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MASTER THESIS THEME

**The impact of social media marketing on
tourism destination branding in Algeria**

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DEDICATION

This work is passionately devoted to my beloved parents, who have been my biggest supporters since the day I was born and always gave me strength when I thought of giving up, who continually provide their moral, spiritual, emotional, and financial support.

To our brothers, sisters, relatives, mentor, friends, and classmates who shared their words of advice and encouragement to finish this thesis.

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List of Tables:

Table I.1: Top Priorities for Businesses Using Social Media Marketing	20
Table II.1: the top 10 most valuable brands	26
Table II.2: Marketing Advantages of Strong Brands	29

List of figures:

Figure III.1: respondent's age.....	42
Figure III.2: respondent's gender	43
Figure III.3: respondent's occupation.....	44
Figure III.4: respondent's time spent online.....	45
Figure III.5: respondent time spent in social media.....	46
Figure III.6: respondent type as a social media user.....	47
Figure III.7: respondent traveling times	48
Figure III.8: Respondent's last destination in the last five years.....	49
Figure III.9: respondent's traveling purposes	50
Figure III.10: respondent's thoughts about travel information in social media.....	51
Figure III.11: importance of social media platforms to our respondents.....	52
Figure III.12: Do the respondents expect to use the social media platforms for travel plans?.....	53
Figure III.13: respondent's times spent on social media when planning a trip	54
Figure III.14: respondent's goals from the use of social media while planning for a trip.....	55
Figure III.15: respondent's opinions on the reliability of the mentioned platforms	56
Figure III.16: respondent's opinions on the functionalities of the mentioned operations	57
Figure III.17: respondent's willingness to visit his last destination once again	58

Contents

General introduction	1
Literature review	3
Social media in the tourism industry:	3
Chapter 1: Social Media marketing	7
1.1. Social Media	9
1.2. Social media platforms	11
1.2.1.Social Networks	12
1.2.1.1.Facebook	13
1.2.1.2. YouTube	16
1.2.1.3.Whatsapp	17
1.2.1.4.Instagram	18
1.3.Defining social media marketing	19
Chapter 2: Tourism Destination Branding	23
2.1.Brand and branding	24
2.2. Brand equity	27
2.2.1.Creation of Brand Equity for a Destination Brand:	29
2.3. Brand Identity	31
2.3.1.Brand image & Brand identity:	33
2.4.Customer-based brand equity	34
2.4.1.Marketing communications in building brand equity	36
2.5.Destination branding	37
Chapter 3: Empirical study	40
3.1.presentation of the qualitative research	40
3.1.1.Research objectives:	40
3.1.2.The followed methodology:	40
3.1.3.Data collection:	40
3.1.4.Used tools:	41
3.2.Survey results and analysis	42
3.2.1.Summary of the survey:	59
3.3.Conclusion	60
General conclusion	61

General introduction

The internet has turned the meaning of life upside down. It has reformed the way we communicate, interact and deal with each other to a point where every single thing that we do is done by the use of this network, we order food online, we shop online, we work online & the list is way too long to be fully mentioned. The Internet itself has undergone earth-shaking changes. In its early days, still relatively new from a historical point of view, it was a static network designed to transmit a small number of bytes or short messages between two terminals; it was an information library with only Published and maintained by expert coders. However, today, a lot of information is uploaded and downloaded through this electronic behemoth, and the content is almost our own. Now we are all commentators, publishers and creators.

We should spot the lights on the fact that social media websites are one of the most used platforms in the internet, they even became one of the most necessary things that each one of us needs to check & spent at least an hour per day in these platforms, & in just over a decade, the influence of social media has changed from entertaining additional content to a complete integration of almost all aspects of many people's daily lives, & than also business started to show up within these platforms where companies considered launching their own pages & groups in order to get closer and build heavy strong relationships with their clients, even much more than that, people adapted the idea of selling products/services using pages & groups in Facebook...etc.

This huge social media evolution that history have witnessed impacted the different industries around the world, industries such as the tourism industry, and that lead up to the implications of tourism destination branding in social media platforms (the use of social media marketing in tourism destination branding). It turned out that people use social media platforms to seek for information (prices, offers, travel promotions, tourists' reviews...etc.) & they even consider collecting information from these platforms as an essential first step to guarantee a good travel experience based on different people reviews & feedbacks.

The given study in our thesis focuses in understanding the impact of social media marketing for tourism destination branding in Algeria. The use of the social media platforms in the preparation for a certain travel from the Algerian tourists' point of view, which lead us to ask:

What is the impact of social media marketing on the tourism destination branding in Algeria?

Hypothesis:

- Using a specific social media platform can be more efficient

The questionnaire is the major research method, selected for gathering associate information. Different author point of views, literature, and other valid sources such as articles & books complement the chosen research method.

The analysis shows the advantages and disadvantages of social media marketing in the tourism destination branding. Through our research, we have highlighted some important issues and put forward some ideas and strategies on how to strengthen and improve this situation.

In the first chapter we will try to identify the meaning behind social media & it different platforms, also getting to know more about social media marketing.

The second chapter focuses on the tourism destination branding, starting by understanding the meaning behind brand & branding, brand equity and brand identity according to previous studies and various books, than we jumped straight to customer-based brand equity & we concluded the chapter by understanding the destination branding.

Literature review

Social media in the tourism industry:

According to Kietzmann, Hermkens, McCarthy, and Silvestre (2011), Social media uses mobile and web-based different technologies to create a highly interactive platform through it, individuals and communities share, co-create, discuss and modify user-generated content. Based on the huge exposure of social media in today's mass media, it seems that we are heading to a brand new exchange landscape, meanwhile Jussila, Kärkkäinen, and Aramo-Immonen (2014) stated that social media is certainly not a unified, well-defined set of approaches, therefore which should be kept in mind when studying the use and potential of social media in specific environments, from a technical point of view, the platform differs from one to another, correspondingly, the usage rules and functions are also different (For example, Twitter tweets/posts cannot exceed 140 characters). In turn, people use these in different ways Platform and/or related applications (e.g. bloggers tend to Publish at most once a day, and their posts are often at most one page length).

Ravindran, Nagamalar, and Rani (2018) highlighted the relation between social media platforms & tourism industry mentioning that social media platforms are mainly affecting the way travelers and tourists are reading, checking & collecting travel information.

