Research Article

The Role of Digital Marketing Techniques in Developing Domestic Tourism

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ARTICLE INFO	ABSTRACT
	This study aimed to identify the role of digital marketing in the development of domestic tourism and also to examine the reality of digital marketing in Algerian hotels, attempting to present some statistics about the New Day Hotel in Algiers. Additionally, the study sought to understand the concept of digital marketing, its key dimensions, and to explore the relationship between digital marketing and the development of domestic tourism, as well as the methods adopted by hotels to stimulate both current and expected domestic tourism.In order to achieve this, recent statistics were provided. The study concluded that the level of implementation of the basic concepts of digital marketing in Algerian hotels is high and advanced compared to previous years. It experienced significant growth and development during the Covid-19 health crisis, which forced the entire world to undergo a digital transformation and make extensive use of digital tools to acquire services easily, anytime, and anywhere. However, Algerian hotels are diverse and varied in their practices. Digital marketing has helped hotels introduce and market their services, as traditional marketing has been seen as supportive of digital marketing, enabling hotels to present their services in a distinguished way.Algeria is one of the countries that faced challenges and difficulties in reaching such levels of technological advancement, particularly in the field of digital marketing, which has provided a significant boost to Algerian hotels. Digital marketing is considered a complement to traditional marketing, in addition to introducing new features, including digital tools such as the internet, which has helped present services and make them accessible at anytime and anywhere. **Key words:** Digital Marketing, Domestic Tourism, Digital Technologies. **Jel Classification Codes:** O33 ، Z32 ، M31

Introduction

The last century witnessed a huge revolution in the field of technology that changed the course of humanity and brought about a qualitative leap in the tourism and hotel sector, and this is a result of the developments and economic changes at the global level, as this sector is considered one of the most important pillars for every country, and as a result of the development of information and communication technology in the world as well as the widespread use of various technologies, this resulted in increased fierce competition and constant change in consumer tastes and details, in addition to changes in the external environment, which made hotels active in this field seek to provide the best services, and helped hotels enter into great competition through the technologies used in communications, sites and systems for processing and transmission, audio-visual and others, and it was recently used to express the use of communication lines, to transfer various types and formats of data, such as providing Internet, telephone, and television services to homes and institutions, which contributes to significantly reducing costs. Digital marketing has emerged, which includes many principles of traditional marketing, and is often considered a basic means for hotels to communicate with consumers and understand their behavior. However, traditional and electronic marketing techniques are combined in most strategies as a complement to it. However, digital marketing also comes with its own set of challenges due to its use of the most important procedures and processes that hotels

perform to identify the needs and desires of consumers using modern digital methods and means. It has achieved great progress due to the spread of the Internet, which has resulted in an increase in the rate of competition between hotels to provide all information on the websites of each hotel. Despite the difficulties associated with tourism, digital marketing can play an important role in domestic tourism, as social media and digital platforms can be used to deliver information to consumers and educate them about tourism. In addition, creating targeted and appropriate content that satisfies consumers' desires can help hotels stay relevant in times of turmoil. Through this presentation, and in order to delve deeper into this topic, the study problem crystallized into the following main question:

What is the impact of digital marketing on domestic tourism in Algerian hotels? To answer the main question, a set of sub-questions were raised, represented as follows:

-What is the reality of the tourism and hotel sector in Algeria?

-What is the reality of digital marketing in the hotel group under study?

-What is the reality of domestic tourism in Algeria?

Study hypotheses:

In order to answer the problem under study, a set of hypotheses were chosen, represented as follows:

• There is a great application and interest in the tourism and hotel sector in Algeria by the state and tourism institutions;

• The level of application of digital marketing in the hotel group under study is high;

• There is a great application and development in the field of domestic tourism in Algeria.

1- Digital Marketing:

The rapid development of technology at the global level has contributed to the increasing interest of hotels in providing the best services through the concept of digital marketing, which has become one of the economic trends, and in turn, it has provided many advantages. It has made the world a single market in which the opportunities granted to all institutions are equal despite their different sizes, and if we do not say the opportunity to target shoppers and consumers individually and address them personally because it destroys the barrier between them through direct interaction, which in turn is based on the development of domestic tourism, it builds a pre-emptive strategy to maintain the performance of economic institutions.

1.1- The origin and definition of digital marketing:

The world is witnessing a digital transformation in all fields and business sectors, so it has become necessary and inevitable to apply digital marketing in various economic institutions to achieve the set goals in record time. From here, we can identify four stages of the development of digital marketing as follows: (DigitalDefynd, Team, 2024)

The first stage during the year 1993 to 1999:

During this period, the first advertising banner for Hotwired magazine was published and launched online with the addition of new technologies. From here, the era of transition to digital marketing began. Yahoo received nearly a million visits in the first year of its existence, which prompted business owners and marketers to rethink their position towards digital marketing. They began to improve their website to meet the requirements of the search engine, while Lou Montulli invented files known as a small data package created by the web server when you browse a site, and it is placed on your computer and used to access websites; They can also track your activity such as the sites you visit and the actions you take which will help these organizations know the consumer's interests and provide personalized promotions. However, this helped launch new search engines and tools in 1996 including Alexa, Look Smart and Hotbot. In 1998, the most used search engine Google appeared, followed closely by MSN by Microsoft.

The year 1999 is considered a very important event in the history of digital marketing. Web 2.0 was launched, which allowed users to upload and share content and not just consume it. Users were no longer passive users but active participants. This laid the foundation for widespread sharing, social media platforms, and the like. Sites like Wikipedia, Facebook, and blogging sites emerged at this stage.

