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Social media marketing and its role on revitalizing Tourism

"Applied study in Tipaza city-Algeria"

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1. Introduction

UNESCO recognizes the city of Tipaza as one of the most archaeological complexes in North Africa and the Maghreb countries, and the importance of studying this region lies in the fact that it was a link between the original civilizations, and the different waves of colonialism from the sixth century BC until the sixth century AD.

"The coastal city was first a Carthaginian trading center, whose necropolis is one of the oldest and one of the most extensive in the Punic world (6th to 2nd century B.C.). During this period, Tipaza played the role of a maritime port of call, a place for commercial exchanges with the indigenous population. Numerous necropolises testify to the very varied types of burial and funerary practices that bear witness to the multicultural exchange of influences dating back to protohistoric times" (Abdelmajid, E, 2000 P18-29).

Those who visit a lot of monuments dating back to different periods of history, which are an integral part of the UNESCO World Heritage List, and the diversity of its monuments stems from the succession of civilizations that inhabited it throughout the ages. In addition, Tipaza has diverse nature, and people enjoy its coasts, its turquoise waters, its green space, and other natural features that frequently urge tourists to visit it, and therefore it links historical tourism, nature, and even modern tourism because of its modern infrastructure.

Tipaza is an Algerian city located 70 km from the capital, Algeria. It is characterized by a mild Mediterranean climate throughout the year, which directly overlooks the Mediterranean Sea. The founding of the city of Tipaza dates back to the Phoenician era, which gives it unique advantages on the historical and tourist level, as it contains sufficient attractions, that make it one of vital cities in tourism and economy for Algeria, and as Tourism has become one of the growing industries in Algeria, which has a noticeable contribution to the economy of the country. Therefore, the government is becoming more concerned and taking efforts to promote tourism with new marketing tools, such as social media marketing. This study uses a mixed combination of methods from primary data analysis, exemplified in survey to secondary data analysis. The aim of this research is to show social media marketing and its significant role in promoting Tipaza city as one of the best tourism destinations in Algeria.

Research objectives:

1. This research aims to identify social media marketing and its role in revitalizing Tipaza city as one of top touristic destination in Algeria for the tourists.

2. Identifying the strengths and weaknesses of marketing through social media platforms in Tipaza, study them and making recommendations in this regard.

Research hypothesis:

1- The city still depending on traditional marketing tools which is not always applied for all promoting cases.

2- Tipaza city do not depend on social media marketing tools.

3- Nowadays people depend completely on social media feedback to choose Tipaza as a destination.

2. Literature review

2.1 The concept of social media

In recent years, the increasing use of the Internet has led companies and projects to think more about using these digital media as a new and different way to communicate with customers. (Cheong & Morrison, 2008). And one of the best online tools for connecting and reaching customers is called social media (Trusov, Bucklin & Pauwels,2009).

The concept of social media is online content that is generally created and made available to end users through its various tools, and this has become one of the main tools used to disseminate information among customers. Social media can be blogs, social networking sites, content communities or collaborative projects that are all groups of people who create and share content within and beyond eras.

For marketers, social media has become a very important source of customer information sharing, awareness, support, and empowerment. (Kaplan & Haenlein, 2010). Thus, it can be said that social media gives companies the opportunity to participate directly and effectively with customers, and this allows them to reach higher levels of efficiency than any other traditional marketing tools and methods. (Berthon et al, 2008). The number of social media users is constantly increasing, which is one of the most popular online activities. The latest statistics showed that there are about 4.59 billion social media users around the world for the year 2022, according to statista. These statistics are continuing and will continue to increase over the coming years. It can be said that this number represents that 57.5% of the total number of the world's population uses social media. (Statista, 2023).

Social media can be defined as a term that combines various websites, and applications whose existence is primarily related to communication, interaction, writing and sharing content. Social media is used with the aim of communicating and staying in touch, as well as interaction between various communities, and companies use social applications in order to conduct their marketing operations, as well as communicate with their customers. (Lutkevich, 2021). Business to business websites include social features and metrics such as the comment feature for users, and these features help companies track, measure, and analyze audience interests, so that these tools are available on websites, and companies can use them to understand the audience, increase brand awareness, and achieve better results based on accordingly, social

media also has a huge appeal in the world, as social applications on phones make it easily accessible, such as Facebook, Instagram, TikTok and other platforms.

2.2 Types of social media

There are different types of social media commensurate with different services, that meet different needs and also give different types of content, while some of them contain overlapping and similar features. On the other hand, we find some social media that are more specific in the purpose of use and the type of services provided, for brands or marketing agencies, knowing the different types of social media is essential to communicate with the appropriate target audience, and this is also important in the tourism aspect. It also for the marketing of tourist destinations, communication, introduction and facilitating access to tourism services and products, and for the tourism sector in general. The different types of social media can be mentioned as follows:

- Social networking sites are communication platforms between users that allow them to create accounts, communicate, interact, publish, comment, so that when creating an account, users can submit a list of people who share a connection with them in order to add them, and after the acceptance process is completed, there will be permanent contacts (Techopedia, 2023). Marketers and tourism companies can benefit from this aspect because it provides them with a lot of information about customers. And it allows advertising targeting the right customers with certain demographic scales, and it also provides the opportunity to interact with users, which helps people connect with the tourism brand on a more personal level, some of these platforms and sites include Instagram, TikTok, and Facebook.

- Image-based sites are the types of content that are based on images, and it has gained great importance at the present time, so that the content that is represented by graphs, illustrations, and pictures has become more attention-grabbing to users, and for this reason, social media applications such as Instagram, Pinterest are designed for the purpose of amplifying the sharing of images, However, companies that provide tourism products and services can benefit in an effective way from it, and this by creating social accounts on these platforms, and taking the initiative to share photos of their products, as well as documenting tourists' visits, and this by posting photos frequently on these social platforms (KUDUMULA, 2022). For tourism companies that provide these services, it is important to create a unique content as a way to interact with the brand,

as well as share images and stories, to inspire and interact with audiences and customers. Businesses can also use these platforms to increase sales through postings and shoppable images. Some platforms, such as Pinterest and Instagram allow business accounts to post shoppable images. Users are notified when they click on a post with a shopping link, and can proceed to the merchant's store to finalize their transaction and purchase.

- Video sharing sites are websites that generally allow uploading videos, or posting videos and sharing live broadcasting, and is considered very important for tourism companies due to their strong association with tourism content, the content can also be available to the public in general or the public particularly targeted. Video sharing platforms such as YouTube, TikTok, Instagram, are the most popular in this regard, and video sharing sites can also be used to promote products and services, through the paid advertisement features. (Indeed, 2023). However, tourists often search for tourist destinations through these platforms, and they find videos that answers their questions and inquiries. this type of content can be used for companies that provide services in the tourism field in promoting tourism products, as well as answering the most common questions from the customers, and this is by creating channels and commercial accounts on these social sites, and starting to create content and promote in their business accounts, it is also possible to promote without creating accounts, so that the promotional videos are placed at the beginning and in the middle of the video clips, and these methods contribute to the promotion of tourism content in a great way.

- Discussion forums are very important type, and they are very necessary because they allow users to ask questions and get answers from different people, and this also helps in the tourism aspect. When tourism companies promote their tourism products in one direction, they can know people's opinions about the services provided, and they can know what people are looking for and what answers they want to find, and based on this, they can carry out promotion operations, and these platforms include Quora and Reddit which are the most used. Although it is not possible to identify people in these platforms, but their ideas and tendencies towards the tourism services provided can be known and understood. These platforms allow conducting research or answering any questions that customers may ask about the tourism products and services, and therefore they are not a promotional tool, but rather a tool for conducting business research (KUDUMULA, 2022).

- Blogging platforms, is considered as very important communication systems at the present time, and it is considered wonderful and effective tool, for marketers in tourism

companies, as they allow the authors to publish articles or opinions, as well as reviews regarding specific products or services, and therefore they are a large space for the exchange of information. Blogging platforms also allow direct readership with the guest blogger and bloggers participants, and this is through the comment feature, and therefore it has become very important for tourism companies to adopt blogging platforms, through writing and publishing regarding tourism products and services that they provide, and looking at the opinions of customers in order to understand their tendencies and see the negatives and work to amend them. (Gartner, 2023).

2.3 Social Media Marketing

Social media marketing or also known as digital marketing and e-marketing, and it is the use of various social media means and platforms on which users build social networks and exchange information, to build a company brand, increase sales and website traffic, in addition to providing companies with a way to interact with existing customers, and reach new customers or even target potential customers across social media platforms. Social media platforms have purpose-built graphical analytics that allow marketers to track the success of their efforts, and identify more ways to engage with the customers. (HAYES, 2022).

Marketing via social media platforms must be gradually included in the marketing plan of a particular company, and not be a substitute for the marketing plan completely (Flagler, 2011). Social media marketing should be integrated with other marketing tools for a particular company as common use as this will lead to better results. (Lake, 2009). It can be said that marketing through social media platforms has become essential for all companies.

On the tourism side, marketing through social platforms has become almost essential also, and this is due to the great connection between tourism and marketing via social media, because tourists at the present time, depend more on the content that appears on social media platforms, in order to choose tourist destinations, and this is very important for tourism companies to market their tourism content, as efficiently as possible, and focus on sharing strong and effective content, that affects the purchasing decisions of tourists, and attracts their attention, and push them to search more about the tourist destination. Marketing via social media for tourism content help to increase efficiency of the tourism product, promote it successfully, and purposefully, increase sales, as well as increase traffic to the targeted websites.

2.3.1 Social media Marketing strategies

Social media is integral to any marketing strategy, but it may seem daunting for small business owners, who don't know how to use different platforms. Luckily, social media marketing is fairly easy to learn, and doesn't require too much time or money. Any budget can support social media marketing strategy, as long as the companies get to know to their customers, and can create engaging content regularly. And these strategies must be followed to promote business on different social media platforms:

Identify the audience

Many tourism companies make mistakes, specifically on trying to reach everyone. However, understanding the audience and organizing the target audience, helps in coordinating and sending messages to the right and targeted people, and achieving more effective marketing goals and results, and for this tourism companies that want to market their products and services through social media, should pay more attention to this point, because knowing the target audience is what makes the difference in the marketing operations, so that market research must be based on the target audience, as well as on the details about people and to the actual audience data (Mailchimp, 2023).

To find the target audience

Knowing the target audience during the marketing campaign through social media platforms, is very important part, and it needs an in-depth study. However, this study can be known by the age of the target audience, their living patterns, and their locations. Despite the difficulty of collecting this type of information, social media helps from here through the customer relationship management tools that exist in it, because it collects and stores this data, these tools that exist in social media platforms such as YouTube, Facebook and Instagram and so on, is very important for tourism business companies to monitor their social media accounts, and who interacts with it, and shares and comments on the tourism content. This will help in the process of collecting data and common characteristics of followers, such as age, location and interests, so that when the process of getting information is successful, it is possible to target similar groups who do not follow the social media accounts. In order to make the most from the customer relationship management tools, companies need to have business accounts in social media not normal accounts, because this will make better experience, and more benefits. At the end once they identified their target audience, it's important to keep up to date with tourist interests and to implement a social listening strategy to understand their wants and needs. (Zote, 2023).

Using multiple platforms

With the emergence of many social media outlets, companies providing products and services must study which of these media, are most used among customers, to carry out the marketing process through them, so that the strategy of these companies must allow reaching the largest possible number of people, through various social media, as focusing on one social media platform, is a huge mistake in the marketing process. The most popular social media in the current time are Instagram, Facebook, TikTok, and YouTube. This gives many opportunities to display tourism content, and contributes to reaching the largest possible number of people and contributes to increasing marketing efficiency (Mailchimp, 2023).

