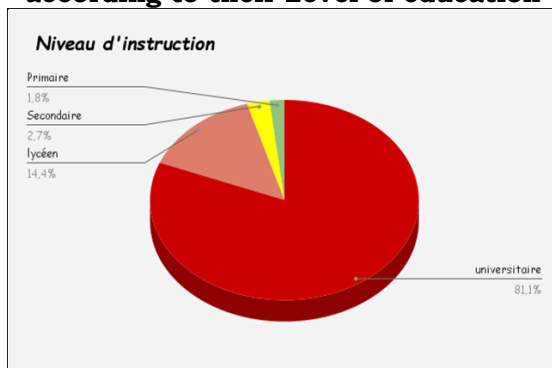
Source: made by ourselves

Figure 2: Distribution of respondents by sex



Source: made by ourselves

Figure 3: Repair of the respondents according to their Level of education



Source: made by ourselves.

In our analysis, we examined several characteristics of the respondents who participated in this survey.

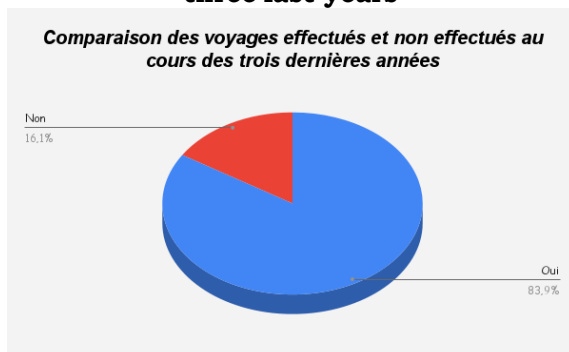
According to **figure01**, we found that the Age of our respondents varies between 14 and 54 years old, which determines the existence of different age categories among Algerian tourists who travel. This suggests that tourist trips in Algerian are of interest to a wide range of generations.

Regarding the distribution by gender indicated in figure02, our survey revealed that 57.1% of tourists are men while 42.9% are women. This indicates a slight male pre-dominance among Algerian tourists participating in the study.

For the level of education, the majority of the respondents, i.e. 81.1% are academics, and the others are divided between levels of instruction ranging from high school to primary education as shown in figure03. From this, this distribution suggests that most of the Algerian tourists interviewed have a high level of education

2. Repercussions of the reconfiguration of the Algerian tourist value chain on internal tourism

Figure 4: Distribution of the trips of the three last years



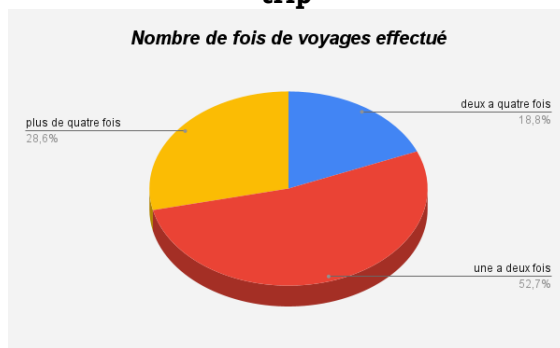
Source: made by ourselves.

In our analysis, we have examined various points concerning the trips made by our respondents during a certain period and the changes made by them.

The results of our study indicated that 83.9% of the respondents have traveled in the last 03 years, while 16.1% have not traveled as shown in Figure 04.

This can be explained in various ways, it indicates a tendency to travel to our surveyed countries, suggesting that travel has become a common activity in our contemporary societies, where more and more individuals are looking to move, discover new places, escape...

Figure 5: Frequency distribution of the trip



Source: made by ourselves.

Regarding the frequencies of travel during the COVID-19 period, we have the following percentages:

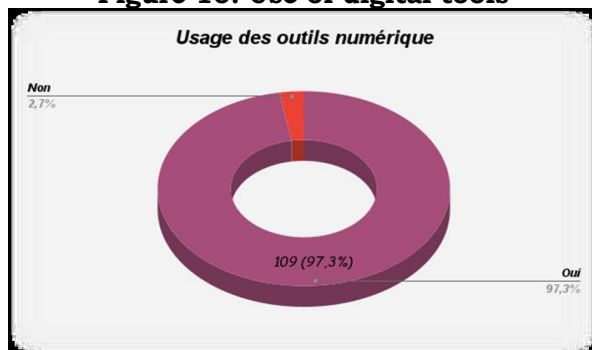
About 52.7% of people travel between 1 and 2 times.