Phase 2 from 2000 to 2005

The beginning of this phase was a lot of fear about how computers would respond to the change in history at the dawn of the millennium, commonly referred to as the Y2K problem, where there was a crash and many small search engines disappeared from the scene, paving the way for giants to establish their dominance. However, the following year, a social media platform for professionals called LinkedIn was launched, which helped employers find qualified people, and vice versa. However, the following year, the first social networking site Myspace was created, which was followed by Orkut and then Facebook. Organizations began to pay serious attention, as they realized the potential of these platforms, which could reach thousands of

users in minutes or even seconds, and at a very low price. Organizations began to actively market their products and services on these platforms, marking the beginning of a new direction in business, as in the United States, online advertising revenues reached nearly $ 3 billion. The digital marketing industry was not only established, but it made its presence felt and informed the world that it was here to stay. In 2005, YouTube was born. Video sharing, which has millions of subscribers and users today.

Phase 3 from 2006 to 2010:

The first phase saw a rapid rise in this year, with the number of search engine visits reaching nearly 6.5 billion in just one month as Microsoft replaced MSN and launched Live Search to keep up with Google and Yahoo. This year also saw the launch of Twitter, and the emergence of the split test in marketing as Amazon recorded e-commerce sales of more than 10 million US dollars. After that, the streaming service Hulu was launched, the microblogging site Tumblr, but 2008 saw the emergence of China as the country with the largest number of Internet users, surpassing the United States. The music sharing site Spotify was also launched, and after that, Google Instant Search was launched, allowing users to get search engine results in real time.

 2010brought the mobile messaging application, WhatsApp was launched in this year, and the application now provides institutions with many means to promote their products and services, through "WhatsApp Business" accounts.

Phase 4 from 2011 to 2015:

This phase represents the rapid progress of digital marketing, where web usage surpassed TV viewing, especially among the younger generation, with the launch of Google+ and Google panda. However, this resulted in a massive 64% increase in social media marketing budgets, and it helped launch Facebook Messenger, personalized ads on LinkedIn, and other social platforms. This was also the year when mobile usage surpassed PC browsing. 2015 also saw the dawn of wearables, predictive technology, and active content marketing, which led to the growth of inbound marketing.

Finally, we conclude that there are new tools, platforms and technologies emerging in the world of digital marketing available to consumers at all times of the day or night, and Facebook is the most popular platform, with 99% of marketers using this social network, followed by Twitter, which is also used by 97%. However, there is now a move towards Instagram, especially for the younger generation, as well as other social media platforms.

Definition of digital marketing:

A good and correct understanding of the concept of marketing gives the organization a great opportunity because sometimes there is confusion between similar concepts (selling, promotion, advertising, advertising...) Therefore, we provide some introduction to digital marketing, the most important of which are:
Radif Shafi defined it simply as: "The application of digital media, data and technology integrated with traditional marketing communications to achieve marketing goals. Within this broad definition, in order for businesses to compete effectively today, it is necessary to use digital marketing to support business strategies" and he also defined it as: "Achieving marketing goals through the application of digital media, data and technology". (Al-Zoubi, Ali Falah, 2010)
Ryan Deiss defined it as: "The process of promoting and selling products and services by utilizing online marketing methods such as social media marketing, search marketing, and email marketing." (Desis, Ryan, 2018)
This brief definition helps us remind ourselves that it is the results provided by technology that should determine investment in digital marketing, not the adoption of technology. We also need to remember that despite the popularity of digital devices for choosing products, entertainment, and work, we still spend a lot of time in the real world, so integration with traditional media remains important in many sectors.

Digital Marketing Indicators and Requirements

The digital method refers to the ability to display a specific product or at least some products as digital pieces of information. The digital method means all digital means, including the website, that can be used to distribute and promote those features regardless of the physical item itself.

First: Key Digital Marketing Indicators

Digital marketers use key performance indicators (KPIs) just like traditional marketers. These indicators allow them to measure the long-term performance of their marketing initiatives and compare them to their competitors' efforts. Here are some of the most common KPIs that marketers can use to measure how well they are performing: (BARONE, ADAM, 2023)

-Click-through rate: This KPI is commonly used to measure the effectiveness of online advertising, by calculating the number of people who clicked on a particular ad as a percentage of all people who may have seen it.
-Conversion rate: Conversion rate goes beyond click-through rate to compare the percentage of people who took some desired action, such as making a purchase, to the total audience that a particular ad or promotion reached.
-Social media traffic: This tracks the number of people who interact with an organization's social media profiles and includes likes, follows, views, shares, or other measurable actions.
-Website Traffic: This metric tracks the number of people who visit an organization's website over a given period of time and, among other uses, can help organizations judge how effective their marketing efforts are in attracting consumers to their sites.

Second: Digital Marketing Requirements

Dave Chaffey believes that PEST (each letter represents a factor) is an abbreviated form that focuses on political, economic, social and technological factors. The longer form that focuses on legal issues such as privacy laws and distance selling, which are important in digital marketing, the most important of which are: (DAVE, CHAFFEY, 2022)
-Social factors: Express the cultural diversity among digital communities, which affects the use of the Internet and the services provided by institutions online. The impact of social exclusion is that some people in society are unable to access digital devices or platforms.
-Legal factors: Determine the ways in which products can be promoted and sold online and other digital means in legal ways and ethical guidelines that seek to protect individuals' rights to privacy and institutions' rights in digital transactions.
-Economic factors: Cause disparities in economic conditions and affect marketing opportunities, affect consumer spending and business performance and have significant impacts on digital marketing planning.
-Political factors. National governments and transnational organizations play an important role in determining and controlling the adoption of the Internet in the future and the rules that govern it.
-Technological factors: Changes in technology that impact marketing opportunities, create new opportunities for product development, and offer new ways to reach target markets through channel integration and the creation of new forms of access platforms and applications.