Posting relevant content regularly

Success at the level of the marketing process through social media platforms, requires compelling and attractive content, and a continuous process. Tourist companies must focus on this aspect and publish continuously, and show the creative and exciting side in each post on their social media accounts. Posting regularly on social media platforms has great advantages, and is one of the most successful methods and strategies to follow. So that the continuity of publishing tourism content is considered the key to the success of marketing campaigns through social media platforms, and this is because it helps to keep tourism content at the forefront of interests, in the list of others for customers. The feature of continuous publishing is likely to generate more followers, who are attracted to tourism content, through their interactions, and thus it is very important to share posts, videos, and photos on social media platforms several times a week, and in a consistent manner, as this will increases the follower's interest in the future posts. This feature is giving a lot of advantages such as increasing the brand awareness, creating more opportunities to appear in the search engine results page on social media, increasing customer and followers' satisfaction. All of these characteristics can help tourism companies and attract more visitors and followers to their various social media platforms, and thus increase the success rate of marketing campaigns through social media platforms. (Wigfield, 2021).

Interacting with the followers

Interaction through social media is very important for tourism companies at the present time, and it is also very important part of the marketing process through social media platforms. The followers on social media platforms feel interested, and appreciated when companies interact with their comments, likes, and various interactions that they make with the tourism content,

that is published by these companies. Interactions with followers lead to obtaining more opportunities for companies to convert them from followers to a real customers, so that it is very possible that these interactions turn into conversations later on, whether with the intention of inquiring about specific information, or with the intention of carrying out the purchasing process of tourism products and services. Interactions with followers can also lead to long-term relationships with them, and changing them to permanent customers, and also gaining their trust and this will help the marketing process through social media. However, interaction on social media platforms for tourism content can take several forms, depending on the platform used, such as creating a Facebook group for their audience, using GIFs, videos, and emoticons, as well as using basic platform tools such as Instagram live, to start discussions with followers and audiences, and many other tools across various platforms as well. Tourism companies must spend an hour a day at least in interacting with the audience, about their tourism content which they provide, which is a good indicator of building brand awareness and gives quick solutions if there is any type of concern with their customers. (Dunn, 2021).

Posting at the best times

Marketing tools through social media platforms allow has an analysis tool for business accounts, so that marketers in the tourism field must always use it and study and analyze the results that were collected based on these analyzing tools, because it is possible for companies to provide high-quality content, which leads to reaching more people and audiences, but if the customers are not active on social networks, it is likely that they do not see the content or the posts, and thus the effectiveness of the marketing process decreases. There are many strategies for publishing that can be done, such as publishing at different times of the day, and among them the most effective time for the marketing process and the busiest times are measured on companies' social media platforms tourism and make the appropriate decision. (Mailchimp, 2023).

3.2.3. Influencers

Marketing through influencers on social networking platforms, is currently considered an important marketing tool, in which the focus is on a specific individual or what is called "microcelebrity». The marketer must be able to identify the appropriate influencer based on his activity that affects potential buyers, as well as their followers on social media platforms, and then relies on them to implement the marketing process. (Stephen, 2016). According to Senft (2008), an influencer is a form of microcelebrity, who collects followers on various social media platforms, and this is through posts that he posts of various kinds, such as text and visual stories

from daily life. In the most cases influencers on social media platforms in the field of travel and tourism, get marketing deals to endorse certain products. There is a close relationship between the influencer and his followers, in addition to a close relationship and social distance compared to traditional followers, and the fans because of their stature. (Abidin, 2015). In general, it can be said that influencers through social media platforms are usually those who provide digital content, in association and at a high-quality level via the internet, such as educating, entertaining, or encouraging the public, which allows them to interact with their audience. Companies that provide tourism products can cooperate with them to promote their business and products as well, and this done by contracting with the appropriate influencers in the travel and tourism field. (NFI EDU, 2023).

Table 1.   Social Media Influencers types for different Niches.

Social Media Influencers	Features	Niche
Instagrammers	Visual content, Instagram Stories, IGTV	Lifestyle, beauty, fitness, Travel
YouTubers or YouTube Creators	Long-form video content, entertainment industry	Vlogs, how to- guides, television-style content, narrative stories, pranks, Travel, beauty, technology, lifestyle etc.
Bloggers	Long-form written and visual content in narrative style	Food, travel, lifestyle, fashion, "mommy bloggers"
Facebook Influencers	Written, photography, video content	Lifestyle, comedy, gaming, travel
Twitch Influencers	Livestream content	Gaming, cooking, Fine art
Snapchat	"Disappearing" pictures and videos	Music, art, beauty, comedy

Source : https://www.nfi.edu/social-media-influencer/

3.2.4. Facebook

Facebook platform is considered the largest social media platform in the world, and it was the first to give various companies the opportunity to market through it. The Facebook platform was established in 2004 by Mark Zuckerberg, and it has become known as Meta since October 2021. At the present time, it has nearly 3 billion users worldwide, and Algeria considered as

one of the countries using the Facebook platform , with about 29 247 100 users for both genders and this a almost 65 per cent of the total population (Napoleoncat, 2022), this is why it is very important for tourism companies to invest in the Facebook platform in order to market their products and services.
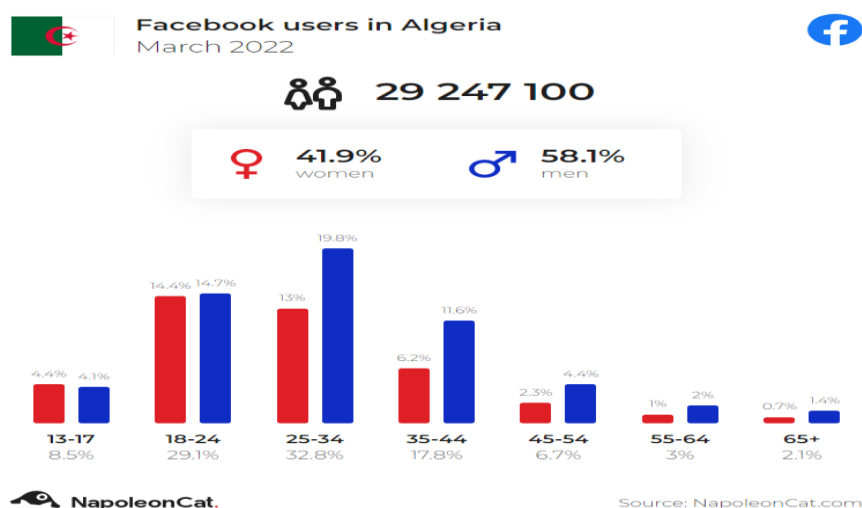

Figure 1.   Number of Facebook users in Algeria in 2022 by gender (source: https://napoleoncat.com)

Social media is used by users to share ideas, pictures of travel and information, and among the popular social media is Facebook, especially in content related to tourism and travel, and therefore it is an ideal way to promote tourist content. Therefore, travel pictures and posts about famous landmarks in foreign countries are quite popular within the social networks, and many consumers are increasingly posting their travel memories on Facebook. This is then often a trigger for other customers to comment, share it with themselves and start thinking about a holiday they could do themselves, thinking about how they could have similar experiences, with their partner and families. (Napoleoncat, 2022).

Facebook is helping many customers to get inspired and get sucked into a dream stage, with regards to holiday trips. There is a great match between Facebook as a social network, and tourism content through images, so that the platform relies mainly on images in the news feed, this means that images have a strong effect that can make tourism content appear exciting, so that customers tend to attractive images, and choose them in order to illustrate the holiday in the best way, and this led to an increasing demand for the tourist products, in general. All these points are very important, for the destinations, and tourism companies, so they must be active on the Facebook platform, and provide organized and attractive tourism content. Many companies use the Facebook as social networking platform in the tourism field, but not all companies benefit fully in terms of the marketing activities for their tourism services, because

they are not using it in a perfect way. However, companies must take into consideration that for many customers, the Facebook platform is only an inspiration tool, but they can use this fact to attract many customers through this inspiration. And although the Facebook platform is not the place where consumers usually take the second step, such as booking a vacation, or buying tourist service and products, nevertheless, the Facebook is still a platform that provide tourism companies with the opportunity to book through it that can be used in certain cases. (Digital Tourism Think Tank, 2022).

2.3.5 Instagram

Instagram is a social media platform, which dedicated to posting pictures, and reels which is short videos. Marketing through Instagram, especially in tourism content is a really huge plus for companies, it is also an investment in a huge market, that has many potential customers, and also attracts many audiences to the brand, due to its great connection to tourism content. Recently, the Instagram platform is used to connect communication between the brand from a one hand, and customers on another hand (Wally & Koshy, 2014).

Companies that are active in the tourism field, can use the Instagram platform by uploading high-quality photos, and videos, and this by placing their brands on them, and interacting through commenting, liking, and sharing in order to establish communication with the people, and this contributes to the success of content marketing, and brand awareness. (Miles, 2014). Tourism companies that use marketing strategies through the Instagram platform must give importance that customers or followers, will interact in a different way with these strategies. Therefore, comprehensive strategies must be prepared, and they must be ready to form relationships with customers, and the target audience, and this is according to the goals to be achieved from the marketing campaign. (McCann & Barlow, 2015).

The main use of the social media platform is interacting, commenting, and sharing between the companies, and the customers, in order to get them from followers to potential customers, which is the goal that tourism companies should focus on Instagram platform. There are Target groups in the marketing process through social media platforms, and this apply also on Instagram platform, so we find the secondary groups which are the potential customers, and the primary groups which are the customers companies already have, and this depends on goals from the marketing plan comping, (McCann and Barlow 2015). Instagram platform contains more than a billion active users, and therefore it is considered one of the best social media platforms for building a customer base, so that among the active users there are about 25 million representing companies, and brands in different fields, also there are about 130 million users on the

Instagram platform, who click on publications shopping once a month at least, given these statistics, and due to the nature of using the Instagram platform, promoting tourism products on this platform is a good way, and the possibility of obtaining followers, and visits to other sites related to the Instagram platform remains great if tourism content, publications, and plans are well dealt in terms of promotion. Instagram platform has changed how people choose their tourist finds into social experiences, so that many travel experiences are found in links #travel and others related to tourism, and there are about 500 million publications related to these hashtags at least, all of these statistics help in obtaining information on customer interests, and they can also obtain the information and data in the case of marketing for a specific tourist destination, because Instagram platform has very good data analytics for business accounts, that allow tourism companies to obtain the necessary statistics, and information about the customers, and they can even check if the marketing campaign, is doing well or not and correct the negatives in it. (Regiondo, 2023).
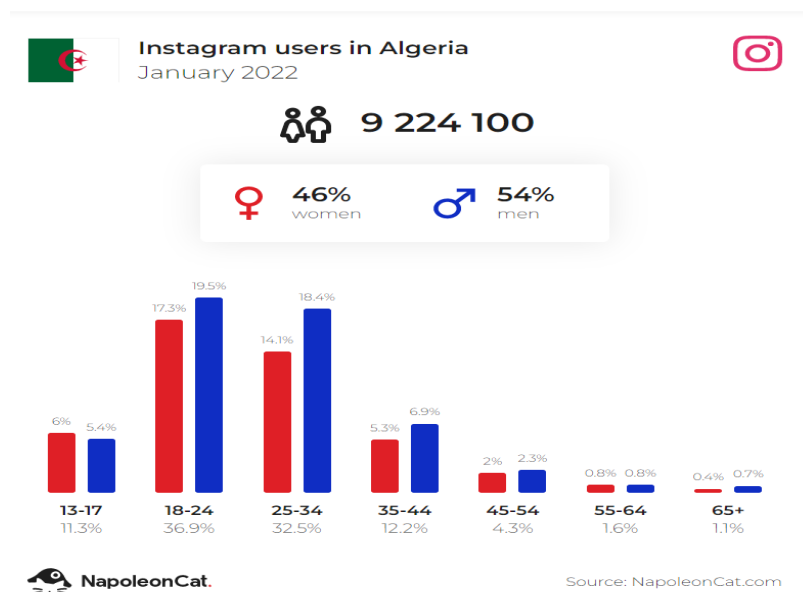

Figure 2.   Instagram users in Algeria in 2022 by gender (https://napoleoncat.com/stats/instagram-users-in-algeria/2022/01/)

The number of users of the Instagram platform is constantly increasing, and this increase is considered a positive point for tourism companies, that provide tourism content, through their accounts on the Instagram platform, as this leads to reaching a greater number of followers and tourists, and this may help them in the decision-making process for a specific tourist destination, and for this reasons it has become so important to use Instagram platform, as it is one of the most appropriate social platforms to carry out marketing campaigns for the tourism content.

