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The impact of tourism marketing on increasing hotel demand an explanatory study of a sample of customers of the Sybouce International Hotel in Annaba

Abdelghani Merabti

Sustainable Local Development: Agriculture, Rural Development and Ecotourism Laboratory, Faculty of Economic, Commerce and Management Sciences, University of Chadli Ben Jedid, Taref, Algeria
Email: a.merabti@univ-eltarf.dz

Rim Laouadi

Faculty of Economic, Commerce and Management Sciences, University of Chadli Ben Jedid, Taref, Algeria
Email: r.laouadi@univ-eltarf.dz

Abstract--This study aims to evaluate the use of hotel organizations on the dimensions of tourism marketing on demand in the hotel field, and measure the extent of this effect between the variables of the study, based on our conviction that the interest of hotel organizations has become an inevitable necessity to think about creating innovative products in order to gain competitive advantage and how to market them to enable them to increase the level of demand on three levels: Service, brand, market, and thus stimulating the demand for tourism products while maintaining market share in a highly competitive environment, where 100 questionnaires were distributed to a sample of customers of the Sybouce International Hotel in Annaba, their contents was unpacked in Spss program. The findings showed that Tourism marketing significantly impacts hotel demand, with tourism distribution and promotional marketing showing the strongest correlations, Service-oriented marketing alone explains 47% of the variation in demand, highlighting the critical role of marketing strategies in increasing the hotel's performance. With practical recommendations for the Sybouce International Hotel in Annaba and for other local hotel establishments.

Keywords---tourism marketing, hotel demand, positioning, tourism, hospitality.

1. Introduction

In today's competitive landscape, tourism marketing plays a pivotal role in the success of hospitality organizations. Countries worldwide have sought to reflect their unique traditions of hospitality through tourism facilities, fostering intense competition among establishments striving to attract the highest number of visitors and deliver exceptional services. To meet these evolving customer expectations, organizations must go beyond conventional offerings and develop innovative tourism products. Without effective marketing strategies, achieving long-term strategic objectives or maintaining market presence becomes increasingly challenging. Given the growing intensity of competition, tourism marketing emerges as a crucial tool for sustaining competitiveness and ensuring the viability of hospitality enterprises. This leads us to our study question:

1.2. Study question:

How does tourism marketing mix contribute to increasing the level of hotel demand?

From this question, three sub-questions emerged as follows:

- What are the basics of tourism marketing in tourism marketing? What are the areas of tourism marketing activities that must be focused on in order to realize the tourism marketing process?.
- What do we mean by increasing hotel demand in tourism service organizations, and what are its dimensions and steps taken in this context?.
- To what extent can the application of tourism marketing contribute to increasing hotel demand from the point of view of the customers of the Sybouce International Hotel in Annaba?.

1.3. Study hypotheses:

1.3.1. Main hypothesis:

- H0: There is no significant effect of various dimensions of tourism marketing on increasing hotel demand at the significance level ($0.05 = \alpha$) in the hotel organization "Sybouce".
- H1: There is a significant effect of the various dimensions of tourism marketing on increasing hotel demand in tourism establishments at the level of significance ($\alpha = 0.05$) in the hotel organization "SYBOUCE".

1.3.2. Sub-Hypotheses:

From this main hypothesis, five sub-hypotheses emerged, all related to the activities of the hotel marketing mix:

- H0 -1: There is no significant effect of the tourism product on increasing demand at Sybouce Hotel at ($\alpha=0.05$).

- H1 -1: There is a significant effect of tourism product on increasing demand at Sybouce Hotel at ($\alpha = 0.05$).
- H0 -2 : There is no significant effect of tourism promotion on the increase in demand for Sybouce Hotel at ($\alpha = 0.05$).
- H1-2 : There is a significant effect of tourism promotion on the increase in demand at Sybouce Hotel at ($\alpha = 0.05$).
- H0 -3: There is no significant effect of tourist price on the increase in demand at Sybouce Hotel at ($\alpha = 0.05$).
- H1-3: There is a significant effect of tourist price on the increase in demand at Sybouce Hotel at ($\alpha = 0.05$).
- H0-4: There is no significant effect of tourist distribution on the increase in demand at Sybouce Hotel at ($\alpha = 0.05$).
- H1-4: There is a significant effect of tourist distribution on the increase in demand at Sybouce Hotel at ($\alpha = 0.05$).
- H0-5: There is no significant effect of Operations, Environment and People on the increase in demand for Sybouce Hotel at ($\alpha = 0.05$).
- H1-5: There is a significant effect of operations, environment and people on increasing demand at Sybouce Hotel at ($\alpha = 0.05$);

