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The impact of applying tourism marketing knowledge on promoting the tourism sector in Algeria

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Abstract---This study aims to show the extent of applying theoretical knowledge of tourism marketing in promoting the tourism sector in Algeria, as the development of tourism movement at the global level has led to interest by the bodies responsible for the tourism sector in order to promote tourism activity and highlight its economic, social and environmental status and keep pace with development. Algeria also seeks, through its enormous tourism assets, to develop and advance the tourism industry in light of the requirements of the tourist, starting from identifying tourism markets to identifying target groups, identifying needs, designing and preparing tourism programs, then to tourism promotion to end with implementation, follow-up and evaluation of tourism programs to reach a high-end tourism service. Reflect Quality standards for tourism products and offers and their distinction, which helps in spreading, introducing and marketing them across different countries of the world.

Keywords---Tourism Marketing, Tourism, Algeria.

Introduction

Tourism has achieved a qualitative leap as an alternative economy, especially after the tremendous, rapid and continuous development in the field of information and communication technology through spreading tourism awareness among different segments of societies, as these means played the role of the engine and guide for the desires and motivations of individuals in generating a sense of desire to carry out tourism activities and stimulating motivations and The reasons behind the tourists' minds.

The behavior of the tourist consumer, which is characterized by continuous transformation and change because it stems from feelings and psychological feelings, requires those responsible for tourism planning activities to conduct a precise analytical study on which the marketing policies of tourism establishments and bodies are based, as it is based primarily on identifying tourism markets and identifying market segments (target groups) and then studying the characteristics and motivations of tourists in order to follow up on tourism programs, implement them and market them. The evaluation process plays a basic element in designing tourism programs in terms of developing and improving tourism services or continuing or modifying them or diversifying the services related to them.

The problem of the study:

- To what extent does the application of tourism marketing knowledge contribute to activating the tourism sector in Algeria?

Study hypotheses:

- To answer the previous problem, we formulated the following hypotheses.
- Activating domestic tourism depends on the tourism marketing mix to achieve the set goals.
- The pillars of tourism marketing play an important and fundamental role in activating tourism.

Importance of the study: This study derives its importance mainly from...

- The effective role played by the elements of the marketing mix, especially those related to promotion, in influencing the decisions of the tourist consumer.

Study objectives: The study aims to:

- Highlighting the essential role of the effectiveness of applying the concepts and knowledge of tourism marketing and the tourism marketing mix, especially the promotional one, in the local tourism industry and promoting it and unifying efforts to stimulate tourism movement by exploiting tourism offers and components in light of targeted marketing strategies.

The method followed: In order to answer the study's problem, we rely on the descriptive analytical method as it is suitable for describing the study variables so that we can present the most important results and provide appropriate suggestions.

1 Tourism Marketing:

It is considered the industry of the twenty-first century, as it is based on preparing the tourism product and offering it for sale as an intangible product based on natural resources, capital and elements of tourism production.

It is an activity that aims to attract the attention of local or international tourists, starting from preparing tourist programs to contracting, through identifying the needs and desires of the tourist product to meeting them with the necessary means, and finally evaluating the service and knowing and measuring the degree of satisfaction.

(Fyall, 2005).

It is also known as an administrative and technical activity carried out by tourism organizations internally or externally to identify, identify, and influence tourism markets with the aim of achieving the greatest amount of revenues (Al-Samee, 2007).

Administrative activities include planning, organizing, coordinating, directing and controlling.

As for the technical activities, they are based on organizing marketing efforts, evaluating marketing performance, achieving efficiency, effectiveness, coordination, integration, and achieving goals.

Tourism marketing is a joint activity between various tourism bodies and a multi-directional activity (locally or internationally) with multiple objectives (satisfaction, reputation, international fame, etc.).

1-2 Pillars of tourism marketing:

A-Marketing planning: (Power, 1995) Any prediction and the ability to make a decision, whether comprehensive or partial, long-term or short-term. Planning also aims to:

- Achieving general goals and reducing the risks of poor decision-making.
- Coordination between various activities and bodies, and evaluation and monitoring of performance and efficiency.

Planning is divided into:

- Planning the tourism product.
- Pricing planning.
- Marketing research planning.
- Market cost planning.
- Promotional planning.