About 18.8% of people travel between 2 and 3 times.

Only 28.6% of people travel more than 4 times.

These percentages represent the distribution of the travel frequencies in the sample considered.

We have noted that the majority of people, i.e. 52.7%, travel 1 and 2 times during the covid-19 period. This indicates a tendency to limit travel and decrease travel. Then, about 18.8% of people travel between 2 and 3 times. This suggests that part of the sample is more active during this period regarding travel. Finally, 28.6% of people travel more than 4 times. This group represents the largest proportion of frequent travelers in the sample. These people seem to have fewer restrictions or specific reasons that push them to travel more often during the COVID-19 period.

Figure 10: Use of digital tools

Source: made by ourselves.

The massive use of digital tools is a common phenomenon in our contemporary societies.

Through our analysis, we found that 97.3% of respondents use digital tools to perform their communication tasks. While only 2.7% said they did not use them. As shown in Figure10.

The figures obtained highlight the development of the use of these tools in the daily lives of the majority of the people interviewed. This demonstrates that the use of the latter is of great importance in various fields whether in work, studies, communication, leisure and in other aspects of modern life. The high use of digital tools can be explained by the technological development in the world, their effectiveness and ease of use. Since contemporary society has become dependent on information and communication technologies. However, the 2.7% of people who do not use these digital tools, their non-use can be explained by the fact that they belong to a non-native group with these new technologies, they are those who prefer to remain disconnected or that they have difficulties accessing and using them. The use of digital tools by the majority of our sample demonstrates their influences within contemporary society, it indicates the opportunities offered and our adaptation with the digital world.

IV/ Use of digital social networks (RSN):

Table 2: Distribution of respondents according to the frequency of use of RSNs

Frequency	Headcount	Percentage	valid percentage	cumulative percentage
Never	2	1.8	1.8	1.8
Sometimes	15	13.4	13.4	15.2
Rarely	4	3.6	3.6	18.8
Often	54	48.2	48.2	67.0
Very often	37	33.0	33.0	100
Total	112	100	100	

Source: made by ourselves.

The use of digital social networks in our days is considered a trend.

When analyzing the frequency of the use of RSNs by us investigated the results we found the following results:

That is, 33% of the respondents use RSNs very often, this shows that almost a third of the people interviewed use these online platforms very frequently. Which indicates 48.2% of the respondents often use RNS; this percentage is the highest

of all frequency categories, which indicates that almost half of the respondents are daily users of digital social networks?

Regarding the use of RSNs per time is 13.4% of users; this category represents a minority among the respondents, which indicates that some use RSNs occasionally according to their needs. We observed in our results that 3.6% of respondents rarely use RSNs, this is a low percentage, it confirms that a small part of the respondents use these online platforms irregularly. And only 1.8% of the respondents said that they never use digital social networks, this percentage is the lowest, which indicates that the vast majority of respondents use them and that the minority do not use them. Our analysis indicates a high use of digital social networks by our respondents, the vast majority use them daily this shows us their importance in the lives of many people.

Table 3: Distribution of the respondents by sex according to their choices of internal tourism

The sex	Have you considered traveling more within your country since the beginning of the pandemic?		Total
	No	Yes	
Female	20.6 %	22.3 %	42.9 %
Male	25.9 %	31.2 %	57.1 %
Total	46.5 %	53.6 %	100.0 %

Source: made by ourselves.

Our analysis is based on the responses of Algerian tourists and focuses on their intention to travel within the country. The results show that 22.3% of female respondents encourage and plan to travel within the country. Similarly, 31.2% of male respondents share the same opinion. Combining these two groups, it is found that 53.6% of the total sample plan to travel within the country. On the other hand, 46.5% of the respondents do not plan to do so. Of these, 20.6% are women and 29.9% are men.

These results suggest that a relative majority of the sample, 53.6%, plans to travel within the country. However, almost half of those surveyed, or 46.5%, do not intend to do so. It is interesting to note that men seem to be slightly more inclined to travel within the country than women, with respective proportions of 31.2% and 22.3%.