Madondo (2016) have highlighted the main role of social media in promoting & attracting in the South Africa tourism industry, their final results proved that the most used platforms are Whatsapp & Facebook.

Amaro, Duarte, and Henriques (2016) in their research believe that the traveler's perception regarding travelers' use of social media are based on demographics and other travel-related characteristics.

Gordhamer (2009) states that tourism services promotion and advertising through social media marketing is completely different than traditional methods of marketing. Therefore it requires different plans and strategies in order to achieve branding, to influence and produce business through social media marketing.

Qian, Hu, and Zhang (2015) stated that in China very few studies were conducted in this area. The research spot the lights on the relevance of social media in the search behavior online. Suitable suggestions were delivered on how to use personalized search results for the online

tourists, and how to practice the advantages of social media and how to improve the tourism enterprises market competitiveness in the future network era.

“While the Internet and World Wide Web have always been used to facilitate social interaction, the emergence and rapid diffusion of Web 2.0 functionalities during the first decade of the new millennium enabled an evolutionary leap forward in the social component of web use. This and falling costs for online data storage made it sensible for the first time to offer masses of Internet users access to an array of user-centric spaces they could populate with user – generated content, along with a correspondingly diverse set of opportunities for linking these spaces together to form virtual social networks.” (Obar, Wildman, Wildman, & policy, 2015).

SyharizadBinti et.al (2016) discussed the influence of social media as a marketing tool among the Enterprises (SMEs) and it was conducted in Malaysia.

According to Prideaux and Pabel (2018), the slightest number of research studies that were previously conducted about the practice of social media strategies. The researchers have found that people are using social media in order to purchase evaluations and decisions.

K. K. P. Kotler and Manceau (2012) defined marketing only on three words “meeting needs profitably”, if we focus only on making profits and ignore our customer needs than our marketing strategies will fail and the same scenario will happen if we ignore the profit factor ...etc. & that is why Kotler defined marketing by “meeting needs profitably”.

It is known that the marketing mix tool is used for achieving the company’s marketing underlined goals, we are talking about the basic four P’s (place, product, price & promotion) but when it is about tourism industry, these four P’s are extended into eight P’s which are the following:

- Product: the product is the set of services & different features offered to the tourist.
- Price: the well-studied price needs to be reasonable & matching the service quality. However, the good price can be considered as an attractiveness tool to the service.
- Promotion: the promotion details must be brief and clear to the eyes of the targeted clients (tourists) & it should contain the product specifics & the price, a successful marketing strategy depends on the content quality and the communication methods.

- Place: the place is the location where the customer buys the offered services, the promotion is used to encourage the client to approach the location and complete the purchasing process.
- People: the people here are the ones who provide the services (the operators) & they must be the key of a successful transaction, they also need to encourage the clients to come back and purchase our services as many times as they can.
- Partnership: a certain partnership between businesses in a destination can be useful in order to reduce the costs.
- Packaging: we are not talking about a physical form of packaging that will surround the product because the case is different when it is about tourism, instead the packaging here refers to the collection of accompanied services with the main service, these extra services must satisfy the tourist needs & make him consider approaching the same agency in the future.
- Programming: in order to distinguish the product from competitor's products an exclusive programming that will meet the tourists' needs must be offered.

*CHAPTER ONE: SOCIAL MEDIA
MARKETING*

Chapter 1: Social Media marketing

Introduction

The world is changing; technology is omnipresent and it affects society with every rapid change it experiences. A couple of decades ago, television were the most exciting technological development and it transformed society in an unprecedented way. Today, we are witnessing a similar transformation through the Internet and the boom in social media (Heggde & Shainesh, 2018).

The Internet has shifted from a static tool for digital publishing (a single communication tool) to an entirely interactive platform for collaboration (a tool to support multiple communication) (Kirářová, Pavlířeka, & Sciences, 2015).

To some extent, consumers have greatly increased their purchasing power due to the disconnection of the Internet. They can compare product prices and features from home, office or mobile phones, and order products online 24 hours a day, 7 days a week, anywhere in the world, thereby bypassing limited local product sales and achieving considerable price savings. Even corporate buyers can conduct upside-down auctions, where sellers compete for their own business. They can easily join other groups to aggregate their purchases and get larger quantities (K. K. P. Kotler & Manceau, 2012).

According to Krishnamurthy S (2006) as cited in (Piñeiro-Otero & Martínez-Rolán, 2016), the boom in the Internet for organizations and the daily lives of different audiences has led to a profound change in marketing, its tools and strategies. The popularity of the Internet and the democratization of certain information and communication technologies promoted the creation of the World Wide Web where information flows continuously. In this social digital relationship network, any user or node can become a content producer.

With the growth and nearly universal availability of high bandwidth, broadband Internet connectivity and other growing technological and communications infrastructures, all individuals today are empowered to put their message out to a larger audience. In fact, people can create their own media channels instead of relying on traditional media such as newspapers, radio and television to convey their message. They have the capacity to take control of the whole production and broadcasting process. Over the years, we have witnessed the rise of bloggers, 'Twitterati' and other social influencers that have emerged as full-fledged celebrities. YouTube made this abundantly clear. Creating and running your own YouTube channel is very

easy, as evidenced by the presence on YouTube of celebrities, athletes and religious leaders (Heggde & Shainesh, 2018).

Social media has become the defining trend over the past decade and continues to reshape communication and interactions among individuals, communities, government and businesses. Researchers and marketers are grappling with the profound impact of the rapidly evolving social media on viral user-generated content, its impact on shaping consumer perceptions and the constantly changing landscape for developing business cases to proactively engage with stakeholders. There are more and more opportunities to listen to customers on company-managed channels and third-party review sites including digital media spaces (including social media pages), and with it comes the challenge of responding to these conversations in real time. This requires major changes in how marketing functions interact with customers and how they interact (Heggde & Shainesh, 2018).

Kang, Kim S, Schuckert M, Im HH, et al, Xiang and Gretzel studies as mentioned in (Basit, Nurlukman, & Kosasih, 2020) states that Internet and social media platforms are the main information channels used by potential tourists today and have become one of the main sources of information about online travel.

The impact of social media tools & websites is growing faster day by day, the world is no longer a huge planet where some people cannot hear or talk to strangers from different countries, Almost the quarter of the world's population today is on Facebook, twitter & Instagram ...etc. According to Statista.com, The global number of Facebook users in the whole world is 1.69 billion user and it keeps growing so fast, people spend most of their daily times on these websites feeds, trying to keep up with everything that is happening everywhere & anytime.