2.3.6 TikTok

TikTok platform is considered one of the largest social media platforms, and its popularity has been increasing since its inception. The platform is suitable for many contents, including tourism content, and it is very suitable for marketing through business accounts or through contracting with influencers on this platform. Currently, the platform is used by about 834 million users and this number is definitely increasing in the next coming years (Statista 2023).

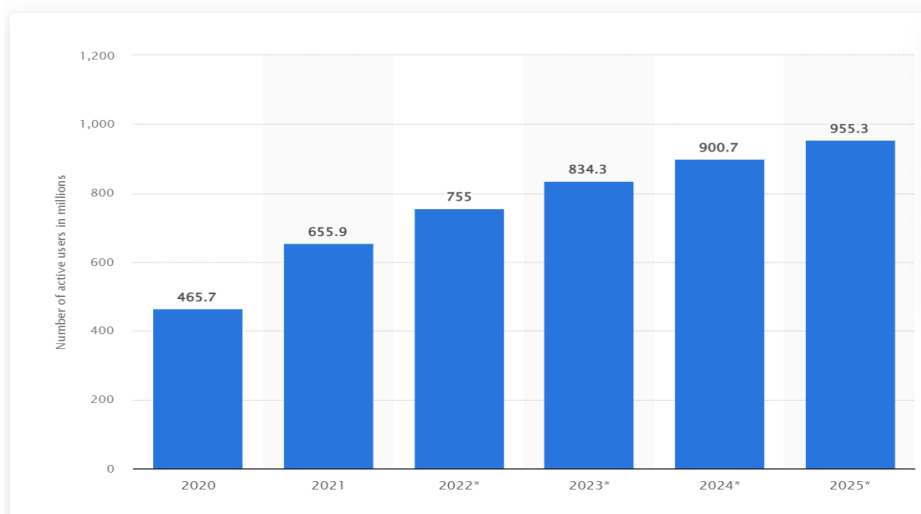**Number of TikTok users worldwide from 2020 to 2025**
(in millions)

Figure 3. Number of TikTok users worldwide from 2020 to 2025 (https://www.statista.com/)

TikTok platform can be used in the field of tourism marketing, by companies that offer tourism products and services, and this by creating a channel for companies and uploading videos related to tourism content, and also products and services to be marketed. Influencers can also be used, especially in the field of travel, to promote the content of the tourism companies, without the need to own a channel via The TikTok platform.

In addition to that TikTok platform also provides a paid advertising service, through which companies that have business accounts, can carry out advertising operations for tourism services and products, and tourism content in general. However, the TikTok also platform facilitates the advertising process for tourism companies, and this is through the algorithms present in the platform, without the need to set huge budgets to promote their ads, especially since these algorithms encourage and support the creative content, and contribute to its spread and promoting it significantly. Based on this, tourism companies must give great importance to the tourism content that they provide through social media platforms, so that understanding the

algorithms of the TikTok platform will bring great benefit to them, and to the various marketing operations, that they carry out with different goals as well, whether they are goals related to increasing awareness of the brand, or reach more customers and followers, and even increase the sales. TikTok application has many advantages to offer, such as allowing the young customers between the ages of 15 and 24, who represent almost half of the platform's users, to use the platform, which help various tourist companies to target this group, so it is good to focus on promoting tourism products and services in this platform, which plays a very important fact at the present time, and even the future, as TikTok platform appeared recently only. (Loss, 2022).

2.3.7 YouTube

YouTube a social media platform, that was created in 2004 by Steve Chen, Chad Hurley, and Jawed Karim, they were all among the first representatives of PayPal company before the existing of YouTube. However, YouTube platform did not have recognition in the market when it was launched for the first time, because it was not the main platform for video sharing, and after Google bought the YouTube platform, the platform began to spread widely and became the first platform for uploading and posting videos. (Rathee, 2021).

YouTube platform is considered a basic system for all users, because this platform does not provide any restrictions, with the exception of people under the age of 18 years, however later on, they provide YouTube for kid's platforms, which allow this type of users to use it depending on their age. YouTube is a platform where people or subscribers through its services can upload their files or video clips, in addition to their photos as well. On the other hand, unregistered accounts can only watch through the platform, and cannot download or publish video clips. The YouTube platform is also considered one of the largest social media platforms, through which Google ads are used, and this is due to its huge rise at the level of the number of users, as well as at the level of targeted content through this platform, that is being created, and the platform allows its users to advertise through it, in addition to that people who has certified channels can earn money through the advertisements and also from the views they get.
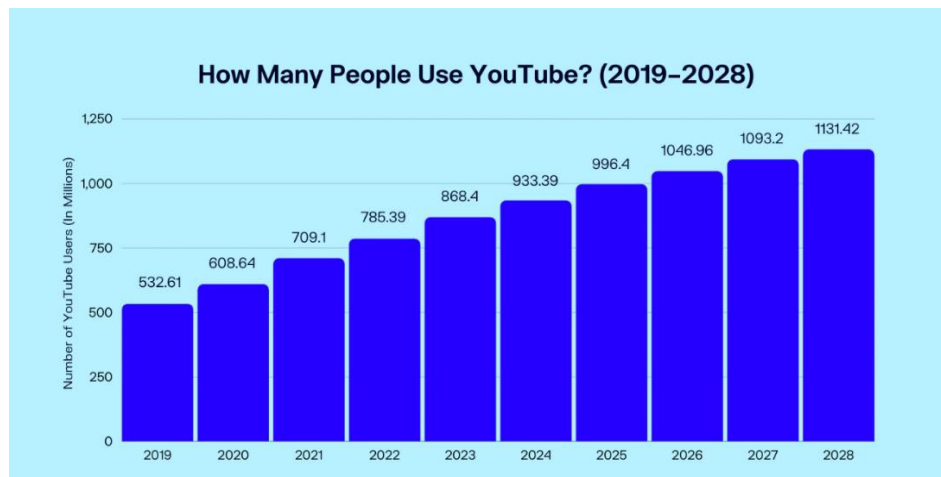
Figure 4. YouTube users worldwide between 2019-2028 (https://www.oberlo.com/statistics/how-many-people-use-youtube)

YouTube platform is very well known for its success in marketing operations, and increasing sales through posting on the platform, which gives the opportunity to post short videos similar to the TikTok platform, and provides another advantage, like posting long videos, in which tourism companies may need to explain the tourism content, product or services, in a detailed and long way, and they can benefit from new followers who check the content that posted on the platform, and this is according to YouTube algorithms, that encourage tourist content to reach the right people.

YouTube is also a tool that helps tourists to obtain information, about the tourist destinations, tourism products and services as well, and for this it is really mandatory for tourism business to create a channels, publish and make the content appropriate and related to tourism in order for it to be adopted by the YouTube algorithms, and also, they need to use the ads to help the content to get noticed. However YouTube can be very beneficial for Trip Planning, because most of the tourists who are about to make the decision, to purchase a tourist product or service, browse YouTube to find a potential tourist destinations, which is the pre-planning for them for the tour, and also this platform can inspire tourists, when they think about taking the second step, they use YouTube to get answers to their questions, and get all the information they need for their trip , and here it comes the advantage of YouTube through long introductory videos. YouTube also has an influence on making decisions, so tourism business companies can launch videos with attractive tourism content, in order to highlight real customers, as video clips are worth more the a million of word of mouth. Tourism companies can use influencers on this platform, especially who are specialized in the tourism content as this will be very effective in the marketing campaign for tourism content. (Reelnreel, 2018).

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2.3.8 Search engine results page (SERB)

The search engine results page, or what is known as the SERP acronym, is the page that the search engine displays after the user performs the search from the results. Usually, search engine pages include paid search ads and pay-per-click ads, or what is called PPC, and the ranking is mostly on Search engine results are very competitive, this is because almost all people click on the results that are displayed at the top of the search page, and therefore it is a complex process that needs high concentration in order to ensure that it appears on the first page. In general, the search engine results page or SERP can be defined as that page that is seen after performing the search process in various platforms such as Google, which is considered the most popular in the current era as it owns more than 80% of the market share, in addition to social media platforms such as Instagram And Facebook, TikTok, and others also depend on the search engine page, which gives sequential results based on the algorithms in it, and for this reason these features are somewhat complicated and need experts in this field, which tourism business companies can benefit from their services, in order to appear at the top of the search engine page, and since these algorithms are somewhat complex, as they are in most cases included in search queries in one of three categories, either navigational, informational, or Transactional queries. (Mailchimp, 2023).

- Navigational queries are navigation queries that occur when a person searches for a site or a page, from the social networking pages, but does not enter the URL of the search process, and therefore unless the searcher is searching for the page or site specifically, it will be difficult to reach the first page of the results, in most cases the use of navigational information, by tourism business companies is through the process of advertising, through search keywords and arranging them, in order to facilitate the process of appearing to researchers. For example, searching for a hotel in a geographical location, it is possible to carry out an advertisement process on that site, and study the keywords of the search process, and arrange them when the searcher for this service performs the search process, one of his queries is related to one of the keywords, and thus the service provided appears.

- Media inquiries are represented by a person conducting a media inquiry, or when he wants to learn something and thus conducts the search process in this regard, such as facts about a topic, or how to perform a particular operation. In this type of inquiries, the searcher usually does not look for the purchase process, but mostly leads This

research process is about making a purchase or not, and here lies the importance of creating content related to the desires and needs of the public, and this is a point that tourism business companies must focus heavily on, in order to ensure purchases by the public, and this unfair content may be represented. For example, in adding multiple social media in order to ensure informational traffic, and this is done by publishing instructional videos, for tourism products and services, and publishing educational blogs for the public, in addition to Providing a downloadable tourist guide.

- Represented in transactional inquiries, it is represented by people making inquiries when they think about the purchasing process, of tourism products or services, and this type of inquiries has a large amount of potential revenue, and for this we find that many keywords, tend greatly to obtain pricing offers for a product, or a specific tourist service, and people can also see the free search results on the one hand, and the paid or funded search results on the other hand, and ads in this regard are very popular due to their importance, in the effectiveness of the purchasing process, and facilitating the search process for the public regarding tourism products and services.

2.3.9 Social media analytics

Social media analytics is a very important process for all companies, and this is because it gives them an insight into customers in general, and it can be defined as the process that consists in collecting primary data from various types of conversations, across social media platforms, based on this data and preliminary details, can be concluded and converted into outputs that contribute to achieving the desired goals, and understanding customers. (Kumar & Nanda, 2019).

Social media analytics is broader than basic metrics, such as interactions, clicks, likes, comments, however it includes previews of clicks and ad impressions across social media platforms (IBM, 2023). The importance of using social media analytics for tourism companies is great, as it measures the effectiveness of advertising campaigns, as well as the needs and tendencies of customers, and identifies the trends related to marketing offers and branding, in addition to eliciting customer or follower sentiment, towards tourism products and services, and measuring response to social media. It also determines the high-value features of the marketed tourism product or service, its effectiveness, and revealing what competitors say about a specific tourism product, as well as collect feedback for the interactions of the followers or the

customers, during the marketing campaign, and this gives much effective results, so that through social media analytics the errors related to the marketing process can be corrected.

All business accounts in social media platforms have these analytics tools, so they allow correcting the marketing negatives and errors, but understanding these marketing tools requires high efficiency, because they are often linked to social media algorithms, which makes them complex and requires professional and careful analysis, and the more tourism business understand the data analysis from the social media platforms, the higher performance they get from the marketing campaign.

2.3.10 Online customer communication

Online communication with customers and the audience, is an important factor in the tourism field, especially since most of the operations in the field of tourism services and products, at the present time are done through various platforms on the Internet, and therefore it is very important for tourism business companies, to create digital communication platforms with customers and the audience. Online communication with customers is constantly increasing due to the strong need for this feature, and this led to the establishment of higher standards for communication, with the audience and the customers. Most tourists at the present time use various platforms via the internet in to obtain information, book or purchase services and products in the field of tourism and travel, and from this point, tourism business companies must keep pace with this growing demand regarding online communication, and develop their platforms regarding online communication processes, especially in terms of the languages and digital fluency.

