

Hungarian University of Agriculture and Life Science

Károly Róbert Campus

Social media marketing and its role on revitalizing Tourism

“Applied study in Tipaza city-Algeria”

Supervisor

Dr. Taralik Krisztina

associate professor

Made by

Kacemi Abdelhalim

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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.

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 positives 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.

To sum up, 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 city 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.