1.4. Study objectives

- Analyze the effectiveness of tourism marketing by evaluating the marketing strategies used by the “Sybouce International Hotel” in attracting customers and determine the success of these strategies in improving the image of the hotel and increasing its demand;
- Studying the factors affecting hotel demand by exploring the factors that affect customers' desire to choose the Sybouce International Hotel in Annaba, such as prices, services, location, quality of service, and promotions;
- Analyze customer behavior by understanding the purchasing behavior of customers who choose the hotel, including their reasons for choosing the hotel, and their evaluation of the stay experience;
- Propose marketing improvements by making recommendations based on research findings to enhance the hotel's marketing strategies and increase hotel demand;
- Attempting to clarify the foundations of tourism marketing for hotel service organizations and directing the thinking of officials to pay attention to the Algerian tourism sector and adopt it as an economic alternative to the hydrocarbon sector.

1.5. Study axes: The study was divided into two main axes, the first axis was devoted to the theoretical aspect of the study variables, while the second axis was concerned with presenting the applied aspect of the field study at the Sybouce Hotel in Annaba, which concluded with the conclusion of a set of findings and recommendations to support hotel demand through the effectiveness of tourism marketing.

2. Literature review

Over the past three decades, the business environment and markets in the tourism and hospitality industries have evolved and changed dramatically due to

a series of factors, such as globalization, volatile markets, intense competition, crises of all kinds, and the widespread diffusion of information and communication technologies.(Morrison, 2013) Academic literature indicates that all these factors significantly affect the consumer demand behavior of tourists, as well as the business functions and operations of hotel service providers.

In this context, tourism marketing is an essential tool in increasing hotel demand, as it works to promote tourist destinations and attract visitors by improving the mental image of hotels and tourist destinations, and targeting different categories of tourists according to their interests. In addition, tourism marketing helps to reach a wider audience and offer special offers that encourage early booking. By collaborating with airlines and tourism agencies, hotels can offer integrated packages that attract more tourists, increasing hotel occupancy and achieving sustainable growth in the sector.

Tourism marketing is the process of planning and implementing a range of marketing activities aimed at attracting visitors to specific tourist destinations, and promoting these destinations through various means, including advertising, public relations, and digital promotion, with the aim of increasing the number of visitors and boosting the local economy. Tourism marketing involves identifying the needs and desires of potential tourists, developing appropriate tourism products and services, and communicating this information in an effective way to attract tourists and push them to choose those destinations and tourist facilities, such as hotels and tourist attractions(Cox & Wray, 2011).

According to Kotler and Keller, tourism marketing aims to analyze, plan, implement and monitor programs designed to achieve desired exchanges with target audiences for the purpose of personal and mutual gain. It relies heavily on the adoption and coordination of product, price, promotion, and place to achieve responses. Thus, marketing management is a business process for managing marketing activities. Marketing management decisions are based on strong knowledge of marketing functions, clear understanding and application of managerial methods and techniques for decision-making (Tourism Destination Marketing: Academic Knowledge, s. d.)

To forecast tourism demand across a set of spatially dependent tourist attractions, a new model is proposed, consisting of three stages: Selecting tourist attractions, generating the baseline forecast, and combining the forecast with the baseline. (Bi et al., 2024) When searching for differences in tourism behavior, differences in tourism demand lead tourists to express different behavioral characteristics such as destination choice and spatial and temporal behavioral patterns. Exploring differences in tourism behavior can therefore provide a basis for decision-making for hotel demand development(Gao et al., 2024).

As is commonly recognized, tourism includes the activities of people who travel to places outside their usual environment and stay there for no more than one year without interruption, for rest or other purposes, as clearly recognized by the United Nations Statistical Commission in 1993.(Băbăș et al., 2023) The tourism supply represents a set of services and products provided to the customer who wishes to make a tourist trip and includes the various tourist attractions and

temptations found in them, natural and industrial in addition to the public and tourist service that countries provide to tourists coming to them from different parts of the world, and thus differs from the physical supply of tangible goods, which represents the total goods and services offered in the markets to buyers at a certain time and at a specific price level.(Mbrica et al., 2023).