Multi-channel Standards for Customer Communication

The increasing use of digital devices is also increasing dramatically, and this led to the necessity of establishing new standards for customer service, and communication regarding the tourism process. Tourism business companies must adopt this feature, and try to provide tourism services on a digital level, and this is through various social media platforms, such as Instagram, Facebook, TikTok and YouTube and so on, and of course a diversification in the process of communicating with customers at this level in the tourism field is important, because the availability of online communication service, in various means of social communication creates a kind of unified experience for customers, especially since each of them has a platform that they prefer to use. The solution in this regard for tourism business companies is to use a platform for multi-channel customer communications and platforms. (Commbox, 2023).

Slow response time and ineffective service

Customers and the audience look forward to an immediate response, within a short time when they use digital communication channels with companies, however providing a late response from tourism companies through traditional channels is costly and very slow. And it gives ineffective results, especially for tourists who need quick answers, for example answers linked to their reservations, or their online payment. Therefore, companies should go to implement artificial intelligence, capabilities to improve response time and reduce costs, as well as increase customer satisfaction, and obtain better results for online communication. Also resorting to artificial intelligence, is considered a radical solution to the slow delivery of services and requests, through the immediate response to any initial question or inquiry by tourists and customers without the need for human intervention, and this guarantees unique experiences. (Commbox, 2023).

Security and Privacy

Consumer security and privacy is very important for companies, when that customers provide sensitive information about them to the company, usually they worry about this information, as it very sensitive, and companies must protect themselves and also their customers data in order to gain their trust, especially in terms of online operations. However for customers and tourists if they feel comfortable with the companies this will help them to carry out the purchasing process of tourism products, and services available through social platforms and applications as well as websites, especially since they give their details such as pictures and credit card details and so on, and for this reason, any hacking attack the system of tourism companies, will causes lot of damage, and lose of their sensitive information, and will make it public, especially for hackers who aim to steal this kind of information, and target its owners and cause big damage to them and to the company. Tourism companies must fully secures this information, by building a secure system for communicating with customers, in various operations, as well as protecting their data, and this requires that companies must have a strong security system, that is resistant to any attacks, and also a system that allows securing their database, and information by using customer service, with high standards to solve any kind of problems that they might have. (Lutkevich, TechTarget, 2023).

Customer Loyalty

Customer loyalty is one of the main goals that all companies and businesses seek, because customer loyalty means the extent of his willingness to interact and buy from the company

against its competitors, and this results from their positive experiences with the company through previous purchases. When tourism services and products are provided at the best level, this creates customer satisfaction, including the success of the brand in attracting more customers. There are many other methods that can lead to increased satisfaction, with the tourism services that companies is providing, for example, the presence of programs that grant additional points for each purchase, or something similar, and these points can be used later in a certain period in order to obtain discounts or privileges, and this is very common in the field of tourism and travel, and is very well received by customers. Therefore, tourism companies must adopt the technological features, to use in this regard, in order to establish long-term relationships, and maintain loyalty, and to stay in constant contact with customers, through social media platforms and gain their trust. (Oracle, 2023).

2.4 Social Media marketing new Technologies

Technological development contributes to various levels and fields, including social media, although its role began since the advent of smart phones and computers, until the technological development. Since that time until now it is in a terrible development, in the year 2019 it was estimated that more than 91% of user's social media (Saxena, 2022), they use social media platforms through various mobile devices, and this means that the users prefer to use social media through mobile applications, rather than the websites, and this is due to several considerations such as feeling comfortable while using the phone, so that they do not have to open the applications on the computer and use many clicks. Also, the features built into the mobile phone, such as the camera and microphone, are integrated features. In addition to the ease of publishing, sharing and interacting with the content via mobile phones.

The development in the use of social media has led to work on developing, these means in many fields, in order to maximize their use with high efficiencies, and maximize their results at various levels in general, and at the marketing level in particular. The impact of technology on social media is constantly increasing, and is considered endless with one component only, so that there are many technologies such as application programming interfaces, QR codes, and others, and they have contributed greatly to the development of social media, and made them of great importance.

The role of technological development has made the means of communication work in a smooth manner ,and guarantee a successful experience for users and followers, and this what tourism business companies should invest in, so that the adoption of modern technologies in the tourism

field has great outcomes, also new technologies have appeared at the present time, which contribute to increasing the efficiency of social media, which has become necessary to be adopted, so that each of these technologies has many uses and contributes, to obtaining unexpected results and works to shorten effort, time and money, and it is represented in the following:

RFID – Radio Frequency Identification Tags is a small computer chip that can store a huge amount of information, about an individual or an object, and this chip is attached to a serial number that can be linked to the information already on the chip. This technology, through the scanning process, leads to interaction, for example, music tracks on the Instagram application or other platforms, as well as downloading these tracks to the device. The popularity of RFID technology is constantly increasing and has led to the development of social networks, on a large scale through the process of merging and scanning that it provides, which contribute to increase the social interaction. (Saxena, 2022).

Augmented reality technology is an interactive experience, that connects the real world with perceptual information, whether through computers and applications or through other devices such as augmented reality glasses, and this to make augmented reality. However, the uses of this technology in social media platforms are a huge plus at the present time, with various social media applications such as Snapchat, Instagram and Facebook and other social media applications, for example, through face filters based on augmented reality technology, so that its use leads to making the content more attractive, especially since the tourist content always must be attractive, and a professional content, and this will definitely attract more customers and tourists to the content. This technology contributes to modifying and improving the tourism content, and make it appropriate for marketing campaign, and more effective, so this will help the marketing process, and operation for the tourism business through their social media platforms. (SAP, 2023).

In this digital era and the multiplicity of technologies, artificial intelligence is considered one of the most prominent modern technologies, and it is one of the most fast-growing technologies, that are used in many fields, including social media marketing, as artificial intelligence helps in managing huge data coming from social media platforms, in order to improve its features, and lead its activities, on a large scale through the creation of text and digital content, management of advertisements, and the search for the most appropriate influencers for tourism content and branding. (Darbinyan, 2023).

Artificial intelligence is an essential element in every social networking platform in the market, so that we find that various platforms rely on artificial intelligence, especially in business accounts, which give many advantages based on it, for example, the Facebook platform relies on artificial intelligence with regard to machine learning, for tasks such as face recognition in order to tag appropriate users, in the promotion process and the Instagram platform uses the same feature in addition to the Snapchat platform, in which artificial intelligence is used through the ability of computer vision, to track physical features and overlay filters that move in real time, we can say that the uses of artificial intelligence are not limited, only to these aforementioned areas, but rather go beyond that, as social media platforms use artificial intelligence, especially business accounts that use it in the automated response process, for example, as well as in answering common questions by users and customers, and also in marketing campaign analysis, which shortens effort, time, and cost and gives more accurate analyses. Therefore, companies must invest in artificial intelligence and its rapidly developing technologies, especially since the tourism field needs this kind of technological development, in order to facilitate the marketing process, and achieve the desired goals more effectively and at the lowest costs.

Blockchain is a modern technology that is decentralized network platforms, this technology has a huge impact on social media networking platforms, and it is used in terms of tracking assets and funds, and also for copyrights reasons and many things, we can see that decentralized social media is one of the most prevalent types at the present time, so that there is a kind of convergence between social media and blockchain, which business companies are testing in all aspects, through the adoption of social media platforms on various models, based on advertisements that have a common defect, and this is compensated by the business models in the advertising process, in which case a smart contract can be used, to ensure that the business models get the amount they are entitled to, for their content without any unannounced changes or deductions, and also in which case a smart contract can be used to ensure that the business models get the amount they are entitled to for their content, without any unannounced changes or deductions. And for these reasons the blockchain technology is very important in the tourism field, as it facilitates the process of recording transactions, as well as tracking assets, whether they are tangible, such as funds, or intangible, such as ideas, copyrights, and trademarks, which means that this technology allows the protection of commercial companies, that are active in the tourism field with the reputation of their brands in a legal way. (LeewayHertz, 2023).

Internet of things technology, is no less than other technologies in terms of its contribution to social media, in the current era as well as in the future, so that this technology is used in monitoring social media and the marketing process, by various large companies such as Disney and others, and it has become very important to the companies that is in the tourism field, to adopt this technology in order to develop applications, because this would contribute to creating solutions for real-time monitoring of data, and insights that come from social media platforms, and this contributes to the decision-making process, based on these data. Especially the process of tourism marketing through social media platforms, and linking the tourism field with modern technology has become an important matter, and also in the matter of the terrible and rapid technological development, so that ignoring any of this technology may lead to the collapse of tourism business companies, in the presence of competition by other companies, and this technologies result are always positive if they are used with high efficiency. Linking these technologies to the marketing operations through social media platforms, would increase the success of marketing campaigns, and increase the brand awareness, and maximize profits and achieve the desired tourism marketing goals. (Saxena, 2022).

3. The role of social media marketing in tourism in Tipaza

3.1 Material and methods

I chose to write about social media in the tourism sector, and this is due to its great importance at the present time, and due to the connection of tourism content to social media as well, so that marketing through social media platforms is an effective point for the success of the marketing operations, for tourist destinations, and this is through the characteristics it provides in terms of interaction direct and indirect between business companies and customers or tourists.

This research is an applied study aimed at revitalizing the tourism sector in the Algerian city of Tipaza, by relying on marketing through various social media platforms.

This research combined various primary and secondary sources. The secondary data was collected from various books specialized in marketing through social media platforms, as well as articles and some registered websites that specialize in marketing. The primary source came through a questionnaire distributed to tourists in general, and to tourists who usually visit Tipaza in particular. The research is a quantitative study based on survey numbers, and then analyzed the data in a statistical way, and this is based on Google forms. I chose quantitative research because it produces data more objective in relation to the subject to be studied, and its data can be linked clearly through statistics, data and numbers.

I also chose to prepare a SWOT analysis as part of the preliminary research for this applied study. The use of SWOT analyzes is important and useful by anticipating possibilities, and planning in advance how to deal with obstacles facing the tourism field, and finding elements of strength and weakness as well in this regard. I applied a SWOT analysis in order to examine the marketing situation through social media platforms in the city of Tipaza.

3.2 Tourism business in Tipaza

The city of Tipaza is located north of the Central Hill, and it is geographically bordered to the north by the Mediterranean Sea, to the west by the city of Chlef, to the southwest by the city of Ain Defla, to the south by the city of Blida, and to the east by the capital Algiers. There are three museums in the state of Tipaza, and several archaeological sites represented in 34 classified archaeological sites, of which three are world class sites, two of them in Tipaza and one in the village of Sidi Rashid which is considered a territory of Tipaza. However, the city is considered one of the best tourist destinations in Algeria, due to its Roman historical character,

which was classified as a UNESCO World Heritage Site in 1982, in addition to many Punic, Christian, African and Berber monuments. This historical diversity led to cultural diversity also in the region. It was considered a trade point in the beginning due to its distinguished geographical location on the Mediterranean Sea, the Romans turned it into a military colony under the name of Tipaza, then the colony was destroyed by the Vandals in the fifth century and the Arabs in the eighth century, the modern city of Tipaza was established in 1857 (Unesco, 2023), and on 2008 its population was 591,010 thousand people. (knoema, 2023)

The rich historical and cultural character of the city of Tipaza naturally, made it one of the best tourist destinations in Algeria, and the most famous touristic attractions in the region are Les ruines romaines, Historic site Tipaza, Royal Mausoleum of Mauretania, Playa Chenoua, Mount Chenoua, Ruines Romaines De Tipaza, NUMIDIA Parc, Plage De Kouali, basilique sainte Salsa, Plage des Pins. All of these are the most visited areas by tourists in Tipaza. All companies working in the field of tourism in the region of Tipaza, are subject to the policies of the Ministry of Tourism and Handicrafts in Tipaza, being responsible for organizing tourism and approving laws related to the tourism field, with hotels and travel agencies located in the city of Tipaza, in addition to running various cultural museums, and historical monuments destinations. Based on the Ministry of Tourism and handicrafts of the of Tipaza, beside the local people accomonadtions, there are 12 hotels at the present time in various parts of the state of different types, whether they are local or foreign hotels, and the "Tipaza Village hotel " is considered the largest in terms of capacity with about 1030 beds, and " hotel de la Cote de la Turquoise Tipaza" is the smallest in terms of capacity by about 35 beds, we can see that the total capacity of all the hotels in Tipaza is estimated at about 2234 beds, and the hotels vary in terms of the number of stars between 3 and 5 stars, and all of them are almost close to the tourist and archaeological facilities, and beaches that the city of Tipaza is offering. (Tipaza.mta.gov, 2023)

Table 2.   Hotels statistics in Tipaza region in 2021 (table 2)

Number of hotels	12
Total number of beds	3128
The number of places settings	3916
Number of arrival (During summer season)	35479

Source : https://tipaza.mta.gov.dz/en/monograph/

In addition to the hotels in the city of Tipaza, which are not considered as sufficient capacity, there are many family seasonal camps that are licensed by the Ministry of Tourism for the city

of Tipaza, therefore they are subject to the organizational system of the summer season: city commission and authorized commission, and they are belonging to the various municipalities of Tipaza city , the number of family camps is 14 and with a capacity of more than four thousand beds, and accordingly it almost covers the shortage that the state of Tipaza has, with regard of numbers of beds, and they open during high season, when the city becomes very crowded with a large number of tourists. (Tipaza.mta.gov, 2023).

