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The impact of event marketing on promoting the tourist destination of Taghit: The celebration of the new year

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Abstract---This study aims to shed light on the impact of event marketing on promoting Taghit's tourist destination. The focus is placed on the annual New Year celebration held in the town. The research addresses the central question: To what extent does event marketing influence the promotion of Taghit as a tourist destination? To answer this question, the study surveyed individuals from 58 provinces across Algeria, particularly in Béchar Province and surrounding areas. Data were collected via an electronic questionnaire, and statistical methods were employed via SPSS software to analyse the results and test the hypotheses. The findings reveal that the New Year's celebration event positively impacts the promotion of Taghit as a tourist destination.

Keywords---Marketing, Tourism marketing, Promotion, Event promotion.

Introduction

The success of the tourism industry relies heavily on marketing and promotion, particularly in conveying information to the public to attract tourists, persuading them to visit the destination and providing a positive image of the tourism product. This is especially significant given the intangible nature of tourism

services, which cannot be physically transferred to the consumer. Thus, the foundation of a country's success in tourism lies in effectively promoting its tourism assets. Event marketing is considered one of the key strategic approaches in tourism marketing. By organising festivals and events such as exhibitions, concerts, and competitions, destinations can showcase their natural, cultural, and social attractions to a broader audience. Algeria has numerous tourist areas and diverse tourism resources, including climatic and regional features, a rich cultural mosaic, and varied traditions. Furthermore, the country boasts a long history of ancient civilisations that have left behind globally renowned archaeological landmarks. Among these destinations is the city of Taghit, a well-known Algerian tourist destination on an international scale, where the celebration of the New Year is held annually.

Research Problem

In light of the aforementioned, this study centres on examining the impact of event marketing on promoting the tourist destination of Taghit, specifically, the celebration of the New Year.

The main research questions are as follows:

To what extent does event marketing influence the promotion of Taghit's tourist destination through the New Year's celebration?

Subquestions

The main research question involves the following subquestions:

- What is the event marketing concept, and what are its significance and key approaches?
- What is the concept of a tourist destination, and why is its promotion important?
- What is the relationship between event marketing and the tourist destination?
- Does the New Year's celebration impact the promotion of Taghit as a tourist destination?

Hypotheses

To analyse the research problem and provide preliminary answers to the subquestions, the following hypotheses were formulated:

- Event marketing has a statistically significant effect on the tourist destination of Taghit at the 5% significance level.
- Tourists have specific attitudes regarding the tourist destination of Taghit at the 5% significance level.
- The New Year's celebration promotes Taghit as a tourist destination at the 5% significance level.

Research Methodology

This study employed a descriptive approach in its theoretical component, gathering information about event marketing and tourist destinations. An analytical method was used to interpret the data and statistical tables.

Information was collected from Taghit residents and visitors through a questionnaire.

Significance of the Study

The importance of this research lies in its focus on one of the most prominent economic topics currently present in economic discourse, as highlighted below.

- The New Year's celebration has had an economic impact on the local economy of Taghit and Béchar Provinces by attracting tourists, stimulating economic growth, and generating employment opportunities.
- Investigating the role of the New Year's celebration in promoting Taghit as a tourist destination is vital for understanding effective destination marketing strategies, supporting local economic development, and enhancing our appreciation of diverse cultures and histories.
- This study may improve promotional strategies for Algerian tourist destinations by identifying the most effective ways to attract tourists and strengthen Algeria's positioning as a significant tourism destination nationally and internationally.

Research objectives

This study aims to:

- ❖ Explore event marketing and its role in promoting tourist destinations.
- ❖ Understand how event marketing contributes to attracting tourists and the extent to which it influences their final decision-making process.
- ❖ The factors that affect tourism-related decisions are identified, and how event marketing impacts these factors is examined.
- ❖ The role of the New Year's celebration in attracting tourists to Taghit should be highlighted, and its effectiveness in achieving tourism promotion objectives should be assessed.
- ❖ This study provides practical recommendations and outlines the necessary steps to increase the quality of event marketing to promote tourist destinations and attract more tourists.

To address the research problem and verify the validity of the proposed hypotheses, the study is structured into two main sections:

Section One: This section encompasses all the theoretical literature on event marketing and the promotion of tourist destinations. It is titled "*Theoretical Literature on Event Marketing and Tourist Destination Promotion.*"

Section Two: Entitled "*The Role of the New Year's Celebration in Promoting the Tourist Destination of Taghit, Algeria,*" this section includes an introduction to Taghit's tourist destination and a brief technical profile of the region. It also presents the tools and methodology used in the field study, the analysis, a discussion of the results, and hypothesis testing on the basis of data processed via SPSS software.

Section One: Theoretical Literature on Event Marketing and Tourist Destination Promotion

Event marketing is considered one of the most important methods of promoting and marketing tourist destinations. This type of marketing is based on organising

and hosting various events and activities to attract tourists and travelers and encourage them to visit a particular destination. Event marketing is an effective promotional tool, as it captures attention and generates interest by organising distinctive and diverse events such as festivals, exhibitions, concerts, competitions, and tourist excursions.