□ Digital Marketing Techniques:

Digital marketing is the backbone of the success of organizations by providing access to the mass market at an affordable price. Unlike TV or print advertising, it customizes each consumer's mix. Digital marketing also comes with many techniques, the most important of which are: (Digital, Workspace, 2019)

1.Social Media Marketing
A strong presence on social media platforms is the most important tool for digital marketing. There are many ways to enhance a brand's presence on social media. Examples include hiring social media influencers to promote brands on their social media accounts and brands that actively post and interact on their accounts to promote their image.

2.Search Engine Optimization
Search Engine Optimization, or SEO, is a digital marketing technique that involves generating more traffic to a website by ensuring that the website appears at the top of search engine results such as Google. This technique helps in marketing businesses by improving brand awareness.

3.Email Marketing
Emails are a great marketing technique to encourage customers to return to the brand and purchase new products. First, the company should get people to sign up for their email list after they make a purchase. Then, based on the knowledge they receive from the emails, these customers are more likely to come back.

4. Content Marketing
Content marketing is consistently creating valuable and relevant content on platforms. A brand can use content marketing as a tool to build better brand awareness by marketing itself as a company that is connected and relevant to the world. An example of this is how Nike consistently runs ad campaigns for up-and-coming athletes.

5. Video Marketing

Video marketing works well with content marketing and is also a popular technique in digital marketing due to the easy access to videos that technology provides. By creating high-quality commercials, companies can create a lasting brand image in the minds of their audience and prompt them to consider purchasing.

6. Online Advertising

Brands can market themselves more effectively by creating clickable ads to place on popular websites. An example of this is having ads for different companies appear alongside an article on a website like ESPN or CNN.

7.Affiliate Advertising

Affiliate advertising is when a brand pays for a valuable spokesperson with a large audience, usually a blogger or social media influencer, to post about their company so that the company can increase its exposure. A great example of this is when Kylie Jenner, who is in the top ten in total Instagram followers, posted about a brand called Fashion Nova. This post quickly increased Fashion Nova's sales due to the size of Jenner's audience and influence on Instagram.

8.Mass Personalization

Personalizing brand awareness and creating a unique style can make people think whether or not a company is successful. An example of this is the famous Nike swoosh logo, when people see it on a shoe or piece of clothing, it is instantly synonymous with the high quality that Nike prides itself on.

9.Create an App

Another popular digital marketing technique is to create an app. Creating an app for a brand can give viewers an easy-to-access means of communication, show where to buy, and get notifications of new products.
Domestic tourism: Domestic tourism is the tourist activity carried out by citizens of a country to its various cities that have tourist attractions or tourist landmarks worth visiting, meaning that tourism is an industry that is within the borders of the country and does not go beyond its scope, and its definition differs from one country to another. For example, America and Canada define domestic tourism according to the distance of the trip that the traveler travels. If it is more than 100 km from his place of residence, he is considered a domestic tourist. As for Bulgaria and Germany, they define the domestic tourist as a citizen who spends five days away from his place of residence. It is also defined as an internal tourist activity (within the same country), i.e. by residents of a certain country and travelers from their place of residence for the purpose of tourism, for a distance of at least eighty kilometers from their home or place of residence within the borders of the same country and for a period of not less than 24 hours and not exceeding the limits of the year with a return to the original place of residence. (Bouzian, Fatiha, 2023)

The importance of domestic tourism

The importance of domestic tourism is represented in a set of points, the most important of which can be mentioned as follows: (Turkiya, Najat Bin, December 2017)
It helps to exploit the current tourism establishment and increase tourism investments by exploiting the elements of tourism attraction;
➢ Activating various industries related to tourism in various sectors and helping them market their products, especially handicraft and traditional industries;
➢ Increasing the national income of the state to achieve economic recovery in tourist areas and provide job opportunities and reduce the unemployment crisis;
➢ Paying attention to domestic tourist areas and modernizing them to meet the increasing tourist movement by developing them in a way that is consistent with the needs and desires of tourists;
➢ Raising the level of cultural, intellectual and tourism awareness among citizens of tourist areas and introducing their customs and traditions;
➢ Achieving the link between domestic tourism and foreign tourism will lead to the development and growth of the internal areas.

Types of domestic tourism

The diversity of tourism components in Algeria has resulted in several types of domestic tourism, including the following: (Naseem, Jameel, 2018)
1- Coastal tourism (beach): It is considered the first in Algeria, and this is due to the coastal strip that Algeria has over a distance of 1200 km, where several tourist structures such as hotels, youth hostels, parks and gardens are found next to it, which are visited by tourists from different regions of Algeria, especially the plateaus and southern Algeria, and are active in the summer period from the beginning of June to August, represented by summer camps by the Directorate of Youth and Sports to take care of children of needy families, as well as family trips during the annual vacations of most employees. Among the most famous cities

visited by tourists are the west of the city of Algiers, such as Sidi Fredj and Tipaza, the eastern Algerian city, such as Jijel, Skikda and El Kala, and the western Algerian city, such as Andalusia in Oran. All this, and there remains a shortage in many tourist structures and insufficient accommodation capacity. This is what we notice in the high prices of renting houses or the cost of hotel apartments or the resort of some organizations to Exploitation of educational institutions.