1.1. Social Media

Graham (2005) states that social media is all about engaging, creating and sharing content. Kaplan and Haenlein (2010) recognize the accompanying social media: websites, content communities, long-range interpersonal communication destinations, virtual game universes, and virtual social universes. The Firm of Public Relations and Marketing study as cited in (Kiráľová et al., 2015) found that social media additionally encompass forums, ratings, reviews, social networking sites, micro-blogging sites, pod-casts and video-casts and image sharing web sites. Social media is a bunch of “likes,” tweets, shares, posts and content (Bullas, 2014). Its use is no longer constrained to youth. Rather, it is well known and embedded in each and every corner of the web (Heggde & Shainesh, 2018). According to Yadav & Arora (2012), social media created a fantastic opportunity to improve and hold relationships with busy customers (Kiráľová et al., 2015).

Social media are a potential for consumers to share text, images, audio, and video statistics with each other and with agencies and vice versa. Social media enable marketers to establish a public voice and presence on the Web and support different conversation activities. Because of their everyday immediacy, they can additionally motivate companies to stay progressive and relevant. Social media permit customers to become engaged with a company at possibly a deeper and broader stage than ever before. Marketers should do the entirety they can to encourage willing customers to interact productively. However, as beneficial as they can also be, social media can in no way turn out to be the sole source of advertising communications (K. P. Kotler & Manceau, 2012).

Social media permit people to attain status through sharing their experiences. When a consumer shares this content on their personal or friends’ social media accounts (e.g., microblogs and social networks), they are doing so due to the fact of their personal motives (e.g., a wish to be appreciated and accepted of by society, socialization, self-expression) associated to their or others’ private social media channels (Dedeoğlu, van Niekerk, Küçükergin, De Martino, & Okumuş, 2020).

In fact, Social media websites has changed the way we are interacting and communicating nowadays, the way we search for information and trade them. Today we are in a world where one in four humans cannot spend a day without checking on social media channels, therefore the importance of social media in our lives cannot be neglected. According to Zeng (2013), Social media as one of the most powerful online networking equipment has been integrated into

a section of social and economic life in the real world. One of the essential adjustments brought about by social media is the transformation of customers from passive receivers and customers to active contributors and co-creators of information, offerings and value (Hostinsky, 2019).

According to Egger et al study as cited in (Hostinsky, 2019), the upward push of crowdsourcing and collaborative commerce (or the so-called sharing economy) are solely some examples of customers empowerment in the social media generation.

We should also mention that social media includes additionally all sorts of social networking channels, blogs, wikis, and forums, which are placed on some social media platforms. People around the world can share their experiences and it would possibly affect other people to visit the country that ought to be viewed on some social platforms (Hostinsky, 2019).

In the last years, social media performance was generally integrated into mobile applications. It is no longer the special feature of the internet anymore; Smartphones are turning into the most essential social media devices (Királ'ová et al., 2015).

According to Cooke & Buckley, Warr (2008) as mentioned in (Jussila, Kärkkäinen, & Aramo-Immonen, 2014), Social media are far from a coherent and well-defined collection of methods, and this should be kept in mind when researching the use and potential of social media in specific contexts, such as the one we investigated. From a technological standpoint, channels differ, as do the laws of use and accessibility (for example, Twitter tweets/posts are limited to 140 characters). As a result, there is diversity in how people use these sites and/or related applications (for example, bloggers appear to post once a day at most, and their posts are typically one page long). There are several different types of generic social media applications that can be found. Wikis (e.g., Wikipedia), blogs (e.g., business newsrooms), microblogs (e.g., Twitter and Yammer), social networking platforms (e.g., LinkedIn and Facebook), social content communities (e.g., YouTube, SlideShare, and Flickr), intermediaries (e.g., InnoCentive), and virtual social environments are only a few examples (e.g., Second Life).

Social media sites such as blogs, Twitter, and Facebook make it almost effortless for people to share their ideas. Companies to create and distribute content to a potential audience of tens of millions and it is less expensive and simpler than large-scale printing, advertising, or marketing. Customer service has always been a priority. However, it is not easy. Today, it takes strategists, authors, group administrators, web designers, software creators, and customer service representatives to successfully leverage social media. In addition, before you factor in funds for

brand tracking and marketing services, publishing and marketing apps, buzz-building rewards and contests, or paying social media ads, it all adds up (Funk, 2014).

According to Carr and Hayes (2015), social media can be defined as the following “Social media are Internet-based channels that allow users to opportunistically interact and selectively self-present, either in real-time or asynchronously, with both broad and narrow audiences who derive value from user-generated content and the perception of interaction with others.”

Based on the previous definitions, we can see that due to the popularity rise in social media platforms, it was just a matter of time before companies and executives noticed the availability of opportunities & the necessity of involving the business plans & strategies within the social media platforms.

Today the potential customers are most likely to be attracted for a certain product or a service via the online publicities such as Facebook Ads, Instagram Ads ...Etc. Therefore, every single firm should consider social media marketing as a necessary strategy to be used in order to achieve the defined goals & make a noticeable profit in a short time.

1.2. Social media platforms

According to Boyd & Ellison (2007) as mentioned in (LABBAIKA, 2015), Social media platform was first of all determined in 1997 when SixDegrees.com was once launched. As the first era of social media, there had been many shortcomings that made many systems in this generation instead short-lived. The second generation commenced with the success of Friendster in 2002 however ended rapidly after it failed to anticipate excessive visitors with excessive technological growth. The final generation or the latest social media wave has effectively advanced online communities in a massive way due to the fact that it contributes to the start of several social networking sites.

Nowadays, the buzz phrases such as Google, Facebook, video-sharing internet site YouTube, and so forth end up so famous to the web customers which pressure the online advertising and marketing researchers to take an in-depth assessment on it (Nguyen & Wang, 2011).