First: The Concept of Event Marketing

Definition of Event Marketing

Event marketing refers to the use of occasions such as conferences, festivals, and various public events as tools to promote products, services, or a company's brand. It is "the process of planning, organising, executing, and evaluating events that promote a product, service, or brand."¹

Event marketing may also be viewed as the marketing of events themselves. It effectively introduces customers, business partners, and other stakeholders to a company's activities. Organisations can attract their target audience and establish strong, lasting relationships by employing well-designed event marketing strategies.²

Moreover, event marketing is recognised as a promotional tool characterised by high audience engagement, innovation, experiential richness, and flexibility regarding time and place.³

As a promotional strategy, event marketing⁴ Event marketing involves direct, face-to-face interaction between companies and their audiences at various events, including concerts, music festivals, trade fairs, product launches, activations, and sporting events. Successful event marketing delivers value to existing and potential customers, as well as other stakeholders, by creating memorable experiences that go beyond traditional advertising formats.

Rooted in both the marketing and communication disciplines, event marketing is generally approached from two perspectives:

- **Marketing for events**
- **Marketing through events**

In strategic terms, event marketing entails the design and execution of events to promote a specific brand, product, or service. These events may range from large-scale trade shows and industry conferences to more intimate gatherings such as workshops and webinars. The primary objective is to directly engage the audience, foster meaningful connections, and generate lasting impressions that align the brand more closely with its target market.⁵

Importance of Event Marketing

Event marketing is a fundamental tool marketers utilise to promote their products and services. This type of marketing offers the opportunity to showcase

¹ Meeting Professionals International (MPI), "What Is Event Marketing?" accessed February 25, 2024, at 5:00 p.m., <https://www.mpi.org/about/what-is-event-marketing>.

² *What Is Event Management? Components and Key Skills*, accessed February 2024, <https://sg.indeed.com/>.

³ Romi Setiawan, "Defining Event Marketing as Engagement-Driven Marketing Communication," *Gadiah Mada International Journal of Business* 24, no. 2 (2022): 156.

⁴ Indira Gandhi, *Event Marketing and Promotion* (New Delhi: IGNOU – The People's University), 9.

⁵ Michelle Schweitz, "Types of Event Marketing & Event Marketing Strategies," blog post, accessed February 2024, <https://expologic.com>.

offerings directly to an interested audience. Below are several key aspects that highlight the importance of event marketing:⁶

1. **Attracting attention:** An event serves as an effective means of capturing public and media attention. Events can be strategically designed to generate curiosity and draw interest, increasing audience turnout and engagement.
2. **Creating Customer Experiences:** Events provide customers with enjoyable and unique experiences, allowing them to interact with products and services in a real-world setting. This experiential element fosters a deeper connection between the customer and the brand.
3. **Enhancing Brand Awareness:** Events can significantly increase brand awareness and strengthen the relationship between customers and the brand. By leveraging special occasions such as conferences, exhibitions, and seminars, organisations can present their products and services in a way that leaves a lasting impression.
4. **Obtaining Immediate Feedback:** Events allow customers to offer direct feedback on products and services through dedicated communication platforms, enabling visitors to share their comments and suggestions in real time.
5. **Reaching New Audiences:** Event marketing can help expand the reach of existing audiences by attracting first-time visitors and leveraging various promotional channels, such as advertising campaigns and social media platforms.
6. **Direct Communication:** Event marketing facilitates face-to-face interaction with potential customers, allowing companies to engage with attendees, gather insights, provide support, and respond to inquiries. This personal interaction helps build strong relationships with the audience and increases the likelihood of future sales.
7. **Boosting Sales:** Event marketing can increase sales by strengthening brand recognition and fostering greater engagement with customers and potential business partners.

Types of Event Marketing Approaches⁷

Companies and organisations can utilise several types of event marketing, depending on their objectives and target audiences. The following are some of the most common forms:

- a) **Religious event marketing:** Religious event marketing is a strategy for targeting religious audiences. It leverages religious occasions and events to promote products or services related to faith-based interests.⁸
- b) **Cultural event marketing:** Cultural event marketing is a strategic approach that targets audiences through their participation in or organisation of cultural events. These events may include various activities, such as art exhibitions, cultural festivals, music concerts, theatrical performances, lectures, seminars, and trade shows focused on cultural themes.

⁶ Romi Setiawan, "Defining Event Marketing as Engagement-Driven Marketing Communication," *Gadjah Mada International Journal of Business* 24, no. 2 (2022): 160.

⁷ Moise Daniel et al., "The Use of Event Marketing Management Strategies," *Procedia – Social and Behavioural Sciences* 46 (2012): 5411.

⁸ Shruti Arora and Anukrati Sharma, "Digital Marketing for Religious Event of India for Tourism Sustainability and Promotion," in *The Emerald Handbook of ICT in Tourism and Hospitality*, 155.

c) **Sports event marketing:** Sports event marketing involves promoting products and services associated with sports through major athletic events and competitions. It is considered one of the core strategies in sports marketing, aiming to reach sports fans and followers by leveraging the excitement and visibility of high-profile sporting events.