2- Cultural tourism: It is all the movements of tourists motivated by culture, such as studying and movements to participate in cultural events and visit archaeological sites and monuments. The essence of tourist trips is to discover different cultures and enjoy various activities according to the customs and traditions of each region. It permeates the rest of the other types of domestic tourism, such as beach, sports and desert tourism, represented in parties and exhibitions that contribute to creating cultural tourism. It is not linked to a specific geographical region, but it is active in major cities due to the diversity and multiplicity of cultural and historical tourism components in them, with the presence of tangible and intangible cultural heritage, such as what is found in most major cities in Algeria, Oran and Constantine.

3-Mountain tourism: Algeria is rich in various tourist attractions in mountainous areas such as picturesque natural landscapes, caves and grottoes, but interest in this tourism remains weak or almost non-existent. This is due to the lack of interest of those responsible for the tourism sector in preparing these areas by providing security, opening paths and providing the necessary tourist services. This tourism has been limited to snow skiing in some areas such as Sharia in the city of Blida and Tikjda in the city of Bouira. The weakness of this tourism may be due to the climatic conditions represented by the lack of snow and its falling in a limited and short period of time. However, despite this, some activities for mountain tourism have been found in Algeria such as mountain climbing, hiking, mountain camps, etc., and in most cases we find some local tourists familiar with some global mountain ranges such as Peru, the Alps and the Himalayas, and they are ignorant of the mountain ranges in Algeria such as Ouarsenis, Aurora and Hoggar.

 4- Desert tourism: The Algerian desert represents about 80% of the total area, which is characterized by its beautiful golden sands, mountains, palm oases in the middle of the desert, and its lake surrounded by chains of sand dunes that tourists visit to enjoy these picturesque views, escape the noise of the city, and search for a quiet atmosphere for the purpose of entertaining themselves, having fun with adventures and driving in the heart of the desert in four-wheel drive vehicles, and hunting rare animals such as deer, wild rabbits, etc., and most of them are concentrated in southern Algeria, such as Wadi Souf, Wadi Mzab, Saoura, Ouargla, and Bechar. However, this tourism is dangerous due to the lack of a communication network, the distance from population centers, the lack of a road network, the difficulty of paths due to the sand, and the harshness of the climate due to the intense heat in the summer.

5- Thermal tourism (therapeutic): It is tourism related to physical and psychological treatment and other diseases and is practiced in order to relieve pain and aches and achieve healing. It uses baths and mineral springs through bathing or drinking. Mineral water plays a great importance in domestic tourism, as Algeria has 202 mineral baths whose physical and chemical components differ in their properties according to the minerals that have benefits for the human body. It is considered the most widespread due to the availability of mineral baths and the low costs of the baths in most Algerian cities, including the Bouhanifia bath in Mascara, the Rabbi bath in Saida, and the Shalala bath in Guelma.

 6- Business and conference tourism: This type has witnessed great development in many European countries such as France, Spain and Italy. By projecting this type of tourism on Algeria, it was previously almost non-existent due to the previous security conditions. Recently, after stability and the keenness of foreign diplomacy on Algeria's position in the world, it began to organize some national and international conferences and hold forums aimed at exchanging experiences and cultures by establishing a conference hall. For example, we mention the Abdel Latif Rahal Conference Palace in Algiers and the Mohamed Ben Ahmed Conference Center in Oran, in addition to the wide activity of political parties in holding semi-annual conferences in various Algerian cities, in addition to the conferences and seminars organized by the university by holding them in luxury hotels such as summer universities and scientific conferences.

7- Sports tourism: This type is considered a strong supporter of tourism activities because of their positive effects in achieving comfort and luxury for tourists. Algeria has sought to organize some events in various sports such as the Mediterranean Games and the Arab Games that were held in Algeria in 2023 in the city of Oran.

All of the above types require the tourist to move from his original place of residence to the destination to be visited, but the occurrence of the Covid-19 health crisis led to the prevention of the movement of tourists, which made travel agencies think of an alternative, so virtual tourism emerged through the use of artificial intelligence technologies, which is defined as "an activity to visit a site of interest via the Internet without personally traveling to these places, and it is navigation in the streets and areas of virtual reality environments, with the aim of physically moving to physical places and a time characterized by the moment without traveling there in the traditional way, through virtual tours that simulate the place, and usually consist of a series of video images, and other multimedia elements can also be used, such as sound effects, music, storytelling, and written texts. □ Components of domestic tourism

Algeria is rich in many diverse tourist components that contribute to activating domestic tourism, varying between natural components depending on the location it occupies or the area extending over different

borders, and others made by man, whether for rest, recreation or enjoyment, in addition to its rich historical and cultural components. The first section: Natural components

They are represented in many components found in nature, and they vary from the north of the country to its south and from its east to its west, so we can summarize them as follows: (Elias, Shahid, 2013)

1- Geographical location: It is considered among the most important natural components, considering that the geographical location has a major role in attracting tourists due to the ease of access to it and the low costs, especially transportation, and Algeria has a strategic location in the north of the African continent. It has borders overlooking the Mediterranean Sea and is surrounded by neighboring countries from all sides and is considered the gateway to Africa for the Western country, especially Europe. Therefore, it can be said that Algeria's location has given it good tourism components that must be exploited to develop tourism in general and domestic tourism in particular.

2-Climate: Natural factors affect tourism resources and tourist movement. Climate regions, depending on their diversity, make the region a tourist pole par excellence. The climate in Algeria is diverse due to the vast area, where three main climate zones appear with distinctive fingerprints represented in the northern region, the steppe and the southern region, each with its own characteristics and features and the difference in climate diversity throughout the seasons of the year.