The main factors contributing to the increase in hotel demand are as follows:

- **Tourism growth:** The tourism industry has a significant impact on hotel demand, such as in Malaysia and Indonesia, where an increase in tourist arrivals leads to higher hotel occupancy rates(Abd Razak & Jaafar, 2015).
- **Economic Indicators:** Hotel demand is influenced by economic factors such as GDP and consumer confidence. For example, a 1% rise in GDP is associated with a 0.44% rise in hotel demand in urban markets Changes in personal income have a greater impact on hotel demand than business income.(Canina & Carvell, 2005).
- **Technological advances:** The ease of booking hotels online, driven by technological advances and digital marketing, has made it easier for tourists to make reservations, thereby increasing demand. (Hernandez-Padilla et al., 2023).
- **Exchange rates and seasonal changes:** Higher exchange rates attract more international tourists, increasing hotel revenues. Seasonal factors, such as holidays, also lead to higher demand for hotels.(Choi et al., 2015).
- **Market conditions:** Despite strong demand, competitive market conditions have kept room rate increases modest. However, demand continues to grow, as in the post-recession U.S. lodging industry. (Mandelbaum, 2011).
- **Hotel characteristics:** Factors such as hotel size, chain affiliation, star rating, and location accessibility affect room rate changes and demand. Larger hotels and those with higher star ratings are likely to increase room rates.(Mohammed et al., 2021).
- **Investment and development:** The positive outlook for the hotel market, low interest rates, and revenue compression have spurred the development of new hotels, especially in high-demand areas. (Şenerol & Akatay, 2020)

3. Methodology:

3.1. Introducing the hotel organization “Sybouce” in the tourist city of Annaba: The hotel organization is characterized by an attractive location, with important capabilities in the field of tourism, as it is characterized by a vast coastal frontage, with a group of beaches of different sizes and beauty. It has an important strategic location and is 10 minutes away from “Rabah Bettat” airport and has an excellent architecture characterized by its location in sharp competition with many other hotels such as “Al Reem Al Jamil”, “Sabri” and “Majestic”.

3.2. The capabilities of the hotel organization “Sybouce” and the services it provides: The hotel organization “Sybouce” is characterized by tremendous human capabilities, especially the scientific qualification and continuous training of its employees, and it is also characterized by material capabilities, which in fact reflects the dimensions of the physical environment, and provides high-quality

services represented in accommodation services, Congress Hall, seminars and meetings, restaurant services etc.

3.3. Data collecting tools: We relied on secondary and primary sources, through which an interview was prepared with the managers of the hotel organization in addition to the questionnaire of the main measurement tool, for the purpose of collecting data related to the field aspect of the study. In order to achieve the objectives of this study and to answer its questions, several different statistical methods were used using the Statistic Package for Social Sciences- SPSS”.

3.4. Study population and sample: In the theoretical aspect, we relied on the descriptive method to clarify the concepts related to the two variables of the study in both tourism marketing and tourism demand in tourism institutions and try to highlight the relationship between them. As for the applied aspect, we relied on the analytical method where we relied on collecting information by conducting an interview with some officials and employees of the Sybouce International Hotel in Annaba during the time period: (from 01-05-2023 to 30-06-2023 and questionnaires were distributed to a sample of its customers to know their viewpoint towards the relationship between tourism marketing and increasing demand in hotel establishments.

4. Results:

4.1. Statistical Analysis: We relied on the Likert scale and the arithmetic means were evaluated as follows:

Table (01): Evaluation of the arithmetic means

Categories	Value
High trend	From 3.66 and above
Medium trend	From 2.33 to less than 3.66
Low trend	From 1 to less than 2.33

Source: By authors based on SPSS outputs.

4.2. Stability of the instrument: The study tool was applied to members of the stability sample, which consisted of 30 individuals from outside the study sample, and stability was verified by the Cronbach Alpha method, because it depends on the consistency of the individual's performance from one paragraph to another, and it indicates the strength of the correlation and coherence between the paragraphs of the scale.

Table (02): Stability coefficients for tourism marketing activity areas at the Sybouce International Hotel – Annaba

Dimensions	Stability coefficient
Tourism service	0.839
Tourism promotion	0.818
Tourism pricing	0.861
Tourism distribution	0.860
Tourism marketing in the environment, operations, and people	0.880

Source: By authors based on SPSS outputs

Table (02) shows that the stability coefficient for the field of “marketing tourism marketing” ranged between 0.818 and 0.880, where the highest was for the dimension “tourism marketing in operations, environment and people” while the lowest was for the dimension “promotional tourism marketing”, and the stability coefficient for the field of marketing tourism marketing reached 0.963, which are very high values and acceptable for the purposes of the study.