Second: Theoretical Literature on Tourist Destination Promotion

The Concept of the Tourist Destination

Definition of a Tourist Destination

Mayo and Jarvis (1980) define destination attractiveness as "the perceived ability of the destination to deliver individual benefits."⁹ This perceived ability is shaped by the attributes of the destination, which are the elements that collectively constitute what a destination offers. This definition reflects a demand-side perspective, emphasising how tourists evaluate a destination's features to assess its attractiveness and inform their travel decisions. The attractiveness of a destination embodies visitors' perceptions and emotions regarding the destination's capacity to fulfil their needs and preferences. The greater a destination's ability to meet tourists' expectations, the more it is perceived as attractive, thereby increasing its likelihood of being selected. In practical terms, a tourist destination such as a city, region, or specific site is no longer viewed merely as a collection of distinct natural, cultural, artistic, or environmental resources. Instead, it is commonly understood as a compelling product available within a defined geographical area. It represents a complex and integrated portfolio of services and experiences offered by a given destination and is designed to provide a holiday experience that meets the needs and desires of the tourist.¹⁰

A tourist destination is a location that receives visitors and is composed of a set of interconnected elements that collectively constitute its strengths. These elements include the destination's primary attractions, both natural and artificial; the infrastructure and superstructure developed through contributions from both the public and private sectors; accessibility to the destination by land, sea, or air; and the human resources available, specifically a trained workforce within the tourism sector.

In addition, a destination's image and distinguishing characteristics that differentiate it from other destinations on a regional or global scale play crucial roles in shaping its appeal. Finally, the cost of visiting a destination, including detailed pricing and expenditure considerations, significantly influences its overall attractiveness and competitive position in the tourism market.

The Tourist Destination as a Multidimensional Product

- ❖ **Tourist Destination as a Tangible Product:** A tourist destination can be considered a physical product comprising material resources, such as geographical features, cultural heritage, and historical significance. These elements are marketed across various tourism segments and may include deserts, valleys, nature reserves, and archaeological sites.

⁹ Sebastian Vengesai, "A Conceptual Model of Tourism Destination Competitiveness and Attractiveness," *ANZMAC 2003 Conference Proceedings*, Adelaide, December 1–3, 2003, accessed March 2024, <https://www.researchgate.net>.

¹⁰ Maria Francesca, "The Attractiveness and Competitiveness of Tourist Destinations: A Study of Southern Italian Regions," *Tourism Management* 30 (2008): 399.

- ❖ **Tourist Destination as a Cultural Experience:** A destination allows tourists to engage with new cultures and experience the local way of life. Cultural components of the destination are presented as immersive experiences, allowing visitors to interact with local communities and traditions.
- ❖ **The Tourist Destination as an Image:** Promotional efforts often focus on enhancing a destination's mental image by highlighting its unique landmarks and diverse tourist attractions. Building a positive and recognizable image is essential in differentiating a destination from its competitors.

Promoting the Tourist Destination

Destination promotion is the process of marketing and advertising a specific location or area to attract visitors and tourists. Promoting a tourist destination increases awareness, generates interest, and positions the location as a desirable travel option. Promotional strategies for destinations encompass a variety of marketing efforts and activities, such as launching advertising campaigns across multiple media platforms, including television, radio, newspapers, social media, and websites. Additional promotional tools include organising and participating in tourism exhibitions and conferences, engaging in international tourism fairs, and partnering with travel agencies and airlines to offer attractive travel packages and special deals. Promotional strategies for tourist destinations highlight the region's advantages and appeal, including key tourist attractions, cultural heritage, scenic landscapes, and recreational and commercial activities available in the area. These strategies also emphasise the destination's unique features and high-quality services that visitors can enjoy. Destination promotion cultivates a positive image of a region, enhancing its reputation as an attractive tourism destination. This, in turn, leads to an increase in visitor numbers and greater interest in exploring the area and experiencing its distinctive tourism offerings.¹¹

Importance of Promoting a Tourist Destination

The significance of destination promotion can be summarised as follows:

1. **Instability of Tourism Demand:** Many tourist destinations experience fluctuations in demand due to various influencing factors, including seasonal changes. Effective promotion helps mitigate this instability by maintaining interest throughout the year.
2. **Short Life Cycle of Tourism Packages:** Tourism offerings and travel packages often have a limited lifespan. This necessitates continuous promotional efforts to sustain interest in the destination and attract new visitors.
3. **Intense Competition:** The tourism sector is characterised by fierce competition among both domestic and international destinations. Therefore, creating a distinctive image for each destination is essential, highlighting its unique physical and psychological attributes to differentiate it from competitors.

¹¹ Belkandouz El-Abbas, *Event Marketing and Its Impact on the Promotion of the Tourist Destination* (Master's thesis, University of Ghardaïa, Faculty of Economic, Commercial, and Management Sciences, Service Marketing Program, 2022–2023), 36.

4. **Image and Reputation Management:** Promoting a destination plays a vital role in building and maintaining a positive image and reputation in the minds of current and potential tourists. This is achieved by sharing positive experiences and reinforcing favourable perceptions of the destination.
5. **Balancing Tourism Demand:** Destination promotion can be used strategically to balance tourist demand during peak seasons caused by seasonal variation, helping to distribute visitor flow more evenly throughout the year.

Section Two: Role of the New Year's Celebration in Promoting the Tourist Destination of Taghit, Algeria

Following the discussion of key theoretical literature related to event marketing and tourist destinations, this applied section focuses on the case study of Taghit, a region renowned nationally and internationally for its tourism and archaeological significance. Located in the Béchar Province of Algeria, Taghit is a prime example for examining the practical role of event marketing in a real-world tourism context.

This part of the study explores how event marketing contributes to promoting Taghit as a tourist destination. To achieve this, a descriptive-analytical methodology was adopted. Data were collected through a structured questionnaire, and the results were analysed via SPSS version 26. The findings offer empirical insights that support an informed assessment of the impact of event marketing, specifically the annual New Year's celebration, on promoting Taghit as a travel destination.