Table 3. Number of Seasonal family camps in Tipaza

Number of seasonal family camp	14
Located inside Tipaza region	12
Located outside (Near) Tipaza	2
Total number of beds	4313

Source : https://tipaza.mta.gov.dz/en/monograph/

According to the information recorded in the Ministry of Tourism and handicrafts of Tipaza, there are about 46 registered travel agencies currently operating in Tipaza state, and all of these agencies are working on the process of connecting tourists, booking them, helping them explore the city of Tipaza, and also by providing other services, such as group visits to some specific areas, and this according to the programs they are offering.

Table 4. Travel agencies in Tipaza region in 2021

Number of tourism travel agencies	46
Number of branches agencies	5
Jobs has been created by travel agencies	153
Request for creation of travel agencies	34

Source : https://tipaza.mta.gov.dz/en/monograph/

3.2.1. SWOT Analysis:

A social media marketing SWOT analysis is a management tool or a framework, so that the tourism business can use it for examining, and identifying the significant issues affecting the tourism companies. and this depending on its analyses in terms of the internal factors such as weaknesses, and strengths, and on the other hand the external factors which are the opportunities and the threats.

It is very useful to use SWOT analysis in order to anticipate possibilities, and pre-plan how to deal with obstacles, and this is a very important feature in tourism marketing through social media platforms.

I applied SWOT analysis in order to examine the marketing situation on social media platforms for tourism business companies in Tipaza and the following points can be obtained:

Strengths:

- Tourism business companies have great advantages in the tourist market of the city of Tipaza, especially local companies.
- Companies in Tipaza provide some of their services through electronic platforms.

Weaknesses:

- Although companies provide most of their services through electronic platforms, marketing through social media platforms remains very limited.
- Unavailability of an instant messaging service.
- Tourist business companies do not use modern technologies through their social platforms
- The ineffective use of marketing through social media platforms has an adverse effect on tourism companies and their reputation with tourists.

Opportunities:

- Tourists are very interested in this tourist destination, so if marketing on social media platforms is used effectively, it will give impressive results.
- The use of social media platforms is constantly increasing in Algeria, and this facilitates the marketing process, reaching customers and pushing them to buy tourism services and products.

Threats:

- Political threats, which is about cross border regulations, since it is not easy to get Algerian visa for foreigners, so it is not easy to target international market.
- The country regulations, regarding online payment as Algeria still depends on cash payment mostly, and there is only one bank accept online payment and it available only for Algerians, however for international tourists they can only pay in cash.

3.3 Proving hypothesis

After conducting secondary research from various sources, and also conducting primary research based on the questionnaire and its analysis, as well as SWOT analyses, certain points were reached through which the research hypotheses presented at the beginning, were tested and the following points were found:

1- The city still depending on traditional marketing tools which is not always applied for all promoting cases: True

2- Tipaza city do not depend on social media marketing tools: maybe

3- Nowadays people depend completely on social media feedback to choose Tipaza as a destination: True

3.4 Social media Marketing tools for tourism business

After conducting the search process on the Internet, and depending on the answers that were recorded in the questionnaire and analyzing it, several important points were reached regarding marketing through social media platforms, so what I noticed in this regard, is that most tourists use the Facebook, Instagram and TikTok platforms a lot in all fields in general, and in the field of tourism in particular, and they rely on it, when conducting searches for tourist destinations or purchasing tourism products and services. Based on these facts, the city of Tipaza is making more efforts through its various accounts through social media platforms, in order to market and introduce tourist destinations, as well as the services provided, despite this from the gross lack of marketing through the social media platforms of the city of Tipaza, and the failure to exploit them in effective ways.

Here are (figure 5. and 6.) some of the pages on different social media platforms that the city of Tipaza is running:

Figure 5.   Facebook page under the name CamTipaza غرفة الصناعة التقليدية و الحرف تيبازة
(https://web.facebook.com/tipazainfo)

Figure 6.   Facebook page under the name Info Tipaza (https://www.facebook.com/info42)

Figure 7, show an Instagram page under the name "Visit Tipaza" where they post regularly about Tipaza destination, and share a lot of important information for the tourists, and this including pictures, videos, and reels also which in an Instagram tool to post short videos in the reel section.
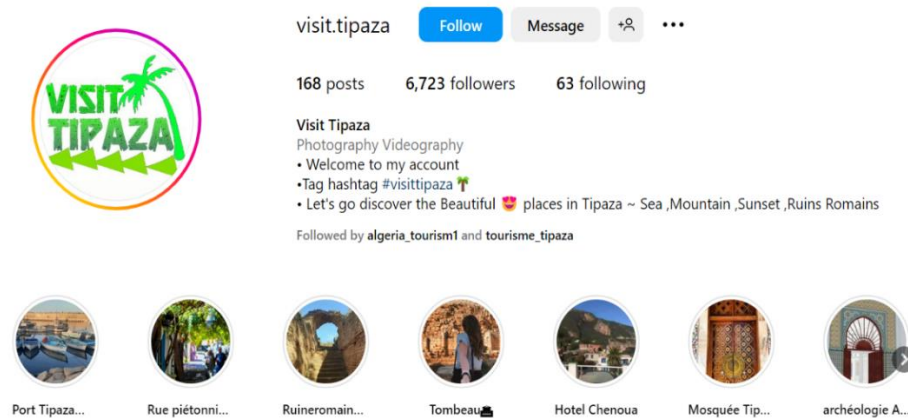
Figure 7.   Instagram page under the name Visit Tipaza (https://www.instagram.com/visit.tipaza/)
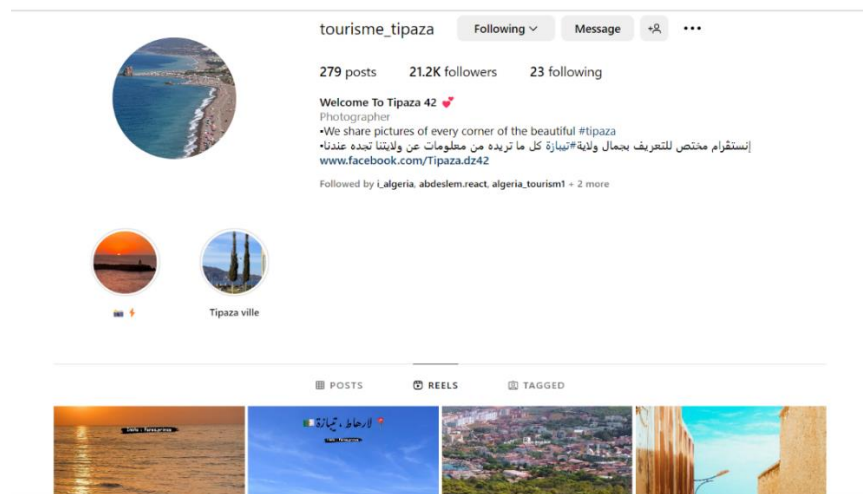
Figure 8.   Instagram page under the name Tourism Algeria
(https://www.instagram.com/tourisme_tipaza/reels/)

Here also in figure 8, another Instagram page under the name "Discover Tipaza" where a lot of touristic activities and a lot of information are posted there regarding Tipaza destination.
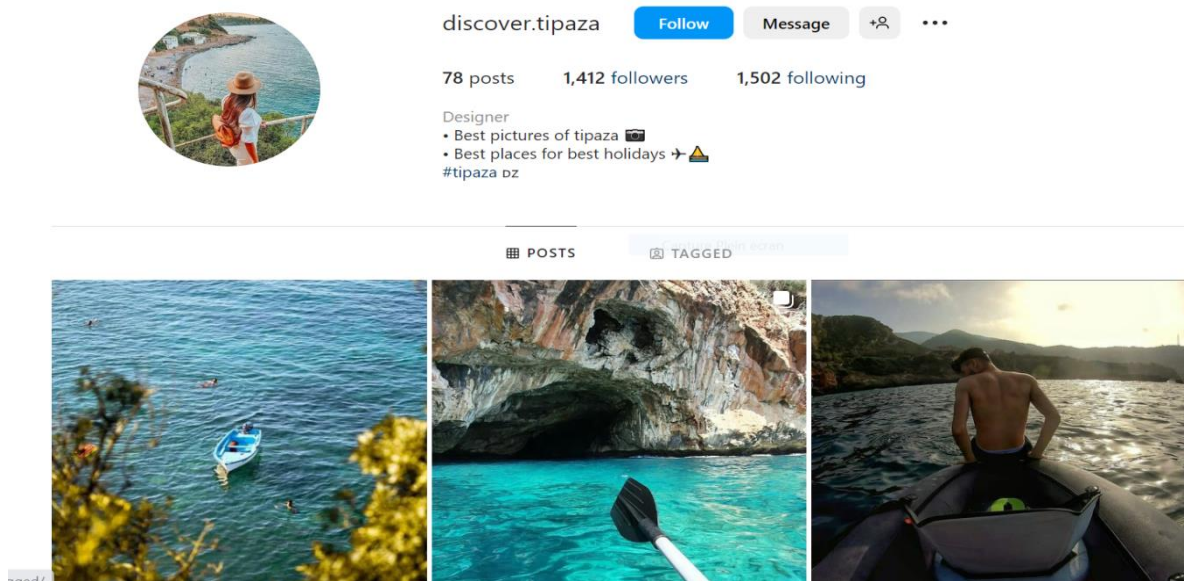
Figure 9.   Instagram page under the name Discover Tipaza. (https://www.instagram.com/discover.tipaza/)

We can see that in figure 9, in the TikTok platform, there is a channel under the name Tourismalgeria.dz, where a lot of tourist destination and videos were posted including Tipaza tourist activities, and attractions and all information regarding the destination.
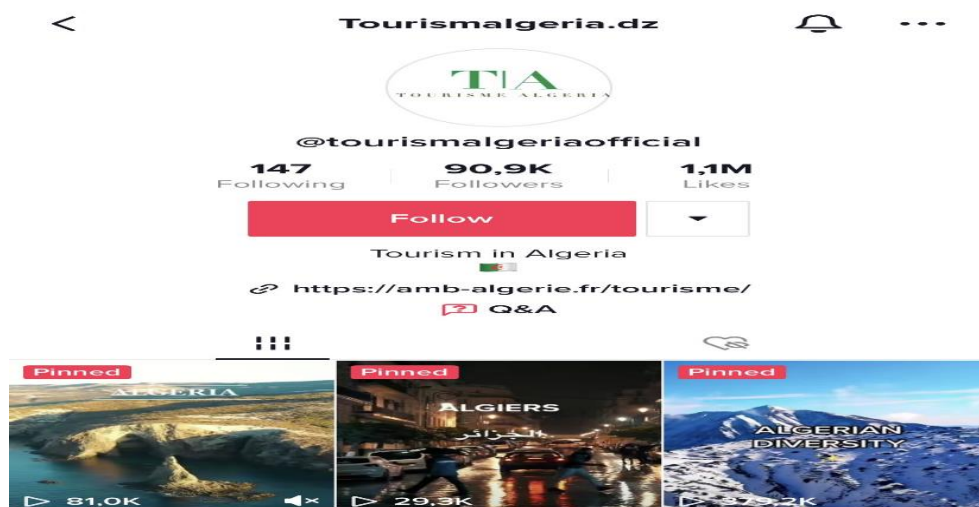
Figure 10.   TikTok channel under the name Tourismalgeria.dz
(https://www.tiktok.com/@tourismalgeriaofficial?_t=8bBih9f3AvC&_r=1)

3.4.1 Ministry of tourism of Algeria

The Ministry of Tourism in Algeria, is responsible for enacting laws related to the organization of the tourism sector. At the present time, the Ministry of Tourism is working to promote the tourism sector in Algeria, because it is considered one of the sectors that are not given great

importance in the Algerian economy. Although Algeria has many tourist destinations, that many tourists want to visit, and this including the region of Tipaza, which is considered one of the wonderful areas that mix between historical tourism and modern tourism, as well as being a coastal region overlooking the Mediterranean Sea. However, by checking the page of the Ministry of Tourism in Algeria, I found that there are many signs of development, especially at the level of marketing via social media platforms, since it is one of the most important marketing methods for tourism content.