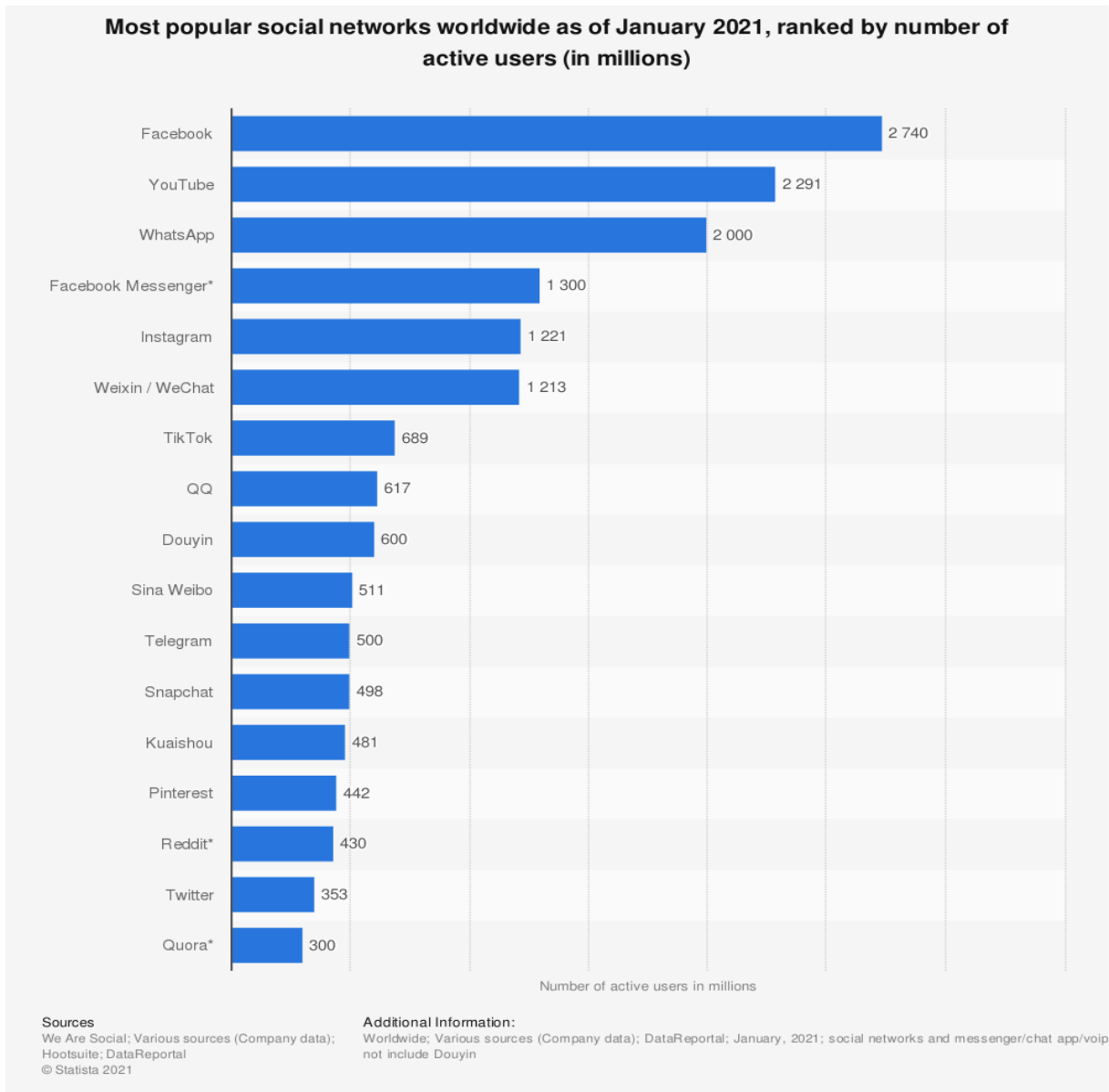
(K. K. P. Kotler & Manceau, 2012) says in his book that there is three main types of social media platforms, starting by online communities and forums, they are everywhere Shape and size. Consumers or a group of consumers without advertising Interest or company affiliation creates many. Sponsored by other companies sponsored by its members Communicate with the company and each other through publishing, instant messaging and chat Discussions about

special interests related to the company's products and brands. These online Communities and forums can be valuable resources for the company and provide multiple functions by collecting and communicating key information. The second type is blogs, magazines or online newspapers that are regularly updated have become an important outlet for word of mouth. There are millions and they vary widely, some personal to close. Friends and family, others designed to reach and influence a large audience. An obvious attraction of Blogging is bringing people with common interests together. Blog networks like Gawker Media offer marketers a portfolio of options. Finally, he emphasizes on the social network sites (SNSs) due to its importance in both business-to-consumer and business-to-business marketing.

1.2.1.Social Networks

In a few years, social networking sites have greatly changed human communication, habits, lifestyle and life itself (Sotnikova, 2016). Boyd and Ellison (2010) states that Social Network Sites (SNSs) are web sites that enable subscribers and users to connect and interact with different people. The beginning point is the creation of a public or semipublic profile accompanied by an invitation to different members to share profiles (becoming friends), therefore being mechanically brought to the list of contacts. This creates a group of people who share data and content material (text, photos, videos, etc.). Social network websites can connect human beings with friends for entertainment purposes (i.e., Facebook or Instagram) or for professional motives (i.e., LinkedIn). Many organizations in more than a few business area are already using social networks to improve their communication strategies. In some cases, the intention is additionally that of transforming social networks into distribution channels attempting to "call to action" customers. An instance in the hospitality industry is the "book now" feature in the Facebook web page that is linked at once with the reserving engine of the hotel (Minazzi, 2015).

Figure I.1: Most popular social networks worldwide as of January 2021



Source: (statista.com, 2021)

As shown in (**figure1**) titled by “Most popular social networks worldwide as of January 2021, ranked by number of active users (in millions)”, Facebook, YouTube, Whatsapp and Instagram are the most used social media platforms in the whole world.