I. Overview of Béchar and Taghit as Tourist Destinations

Introducing Béchar as a Tourist Destination¹²

Béchar is a province in southwestern Algeria. It is one of the country's southern provinces, with an area of approximately 49,693 square kilometres following the 2019 administrative reorganisation. The province is home to more than 185,000 inhabitants. A significant portion of its western territory is uninhabitable because of the widespread formation of dunes. Consequently, most of the population is concentrated in the Béchar and Guir valleys.

Among the most notable tourist areas within the province are Taghit and Kenadsa.

Introducing Taghit as a Tourist Destination

Taghit, or Taghilt, is a town and municipality in the Béchar Province of Algeria. The Grand Erg Occidental borders it to the east, Beni Ounif and Béchar to the north, Igli and Beni Abbès to the south, and Abadla to the west.

The municipality covers an area of approximately 8,040 square kilometres and has a population of approximately 7,000, with a population density of approximately 0.8%. Taghit is often referred to by its poetic nicknames, such as

¹² Wilaya of Béchar, "Official Website of the Wilaya of Béchar," accessed March 26, 2024, at 4:00 p.m., <http://www.wilaya-bechar.gov.dz/>.

"The Red Oasis" and "The Bride of the Saoura," which evoke historical eras linked to its early inhabitants, the Beni Koumi. According to local tradition, this group is credited with planting the first palm trees in the region.

The name "Taghit" is believed to be derived from the Amazigh word *Tagount*, meaning "rock," or from *Taghilt*, meaning "plateau," as the town was built in an elevated area. Other interpretations suggest that the term relates to *Aghil*, meaning "arm," or a narrow space between mountains and dunes.

The taghit is situated on the Zousfana Plateau, which has been inhabited since ancient times. The fortified villages (ksour) and their ruins serve as historical evidence of settlement during the Ajourian era. Owing to their large numbers, the plateau's inhabitants were collectively called *Qawm* (people), the origin of the contemporary name *Beni Koumi*, which is still used to describe the local population today.

Taghit is widely regarded as the jewel of the Saoura region and is celebrated for its natural beauty, palm-filled oases, and diverse landscapes. The town rests at the foot of the towering dunes of the Grand Erg Occidental, which rise to an elevation of 745 meters. On the opposite side lies the rocky desert plains of Hammada, separated by the winding course of the Zousfana Valley. A lush palm oasis stretches along the valley's right bank, forming a verdant strip more than 18 kilometers long, accompanied by six historically fortified villages (ksour).

The walls of Taghit's ksour were constructed from sun-dried mudbrick (Adobe). These fortified structures were built atop a rocky plateau that descends steeply toward the Zousfana Valley. Kours are interwoven in a complex architectural pattern. Entry into the village of Taghit is through a low gate that leads visitors into a labyrinth of narrow, winding streets. These pathways meander between the houses, sometimes ascending, descending, and shifting direction unpredictably according to the natural terrain and the ingenuity of the original builders.

The prehistoric rock engravings found in the desert surrounding the district of Taghit are estimated to be over 8,000 years old, with some sources suggesting that they date between 4,000 and 7,000 years BCE. These engravings include depictions of lions and wild bulls, commonly called *Bovidae*. Through these carvings, early humans expressed their environment and the animals that coexisted with them. Rock art in this region is considered one of the oldest and most significant cultural and anthropological records, offering invaluable insight into the lives of prehistoric communities.

Approximately 40 kilometres south of Taghit, archaeological findings include spearheads and fossilised remains of extinct animals, indicating that the area was once covered by water. The engravings feature representations of *Bovidae*, Barbary sheep, gazelles, bulls, camels, and reptiles alongside dunes, many of which are still under study. These images exhibit connections to ancient Tifinagh and early Amazigh symbols, with some believed to hold religious or ritual significance. The ongoing decipherment of these symbols contributes to a deeper understanding of the region's ancient cultural heritage.

The New Year's Celebration in Taghit

The Taghit in Béchar experienced a record influx of visitors during the New Year's celebration. In recent years, Algerian families have shown increasing interest in domestic tourism, particularly desert tourism. The rising popularity of Taghit among these families is driven by their desire to explore the region's rich historical and cultural heritage and natural beauty. The organisation of New Year's festivities in Taghit is notably well structured, with numerous travel agencies arranging special tours and excursions during the winter holiday season, catering specifically to these families.

Local tourists, many of whom travel a 91-kilometre distance from the provincial capital of Béchar to the district of Taghit, are drawn to the open landscapes and breathtaking scenery. Upon arrival at the first geographical gateway to Taghit, visitors often disembark to capture striking photographs that combine the contrasting colours of rugged mountain rocks, golden dunes, and lush palm groves. These scenes reveal Taghit as a premier tourist destination rich in enduring natural and cultural assets that have withstood the test of time. The region's diverse heritage continues to attract the attention of researchers, specialists, and enthusiasts alike. These unique attributes position Taghit as a compelling destination for travellers across Algeria, particularly during the festive season.

Taghit, the jewel of southwestern Algeria and the pearl of desert tourism, experiences a significant influx of tourists and local visitors at the beginning of each winter holiday season. Families from across the country travel to this renowned destination to spend their winter vacation, attend the New Year's celebration, and enjoy the mesmerising of natural beauty. The golden sands, warmed by the gentle winter sun, create a captivating atmosphere that signals the return of Taghit's peak tourism season.