So that, through my inspection of the official page on Facebook, I found several promotional and introduction videos for several tourist destinations in Algeria, including the city of Tipaza, by showing historical areas and areas recognized by the UNESCO International Organization, as well as promoting modern tourism products and services, and this is through short videos or introduction videos and through photos as well. I also noticed that the Ministry of Tourism encourages and grants prizes to influencers, through social media platforms, in order to promote tourism destinations, and this matter applies to Tipaza as a tourist destination.

Through the following figures, I would like to address the marketing situation, through the social media platforms of the official page of the Ministry of Tourism in Algeria.

Figure 11.   Competition to win awards managed by the Ministry of Tourism of Algeria for best promotional videos (https://web.facebook.com/algeriemta)

Figure 12.   Competition to win awards managed by the ministry of tourism of Algeria for under the name tourism generations (https://web.facebook.com/algeriemta)

Figure 13 is showing that the country is hosting international tourism events, and they share the outcome on their official Facebook platform.

Figure 13.   International Tourism event in Algeria from 22 to 25 February 2023 (https://web.facebook.com/algeriemta)

Figure 14 is showing that they are participating in international tourism events, that hosted by another countries.

Figure 14.   Algeria's participation in the 29th International travel and hospitality show in Moscow (https://web.facebook.com/algeriemta)

The following outputs can be obtained from figures 11 to 14, so that we find that the Ministry of Tourism in Algeria, takes advantage of its official page, by carrying out many indirect marketing campaigns, through Facebook platform, and this is by sharing posts from local and international conferences, as well as organizing huge awards for the influencers, and even tourism companies that contribute to the dissemination of tourism content in Algeria. In addition to sharing professionally produced video clips on the Facebook platform, and all of these are effective ways, as the tourism content needs to be professional content and also to be characterized by diversification.;

3.5 Data sampling and collection

The method that was used to collect data for this research is a survey and then distributes it to people or tourists who usually visit the tourist city of Tipaza. The people who answered the questionnaire were male 49,6% and females 50,4 %, and from different age groups ranging from 18 to 60 years old. The majority of the answers that were received were from people living inside Algeria with 95,6%, and they are from different Algerian regions and cities, so that the 36,3% were from Eastern cities of Algeria, followed by 22,9% from northern cities, and then southern cities with 19,5% and finally, 15,9% from western cities, and this meaning that there was almost a large participation in answering this questionnaire, from different parts of the country. While there were some answers also received from outside Algeria with 4,4% from

the total respondents. The total number of responses received was 113, and it was conducted by publishing the survey on March 22, 2023, and it remained open for two weeks until April 4, 2023.

3.5.1. Sample composition

The first question in the demographic section, was about the respondents by the age group. I decided to leave the routine questions in the questionnaire, at the end so the respondent will be more focused on the content, the age group as shown in the table below (Table 2).

Table 5. The respondents were from different age group as shown in the table

18-25	72,6%
26-35	20,4%
36-50	7,1%
51-65	NA
60+	NA

Source: my own questionnaire

The second question in the demographic section, was about the gender respondents, so that there was 50,4% representing female and 49,6 representing male as it is shown in the figure 16.

The Respondents of the questionnaire by gender:
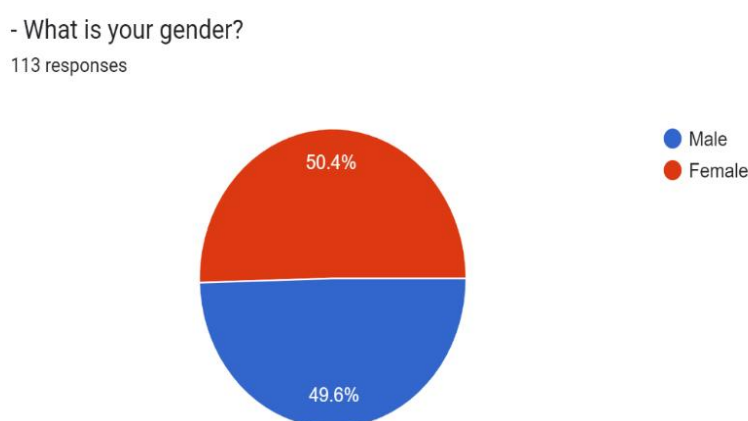
Figure 15. Questionnaire's respondents by age (Source: my own questionnaire)

The third question in the demographic section, was about the respondents by location, so that 95,6% from was the country from different regions, as it is shown in the figure 30 and 4.4% from outside the country.

- Where are you from?
113 responses

Eastern cities of Algeria
Northern cities of Algeria
Western cities of Algeria
Southern cities of Algeria
Other country

15.9% 19.5%
23.9%
36.3%
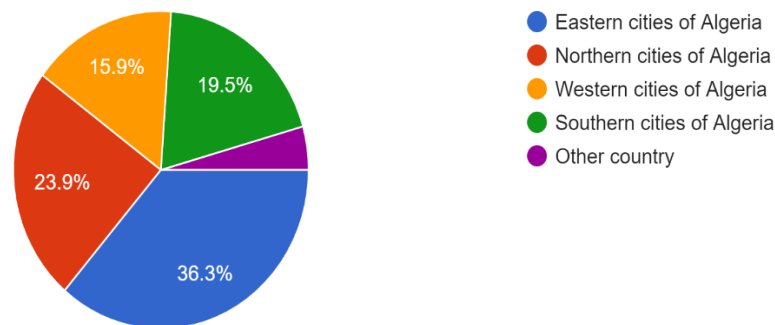
Figure 16.   Questionnaire's respondents by location (Source: my own questionnaire)

3.5.2. Results of survey

The first question in the research questionnaire, was asking people whether they use Online channels or Offline channels, in order to make the purchasing process of tourism products as well as their vacation reservations, and the answers of the respondents were that 69.9% use online channels, while 30.1% use offline channels regarding the purchasing process of tourism products and services.

These results have a correlation with the age groups, as most of the answers in the questionnaire were from the age group between 18 and 25 years, which is considered a new generation where they prefer to use different online channels.

1- Do you use online or offline channels to buy tourism products or to book your holiday?
113 responses

Online
Offline

30.1%
69.9%
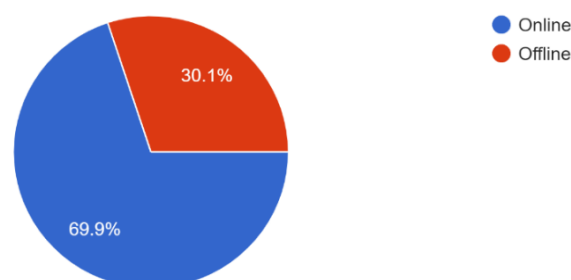
Figure 17.   Respondent's preferences whether they prefer to use online or offline channels for booking their holiday (Source: my own questionnaire)

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The second question, was testing the extent of interest of tourists or customers in the purchasing process through social media platforms, so the following results were reached: 40.7% were very interested, 46.9% was normal for them, while the percentage of not interesting was 12.4%.

It can be said that the tourism companies of the city of Tipaza do not carry out large marketing operations on social media platforms, and do not have sufficient influence on customers' decisions.

2- How interesting is buying tourism products for you through social media platforms?
113 responses
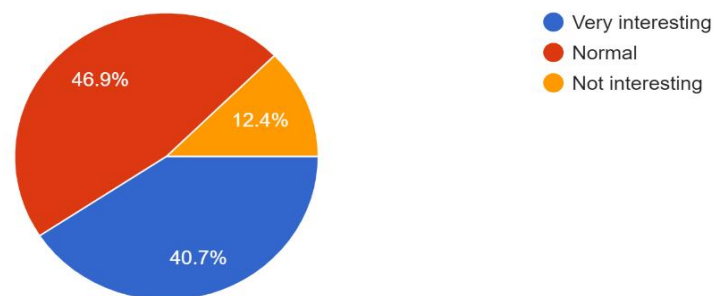
Figure 18.   People's interests on buying tourism products and services through social media (Source: my own questionnaire)

The third question in the research, was examining whether the people had visited Tipaza as a tourist destination, and the majority had answered yes, and this was by 71.7% from the total respondents, and the answers with No, representing 28.3% only.

3-Have you ever visited Tipaza destination?
113 responses
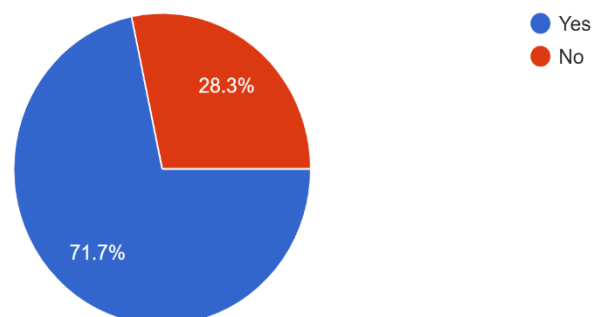
Figure 19.   Asking respondents if they have ever visited Tipaza (Source: my own questionnaire)

The next question in the research, was more focused on social media, I wanted to examine people's answers regarding how they get the information, about the city of Tipaza as a tourist destination. However most the respondents choose friends and relatives recommended with 46%, followed by social media platforms with 44,2%. while I received some answers regarding other options, but in low percentages, the most prominent of which was and radio and billboard and this by 7.1%, followed by at a tourism event (exhibition) with 1.8%, while no response was received representing newspapers (online/offline).

This means that most people rely on friends and relatives' recommendation as a first source, Thus, here it appears the weakness of the tourist companies of the city of Tipaza in posting effective tourism content, through social media platforms, which contributes to facilitating and obtaining sufficient information about Tipaza for tourists.

4- Where did you hear about Tipaza Tourism destination?
113 responses

- Magazines (online/ offline)
- TV advertisement/ Radio/ Billboard
- Social Media platforms
- Friends / relatives recommended
- At a tourism event (exhibition)

46%
44.2%
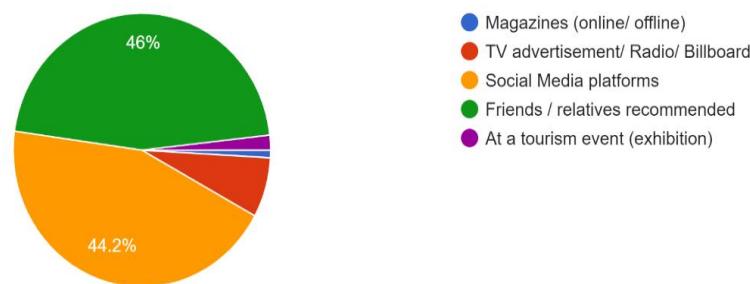
Figure 20.   Where people heard about Tipaza destination for the first time (Source: my own questionnaire)

The next question, I decided to examine the status of ads on social media. The answers were almost identical, as 40.7% of people had seen the ads several times, while 34.5 had seen the ads at least once, while 24.87% had indicated that they had never seen advertisements regarding Tipaza as a tourist destination.

Based on this it can be said that there is a relationship, between the category that chose the option of they saw advertisements on social media platforms several times, as it is being from the category that relies on social media platforms, in order to obtain information related to Tipaza, which is the same the age group between 18 and 35 years. For the other two options which are they saw the ads once at most, and they did not see the ads at all, this confirms that the hypothesis number two for this research, which is that the tourist companies do not carry out enough marketing operations through social media platforms is true.