Marketing planning goes through the following stages:

- Market situation analysis (strengths and weaknesses, identifying opportunities and avoiding threats)
- Forecasting and setting goals.
- Determining and developing the strategy, and making the best choice among the various alternatives (defensive, offensive, appeasement, etc.)
- Monitoring the plan, identifying the gap between the achieved and the expected, and reviewing the plan because it is flexible and continuous.

B- Providing marketing information:

In light of which strategic decisions are made, it is a set of data and information derived from the tourism market (local and international). The value of the information is measured by:

- The intellectual return and scientific value it provides.
 - The timing of the arrival of the information is outdated.
- Its accuracy and cost are directly proportional to its value.

C- Study of the tourism market:

Tourism programmes are designed in harmony with the interests and desires of tourists on the one hand and the objectives set by the bodies responsible for regulating the tourism market on the other hand. The study differs according to the type of market (a local market receiving tourists or an international market source of tourists).

- The domestic tourism market (a future for tourists): The study is based on the quality of services provided, integration between various service facilities, developing awareness among members of society, monitoring the price level in comparison with the services provided, and diversifying and developing the service in a manner that suits the desires of tourists.
- The external tourism market (the source of tourists): where the study is conducted according to the geographical location, i.e. the distance or proximity of the country or tourist destination, as well as a social study based on the income level, age group, professions, social class of tourists, and the size of the market share or unsaturated space.

2- Tourism marketing mix:

It is a group of elements and variables that can be controlled and controlled by the organization or facility to achieve marketing objectives by communicating with consumers and influencing them to make purchasing decisions in a positive manner (Al-Najjar, 2002).

2-1 Elements of the tourism marketing mix:

It is a group of different elements that play an important role in the success of marketing work in the tourism sector, and directly affect the design and development of the tourism product and achieving compatibility between needs. Since marketing the tourism product is more difficult than the commodity product due to considerations of (gelatinousness, and its use in its place, and moving to it, and the lack of flexibility, i.e. the moral characteristic of the tourist product...) then it needs greater marketing efforts in line with the desires and inclinations of tourists.

A- Product: It is the harmonious combination of industrial components, natural conditions, cultural landmarks, facilities and services. The components of the success of the tourism product are its distinction, the level and nature of the complementary services and the method of presenting them. The simpler and clearer they are, the greater the demand for them and the level of prices that suit the quality of the service.

B- The tourist market: It is the place where the owners of the tourist supply meet with the owners of the tourist demand. The meeting place can be in the country exporting the tourists or the country receiving them (Beirman,

2003). The market is divided into two types: an international external market that is a source of tourists, and a domestic internal market that receives domestic tourism.

Pricing of the tourism product: It expresses the optimal combination that aims to determine an appropriate price for a high level of service in light of an effective tourism program. It directly affects tourists' decisions and prices differ from one market to another. The price is affected by the social level, the intensity of competition, the seasonality of tourism movement, and government pressures.

The human element: is the service provider who is characterized by intelligence, smoothness, high efficiency and good listening. This is after training and gaining the necessary experience because the human element is the focus of the sales process. Every individual in the tourist facility, whether management cadres, workers, catering or transportation service providers or tourist guides, is responsible for the success of the tourist program.

Material evidence: It is everything that contributes to establishing the image of the intangible tourist facility, which gives an image to marketers to pay attention to this element, and everything that leaves an impact, inclinations, or impression for users of tourist programs. This aspect appears through the shapes, buildings, and furniture in the tourist facility, which creates excitement by giving tangible qualities to the tourist service.

Procedures or operations: It is the path of providing the tourism service, starting from contracting, booking, or even inquiring through technical and artistic systems and media and communication, until its use and reaching the evaluation (Al-Malkawi, 2007).

Tourism promotion: These are the efforts made through various media and communication means, audio, visual, and personal, to clarify the tourist image of the tourist destination or the country to be visited and to highlight it to prospective tourist consumers to attract their attention and purchase the tourist product using various advertising means such as posters and promotional brochures, in addition to audio, visual, and written advertising means, and relying on public relations as an effective means of personal communication between tourism marketing men and tourism consumers. Advertising, public relations, and public relations are called the tourism activation complex (Al-Maghazi, 2001). The components of successful tourism activation include:

- Diversification of tourism programs.
- Developing new tourist areas.
- Relying on scientific methods in choosing marketing policies and strategies for expansion, invasion and penetration of some tourist markets.
- Simplifying the various procedures for the arrival and departure of tourists.
- Raising the level of tourism services.
- Interest in using various means of tourism promotion such as advertising, public relations and personal selling (Al-Sami', 2007).