Families discover a new dimension of their country with each visit; one rarely rivalled even by neighbouring nations. Life returns to the dunes as visitors climb them, despite the physical challenge, to witness one of the most stunned sunset views in the region. The golden sands embrace the green palm groves in a natural panorama that leaves no doubt: Taghit is not only a premier destination for domestic tourism but also holds significant international potential.

Parallel to this growing influx of tourists, a commercial exhibition is held each year's end, coinciding with the return of visitors and travelers. This event has generated economic revitalisation for the residents of Taghit, who bring out items long used during previous tourist seasons, such as traditional tea sets, handicrafts, and decorative souvenirs. These locally made goods, rich in cultural value and visual appeal, often capture visitors' attention, many of whom pause to take commemorative photos.

However, despite this seasonal tourism boom, Taghit continues to face shortcomings in its hospitality infrastructure, particularly during the peak month of December each year. The responsible ministry has recently adopted a more proactive tourism policy grounded in a forward-looking strategy. This includes

opening a region for tourism investment, which has led to the establishment of several new hotels that are now operating year-round. Moreover, the renovation of the Taghit Hotel, which has upgraded standards and services aligned with international tourism expectations, aims to address the long-standing gap in accommodation infrastructure.

Mechanical sports also played a prominent role in enhancing the atmosphere of Taghit's New Year's festivities. Dune buggies and four-wheel-drive motorcycles, designed explicitly for desert terrain, added vibrancy and excitement to the event. This form of sport, which many young Algerians have mastered, attracted enthusiasts who travelled over 1,000 kilometres to experience the magical landscapes of Taghit firsthand.

Given the growing popularity of mechanical sports among local youth and tourists in the district of Taghit, there is a strong case for institutional support. The Ministry of Sports and the National Federation for Mechanical Sports should offer fantastic encouragement and developmental support for this emerging segment, which will enrich local tourism offerings and contribute to youth engagement and regional visibility.¹³

II. Tools and Methodology of the Field Study

A field survey was conducted via a structured questionnaire to gather data from primary sources. The questionnaire was designed according to established scientific procedures and was the principal data collection tool. The collected data were processed, analysed, and statistically examined to test the research hypotheses and draw conclusions aimed at improving and developing current tourism practices.

Research Method and Study Model

Below is a description of the study model, as well as the target population and sample:

To give the research an applied dimension, the following study model was adopted:

- ✚ **Independent Variable:** Event marketing and its dimensions (e.g., tourism events, tourist attitudes)
- ✚ **Dependent Variable:** Promotion of the tourist destination

¹³ N. Mazari, "Record Turnout in Taghit at Year-End," *Echorouk Online*, accessed March 1, 2024, at 6:30 p.m., <https://www.echoroukonline.com>.

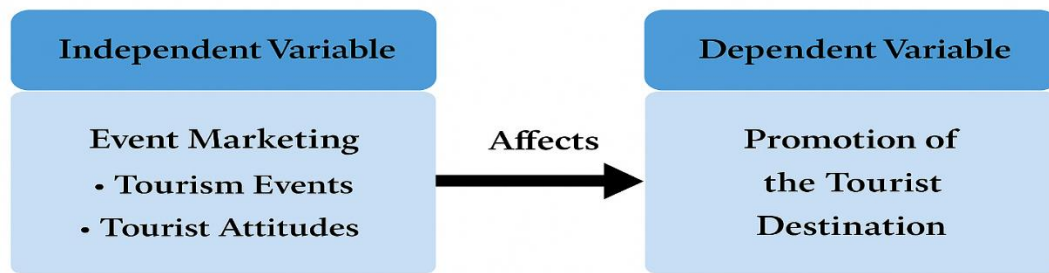


Figure 1: Study Model
Source: Prepared by the researcher.

Study population

The study population in Algeria is characterised by its diversity and wide geographical distribution across the country's 58 provinces. Given the nature of the research, a particular focus was placed on the province of B  char and its surrounding areas. The individuals in this population represent a wide range of geographical locations, cultural backgrounds, nationalities, and personal orientations. Moreover, they are generally aware of the importance of marketing initiatives that marketing managers implement in economic institutions, particularly those utilising event-based strategies.

Study Sample

A random survey-based study was conducted via an electronically distributed questionnaire. The questionnaire was designed on the basis of insights from previous studies and was grounded in established scientific analysis methods. Data were collected through this online survey, which yielded responses from 97 individuals (both male and female).

Statistical tools and methods

Several statistical tools, including the Statistical Package for the Social Sciences (SPSS), were employed to achieve this study's objectives. The analysis relied on various techniques, primarily descriptive statistics, including frequency distributions and percentage analyses, to understand the demographic and occupational characteristics of the respondents. These tools also helped determine participants' responses to the core statements in the study's main dimensions.

In addition, arithmetic means were calculated to assess the degree of agreement or disagreement with each questionnaire item. These means allowed for ranking items on the basis of respondents' evaluations, whereas standard deviations were computed to measure the variability in responses to each statement. SPSS was also used to detect the extent of deviation in participants' responses, enabling a more accurate interpretation of the data.

Data collection instrument

This study gathered field data via a single data collection method: an online electronic questionnaire. The questionnaire is among the most widely used instruments in human and administrative sciences research.