In summary, the results indicate that more than half of the Algerian respondents plan to travel within the country. However, significant proportions don't plan to do this. In addition, it is observed that the travel intentions may vary according to the gender of the respondents, with a slight predominance of men compared to women among those who plan to travel within the country. These observations provide an interesting insight into the attitude of Algerian tourists towards domestic travel.

Table 4: Distribution of the respondents by age categories according to their choices of internal tourism

Age category	Have you considered traveling more within your country since the beginning of the pandemic?		Total
	No	Yes	
From 18 to 25 years old	25.9 %	24.1 %	50.0 %
From 25 to 35 years old	13.4 %	25 %	38.4 %
From 35 to 45 years old	1.8 %	7.1 %	8.9 %
From 45 to 55 years old	0.9 %	1.8 %	2.7 %
Total	42.0 %	58 %	100 %

Source: made by ourselves.

The results of our survey on internal travel in Algeria show that among the respondents, 58% are considering and encouraging internal tourism, while 42% do not share this opinion. Looking at the different age groups, we found that young people aged 18 to 25 represent 25.9% of the sample. Among them, 25.9% answered negatively to the question about internal tourism, while 24.1% expressed their encouragement for this type of travel.

People aged 25 to 35 make up 38.4% of the sample. Of these, 25% actively support internal tourism, while 13.5% do not encourage it. Concerning people aged 35 to 45, they represent 8.9% of the sample. In this group, a majority of 7.1% supports internal tourism, while a minority of 1.8% does not. As for people aged 45 to 55, they represent 2.7% of the sample. In this age group, a majority of 1.8% encourages internal tourism.

In conclusion, the majorities of respondents (58%) consider and encourage internal tourism in Algeria. However, it is important to note that opinions differ depending on age, with a greater proportion of young and middle-aged people in favor of internal tourism.

1. Discussion of the results obtained:

Our analysis focuses on the trips made by our respondents during a certain period and the changes that the tourism sector has undergone. The results obtained in our survey indicate a growing tendency to travel, highlighting that travel has become a common activity in our contemporary society, where more and more people are looking to move, discover new places and escape.

The majority of people travel once or twice during the period of the COVID-19 pandemic, which suggests a tendency to limit travel and reduce travel. The survey data highlight the impact of the health crisis on the choice of travel destinations. New habits have been adopted by travelers, such as changing to local destinations, staying close and respecting health safety measures. The testimonies of the respondents show that the pandemic has led to changes in their habits in terms of choice of destinations and behaviors. Travelers are now favoring local destinations over international ones due to health concerns and travel restrictions. This encourages internal tourism. In terms of behavior,

tourists have changed their preferences in terms of accommodation, tourist activities and length of stay.

Regarding internal tourism in Algeria in the post-COVID period, the survey reveals that the vast majority of tourists interviewed encourage the choice of local destinations. This indicates that the majority of people support the promotion of internal tourism and they recommend local destinations to their family and friends, which testifies to a favorable trend for internal tourism.

The massive use of digital tools in our contemporary societies has become an unavoidable reality. Our data analysis reveals that a high percentage of respondents use these tools for their communication tasks, which highlights their importance in our daily lives. Only a minority said they did not use them, and this can be explained by their belonging to a non-native group with new technologies, their preference to stay disconnected or even difficulties in accessing and using them.

When it comes to digital social networks (RSN), they have become a major trend of our time. The results obtained underline the importance of digital social networks in the daily lives of many people. They play a primary role in communication, recreation and other aspects of modern life. Facebook Instagram are the most used platforms, but other platforms continue to be popular as well.

The results of our analysis based on the responses of Algerian tourists regarding their intention to travel within the country demonstrated the following results: According to the results, 53.6% of the total sample plan to travel within the country, while 46.5% do not plan to do so. Among those who do not intend to travel within the country, 20.6% are women and 29.9% are men. Observations show that men are slightly more inclined to travel within the country.

Regarding the analysis by age group, the results indicate that young people aged 18 to 25 are divided, with 24.1% supporting internal tourism and 25.9% not encouraging it. Among people aged 25 to 35, 25% actively support internal tourism, while 13.5% do not encourage it. For people aged 35 to 45, a majority of 7.1% supports internal tourism, while for people aged 45 to 55, a majority of 1.8% encourages internal tourism.