3-Mountains: The difference in terrain contributes to creating picturesque views as a result of natural factors, such as mountains and what they contain of plants and animals, fresh air and sunlight in them brings a sense of comfort and enjoyment, especially the presence of some sports in them such as mountain climbing, skiing and hiking. There are many mountain ranges in Algeria, including the Tell Atlas and the Saharan Atlas. Among the most popular places for tourists in Algeria are the Djurdjura Mountains for snow skiing, and the Hoggar Mountains in the far south, such as the Askram region, to enjoy the picturesque views and watch the most beautiful sunrise and sunset in the world.

4- Desert areas: The desert areas in Algeria constitute a large part of the area of Algeria and are distributed over three main regions, represented firstly by the Saharan Atlas region, which is the region located between the Sahara Desert and the High Plateaus, and secondly the oases region of the northern Sahara, which contains palm oases, some lakes and valleys, and finally the Sahara Desert region, which is the largest area in these sections, and it is characterized by extreme heat and is called the Great South and is active only in the winter.

Among the most famous desert regions in Algeria are the Hoggar, Tassili and Mount Askram regions. All of these regions are located in the state of Tamanrasset, which is considered a pioneer in desert tourism due to its tourist attractions and the influx of many tourists and the organization of various trips to the depths of the desert in search of peace and comfort.

5-Seas: Algeria has a coastal strip of 1200 km2 that attracts many tourists, especially in the summer, to spend their holidays and relax, especially in the central and southern states, and to practice recreational activities such as swimming, fishing and water skiing. 6- Mineral springs: There have been many mineral springs in Algeria since ancient times, most of which have been used to create mineral baths that tourists visit for the purpose of therapeutic tourism, which have recently received great attention from the Ministry of Tourism in order to encourage domestic tourism, including Hammam Bouhanifia in the state of Mascara, Hammam Debagh in the state of Guelma, and Hammam Essalihin in the state of Biskra, in addition to the presence of water springs and natural springs that attract many tourists for the freshness of their water, such as the Jabbara spring, which is located in the Nador region near the port of Hamdania in the state of Tipaza. It is worth noting that there are other factors for tourist attraction, such as desert sands and wetlands that contain lakes, rivers, valleys, forest and pastoral areas, which are considered a source of tourist attraction for plants. Recently, it has been noted that the human element has been attacking the natural attractions to exploit them, such as buildings and industrial institutions, air pollution due to the negative effects of factories, and pollution of seas and valleys by sewage water.

The second section: Cultural and historical components

Algeria has been the site of many civilizations throughout time, each of which had its effects and violations to this day, such as the Phoenician civilization, and was subject to the rule of Carthage and then the Romans occupied it in 42 BC to witness the Islamic era after that, and in order to preserve and promote the historical and cultural heritage, the Algerian state sought to include it on the UNESCO World Heritage List, including the following: (Hiba, Lahmar, 2017)

1- Beni Hammad Castle: It is one of the sites that was built in 1007 AD by Hammad bin Bulkin, located northeast of the state of M'Sila at a distance of 36 km, and which contains many archaeological landmarks, the most important of which is the Grand Mosque and the prayer hall of the Manar Palace, which is considered the smallest mosque in the world, in addition to the palaces extending across the areas of the castle for distances exceeding 50 km, such as the Prince's Palace, which contains a lake similar to the Al-Ahmar Palace in Andalusia.

2- Djemila: It is currently located in the city of Setif, formerly known as the city of Stevis, and it is also the ancient Djemila Cuicul, 50 km away, with the most beautiful ancient monuments, founded by the Roman

Emperor Nerva in the years 96 AD and 98 AD, and then expanded in the second and fourth centuries according to a well-studied engineering plan consisting of baths, gardens and museums.

3- M'zab Valley: It was listed as a world heritage site by UNESCO in 1982. It is a limestone plateau located north of the Sahara, called the Land of the Network due to the presence of many valleys, the depth of which exceeds 100 meters, all of which run from the northwest to the southeast, ending in a lake surrounded by sand northwest of the city of Ouargla.

4- Timgad: It is located 36 km east of Batna State, which was built by the Romans in 100 AD, which was built for strategic purposes on an area of 11 hectares, and the Romans called it Tamugadi, and it has a beautiful design, and after that it witnessed a great urban development and expansion in which new residences appeared and various temples were built, and urban development reached its peak in the third century AD when a new facility was built in it such as the public library and the market and larger residences, with good luxury, and in the fifth century AD the Vandals occupied it for about a century and then the Byzantines occupied it.

5- The Kasbah: It is characterized by its narrow streets, many mosques, and its ancient castle that was built in the 16th century AD. It was registered as a UNESCO World Heritage Site in 1992 AD. Among its most famous landmarks are: the gardens, the astronomical observatory, the national museum, the National Library, and the University of Algiers, which was founded in 1909. Its luxurious houses feature an Arab-Islamic character. Among its most prominent mosques are the Grand Mosque and the Ketchaoua Mosque, which was built in the Turkish era in 1021 AD.

Section Three: Man-made elements

Man has contributed greatly to improving tourist facilities by preparing beaches and other natural and tourist areas, or paving roads to facilitate access to these places and comfort when visiting them. Perhaps the most important man-made elements are represented in the following:

1-Transportation: The world has recently witnessed a great development in means of communication, which contributed to the promotion of tourism activity as one of the most important sectors contributing to the development of the economy. Algeria, like other countries, has sought to advance the tourism sector by providing infrastructure and launching development projects in various programs. This is evident in the following: (Daif, Abdelghani, 2023)

1-1Road network: Land transport is the most widely used means in Algeria due to the large movement of the population and the widespread spread of trade exchanges between different regions of the country. Paving roads is necessary to facilitate the movement of travelers and the transport of goods. Algeria has a network of different roads, including national, state, and municipal roads, in addition to unclassified roads, with a length of 141 thousand km, of which 9000 km are expressways according to international standards. Algeria has the longest road network At the African level, the most important of which is the East-West Highway, which has contributed to increasing traffic and encouraging domestic tourism. Roads are considered the first national means of transportation in Algeria used in domestic tourism. Therefore, we notice the continuous efforts of the Algerian state in paving various roads across all parts of the country. The figure below shows the road network in Algeria.