1.2.1.1.Facebook

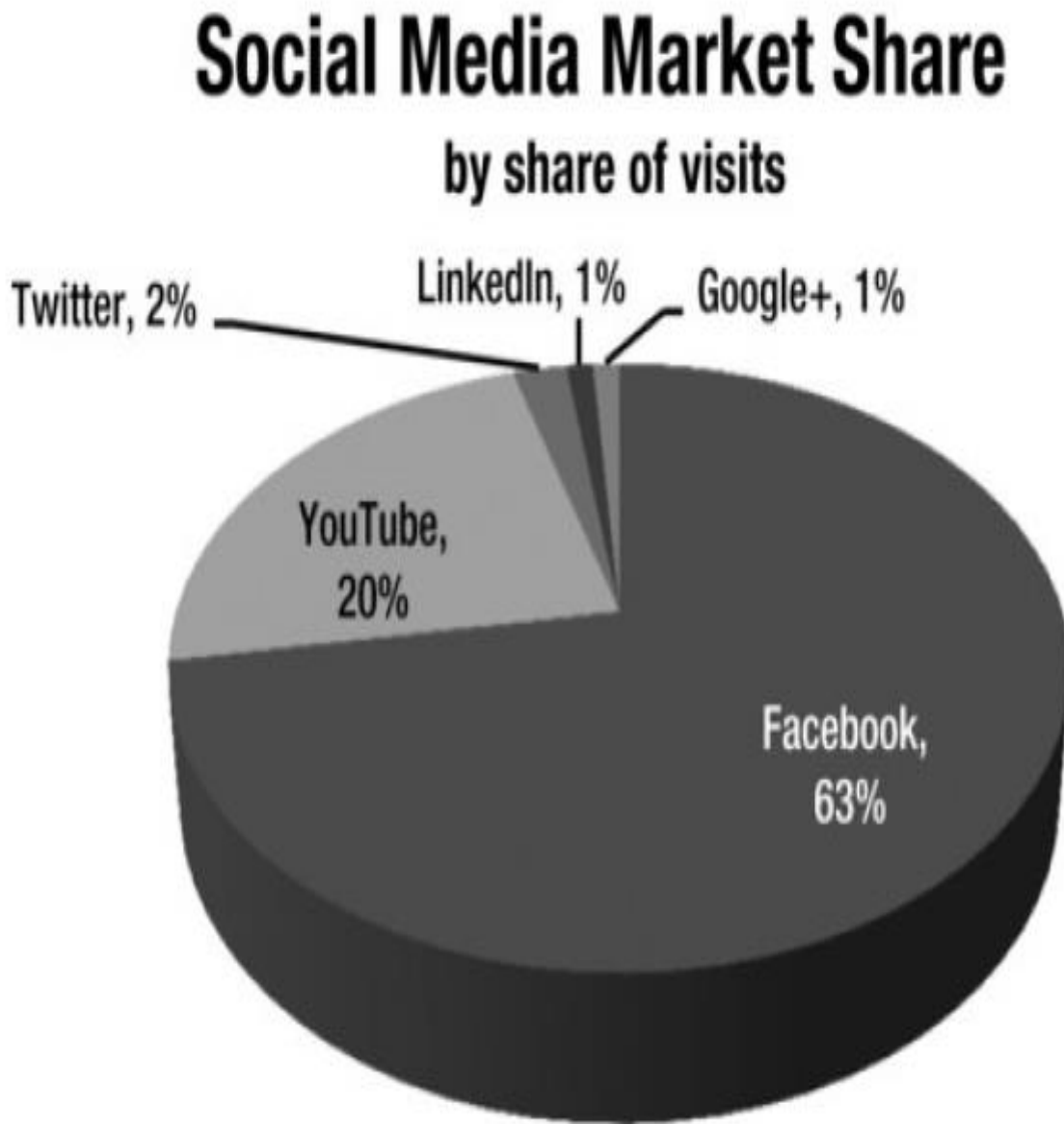
Mark Zuckerberg founded Facebook in 2004, when Zuckerberg was a student at Harvard University; he created the first version of the site in his dormitory. Today, Facebook has become the most popular social networking site in the world, with more than 500 million active users. The site allows users to create personal profiles that contain information about their hometown, work, educational background, favorite things, and religious beliefs. For many reasons,

Facebook has become a key marketing component for almost any brand. First, companies, sports teams, musicians and politicians can create Facebook pages, a place where they can communicate with their fans (K. K. P. Kotler & Manceau, 2012). To start a successful story on Facebook, a business should attract its users after creating a profile and adding the first batch of information to it, and attract more followers on its page. In order to create traffic and build awareness, companies can start their business by inviting existing customer groups to the company page. As always, when a business has loyal customers, word of mouth is passed, and users who have already subscribed start voluntarily to invite their friends, relatives, and other contacts to view and check the page. In turn, the company does not have to adopt any special or outstanding methods to track the number of visits and users who start paying attention to its pages. The data will be counted and automatically displayed on the upper line of the page, which is located in the company name, detailed information and contact information (Sotnikova, 2016). Facebook is the king of segmentation. Its advertising platform Facebook Ads Allows to divide the target audience of each ad based on location, Age, gender, language, and even interests and behaviors. Facebook is social Network with more user data. Basic data filled in by the user during the process of registering on Facebook includes the name, email, gender and age of the new person user (Piñeiro-Otero & Martínez-Rolán, 2016).

According to Galloway (2010) as cited in (Shen & Bissell, 2013), Some studies have shown that Facebook increasingly becoming a destination for an ideal brand experience or followed by the hinge of the brand shopping website. Research also shows that beauty campaigns, product sampling and the average proportion of advertising on social interaction platforms is 346% annual growth of the community on Facebook.

Although Facebook is growing, exponentially for individuals seeking new things ways to connect with other people, social media sites have increasingly popular among companies seeking to create new products brand or upgrade its current brand. Justin Smith, author of "Facebook the Marketing Bible" says that Facebook is now a new way to promote the word Therefore; the purpose of this study is to analyze beauty companies use of Facebook to interact and contact with fans and customers. Using content analysis, there are six Facebook pages Analysis of beauty brands based on their communication frequency Interactions with customers, types of interactions with customers, and degree of connection with fans (Shen & Bissell, 2013).

Figure I.2: Social Media market share



Source: (Funk, 2014)

Funk (2014) claims in his book “Advanced social media marketing” that Facebook is by far the dominant network, absorbing 63% of social media access. YouTube has a 20% share, and the rest manages only single-digit markets share as it is shown in **(figure 2)**.

1.2.1.2. YouTube

YouTube is a video-hosting website that has been created by Steve Chen, Chad Hurley & Jawed Karim. It was originally an allowed Individual upload and share homemade videos; the first shows one of the founders spending a day at the San Diego Zoo. This situation shows that even if the target media is video, YouTube is mainly established to enable users to Share personal things-experiences and observations-with the world (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Newberry (2021) claims that YouTube is the biggest video-sharing site on the Web and the second most visited site on the Internet with more than 2 billion logged-in monthly users. “Ideas conveyed through YouTube videos have revolutionized learning and teaching.” (Heggde & Shainesh, 2018).