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5- Have you ever met with content advertisements through social media business platforms regarding tourist attractions in Tipaza?

113 responses

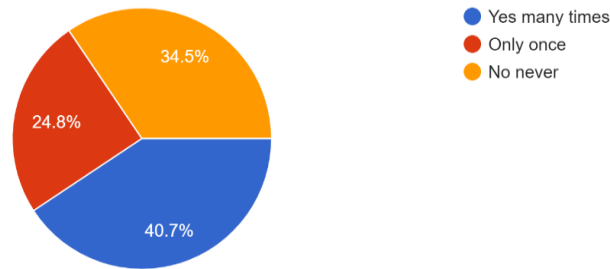- Yes many times
- Only once
- No never

34.5%
24.8%
40.7%

Figure 21.   The ads situation through social media platforms for tourism business in Tipaza (Source: my own questionnaire)

The other question, was testing the impact of the most popular social media platforms in Algeria, that I collected from various sources to obtain information, about the city of Tipaza compared to other means, and the results were as follows: Facebook with 72 and Instagram with 71 answers out of 113 respondents are the most popular in Algeria, then it follows by The YouTube platform which had 45 responses, the TikTok platform had 42 responses, while 40 responses were from the influencers, and the TripAdvisor had only 7 responses, while some respondents, chose that they obtained information from other charities or options.

This expresses that Facebook, Instagram, TikTok, and YouTube, as well as the various influencers on these social platforms, are considered a main source for searching for Tipaza as a tourist destination, and this represents especially the age groups that use online sources, to search for tourist attractions for Tipaza. It also expresses the strength of the influence of social media platforms on the tourism field, which means that the Hypothesis number two which is the tourist companies do not carry out enough marketing operations, through social media platforms is correct.

6- Where did you get information about tourist attractions and activities in Tipaza? (you can tick more than one)
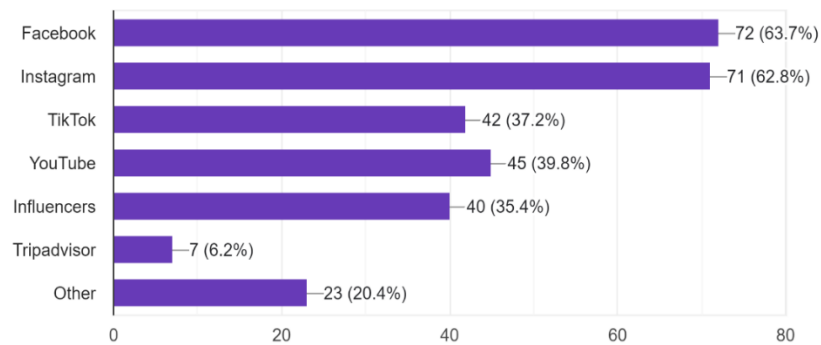
113 responses

Figure 22.   Where people find information about Tipaza destination (Source: my own questionnaire)

The following question, was complementary to the previous question, here I had focused more on the most common social media platforms in Algeria, and I examine the best tools that usually people use to look for attractions in Tipaza, and the results were as follows: Instagram with a total number of 76, followed by the Facebook platform with 68, then the YouTube platform with 62 answers, then the TikTok platform with 38 answers, and then to a lesser extent the TripAdvisor platform with only 8 answers, and the other options with 17 answers, and all this were from the total number of answers which was 113. However, it can be said that the social media platforms Instagram, Facebook, YouTube and TikTok, are the most popular in Algeria, and this contributes to helping tourism companies in Tipaza to understand, what are the best platforms to post and promote tourism content, and carry on the marketing activities.

7- What social media platform do you use when you are looking for visiting Tipaza? (you can tick more than one)

113 responses

41
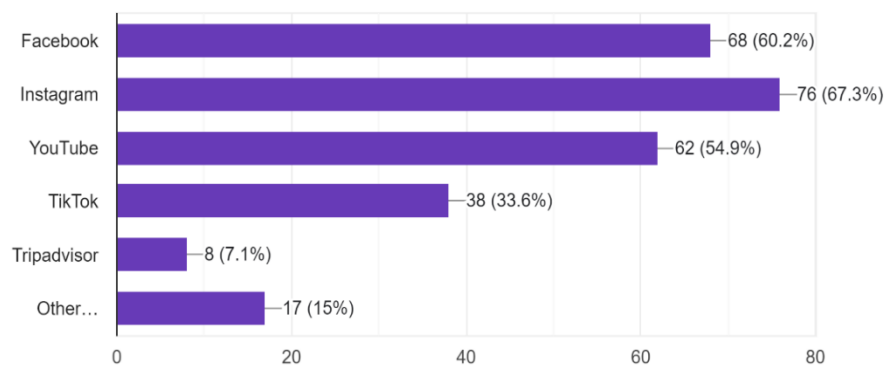
The question after, was dealing with whether people had previously purchased or booked any services, with tourism companies for the city of Tipaza through their social platforms, and the answers were 61.1% of them indicate that they did not carry out the purchasing process through social media platforms, while the answers that represented, they carrying out the purchasing process were 38.9%,

which indicates that selling via social media platforms for tourism companies in Tipaza, is not going well and this due to that most of the tourism companies, they are not focusing more on online sells. Therefore, the city is till depending on traditional methods to sell their services and products, which means that the Hypothesis number one regrading traditional selling methods is correct.

8- Have you ever used social media platforms to book or to buy any services with tourism business in Tipaza?

113 responses

- Yes
- No

61.1%

38.9%
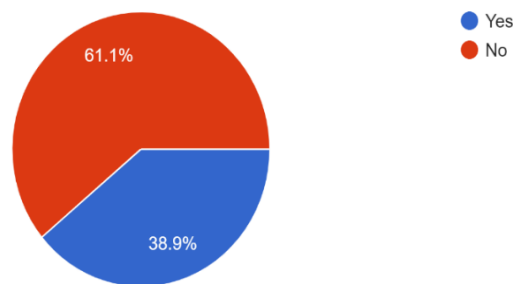
Figure 24.   Respondent's experiences about buying or booking any services through social media
        platforms (Source: my own questionnaire)

This question, was a continuation of the previous question, in the event that the answer was yes. I wanted to evaluate the purchasing situation, and the answers were as follows: People who dealt with tourism companies in the city of Tipaza, regarding the purchasing process through social media platforms, their answers were very close, so that about 35.5% was a good experience, while 33.9% had a normal experience, while 35.5% had a bad experience.

Therefore, it can be concluded that the purchasing experiences were different for respondents, and it must be improved by the tourism companies, because they are not performing well in this aspect, and because bad experiences where the big answers were received can affect the successful experiences.

9- If yes how would you rate your experience before, during and after the buying process?
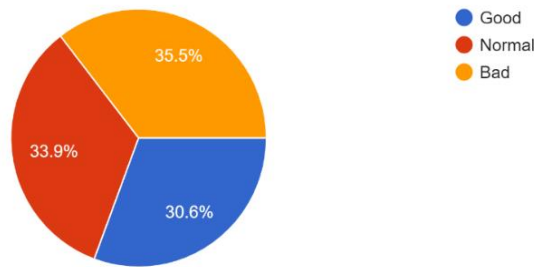62 responses

Figure 25.   Respondent's experiences before, during and the buying process through social media (Source: my own questionnaire)

Also, this question is a continuation of the previous two questions. Where the answer was No, so I wanted to find the reasons why people do not buy tourism products and services, through social media platforms that is provided by tourism companies in Tipaza.

Most of the answers were that they are not familiar with the process and this with 50,5%, so in this case they must educate them and make buying processes simple, and their answers were also that they do not trust the purchasing process, through social media platforms wit 32.6%, and here brand awareness must be increased by the companies, while some of the answers represented a case that must be strongly focused on, before focusing on other negatives, which is that companies do not accept online payment, through its social media platforms, which is considered a major weakness at the present time for tourism companies in Tipaza.

10- If no why don't you use social media platforms to book or to buy tourism services?
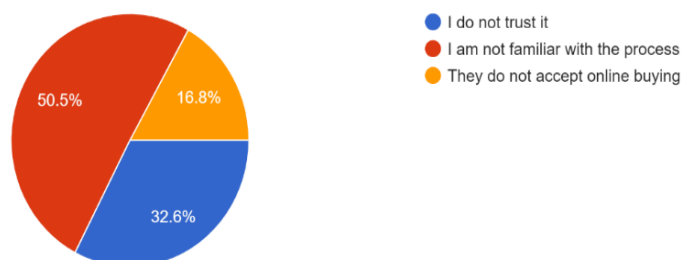95 responses

Figure 26.   The reasons why people do not use social media to buy tourism products and services (Source: my own questionnaire)

The upcoming question, I wanted to see if people have ever tried to reach and communicate with tourism business through their social media platforms, and the answers were yes by 39.8%,

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while the answers were no by 60.2%. in order to test the quality of services later on and see the weakness in terms of messaging and providing feedback for tourists in order to make recommendation about with this regard.

11- Have you ever used social media platforms to communicate with tourism business in Tipaza?
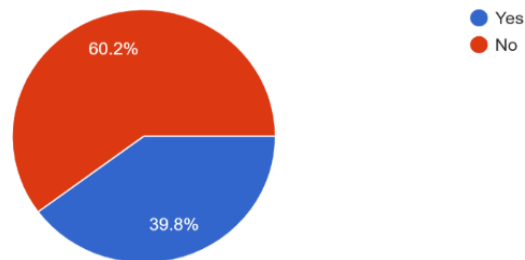113 responses

Figure 27.   Communication through social media platforms with tourism business in Tipaza (Source: my own questionnaire)

The later question, is a continuation of the previous question regarding communication with tourist companies in Tipaza, and this question is addressed for people that their answers were yes, so I wanted to examine the communication process and responding time, so that the answers with a late replay represented the majority with 59.3%, while the answers with a fast replay was 30.5%, and for never replying answers it was 10,2%. Tourism companies of the city of Tipaza recorded several negatives with regard of the messaging service, and providing feedback. Therefore, they must work on developing this service, and use modern technologies in order to help them and also to obtain a higher responding rate, because this contributes in increasing the trust, for the tourism companies and their brands.

12- If yes what would you rate your experience when you got in touch with tourism business through their social media platforms?
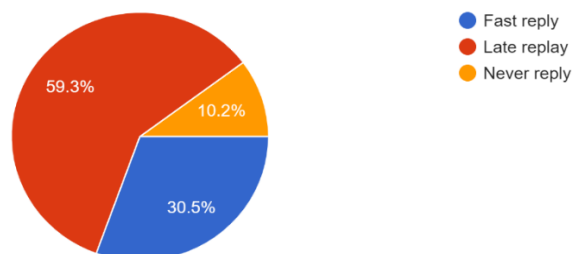59 responses

Figure 28.   Respondent's experiences with tourism business in Tipaza in terms of communication (Source: my own questionnaire)

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The afterwards question, is a continuation of the previous two questions, regarding messaging communication services with tourism companies in Tipaza, and this question examining the reasons why people do not communicate with tourism business, so most of the answers were that people prefer face to face communication and this is by 47.9%, and some of the answers were related to people do not find the chat buttons, to communicate with tourism companies with 37.2%, while the rest of the answers were that they do not prefer to communicate through social media live chat and this with 14.9%.

Tourism companies must pay attention to these negatives, because it is directly affecting the performance of their social media platforms, so that communication buttons must be linked to each social media platforms, they are using for tourism content, in addition to that they must try to attract the followers and customers, by providing an enthusiastic character in the tourism content that they are sharing on their social media platforms.