Table 03: Psychometric testing

Test	Cronbach's Alpha	Subjective honesty	Empirical honesty	Content validity
score	96.9%	47.98%	90.29%	88%

Source: By authors based on SPSS outputs.

From table 03 above, it can be concluded that the study instrument met the psychometric conditions of a successful and good test, and that it fulfills the purposes of the study.

4.3. Characteristics of the Study Sample: The following table shows the personal data of the members of the study sample.

Table 04: Characteristics of the Study Sample

Variables	Categories	Total of subjects (n)	Percentage (%)
Gender	Male	34	57
	Female	26	43
Age	Under 25 years old	32	53
	25 to 45	18	30
	46 to 61	10	16
Educational Qualifications	Below High School university degrees	08	13
	Master's Degree and Higher	34	57
Professional Status	Master's Degree and Higher	18	30
	Employee	22	37
	Self-employed and Businessmen	08	13

Variables	Categories	Total of subjects (n)	Percentage (%)
	Retired	3	5
	Merchants	27	45

Source: By authors based on SPSS outputs.

It was found that 56.7% are males and the rest are females, which are close values for the nature of the hotel activity. Approximately 30% of customers are under 46 years old, which means that the hotel is characterized by activity and vitality, especially the youth. As for the educational level, we found the following ratios: University 30%, high school and professionals 37%, which explains that the educated class prefers an upscale lifestyle. Regarding their jobs, it was noted that 55% are executives, businessmen, retirees and free professions, while the rest are merchants, with a significant percentage of the visit framework, which amounted to 7.36% in the field of tourism and hiking, and with regard to missions, the percentage was 35%, which confirms on the other hand in general that the hotel is characterized by business activity in addition to tourism activities, but the percentage of school days was small due to the period in which we conducted the field study.

A. Descriptive analysis of variables: The arithmetic means and standard deviations were calculated for all domains, and let's take an example of tourism marketing in the service domain as one of these dimensions.

B. Arithmetic means and standard deviations of tourism marketing in the service area: The table shows that the arithmetic means of the service tourism marketing domain ranged between 2.8 and 3.73, where the highest was for paragraph 51 (I realize that there is a positive development in the level of accommodation services), while the lowest was for paragraph 31 (We were offered innovative services that we were not previously accustomed to, new and sophisticated). Paragraphs 51 and 31 have a high rating and the rest of the paragraphs have a medium rating. We followed the same thing in all dimensions of the first axis from the first domain to the fifth domain, and we concluded that all the paragraphs of the first axis came with a medium and high evaluation score, which is evidence of the coherence of the paragraphs and the level of their degree of arbitration, which strengthens the study tool as another justification for its reliability.

C. Arithmetic means and standard deviations for all paragraphs of increasing demand in hotel establishments and for the total domain

Table 05: The arithmetic means and standard deviations of all paragraphs of the second axis

Increased demand for the hotel organization	Standard deviation	Mean
Total domain (arithmetic mean and overall standard deviation)	0.85	96.9%

Source: By authors based on SPSS outputs

It can be seen from the table that the arithmetic averages for the area of increasing demand for the hotel organization ranged between 3.05 and 4.05. The highest was for paragraph 41 (I see that the increase in demand for the hotel establishment in the market is due to the development of its services), while the lowest was for paragraph 38 (The Sybouce brand reminds me of a firm image in my mind as it symbolizes the quality and beauty of the hotel), and paragraphs 14 to 18 and 50 were characterized by a high degree of evaluation, while the rest of the paragraphs were all with a medium degree of evaluation, and it is also noted that the arithmetic mean of all paragraphs was 3.58, which is a medium degree of evaluation. Through the descriptive analysis of all the paragraphs of the two axes, it was found that there are no paragraphs with a low evaluation score, which indicates the strong coherence of the phrases and dimensions of the two axes of the study model.

4.4. Hypotheses testing:

We designed the main hypothesis as follows:

- H0: There is no significant effect of the different dimensions of tourism marketing on increasing hotel demand at the significance level ($0.05 = \alpha$) in the hotel organization "Sybouce" - Annaba.
- H1: There is a significant effect of the different dimensions of marketing tourism marketing on increasing hotel demand at the significance level ($0.05 = \alpha$) in the hotel organization "Sybouce"-Anaba.