1-2 Railway network: The railway is one of the most important transport infrastructures, as it is considered one of the oldest means with its many advantages, especially in terms of the number of passengers, the quantity of goods transported, and the low costs of transporting it. The railway network is estimated at 215 km, some of which have been electrified and equipped with fast trains that will connect different cities. These railways are operated by the National Railway Transport Company SNTF. In 2014, the length of the railways in Algeria reached 10,515 km, and some sections are still being completed to this day, as happened in 2022 with the launch of the Tissemsilt - Boughezoul - M'Sila railway line over a distance of 290 km, in addition to the revival of the Tissemsilt - Tiaret line due to its importance in the transport movement.

1-3 Tramway: In the context of improving transportation services, especially collective urban transportation, Algeria proposed in the five-year program 2010-2014 a plan to develop the sector in cities by establishing a tramway. The first experiment was in the capital Algiers in 2012, which included 16.2 km through 28 stations and will extend to 23 km and 38 stations, in addition to the Constantine tramway, for which technical tests were conducted in 2012, which is estimated to be 9 km and 10 stations. The Oran tramway is considered one of the longest in Algeria, extending over a distance of 48 km. After that, many cities were strengthened, such as Sidi Bel Abbes, Ouargla, Annaba, and Setif.

1-4 Air transport: The commercial air transport network connects Algeria with the rest of the world and is called the international network, and another one connects the airports of Algerian cities with each other and is called the internal network, which in turn contributes to activating domestic tourism and facilitating the movement of tourists. The length of the internal network is 14,000 km distributed over 36 Algerian states across three main axes:

-North-North axis, which is the network that connects the states located in the north of the country;

-North-South axis, which is the network that connects the northern states with the states of the High Plateaus and the south;

-South-South axis, which is the network that connects the states located in the south.

The following is the distribution of airports in Algeria according to regions
-The coastal region: Algiers-Oran-Tlemcen-Annaba-Bejaia-Jijel-Skikda-Chlef
-The interior region: Constantine-Setif-Mascara-Tebessa-Bantah-El Bayadh-Naama
-The desert region: Biskra-Touggourt-Oued Souf-Ouargla-Hassi Messaoud-Hassi R'mel-Ain Amenas-Ilizi-Djanet-El Menia-Timmoun-Adrar-Bechar-Tindouf-Ain Salah-Tamanrasset-Bordj Badji Mokhtar-El-Laghouat-Ain Guezzam

It is noted from the above that despite the presence of the highest population density in the coastal regions of the country, it has 8 airports and the desert region is the region with the least population density, but it has 20 airports. This is due to the fact that the desert region represents 89% of the area of Algeria with a large distance, which prompted the relevant authorities to establish these airports to facilitate the movement of tourists and stimulate domestic tourism.

2-Accommodation: The core service in hotel services is accommodation and accommodation for guests and ensuring comfort for the tourist as he takes it as his residence and is accompanied by complementary services such as food and entertainment aimed at satisfying their needs and desires and achieving their satisfaction in order to continue the activity and achieve the competitive advantage of the hotel product given that hotel services are characterized by fluctuation and instability and the demand for them is seasonal. (Bajawiya, Siham, 2022)

It plays an important role in the purchase decision for the tourist's behavior in choosing the tourist destination, and there are several hotels in Algeria that differ according to their classifications from one star to five stars and there are those that are not classified, as they provide high-quality services. Algeria includes, according to the latest statistics of the Ministry of Tourism and Traditional Industry, 1576 accommodation establishments with a capacity of 145526 beds.

3- Legal and regulatory components: All the previous components, whether natural, historical, archaeological, in addition to material, had to be subject to laws and regulations to control them, and this is what the state has strived for, which is represented in a set of decrees and plans aimed at promoting the tourism sector and focusing on domestic tourism due to its importance in contributing to the local product and its positive effects on the lifestyle of Algerian tourists. Several bodies have been established to organize this sector, the most prominent of which are the following: (Nawal, Khantar; Allah, Qalsh Abdul, 2019)

-Establishment of the Ministry of Tourism and Traditional Industries by Decree No. 474-63 dated December 20, 1963;
-The National Tourism Office by Decree 88-214 dated October 31, 1988;
-The National Tourism Development Corporation, which was established by Executive Decree No. 98-70 dated February 21, 1988;
-The National Committee for the Facilitation of Tourism Activities, established by Executive Decree No. 94-39 of February 25, 1994;
-The Sustainable Development of Tourism Law issued under No. 03-01 of February 17, 2003, which aims to improve the work environment that helps promote the tourism sector by encouraging investment in the development of hotel establishments, protecting the environment, improving the standard of living and working to make Algeria a tourist destination;
-Law No. 03-03 relating to tourist expansion areas and tourist sites of February 17, 2003;
-The economic and financial measures summarized in the SDAT2030 tourism development master plan, which sets out a strategy aimed at developing the tourism sector.