In this study, the questionnaire was structured into two main sections, comprising a total of 20 items, organised according to the following dimensions:

First Axis (Independent Variable):

This section addresses event marketing and includes 12 items, which are divided into two dimensions as follows:

- Dimension 1: Tourism Events – comprising six items
- Dimension 2: Tourist Attitudes – comprising six items

Second Axis (Dependent Variable):

This section focuses on promoting the tourist destination and includes eight items.

Response Weighting Tool – Likert Scale:

A five-point Likert scale¹⁴ was used to measure respondents' answers to the questionnaire items. The participants were asked to select one response from a range of alternatives, indicating the degree to which they agreed or disagreed with each statement. The Likert scale captures respondent attitudes by offering a continuum of agreement.

Table 1: Five-point Likert scale values

Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Weight	1	2	3	4	5
Weighted Mean Range	1.00–1.79	1.80–2.59	2.60–3.39	3.40–4.19	4.20–5.00

Source: Ezz Abdel Fattah, *Introduction to Descriptive and Inferential Statistics Using SPSS*, 1st ed. (Cairo: Dar Al-Nahda Al-Arabiya, 1982), 541.

Presentation, Analysis, and Discussion of the Results and Hypothesis Testing

This section presents the study's key findings, analysis, and discussion.

Section One: Respondents' Orientation Toward the Dimension of Tourism Events

Table 2: Respondents' Orientation Towards Tourism Events

No.	Statement	Mean	Standard Deviation	Level (Based on Mean)
1	I have previously heard of event marketing as a tool to promote tourist destinations.	3.60	0.770	Moderate

¹⁴ Questionnaire-Pro, "Échelles d'attitude de Likert," accessed March 16, 2023, at 11:00 a.m., http://questionnaire-pro.fr/accueil/articles/73/echelles_attitude_likert.

No.	Statement	Mean	Standard Deviation	Level (Based on Mean)
2	I have participated in event marketing activities before.	3.45	1.001	Moderate
3	Event marketing can be an effective method for promoting tourist destinations.	3.43	1.108	Moderate
4	You believe that event marketing strategies can help enhance the image of a tourist destination.	3.66	0.934	Moderate
5	You believe that promoting tourism events can attract visitors to tourist destinations.	3.50	1.110	Moderate
6	You believe that tourism marketing strategies can influence travel decisions.	3.54	1.109	Moderate
1-6	Tourism Events (Dimension Total)	3.54	0.867	Moderate

Source: Prepared by the researcher on the basis of SPSS26 outputs.

An analysis of the data in the previous table clearly reveals that the respondents' attitudes toward the "**Tourism Events**" dimension are generally **positive**. This suggests that tourism events have a confirmed influence on travel decisions. The overall availability of this dimension is assessed as **moderate**, with a **weighted mean of 3.54** and a **standard deviation of 0.867**. Specifically, the data reveal the following:

- Item 4 ranks first, with a weighted mean of 3.66 and a standard deviation of 0.934, indicating that most respondents strongly agree that event marketing strategies can help enhance a tourist destination's image.
- Item 1 ranks second, with a weighted mean of 3.60 and a standard deviation of 0.770, suggesting that most respondents strongly agree that they have previously heard of event marketing to promote tourist destinations.
- Item 6 ranks third, with a weighted mean of 3.54 and a standard deviation of 1.109, reflecting respondents' agreement that tourism marketing strategies can influence travel decisions.
- Item 5 ranks fourth, with a weighted mean of 3.50 and a standard deviation of 1.110, indicating that most respondents believe that promoting tourism events can attract visitors to tourist destinations.
- Item 2 ranks fifth, with a weighted mean of 3.45 and a standard deviation of 1.110, indicating that a significant portion of the sample has previously participated in event marketing activities.
- Item 3 ranks sixth, with a weighted mean of 3.43 and a standard deviation of 1.108, demonstrating that respondents generally agree that event marketing can effectively promote tourist destinations.

Section Two: Respondents' Orientation Toward the Dimension of Tourist Attitudes

Table 3: Respondents' Orientation Toward the Dimension of Tourist Attitudes

No.	Statement	Mean	Standard Deviation	Level (Based on Mean)
7	You support the idea that an event can serve as a motivator for booking a trip.	3.70	0.779	High
8	You prefer to travel to tourist destinations that advertise upcoming events.	3.60	0.979	Moderate
9	You believe that event marketing can lead to an increase in the number of tourists visiting destinations.	3.72	1.106	High
10	You have previously decided to travel to a destination based on a specific event held there.	3.78	0.938	High
11	You believe promoting a destination through cultural and entertainment events helps raise awareness.	3.71	0.935	High
12	You consider changing your travel plans based on cultural and entertainment events.	3.53	0.914	Moderate
7-12 Total)	Tourist Attitudes (Dimension)	3.66	0.721	Moderate

Source: Prepared by the researcher on the basis of SPSS26 outputs.