YouTube is a website where you can watch almost any type of video, users have uploaded millions of video clips, and anyone can watch them in his or her web browser for free. Most videos on YouTube are amateur produced simple webcam used by non-professionals or consumers camcorder and it is okay; it is personal, but people like to watch these kind of videos. However, more professional editing, many of which are designed to serve or promote a specific product or business. Large and small businesses have discovered YouTube. In fact, YouTube is the most popular internet marketing; if your company has an online business, You can and you should promote through YouTube videos. Large companies have been engaged in video marketing for a long time, in the form of traditional TV commercials. However, TV advertising is expensive, usually not within the purview of small businesses-maybe except little-known late-night spots on local channels. However, with YouTube, businesses large and small can afford marketing expenses through online video by their own selves. The cost of posting a video to the YouTube website is zero; YouTube does not charge any fees to upload, host or stream videos. Only the price you pay is the cost of shooting and editing the video, which can be very low as you wish, not many YouTube videos are high-priced professionals’ affairs. In this way, almost all businesses can afford YouTube marketing (Miller, 2011).

Minazzi (2015) also states that YouTube is becoming more and more social media, where people often create and share personal content (video or photo diary), thereby increasing the dimension of self-expression. YouTube participants share and consume the content is conducted in a less social way: interaction on YouTube revolves around sharing or recommending content that each other might find interesting. In contrast, most of the content shared by Facebook involves thoughts, ideas, and conversations, and occurs between members

who have real ideas (although in many cases they are virtual Case) the friendship link is in place (Evans, 2010). Anyone can access this free platform. You can use this website to post any videos related to your business or areas of interest (Kennedy, 2015).

Marketers are now investigating YouTube as a tourism marketing tools. However, as Reinhard (2009) said as mentioned in (Reino & Hay, 2011), their success is limited, and that is, "Although people have used YouTube as a platform to attract people's attention, most brands has been left behind or obscured", which means that YouTube's potential has not yet been fully realized achieve. Reinhard (2009) as cited in (Reino & Hay, 2011) also observed that to achieve long-term success on YouTube, marketers Must "continuously publish refreshing content with intrinsic value online viewers". This failure to update and refresh their online images is one of the most serious incidents Consumers often criticize online travel information.

1.2.1.3.Whatsapp

Brian Acton and Jan Koum founded WhatsApp after they left Yahoo in 2009 (Pahwa, 2020). According to the Whatsapp-website (blog.whatsapp.com, 2014) as cited in (Montag et al., 2015), WhatsApp is a communication application that can easily exchange instant messages, pictures, videos and voice calls via an Internet connection on smartphones over more than 5 billion times around the world. It represents one of the most important functions of the smart phone because it makes communication easy through text or voice messages between two or more users. In addition, it can help people keep in touch. WhatsApp is particularly attractive because after installing the application, Sending and receiving messages is free (in contrast, to the original SMS function on the phone). The latter feature (free) clearly illustrates the success of WhatsApp. Moreover, its function spans different Smartphone type (Apple, Android, etc.) and its international Function is an important contributor to its popularity.

According to "Oberlo.com", Whatsapp users' number has reached 2 billion users around the world in 2020, Whatsapp is considered as the most famous messaging platform so far & for that being said, each company should consider it as an important social media marketing tool in the defined digital marketing strategy or plan.

WhatsApp marketing is a type of Messenger marketing, which means promoting the brand through WhatsApp application. This channel can help brands & firms attract a large audience, build strong relationships with customers, and increase sales in an effective way. This marketing channel is essential for companies that want to connect with audiences in developing countries. For example, India has 340 million WhatsApp users per month, while Brazil has nearly 100 million. However, the platform is also an excellent choice for promotion in the US

market-68 million Americans visit WhatsApp at least once a month. WhatsApp marketing allows you to keep in touch with your customers; more than half of WhatsApp users check the app every day. Even better, you can be sure that they will get your offer because the open rate of text messages is as high as 98%, the last point is that your customers like this communication channel. They have a higher level of trust in the brand of the chat app, 53% said they would buy goods from companies that can be contacted via chat. ("Whatsapp Marketing," 2021).

1.2.1.4.Instagram

Instagram is another popular social media site that has been founded in October 6, 2010 by Kevin Systrom & Mike Krieger. It can be in the form of photos or even videos. This website has more than 150 with millions of active users, regardless of age; it has become the latest fashion (Kennedy, 2015).

Hu, Manikonda, and Kambhampati (2014) states that “Instagram, a mobile photo (and video) capturing and sharing service, has quickly emerged as a new medium in spotlight in the recent years. It provides users an instantaneous way to capture and share their life moments with friends through a series of (filter manipulated) pictures and videos.”

According to Instagram (2015) as cited in (Ha, 2015), Instagram is one of many social media applications that the Internet population uses every day. It is a simple photo shooting and photo sharing application created by Kevin Systrom and Mike Krieger. When browsing under "FAQ" on the Instagram website, the app is defined as a fun and quirky way to share your life with friends through a series of photos. Based on Webtrends (2015) as mentioned in (Ha, 2015), The application allows a person to use their phone to take a photo, selects a filter to transform the image, and then publishes it on the application. Everyone who creates an account on Instagram has a profile and news feed. Each user profile has a "followers" and "following" count, which indicate how many people they follow and how many users are following them.

To interact with other users, you can double click on an Instagram post to "like", or you can comment on the post in the following ways: Click the comment button. To find other accounts, you can press the "Search" tab. You can also find people by browsing the suggested photos or list of people. As the application continues to develop and more features are added. In January 2011, Instagram added use tags to help users discover photos and each other. The hashtag can be defined as a word or phrase starting with a pound sign or hashtag (#), used to identify a message on a specific topic. In December 2013, Instagram added Direct. This feature allows users to send photos directly from the app to specific people as a messaging service. In the past

five years, Instagram has become a place where people can share and interact visually with each other in a new way (Ha, 2015).

1.3. Defining social media marketing

On the word of Neti (2010) as mentioned in (LABBAIKA, 2015), The definition of marketing and social media marketing refers to the strategic and methodological process of marketing to determine the influence of a company in society. The difference is that social media marketing benefits from the Internet.