To answer the main hypothesis, there are two parts: the first part tests each sub-hypothesis individually using simple regression analysis, while the second part tests the relationship of tourism marketing with its sub-variables simultaneously on the increase in demand for the Sybouce hotel using the correlation coefficient.

4.4.1. Part I: The first sub-hypothesis

- H0: There is no significant effect of service-oriented tourism marketing on the increase in demand of Sybouce Hotel at ($\alpha = 0.05$).
- H1: There is a significant effect of tourism marketing in the field of service on increasing the demand of Sybouce Hotel at ($\alpha = 0.05$).

To test this hypothesis, Pearson's correlation coefficient and simple regression analysis test were used to verify that there is indeed an effect of tourism marketing in the field of tourism service on the location of this hotel establishment Sybouce-Annaba.

From the table obtained from the spss program, the correlation coefficient plotted the degree of correlation between the tourism marketing dimension in the field of tourism service and the axis of increasing hotel demand, which amounted to 68.5%, a statistically significant value at ($\alpha = 0.05$), which indicates a relatively strong, positive and direct correlation between the two axes, and this makes it easier for us to predict the existence of a significant impact relationship between the two variables through other statistical tools.

Table 06: The results of testing the impact of service tourism marketing on increasing demand at Sybouce Hotel – Annaba

Statement	B	R	R Square	Sig
The impact of service-oriented tourism marketing on increasing hotel demand	0.639	0.685	0.470	96.9%

Source: By authors based on SPSS outputs.

It can be seen from Table 06 above that the results of the statistical analysis confirmed the existence of a statistically significant effect of the impact of tourism marketing in the field of service on the increase in hotel demand, as the correlation coefficient $R = 0.685$ at the level of $(0.05 = \alpha)$, and the coefficient of determination R^2 amounted to 0.470 , meaning that 0.470 of the changes in the increase in hotel demand are due to the change in the level of tourism marketing in the hotel service field. The value of the degree of influence estimated at $B = 0.64$ indicates that a one-degree increase in the level of tourism marketing in the field of hotel service leads to an increase in the degree of demand for the organization's services by 0.64 and the significance of this effect is confirmed by the calculated F value, which is approximately 51 and is statistically significant at the level $(\alpha = 0.05)$, and therefore the null hypothesis is rejected and the alternative hypothesis that states that : There is a statistically significant effect of tourism marketing in the field of service on increasing hotel demand at $(0.05=\alpha)$.

Thus, through the use of the spss program, all tests were generalized in the same way to all other dimensions from the second sub-hypothesis to the fifth hypothesis, where all the second, third, fourth and fifth null hypotheses were rejected and their alternative hypothesis was accepted. It follows from this that there is a statistically significant effect of the remaining four hypotheses on the second axis, which is increasing hotel demand, and from this it can be said that the spss program proved to us that there is a strong relationship for tourism marketing elements in the field of hotel service marketing indicated in the model through increasing the level of demand in the hotel organization.

4.4.2. Part 2: Testing the relationship of marketing tourism marketing with its sub-variables as a single combination on increasing hotel demand using the correlation coefficient.

If we want to verify this relationship, we only need to calculate the correlation coefficient.

Table 07: Pearson's correlation coefficient between the dimensions of tourism marketing (together) and the increase in hotel demand

Dimensions of Tourism Marketing	R	Sig
Tourism service	0.700	0.00
Tourism promotion	0.818	0.00
Tourism pricing	0.560	0.00
Tourism distribution	0.900	0.00
Tourism marketing in the environment, operations, and people	0.780	0.00
Dimensions of meaning	0.744	0.00

Source: By authors based on SPSS outputs

The correlation coefficient for the service tourism marketing dimension and increasing hotel demand is 0.700, which is statistically significant at the level of significance ($\alpha=0.05$), indicating that there is a relatively strong, positive and direct correlation between the service tourism marketing dimension and increasing hotel demand.

The correlation coefficient for the promotional tourism marketing dimension and increasing hotel demand is 0.81, which is a statistically significant value at the level of significance ($\alpha=0.05$) indicating a relatively strong, positive and direct correlation between the promotional tourism marketing dimension and increasing hotel demand.

From it we conclude Tourism marketing in the field of price is moderately correlated with increasing hotel demand, so hotel management must think of easy solutions for this dimension in order to ensure the formation of a successful integrated tourism marketing mix.