The plan is considered the strategic reference framework for tourism policy in Algeria and is the document through which the state announces to all institutions active in the tourism sector all proposed procedures and measures and future prospects up to 2030. It translates the state's will to advance the sector by exploiting all existing natural, cultural and historical components while monitoring all available capabilities to contribute to the national income and become an alternative to hydrocarbons, by integrating them with other sectors such as public works, agriculture, culture, etc., in order to achieve sustainable development and preserve the components and improve Algeria's image and make it a destination for tourists. From what has been presented of the components, it can be said that Algeria has several diverse components, including natural, historical and archaeological, in addition to other material components that the state has sought to build in order to create tourist attractions and has enacted legislation and laws that make it distinct from other countries. This is clearly evident in the framework of the SDAT2030 tourism development master plan, which was supposed to be a tourist destination par excellence.

The relationship between digital marketing and domestic tourism

Digital marketing has become an essential part of the domestic tourism sector, as it contributes significantly to enhancing communication between local tourist destinations and their target audience. Through social media platforms, websites, and digital advertisements, travelers can view local tourism offerings, such as hotels, restaurants, and cultural activities, which enhances their chances of discovering domestic tourist destinations. Moreover, digital technologies such as search engine optimization (SEO) and paid advertising

allow reaching the right audience at the right time. This helps attract local tourists who may not have prior knowledge of the offerings available in their country.

Also, online user experiences can play a crucial role in attracting tourists, through reviews and recommendations on platforms such as "TripAdvisor" or social media. These digital interactions not only contribute to spreading awareness but also create a sense of trust among consumers. Overall, digital marketing is an effective tool for increasing local tourism awareness and promoting domestic tourism activity by providing personalized and easy-to-access experiences.

In Algeria, hotels can effectively implement digital marketing strategies to stimulate domestic tourism and attract local visitors. Here are some ways hotels can achieve this goal:

1. Create and update websites

Hotels should have a sophisticated website that allows users to easily explore offers and services. The website usually includes detailed information about rooms, prices, facilities, and booking options. Through search engine optimization (SEO), the hotel can ensure that its website appears in local search results when tourists search for places to stay in Algeria.

2.Social media marketing

Social media such as Facebook, Instagram, and Twitter are powerful platforms for engaging with local tourists. Hotels can post stunning photos and videos of rooms, facilities, and surrounding landscapes, which encourages visitors to visit the place. In addition, hotels can use paid advertising on these platforms to reach a larger audience, whether by targeting a specific audience in a specific area or targeting travel enthusiasts in general.

3.Use local influencers

Collaborating with local influencers who have followers interested in domestic tourism can have a significant impact. These influencers can share their experiences at the hotel, which helps build trust among the local audience and encourages them to visit the hotel.

4. Online promotions and discounts

Hotels can offer exclusive online offers, such as special discounts for bookings via the website or through local travel apps. Seasonal offers can also be created related to local events or public holidays, encouraging local tourists to spend their vacation in Algeria instead of traveling to foreign destinations.

5.Online customer engagement

Responding effectively and quickly to customer inquiries via booking sites or social media contributes to creating a positive image of the hotel. Hotels can also collect ratings and reviews from previous visitors, and publish these reviews on their digital platforms to increase their credibility.

6.Leveraging virtual reality (VR) technologies

Some hotels in Algeria can leverage VR technologies to provide virtual tours of the facilities and services offered by the hotel. This may be an additional incentive for domestic tourists who prefer to see details before making a booking decision.

7. Email marketing

Hotels can collect their customer data and direct email campaigns containing special offers, hotel news, and local events that may interest tourists. Email is a direct and effective way to reach an audience that follows them on a regular basis.

8. Sharing cultural and local content

Publishing content that reflects the local culture and activities available in the area surrounding the hotel can be a motivation for tourists to choose this hotel. For example, the hotel can promote cultural or natural events that take place in the city or surrounding area, such as festivals or tours.

By using these strategies and others, hotels in Algeria can stimulate domestic tourism and increase the occupancy rate of rooms by local tourists.

The practical aspect:

-The reality of the development of the tourism and hotel market in Algeria
The tourism sector in any region is based on a number of components and pillars, including the availability of facilities and tourist establishments that provide the services that tourists need during their trips. Perhaps the most prominent and important of these establishments is the hotel sector, as defined by Al-Jazeera newspaper: as "a hotel system in general in most countries of the world as the activity that is related to the accommodation, housing and food of hotel guests from visitors, residents and citizens, regardless of the means of this accommodation or food from hotels, tourist villages, furnished apartments or camps".

Al Jazeera newspaper showed that the hotel sector has a great impact on the field of tourism and its impact is great on all other sectors in positive or negative ways. The hotel sector is considered a system that exists in itself in all countries of the world and it carries out the procedures of accommodation, food and additional services to distinguish it from other hotels. (Kahli, Yassin, 2024)

-Hotel development in Algeria

The hotel market includes both hotels and professionally managed guest houses, where these accommodations can be booked directly through the website of the service providers or through a tour operator or travel agency or by phone. In addition, the key performance indicators of the hotel market are revenues, average revenue per user (ARPU), users and user penetration rates. In addition, the shares of online sales channels are displayed and distributed across them. ARPU refers to the average revenue generated by one user annually, while revenue represents the total booking volume, which is generated through online and offline sales channels and includes exclusively B2C revenues. Users represent the total number of guests, and each user is counted only once a year. For example, popular service providers are Hotels.com, trivago and Booking.com.