On the basis of the analysis of the previous table, it is clear that respondents' attitudes toward the "tourist attitudes" dimension are generally positive, indicating a clear awareness of the influence of tourist attitudes on destination choices. The availability of this dimension is assessed as moderate, with a weighted mean of 3.66 and a standard deviation of 0.721. The data reveal the following:

- Item 10 ranks first, with a weighted mean of 3.78 and a standard deviation of 0.938, indicating that the majority of respondents strongly agree that they have previously chosen a travel destination on the basis of a specific event held there.
- Item 9 ranks second, with a weighted mean of 3.72 and a standard deviation of 1.106, suggesting that most participants strongly believe that event marketing can help increase the number of tourists visiting a destination.
- Item 11 ranks third, with a weighted mean of 3.71 and a standard deviation of 0.935, showing strong agreement that promoting a destination through cultural and entertainment events can increase awareness of that destination.
- Item 7 ranks fourth, with a weighted mean of 3.70 and a standard deviation of 0.779, indicating that many respondents strongly support the idea that events can motivate trip bookings.

- **Item 8** ranks fifth with a **weighted mean of 3.60** and a **standard deviation of 0.979**, indicating that most respondents agree that they prefer to travel to destinations that announce tourism events throughout the year.
- **Item 12** ranks sixth, with a **weighted mean of 3.53** and a **standard deviation of 0.914**, suggesting that most respondents agree that they consider changing their travel plans on the basis of the cultural and entertainment events held at the destination.

Section Three: Overall Respondent Orientation Toward the Variable of Event Marketing

Table 4: Respondents' Orientation Toward the Variable of Event Marketing

No.	Dimension	Mean	Standard Deviation	Level (Based on Mean)
1-6	Tourism Events	3.54	0.867	Moderate
7-12	Tourist Attitudes	3.66	0.721	Moderate
1-12	Event Marketing	3.60	0.767	Moderate

Source: Prepared by the researcher on the basis of SPSS26 outputs.

On the basis of the analysis of the previous table, respondents' attitudes toward the "event marketing" variable are generally positive, indicating the presence and perceived importance of event marketing practices. The availability of this variable is assessed as moderate, with a weighted mean of 3.60 and a standard deviation of 0.767.

Section Four: Respondents' Orientation Toward the Variable of Tourist Destination Promotion

Table 5: Respondents' Orientation Toward the Variable of Tourist Destination Promotion

No.	Statement	Mean	Standard Deviation	Level (Based on Mean)
13	I usually travel to Taghit during the New Year's celebration period.	3.55	1.119	Moderate
14	You believe the New Year's celebration is a tourist attraction for Taghit.	3.60	1.017	Moderate
15	You believe the New Year's celebration in Taghit has effectively promoted the tourist destination.	3.68	0.836	Moderate
16	You believe the New Year's celebration in Taghit has strengthened the local economy.	3.58	1.019	Moderate
17	The New Year's celebration in Taghit serves as a motivation to visit.	3.73	0.921	High
18	You believe the celebration can help enhance the positive image of	3.80	0.656	High

No.	Statement	Mean	Standard Deviation	Level (Based on Mean)
	Béchar as a tourist destination.			
19	The celebration can be an opportunity to celebrate local culture and heritage in Taghit.	4.00	0.843	High
20	The New Year's celebration in Taghit may increase the destination's attractiveness in the future.	3.97	0.737	High
13-20	Tourist Destination Promotion (Total)	3.71	0.717	High

Source: Prepared by the researcher on the basis of SPSS26 outputs.

The analysis of the previous table reveals that respondents' attitudes toward the "Tourist Destination Promotion" dimension are generally positive, indicating strong support for the idea that New Year celebrations play a significant role in promoting tourism in Taghit. The availability of this dimension is assessed as high, with a weighted mean of 3.71 and a standard deviation of 0.717. The data show the following:

- Item 19 ranks first, with a weighted mean of 3.97 and a standard deviation of 0.843, suggesting that most respondents strongly agree that the New Year's celebration presents an opportunity to celebrate local culture and heritage in Taghit.
- Item 20 ranks second, with a weighted mean of 3.97 and a standard deviation of 0.843, indicating substantial agreement that New Year's celebration in Taghit can enhance the future attractiveness of the tourist destination.
- Item 18 ranks third, with a weighted mean of 3.80 and a standard deviation of 0.656, indicating that most respondents believe that celebration can help improve the positive image of Béchar as a tourist destination.
- Item 17 ranks fourth, with a weighted mean of 3.77 and a standard deviation of 0.921, indicating that a large portion of the sample agrees that the New Year's celebration in Taghit is a strong motivation for visiting the area.
- Item 15 ranks fifth, with a weighted mean of 3.68 and a standard deviation of 0.836, indicating that most respondents strongly agree that the New Year's celebration in Taghit effectively promoted the tourist destination.
- Item 14 ranks sixth, with a weighted mean of 3.60 and a standard deviation of 1.017, indicating that most respondents agree that New Year's celebration is a tourist attraction for the city.
- Item 16 ranks seventh, with a weighted mean of 3.58 and a standard deviation of 1.019, suggesting that most respondents agree that celebration strengthens the local economy.
- Item 13 ranks eighth, with a weighted mean of 3.55 and a standard deviation of 1.119, indicating that most respondents agree that they are accustomed to travelling to Taghit during the New Year's celebration period.

Section Three: Hypothesis Testing and Discussion of the Results

This section tests the study's hypotheses and discusses the outcomes.

1. Testing the Main Hypothesis:

- **Null Hypothesis (H_0):** There is no statistically significant relationship between event marketing and the promotion of a tourist destination.
- **Alternative Hypothesis (H_1):** There is a statistically significant relationship between event marketing and the promotion of a tourist destination.