The basic conditions and requirements that must be met for tourism marketing to be successful:

- The necessity of caring for the customer.

- The need for advanced administrative, financial and information systems.
- The necessity of having a marketing strategy and objectives for the tourism marketing product based on an important element, which is the human resource.
- The necessity of having sufficient awareness of the importance of tourism marketing among employees, especially at the upper administrative levels.
- The necessity of having appropriate performance standards such as the quality of services provided.
- The need for a strong tourism marketing culture.

Factors for the success of tourism marketing:

- A- Tourism development:** Tourism development represents various programmes that aim to achieve a stable and balanced increase in tourism resources and deepen and rationalise productivity in the tourism sector in its various aspects, based on maximising the state's capabilities to attract the largest number of tourists based on multiple strategies.
- B- Tourism media:** The media in all its forms are considered important mechanisms in tourism promotion. Given the importance of the tourism sector in the field of economic development of countries, reliance on various forms of media has become necessary in order to attract the largest number of tourists by practicing marketing methods through tourism media.
- C- Tourism culture:** meaning the individual possessing a certain amount of knowledge, information, concepts, skills, attitudes and values that together constitute a suitable background for him to adopt a rational tourism behaviour towards all tourism aspects, as well as the processes necessary for planning, organising and dealing with tourism institutions, places and tourists. Tourism culture depends on providing tourism information and highlighting the importance of tourism products and how to market them, as well as methods of dealing with tourists.

7 - Problems of tourism marketing:

- The problem of collecting information on the basis that tourism is a complex mix of services supervised by many different bodies distributed between the public and private sectors.
- The supply of tourism and the infrastructure of a tourist destination cannot change at the same speed as the demand for tourism.
- Lack of interest in the physical environment in which the service is provided.

Difficulty in maintaining a consistent level of service quality.

- Impossibility of comparing services to choose the best one, Therefore, the service inspection process takes place after purchasing it, not before.
- Variation in demand makes service organizations face some losses.
- The inflexibility of tourism supply in the short term.

Third - Tourism components in Algeria:

Algeria has huge tourism potential and capabilities, but it is not being given attention. Its neglect has prevented its exploitation and benefit. In addition to its coastal strip, diverse terrain, plains, inland highlands, and the large desert, And what each region offers in terms of diverse tourist offerings, whether natural or man-made or otherwise, Algeria is deeply rooted in history through its ancient heritage that has been able to challenge the succession of different historical eras, such as caves, shrines, rock carvings, and Roman remains in Timgad. In Batna And beautiful in Setif And Cherchell In Tipaza... etc. Great Algeria also has Islamic landmarks dating back to the Ottoman era, which are evident in palaces, castles and mosques, in addition to To traditional industries such as copper engraving, carpet making, leather products and other crafts that are considered a cultural heritage.

The most important tourist areas in Algeria: Algeria is rich in tourist poles that qualify it to compete with the largest tourist countries, including:

1- Eastern Tourism Pole:

It starts From the state of (Skikda, Guelma, Annaba, passing through Souk Ahras and Tebessa) with a coastline of 300 km and 874 thousand hectares of dense forests. It represents the tourist locomotive for eastern Algeria and a focal point for development at the regional level. It also has different terrains such as mountains, dams, and suspension bridges in Constantine... etc.

2- The tourist pole in the north-central:

It includes all the states (Chlef, Boumerdes, Blida, Tipaza, Algiers, Bouira, Jijel, Tizi Ouzou and Bejaia) It is distinguished by its central location in the country and on the Mediterranean coast, extending for more than 600 km, which represents half of the coastal strip. It also has enormous potential to receive and attract tourists, whether local or international, such as international airports, huge ports, and a land and railway transportation network close to the tourist attractions. It is also accompanied by infrastructure capable of increasing the accommodation capacity, represented by a chain of world-class hotels and upscale restaurants that provide the finest and most elegant modern and traditional foods according to the specificity of each region.