Funk (2014) says, “Social media marketing is a strategic effort to continually deepen the relationship between your business and its audience” based on his definition, we can conclude that social media marketing is the process of using social media platforms in order to increase sales, promote the products & services to reach the targeted audience.

Social media is a great opportunity to build important relationships and create opportunities social interaction method defined by dynamic communication between members. Social media is booming in terms of the number and types of platforms and users (Piñeiro-Otero & Martínez-Rolán, 2016).

Tuten (2020) defines social media marketing as “Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders”.

Table I.1: Top Priorities for Businesses Using Social Media Marketing

	% Using	B2B Product	B2B Services	B2C Product	B2C Services
Brand awareness and brand building	46.1%	45.3%	48.9%	45.6%	43.9%
Acquiring new customers	31.4%	27.0%	30.4%	36.8%	40.4%
Introducing new products and services	28.9%	29.9%	27.4%	35.1%	24.6%
Retaining current customer	28.4%	26.3%	24.4%	33.3%	38.6%
Brand promotions (e.g., contests, coupons)	28.4%	27.7%	27.4%	38.6%	22.8%
Improving employee engagement	20.1%	17.5%	23.0%	15.8%	24.6%
Marketing research	14.7%	12.4%	14.8%	17.5%	17.5%
Identifying new customer groups you currently don't target	13.7%	14.6%	14.1%	15.8%	8.8%
Identifying new products and service opportunities	11.1%	8.8%	14.8%	7.0%	12.3%
Improving current products or services	7.2%	6.5%	8.9%	5.3%	7.0%

Source: (Tuten, 2020)

As social media marketing has accelerated over the last few years, the objectives organizations can accomplish have additionally expanded. **Table 1** indicates the percentage of marketers using social media advertising and marketing to accomplish goals throughout a vary of marketing activities that consist of promoting and branding, customer service, relationship management, retailing and commerce, and marketing research. Just as the digital lives of consumers intersect throughout the four zones of social media, brands attain consumers in those same areas to construct awareness, promote themselves, and motivate customers to try them (Tuten, 2020).

Each company have its own objectives behind using social media marketing based on the size, type & the underlined goals to be achieved. Generally, most of the companies implement social media marketing strategies and plans in order to increase social community size, target audiences, reinforce engagement strategies for increased brand loyalty. Hostinsky (2019) states that the aim of social media marketing is straight monetization of spent efforts in the shape of conversion or improved range of customers which brings greater brand awareness and leads to an extend in sales. Although likes and comments are good feedback on the quality of content.

Promoting products, services & content over social media, that is the main idea about social media marketing role in general. Murray (1991) as mentioned in (Minazzi, 2015) explains the

role of social media marketing and claims that it seems to be exalted in companies the place WOM (word of mouth) has a greater impact: specifically the offerings industry (high threat and intangible-dominant products). Since some decades ago, literature has already affirmed that WOM is a more necessary input to the decision process when buying services, as an alternative than goods.

Conclusion

In this chapter, we have seen the definition of social media and its most important platforms, than we have understood the meaning of social media marketing in business and its importance as an essential piece of the business marketing strategy in the company, today's customers get impacted by what they see in their social media accounts therefore the main purpose of marketing today is not only about convincing a customer to buy our product/service, today's companies seek to insure a free WOM marketing from the clients after satisfying their needs & meeting their expectations.

*CHAPTER TWO: TOURISM
DESTINATION BRANDING*

Chapter 2: Tourism Destination Branding

Introduction:

In 1991, the United Nations World Tourism Organization declared, “Tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes”(Camilleri & product, 2018).

According to Buhalis (1998) as cited in (Kiráľová et al., 2015), Travel products should be purchased in advance before use, and away from the point of consumption. Therefore, visitors must rely on the description provided by the destination. From this perspective, timely and accurate information related to visitor needs is critical to visitor satisfaction and destination competitiveness.

Hall et al. (2008) as mentioned in (Camilleri & product, 2018) states that People who voluntarily leave the normal environment will become tourists, where they live, visit another environment. These people usually engage in different activities, no matter how close or far the environment (Target) is. Therefore, tourists are visitors, and what they you do whilst visiting another country may be considered as tourism.

Blanke & Chiesa et al. (2013) as mentioned in (KAZEMI, HESAM, RAD, CHERAGHI, & Geosites, 2018) defines tourism as the following “Tourism industry as a young and unique section of industry has dominated a significant part of the economic and non-economic activities in the developed and developing countries. The industry has many benefits for communities, including job creation, deployment of economic capital and to promoting political legitimacy”. The influence of social media in the tourism industry has been greatly amplified, prompting tourists to mobilize information in social media as a reference for their travel (Fatanti, Suyadnya, & Sciences, 2015).

The two main industries that make up what we call tourism are the hospitality industry and tourism. Successful hospitality marketing is highly dependent in the entire travel industry. The meeting planner selects the destination according to the meeting location, the cost of reaching the destination, the price of the hotel, the quality of the restaurant, Evening activities with participants (P. Kotler, Bowen, Makens, & Baloglu, 2017).

We can define tourism marketing as the set of strategies and plans within a business in the tourism industry and that includes hotels services, airline companies and restaurants...Etc.

2.1.Brand and branding

Curiously, one among the most well liked points of disagreement between experts is that the definition of a brand. Each expert comes up together with his or her own definition, or nuance to the definition. The problem gets more acute when it involves measurement: how should one measure the strength of a brand? What limited numbers of indicators should one use to gauge what is commonly called brand equity? In addition, there is a serious split between the two paradigms. One is customer-based and focuses on the connection between the customer and the brand (from complete indifference to loyalty, loyalty and willingness to shop and buy back based on superiority and induced emotions).The other aims at producing measures in dollars, euros or yen. Both approaches have their own champions. It is the goal of this fourth edition of Strategic Brand Management to unify these two approaches (Kapferer, 2008).

A brand can be defined as a set of tangible and intangible attributes designed to raise awareness and identity and build a reputation Product, service, person, place or organization. Looking at the overall view of branding from a long-term perspective Strategy includes a series of activities from product innovation to marketing communication. The goal of brand strategy is to create Distinctive brand, thereby reducing the number of substitutes in the market. When brand equity is high achieved through brand differentiation, the price elasticity of demand becomes lower, making The Company raises prices and improves Profitability. Brand strategy is based on interdependence framework of competing brands positioning, value chain development and Brand equity management (Sammut-Bonnici, 2015).