Table 6: Summary of the Model for the Two Variables (Event Marketing – Tourist Attitudes)

Model	Correlation Coefficient (R)	Coefficient of Determination (R^2)	Adjusted R^2	Standard Error of the Estimate	Sig.
1	0,700 ^a	0.490	0.478	0.46484	0,000 ^b
a. Predictors:(Constant), Event Marketing					

Source: Prepared by the researcher on the basis of SPSS26 output results.

Table (12) shows that the Pearson correlation coefficient (R) is 0.700, indicating a strong positive correlation between event marketing and tourist destination promotion. The coefficient of determination (R^2) is 0.490, which means that changes in event marketing can explain 49% of the variation in tourist destination promotion. The remaining 51% is attributed to other factors. This relationship is statistically significant at a level of Sig. = 0.000, which is lower than the accepted threshold of 0.05.

Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, confirming that event marketing has a statistically significant effect on promoting a tourist destination.

2. Testing the First Sub-Hypothesis

- **Null Hypothesis (H_0):** There is no statistically significant relationship between tourism events and the promotion of a tourist destination.
- **Alternative Hypothesis (H_1):** There is a statistically significant relationship between tourism events and the promotion of a tourist destination.

Table 7: Model Summary for the Variables (Tourism Events – Tourist Destination Promotion)

Model	Correlation Coefficient (R)	Coefficient of Determination (R^2)	Adjusted R^2	Standard Error of the Estimate	Sig.
1	0,768 ^a	0.591	0.583	0.51454	0,000 ^b
a. Predictors:(Constant), Tourism Events					

Source: Prepared by the students on the basis of SPSS26 output results.

Table (15) shows that the Pearson correlation coefficient (R) is 0.768, indicating a strong positive correlation between tourism events and tourist destination promotion. The coefficient of determination (R^2) is 0.591, meaning that changes in tourism events can explain 59% of the variation in destination promotion, whereas the remaining 41% is attributed to other variables.

Since the significance level is 0.000, which is lower than the accepted threshold of 0.05, we conclude the following:

We reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1), confirming that tourism events significantly impact destination promotion.

Testing the Second Sub-Hypothesis

- **Null Hypothesis (H_0):** There is no statistically significant relationship between tourist attitudes and destination promotion.
- **Alternative Hypothesis (H_1):** There is a statistically significant relationship between tourist attitudes and the promotion of the tourist destination.

Table 8: Model Summary for the Variables (Tourist Attitudes – Tourist Destination Promotion)

Model	Correlation Coefficient (R)	Coefficient of Determination (R^2)	Adjusted R^2	Standard Error of the Estimate	Sig.
1	0,373 ^a	0.139	0.132	0.66884	0,000 ^b
a. Predictors:(Constant), Tourist Attitudes					

Source: Prepared by the students on the basis of SPSS26 output results.

Table (18) shows that the Pearson correlation coefficient (R) is 0.373, indicating a weak positive correlation between tourist attitudes and tourist destination promotion. The coefficient of determination (R^2) is 0.132, meaning that 13.9% of the variation in destination promotion can be attributed to changes in tourist attitudes, whereas the remaining 86.1% is due to other factors. Given that the significance level is 0.000, which is less than the accepted threshold of 0.05, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This

result confirms that tourist attitudes have a statistically significant effect on promoting tourist destinations.

Section Two: Discussion of Results

The findings of the study are summarised as follows:

1. The descriptive statistics results indicate that the sample's overall orientation toward the study variables, specifically event marketing, tends toward a high level. This suggests the presence of active event marketing practices related to the New Year's celebration (as referenced in the questionnaire) in the city of Taghit, which corresponds to the promotion of the tourist destination also referenced in the questionnaire. This outcome may be attributed to the background, experiences, and perceptions of the sample members or to subjective factors influencing their responses.
2. The results of the correlation analysis between event marketing and tourist destination promotion revealed a strong positive relationship between the two variables. This finding indicates that event marketing represents an implicit image corresponding to an explicit outcome, reflected in *promoting the tourist destination* in Taghit.
3. The results of hypothesis testing confirmed that event marketing has a statistically significant effect on promoting a tourist destination. This finding aligns with the explanation provided earlier in the interpretation of the correlation analysis.
4. Furthermore, the simple linear regression analysis results between the independent variable (event marketing) and the dependent variable (tourist destination promotion) revealed a positive linear relationship. This relationship is captured in the regression model of the form $Y = aX + b$, indicating that as event marketing activities, specifically the New Year's celebration in Taghit, increase, they lead to a corresponding enhancement in the promotion of the tourist destination.

Conclusion

On the basis of this study's findings, event marketing represents an effective tool for promoting tourist destinations. Regardless of the type of event, such occasions capture the attention of potential visitors, stimulate interest in visiting, and enhance the destination's reputation.

The study further revealed that the use of an event marketing strategy in the city of Taghit, specifically through the New Year's celebration, has a significant effect on attracting tourists and raising awareness of the destination.

The study also confirmed the following:

- The central hypothesis was validated, indicating a statistically significant effect of event marketing on promoting tourist destinations at the 0.05 significance level.
- The first subhypothesis was also supported, confirming a statistically significant effect of tourism events on the promotion of the tourist destination at the 0.05 level.
- The second subhypothesis was confirmed, demonstrating a statistically significant effect of tourist attitudes on the promotion of the tourist destination, again at the 0.05 significance level.

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