Confirmation of the first hypothesis:

After carrying out a study on the new communication strategies adopted in the tourism sector, we examined and interpreted the results of our survey, conducted using a questionnaire. Then we checked our hypotheses, seeking to confirm or deny their validity.

According to the results obtained in our investigation for the verification of the first hypothesis "the reconfiguration of the Algerian tourist value chain offers the client more proximity and accessibility", indicate the confirmation of the latter with reference to the previous results.

According to the results of our investigation, it is clear that the integration of new information and communication technologies (ICT), such as digital social networks (RSN), the various online platforms, has reconfigured the tourism value chain and influenced internal tourism. In particular, digital social networks have played an essential role in travel planning and decision-making. The advertisements broadcast on digital social networks have a significant impact on the choice of travel destination for many participants in our survey.

With regard to internal tourism in Algeria, a relative majority of the participants in our survey (53.6%) plan to travel within the country. This underlines the growing interest in local tourism. Our results also revealed that 58% of the respondents encourage internal tourism; it is interesting to note that opinions vary according to age, with a greater proportion of young and middle-aged people who prefer internal tourism.

These results therefore suggest that the reconfiguration of the Algerian tourist value chain has indeed had a positive impact on internal tourism. We observe a growing trend towards travel, a preference for local destinations and support for internal tourism among some of the participants in our survey.

In conclusion, the integration of new ICT, in particular digital social networks, Youtub, tiktok ... have profoundly influenced internal tourism in Algeria. The changes triggered by the health crisis and the increasing use of digital tools have led to a reconfiguration of the tourist value chain, with an increase in the number of travelers opting for local destinations. It is important for the actors of the tourism sector to take into account these evolutions and to adapt their strategies in order to meet the changing needs and preferences of travelers.

▪ **Analysis and interpretation of data concerning the hypothesis 02:**

Based on the results obtained during the analysis of the collected data, the second hypothesis "The Algerian client of the tourism sector perceives the new communication strategies positively" is confirmed by the results of the survey. New information and communication technologies (ICTs), in particular digital social networks (DSS), play a crucial role in people's daily lives, including in travel planning and booking.

Facebook Instagram, the results show that RSNs, such as Facebook and Instagram, are widely used and influence the choice of destination of travelers. The advertisements in the form of videos and photos broadcast on these platforms have a significant impact on the choice of destination for many respondents. In addition, online resources, recommendations and reviews on the Internet also influence travel decisions. Online booking sites and travel apps offer convenient solutions for comparing prices, checking traveler reviews and making online reservations. They facilitate the planning of trips and offer easy accessibility to information. New technologies also allow travelers to explore destinations before leaving thanks to the illustrations available online.

In conclusion, the new communication strategies adopted in the tourism sector, in particular the use of new information and communication technologies;

effectively offer more proximity and accessibility to tourists. RSNs, online booking sites and travel apps play a central role in travel planning and booking. However, it is important to take into account privacy, security and reliability concerns when using these technologies.

Conclusion

In conclusion, our article examined the communication strategies adopted in the tourism sector in Algeria to revive internal tourism after the COVID-19 pandemic. The objective was to analyze the role of new information and communication technologies in the tourism sector, understanding how these technologies are used by tourism companies and travelers. The results of the survey confirmed the hypotheses formulated, showing that the reconfiguration of the Algerian tourist value chain with the integration of new technologies had a positive impact on internal tourism. Digital social networks have played an essential role in travel planning and decision-making for travelers. In addition, Algerian travelers have positively perceived new communication technologies, considering them as practical tools offering more proximity and accessibility.

These results underline the importance for the actors of the tourism sector to take into account technological developments and to adapt their communication strategies to meet the changing expectations of travelers. New technologies offer opportunities to promote tourist destinations, influence travelers' decisions and improve the customer experience. However, it is also essential to take into account the concerns related to privacy, security and reliability of the technologies used.

Finally, our article contributes to the understanding of new communication strategies in the tourism sector in Algeria and highlights the importance of adapting to emerging technologies to stimulate the recovery and development of internal tourism. It provides valuable information to actors in the tourism sector, decision-makers and researchers interested in the field of tourism and communication.

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