5. Discussion

It is also noted from the previous results for the rest of the dimensions that the overall model of the impact of the marketing tourism marketing dimensions on the level of demand for hotel establishments among the customers of the hotel organization "Sybouce" was significant and statistically significant, and it is also shown that there is a difference between the five marketing tourism marketing dimensions in themselves in the degree of influence on increasing demand for hotel establishments, thus rejecting the alternative hypothesis and accepting the null hypothesis that the marketing tourism marketing has no effect on increasing demand for hotel establishments: There is a significant effect of the impact of the different dimensions of marketing tourism marketing on increasing demand in hotel establishments at the significance level ($0.05= \alpha$).

In this context, the statistical tools used in this study proved the importance of the practice of marketing tourism marketing and its impact on increasing hotel demand in hotel establishments, and this confirms to us that the hotel organization "Sybouce" uses in its marketing strategies all dimensions of marketing tourism marketing without compromising any dimension or element in

order to have a stronger impact on the tourism market and thus positively affect the demand for hotel services. The study yielded the following results :

- The tourism marketing activity helps business organizations, especially service organizations, to gain a good market positioning in the hotel market, in the brand and in the product, as services have become the main engine of this economy, and among these modern service industries is the hospitality and hotel industry, which is considered the backbone of the Algerian tourism activity;
- It has become mandatory for hotel organizations to cling to the weapon of tourism marketing, especially in the marketing function, as it is the gateway to competitive advantage;
- Creating hotel demand is the core of the strategy and is the focus of any marketing policy, thus ensuring the realization of the benefit of replacing the organization's service or brand with a unique and distinctive place in the minds of consumers.

As for the results of the field study, the statistical tools used in the study proved the importance of the practice of tourism marketing activity in tourism service organizations, and this is shown by the five partial hypotheses through:

- There is a strong and direct correlation between all marketing tourism marketing activities and increasing hotel demand by 74.4%, this means that there is indeed a correlation between the independent variable and the dependent variable, which confirms the validity of the main hypothesis, and the ability to apply marketing tourism marketing activity to increase demand in hotel organizations has reached 64.7%;
- Through the results of the study, it was found that the hotel organization Sybouce in Annaba contributes to activating all elements of tourism marketing without disturbing any of its elements so that the effect is unified and more powerful on increasing hotel demand in the market, brand and tourism product, which has a positive impact on the volume of hotel demand.

6. Conclusion

Tourism marketing is a vital factor that contributes significantly to increasing hotel demand, as it contributes to highlighting the tourist attractions of destinations and providing tourists with the necessary information about available hotel services. By using effective marketing strategies, such as digital promotion, organizing advertising campaigns, and collaborating with tourism agencies, hotels can attract diverse segments of customers, whether international or local tourists. Moreover, tourism marketing helps build a positive mental image of hotels, which enhances customer confidence and encourages them to book and stay. At the end of the day, tourism marketing is a strategic tool that is essential for the growth and prosperity of the hotel sector, thereby supporting the tourism economy as a whole. For hotel establishments, the following is recommended:

- Encourage tourism marketing operations in all marketing activities of the hotel organization Sybouce and increase hotel demand and update them with the creation of a database for reference whenever the need arises, especially for conducting tourism marketing research;

- Strengthening the marketing information system of the hotel organization as a mechanism to support the tourism marketing process in uncovering the reasons for the decline in the activities of some high-end hotel organizations adjacent to the Annaba Corniche and overlooking the sea in order to enable the hotel management to improve, develop and market new services, or introduce new technologies by taking advantage of the changes in the marketing environment;
- Listening to the customer and understanding their needs and desires about accommodation conditions and their tastes of food and drink may help service providers on new tourism marketing ideas that help the hotel management to study and discuss them, and this can be achieved by preparing a special form and placing it in the guest rooms;
- Expand the activities of the hotel organization from the tourism field and the field of business activities to tourism marketing and other activities;
- Linking the hotel organization's website "Sybouce" to global search engines and creating links related to hotel tourism marketing;
- Emphasis on developing and improving the physical environment of the hotel organization, making the hotel service providers the first concern of the management and making the customer also at the center of the organization's marketing strategy.

We also recommend conducting other studies in the field of tourism marketing because of its importance in diversifying the Algerian economy, such as innovation in tourism marketing and its impact on activating economic development. The role of promotional tourism marketing in enhancing the demand for tourism and hotel services. The extent to which tourism marketing in the field of traditional products contributes to the advancement of the sector.

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