13- If no why you do not use the chat options to communicate with tourism business?
94 responses

● I do not find the chat bottoms to communicate with them
● I do not like social media live chat
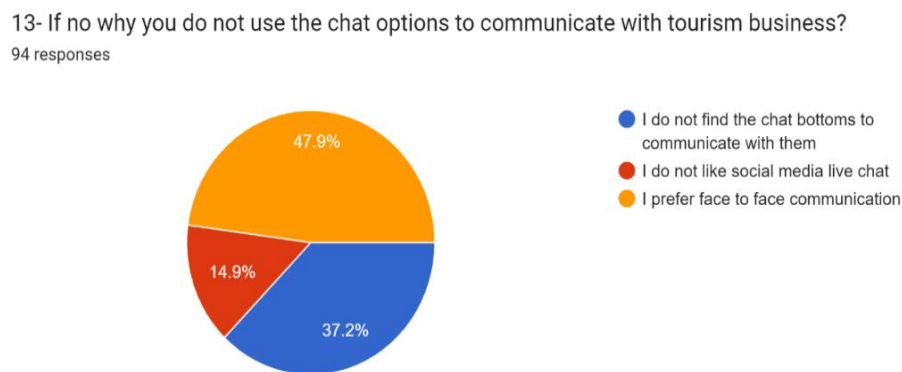● I prefer face to face communication

Figure 29.   The reasons why people do not use chat option to communicate with tourism business in Tipaza (Source: my own questionnaire)

The following question, is an independent question that is concerned with studying people's opinions, about the topic of their interest on social media platforms in general, in order to purchase tourism products and services

14- Based on your opinion do you think people nowadays depend on social media platforms to buy tourism products and services?
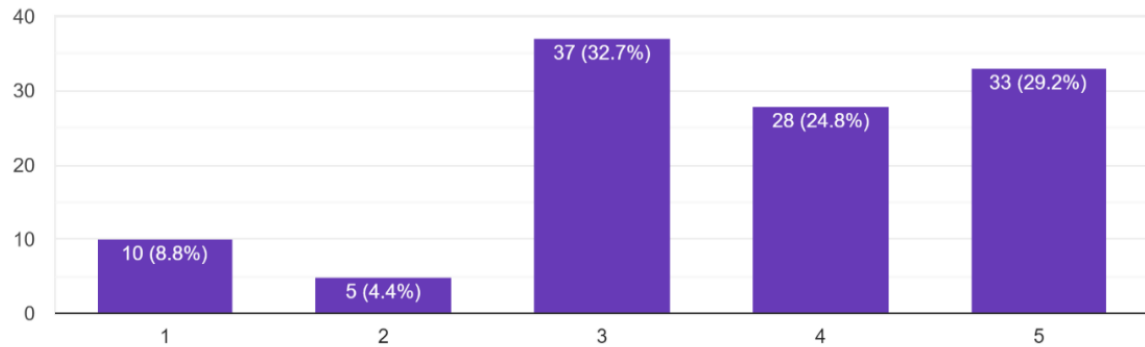
113 responses

Figure 30.   Respondents' opinion about social media platforms and their effect on buying process in Tourism (Source: my own questionnaire)

I wanted to apply 5-point Likert scale on the figure above (Figure 30), in order to analyze people opinion about social media platforms, and their effect on the buying process of tourism products and services, therefore, the following results have been reached:

From 1 to 5 is the degree of approval (1 strongly disagree until 5 strongly agree)

Table 6.   Respondents' opinion (Likert scale) about social media platforms and their effect on buying process in Tourism

	Frequency	Percent	Valid percent	Cumulative percent
Strongly disagree (1)	10	8,8%	8,8%	%8,8
Disagree (2)	5	4,4%	4,4%	13,2%
Neutral (3)	37	32,7%	32,7	45,9%
Agree (4)	28	24,8%	24,8%	70,7%
Strongly agree (5)	33	29,2%	29,2%	100%
Total	113	100%	100%	

Source my own Research

After applying Likert scale, on the previous question (figure 30), the following results can be pointed out, the respondents and their opinions were in great agreement, as most of the answers were in neutral with 37 answers, while the answers were in agree with 28 answers, and the answers were in strongly agree with 33 answers, on the other hand the answers were only 5 in

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I disagree, and 10 answers where I strongly disagree. Based on Likert scale, we see that in total, most of the answers agreed that people nowadays they rely heavily on social media, in terms of purchasing tourism products and services, and this is from the initial stage to the purchase stage.

It can be summarized that these points agree on the third hypothesis in the research, which represents that most people at the present time, depend on social media in order to make the decision to purchase tourism products and services, especially for the new generations, and this is considered to be a great opportunity, for tourism companies' hands in Tipaza destination, so that they can make the most from the different social media platforms, in terms of marketing operations.

4. Conclusion

To conclude, it is clear that Tipaza is one of the most popular tourist destinations in Algeria, and it is also clear that marketing through social media platforms for tourism content, plays a very big role in increasing the popularity of the tourist destinations. The reason for the lack of many visitors in the Tipaza destination, is definitely the lack of the marketing operations, especially through social media platforms, which is considered one of the most appropriate tools to market the destinations.

 The questionnaire's study showed many negatives in the marketing operations, as we can see that the respondents declared that they heard about Tipaza as a tourism destination, through a friend or relatives, more than the advertisement and posts from social media platforms, and this means that tourism business in Tipaza must begin to build strong social platforms, that have an impact on tourist's decisions, especially since most of the answers were from the young generation between 18 and 35 years old , which is considered a strength that must be invested in, because most social media users in Algeria are in between this age by statistics. Given that the questionnaire showed that the respondents the rely heavily on social media platforms, in order to search and make purchasing decisions, for tourism products and services at the present time.

The results of this research, also showed that it is important for companies to develop their services in terms of answering messages, because the questionnaire showed that there are many negatives also within this regard, which could lead to interruption of purchasing products, and services and maybe more, and thus the loss of trust of tourists. Also, the study results showed that tourism companies they are not doing well, in terms of managing their social media platforms, by not linking them to the new technologies, such as artificial intelligence. And it is a huge mistake that they are not taking advantage of the business services, that are provided specifically for business's accounts on social media platforms, such as not adding communication channels through their accounts, and not link the different social media platforms together.

The positive things that were reached through this research, is that tourists still want to visit Tipaza despite these negatives from tourism business in Tipaza , and also there are some developments have been made, especially by the Ministry of Tourism in Algeria, which seeks to increase marketing awareness, through social media platforms for tourism companies, and even for influencers, and this by creating competitions to win big awards, which contributes to

increase marketing awareness, through various social media platforms and working on developing this aspect.

4.1. Recommendations

Based on the secondary research, that were collected from various sources, and based on the primary research, which were represented in the questionnaire and the analysis of its results, the following recommendations can be presented, in order to improve the marketing through social media platforms in Tipaza destination:

1. Some considerations must be taken into account, as tourism companies must put forward marketing ideas, pay more attention to tourism content through social media platforms, and make the most effective use of the marketing tools available for them.
2. The messaging system must be developed, and a fast response must be reached, in order to gain the trust of tourists and to build awareness of the tourism brand.
3. The tourist companies of Tipaza, must adopt the online payment system, as well as develop it in order to facilitate the purchasing operations of tourism products and services.
4. The tourism field must be linked to modern technologies, such as artificial intelligence and other technologies, which have become very important at the present time in order to achieve high efficiencies.
5. Finally, based on the previous recommendations and working on them step by step, an effective marketing process can be built, and monitored from the beginning to the end stage. This is because marketing through social media platforms requires high flexibility in order to make it successful, and achieve the greatest possible benefit.

4.2 Summary

To sum up the World Heritage Site, consider Tipaza as one of the biggest archaeological complexes in North Africa, and the Arab Maghreb countries, and also an area that is considered a link between the original civilizations and the various colonial waves, from the sixth century BC till the sixth century AD until the 19th century. This is why it is a historical region par excellence. There are many forms, the Roman, Byzantine, Ottoman and even French colonial monuments, tourists visit these monuments and admire them a lot, in addition to the historical character, the city of Tipaza has a modern character, as it is a coastal city with many ports for

trade exchanges in the Mediterranean, and it is characterized by a favorable Mediterranean climate.

Tipaza is a tourist destination that links historical tourism with modern tourism, which attracts many visitors every year. However, a lot of work must be done on the marketing aspect of this tourist destination, especially through social media platforms, which considered one of the most appropriate ways for tourism content, and this is what the region lacks, so that developing the marketing aspect through social media platforms, would achieve positive returns from various aspects for one of the biggest tourist destinations in Algeria.

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Appendix 1:

Hello I hope you are doing well. My name is Abdelhalim Kacemi, I am a student at MATE University in Gyongyos, Hungary, and I am doing a master degree in Tourism Management. Currently I am in my final semester and I am inviting you to participate in my questionnaire's research, as it is an important part of my master's degree thesis. The research is aiming to examine social media marketing and its significant role on revitalizing Tipaza city as a one of the top destinations in Algeria.

Please help me to complete my thesis by filling in the questionnaire! It takes only five minutes to complete.

The questionnaire is addressed to tourists who usually visit Tipaza city.

1- Do you use online or offline channels to buy tourism products or to book your holiday?

Offline

Online

2- How interesting is buying tourism products for you through social media platforms?

Very interesting

Normal

Not interesting

3-Have you ever visited Tipaza destination?

Yes

No

4- Where did you hear about Tipaza Tourism destination?

Magazines (online/ offline)

TV advertisement/ Radio/ Billboard

Social Media platforms

Friends / relatives recommended

At a tourism event (exhibition)

5- Have you ever met with content advertisements through social media business platforms regarding tourist attractions in Tipaza?

Yes, many times

Only once

No never

6- Where did you get information about tourist attractions and activities in Tipaza?

Facebook

Instagram

TikTok

YouTube

Influencers

TripAdvisor

Other

7- What social media platform do you use when you are looking for visiting Tipaza? (You can tick more than one)

Facebook

Instagram

YouTube

TikTok

TripAdvisor

Other…

8- Have you ever used social media platforms to book or to buy any services with tourism business in Tipaza?

Yes

No

9- If yes how would you rate your experience before, during and after the buying process?

Good

Normal

Bad

10- If no why don't you use social media platforms to book or to buy tourism services?

I do not trust it

I am not familiar with the process

They do not accept online buying

11- Have you ever used social media platforms to communicate with tourism business in Tipaza?

Yes

No

12- If yes how would you rate your experience when you got in touch with tourism business through their social media platforms?

Fast reply

Late replay

Never reply

13- If no why you do not use the chat options to communicate with tourism business?

I do not find the chat bottoms to communicate with them

I do not like social media live chat

I prefer face to face chatting

14- Based on your opinion do you think people nowadays depend on social media platforms to buy tourism products and services?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

15-Where are you from?

Eastern cities of Algeria

Northern cities of Algeria

Western cities of Algeria

Southern cities of Algeria

Other country

16- What is your gender?

Male

Female

17- What is your age group?

18-25

26-35

36-50

51-65

+60

DECLARATION

on authenticity and public assess of final essay/thesis/master's thesis/portfolio[1]

Student's name: Kacemi Abdelhalim

Student's Neptun ID: TM60BO

Title of the document: **Social media marketing and its role on revitalizing Tourism "Applied study in Tipaza city-Algeria"**

Year of publication: 2023

Department: Tourism Management

I declare that the submitted final essay/thesis/master's thesis/portfolio[2] is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

If the statements above are not true, I acknowledge that the Final examination board excludes me from participation in the final exam, and I am only allowed to take final exam if I submit another final essay/thesis/master's thesis/portfolio.

Viewing and printing my submitted work in a PDF format is permitted. However, the modification of my submitted work shall not be permitted.

I acknowledge that the rules on Intellectual Property Management of Hungarian University of Agriculture and Life Sciences shall apply to my work as an intellectual property.

I acknowledge that the electric version of my work is uploaded to the repository system of the Hungarian University of Agriculture and Life Sciences.

Place and date: 2023 year, 5 month, 01 day

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Student's signature

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[1]Please select the one that applies, and delete the other types.

[2]Please select the one that applies, and delete the other types.

STATEMENT ON CONSULTATION PRACTICES

As a supervisor of **Kacemi Abdelhalim** (Student's name) **TM60BO** (Student's NEPTUN ID), I here declare that the final **master's thesis** has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

I recommend/don't recommend[3] the final essay/thesis/**master's thesis**/portfolio to be defended in a final exam.

The document contains state secrets or professional secrets: yes   **no**[*2]

Place and date: 2023. year 04. month 26. day

_____

Internal supervisor

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[3] Please underline applicable.

[2] Please underline applicable.

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