The slow pace of investments in this field and the obstacles facing their owners remain a stumbling block that has prevented the sector from establishing new hotels and tourist facilities, not to mention the infrastructure, transportation facilities, banking services, and the promotion of this vital sector that is still sleeping on millions of dollars, according to observers. Observers in the field of tourism have called for the need to upgrade the level of tourism services in Algeria and prepare the infrastructure and expand its services, such as hotels and tourist resorts in its various mountainous, thermal and desert poles, and prepare for competition at the external level, in addition to encouraging investment and involving the private sector in this process to strengthen the hotel park, which currently has 1,500 hotels, and 36 will enter service according to the latest statement of the Minister of Tourism, not to mention involving all sectors and actors to promote the latter, all of which are factors that may contribute to giving a true image of the country. (Afnini, Tawfiq, 2022)

Algeria ranked seventh among the best African countries in terms of having the largest number of hotel rooms, and according to the report presented by the American group specialized in the tourism and hotel sector, it confirmed that Algeria has developed in recent years to the point that it has increased the number of hotel rooms, and therefore the following measures must be taken: (Mkedash, Iman, 2023)

-Mobilizing the necessary investments to upgrade hotel units

This agreement, signed by the CEO of the Tourism, Hotel and Mineral Baths Complex, Mohamed Anwar bin Abdul Wahid, and the Chairman of the Board of Directors of the Qatari company "Retaj", Sheikh Nayef bin Eid Al Thani, under the supervision of the Minister of Tourism and Traditional Industry, Yassin Hamadi, stipulates "mobilizing the necessary investments to upgrade hotel units, in line with international standards and raising the quality of services in this field".

-The Qatari company "Retaj" for hotels and hospitality is considered to be used within the framework of this agreement to support the hotels affiliated with the complex, which number 73 hotels nationwide, in the field of management, rehabilitation and improvement of services to attract tourists.

-Hotel management in Algeria is an important and inevitable matter

Today we live in the age of information and advanced technology and the distinctive methods it has produced in the field of hotel marketing. Accordingly, the Internet has become one of the most important basic keys in the hotel marketing process for any country, and the process of communication and interaction between the guest and the hotel has become easier, which has prompted many hotels to create specialized websites for them on the Internet. Accordingly, the role of public relations in the hotel field is considered one of the prominent elements of hotel marketing through the distinguished marketing of the hotel wishing to attract new guests. On the other hand, local and international tourism and hotel exhibitions play a prominent role in the process of promoting the hotel product.

-Number of visitors to Algeria in 2023

The Minister of Tourism and Traditional Industry (Mokhtar Didouche) revealed that the number of foreign tourists until August 2023 reached 1.5 million foreign tourists, including 26 thousand tourists in the south only.

The minister stated, while supervising the opening of the activities of a national evaluation meeting on the results of the summer season and desert tourism at the Mamazafran Hotel in Zeralda with the participation of sector executives, that Algeria seeks to promote the sector, noting the recording of positive indicators that confirm the gradual development of the sector according to the program outlined by the government. He added that from January to August 2023, the entry of 2.3 million tourists was recorded, including 1.5 million foreign tourists, noting that 26 thousand tourists were recorded in the south only. He indicated that direct air routes were opened to the south, from Paris to the south, and during the next season, other flights from several countries to the south will be strengthened. The Minister also stressed that the number of tourist facilities and structures has doubled, but it requires strengthening and diversifying the current stock. A tourist real estate portfolio has been created, 249 tourist expansion areas, in addition to recording the start of

the implementation of 734 projects with a capacity of more than 90 thousand beds, which will create approximately 40 thousand direct jobs.

On the other hand, the summer season is considered, the Minister said, to have achieved a revenue figure of 33 billion dinars, indicating the influx of more than 140 million vacationers to the beaches.

Conclusion

Finally, through this study, we tried to identify the impact of digital marketing in improving domestic tourism in Algeria. It became clear that it has a strong impact through Algerian hotels providing the best promotional offers for tourist destinations that have natural, historical, archaeological and other man-made tourist attractions that combine to display them in the form of services that meet the needs and desires of the tourist. The impact of digital technologies on domestic tourism varied, as we find social media and the website at the forefront of these technologies due to their direct contact with tourists by providing sufficient information and detailed explanations in order to convince them. In addition, the role of other technologies cannot be ignored, the degree of their impact varies and the places of their use differ. The successful hotel is the one that chooses the most appropriate of these technologies according to the nature of its offered services and its available capabilities to achieve the set goals at the lowest possible costs.

Study results:

-Digital marketing helped hotels identify and market their services, and this is a result of considering traditional marketing as a support for digital marketing, which helped hotels provide their services in a distinctive way;

-Algeria is one of the countries that faced challenges and difficulties to reach these levels of technological progress, especially in the field of digital marketing, which gave a boost to Algerian hotels to promote domestic tourism;

-Digital marketing is considered a complement to traditional marketing, in addition to some new features, including digital means, including the Internet, which helped to display services and the possibility of accessing them at any time and in any place;

-Algerian hotels have achieved great progress in the field of digital marketing through their use of information and communication technology in various businesses and private marketing activities, due to the adoption of the correct concept and good understanding of the basics of digital marketing;

-For digital marketing to succeed, all its requirements must be provided, the most important of which are the electronic requirements that help to implement it and the human element that manages the website well, considering that the effectiveness of the site contributes greatly to the success of the marketing process and also knowing the needs and desires of consumers;

-The study confirmed that Algerian hotels are multiple and different, such that each hotel uses a special marketing strategy based on a set of internal and external factors and decisions taken that control maintaining its position.

Study recommendations:

-Algerian hotels should provide services as stated on the website to increase consumer confidence in the group of electronic transactions;

-Increase the great interest of Algerian hotels in developing and training employees on how to use modern electronic means and this should be done continuously and flexibly according to the changes that occur;

-The need for Algerian hotels to be aware of all modern and new areas in information and communication technology within digital marketing to enable them to enter new markets;

-Participation of Algerian hotels in the largest platforms in the world, which allows them to compete globally and define the level of the tourism and hotel sector in Algeria.

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