3- Western tourist pole:

From the state of (Tlemcen, Ain Temouchent, Oran, Mascara, Sidi Bel Abbes, Mostaganem and then to Glizan It covers an area of more than 35 thousand km² and includes significant tourism products on the local and international levels due to its proximity to European tourism enthusiasts. Spain Given its diversity in terms of services and the fact that most of it is not being exploited as it should be, the opportunity for tourism investment in this pole allows for the possibility of encouraging and making some tourist spaces more attractive.

4- The southeast tourist pole:

It includes the following states: Ghardaia, Biskra, and the valley It covers an area of 160 thousand km², where the ancient market in Ghardaia and the distinctive architectural character, as well as the customs and traditions through the popular food and clothing of the people of the region, represent an aesthetic image

that leaves in the tourist's psyche... etc. And also the city of a thousand domes and a dome, with its sprawling palm trees and golden dunes, which is not far from the capital of Ziban, with its picturesque natural scenery and mineral baths.

5- The southwest tourist pole:

It includes all the states (Bashar, Tindouf And Adrar) It covers more than 600 thousand km², including historical palaces, Quranic corners, and the historical region of Saoura, Touat, and Gourara, which is considered a world-class heritage hub.

6- The tourist pole in the great south: Here we distinguish between the two regions:

A- Hoggar, which is located in the state of Illizi and covers an area estimated at about 280 thousand km², contains natural and cultural resources and monuments that contribute to the development and activation of tourism in the future, as the caves and mountains with a distinctive character express the high historical value of the region. This heritage of the region is protected by the Tassili National Park and was classified as a world heritage by UNESCO in 1981.

B- Ahaggar is located in the state of Tamanrasset and covers an area estimated at 450 thousand km². It is rich in tourist offers and natural and cultural wealth. It is considered a strategic pole that allows for raising the value of tourism development in the region, as the natural and cultural archaeological heritage of Ahaggar and the distinctive sunset view of the region give it global fame that must be exploited in the best possible way at all levels.

7- Strategies for promoting and directing tourism in Algeria:

The Ministry of Tourism and Traditional Industries, between 2005 and 2008, developed the strategic framework for the tourism sector through the master plan for tourism development, which is part of the national plan for regional development. Which falls within the sustainable development plan, in which tourism development and its prospects were identified, aiming to ensure a balance between economic efficiency and social justice while protecting the environment at the national level. The master plan for tourism development included six books, the first book included a diagnosis and analysis of Algerian tourism through the state's capabilities and capacities through tourism offers, while the second focused on enhancing Algeria's reputation and enhancing its tourism competitiveness through developing, upgrading and introducing tourism offers, while the third book included tourist poles and villages, while the fourth book explained how to implement the master plan for tourism development, while the fifth book included priority tourism projects, which represented 80 tourism projects in six tourism poles, and finally the sixth book came as a summary of all the previous five books.

As an administrative and technical activity carried out by tourism institutions inside and outside the country to identify and identify potential markets and influence them with the aim of increasing the exploitation and development of incoming tourism movement and achieving compatibility and harmony between tourism supply and the different motives and desires of market segments. With the development and spread of tourism, it was imperative for those interested in this type of industry to keep pace with this development to gain a larger market

share of local or international tourism consumers and adopt optimal tourism marketing strategies that allow entry into new markets that provide an opportunity to occupy the market space that is not saturated with this type of activity. Therefore, it was imperative for Algeria, through the bodies responsible for tourism, to adopt modern digital and electronic methods to control this field well.

Conclusion

Tourism marketing is considered the most important activity and determining element. For the success of any tourism offer or product and the basis for the development of any tourism program, it is based on the financial capacity of the tourism facility and creating positive interaction between the elements of the activation complex and directing tourists by influencing them to motivate them to buy tourism programs and enjoy them. Despite Algeria's adoption of the rules of tourism marketing through the bodies responsible for tourism, it still lacks seriousness and experience in this field.

Although the means of activation, such as advertising and publicity, play a fundamental role in spreading the culture of tourism and introducing tourism products, whether domestic or even international, it is difficult to control the behavior of tourism consumers due to its connection to the desires and fluctuating psychology of tourists.

The reviewer:

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