K. K. P. Kotler and Manceau (2012) mentioned in his book “Marketing Management 14th edition” that the brand is one of the most valuable intangible assets of a firm, and marketers have a responsibility to properly manage their value. Building a strong brand is both an art and science. It requires careful planning, long-term commitment and creative design and perform marketing. Strong brands have strong consumer loyalty, and their essence is Quality products or services. The American Marketing Association defines a brand as "name, term, logo, symbol or design, or a combination of them, the purpose is to identify the goods or services of one or a group of sellers and differentiate it from competitors." Therefore, a brand is a product or service whose size distinguishes it to some extent from other products or services designed to meet the same needs. These differences may be functional, reasonable or tangible, and are related to the performance of the product brand. They may also be more symbolic, emotional or intangible, and related to the meaning of the brand, expressed or expressed in a more abstract way.

As cited in (KAZEMI et al., 2018), Keller (2003) states that Using brand to differentiate certain products from others is a powerful competitive marketing strategy, and Buhalis (2000) believes that comparing with manufacturing, it is more efficient to use brands in service industries such as tourism. In recent decades, people's attention to branded services (including the travel industry) has increased, which may prove this trend. According to Gursoy & McCleary (2004), Tourists' decisions are largely influenced by destination brands.

According to Paliaga (2008) as cited in (Ismayilov, Aliyev, & Benazic, 2020), Many theorists agree that the term "brand" has a broader meaning than just the visible characteristics of marketing elements. It means a group of consumer associations that reflect their emotions, feelings and experiences. Thus, Skoko (2009) believes that a brand is a collection of all psychological connections caused by environmental stimuli. The brand has shaped the image of the product or service in the minds of consumers. Also Keller (2003) states that The brand ensures the identification of the origin of the product, the determination of the responsibility of the producer/service provider, the reduction of purchase risk, the reduction of product/service search costs, the promise and guarantee, and the premise of important symbolic quality means. In summary, the marketing role of the brand can be observed in terms of market differentiation and a sense of specialty with potential customers.

Table II.1: the top 10 most valuable brands

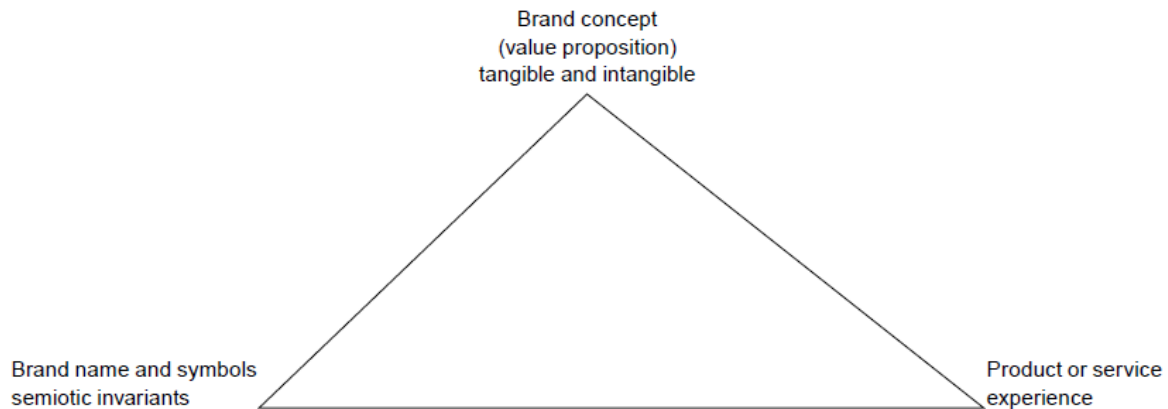
Ranking	Brand	2020 Brand Value	YoY % Change	Country	Sector
#1	Amazon	\$220B	17.5%	United States	Retail
#2	Google	\$160B	11.9%	United States	Tech
#3	Apple	\$140B	-8.5%	United States	Tech
#4	Microsoft	\$117B	-2.1%	United States	Tech
#5	Samsung	\$94B	3.5%	South Korea	Tech
#6	ICBC	\$80B	1.2%	China	Banking
#7	Facebook	\$79B	-4.1%	United States	Media
#8	Walmart	\$77B	14.2%	United States	Retail
#9	Ping An	\$69B	19.8%	China	Insurance
#10	Huawei	\$65B	4.5%	China	Tech

Source: ("Ranked: The Most Valuable Brands in the World", 2020)

Although tourist destinations can be branded, considerable care should be taken in the transfer of branding principles to a tourism destination context, because overly commercial methods may spoil place characteristics like Social relations, historical and geographical which are used in the global context to construct identity. In turn, it helps to distinguish a place from its competitors (Konecnik & Go, 2008).

We can conclude that the branding in tourism is a set of process that differentiates a destination by its own characteristics, creating its identity, and most importantly emphasizing its authenticity.

Figure II.1: The brand system



Source: (Kapferer, 2008)

As shown in **figure 3**, brand is the product or service, together with the people at points of contact with the market, the price, the places, and the communication – all the sources of cumulative brand experience. This is why one must communicate of brands as living systems made up of three poles: products or services, name and concept.

2.2. Brand equity

It is known that concerted product development efforts and market development ensure competition position for the brand, resulting in a higher income and increased shareholder value. Brand equity is a set of assets and liabilities related to the brand, such as Coca Cola's positive image in casual beverages, or its negative image in health and sugar consumption. Brand equity management has become an important part of corporate strategy. Strategists would do need to capitalize on the positive aspects of brand and minimize liabilities through:

Association and differentiation: Brand equity is built through associating the brand with other successful brands or by differentiating it sufficiently to entice new customers. Hotel chains such as Marriot, Radisson, and Westin interact in this kind of strategy across their advertising, product promotions, and loyalty programs. Differentiation of the brand from competing products through visible imagery and marketing communications permits organizations to position their merchandise in a crowded market space (Sammut-Bonnici, 2015).

Brand protection: Much time and effort would be devoted to defending the brand through copyright and trademarks. Google alone has 293 logos below its corporate umbrella. The measurement of brand equity is a combination of monetary cost and positive consumer affinity.

Some brands are financially valuable in terms of income and profitability while others resonate with consumers. (see table 2) to take a look on the top 10 global brands rank the best at both metrics (Sammut-Bonnici, 2015).

According to Keller et al (2011) & Keller (1993) as mentioned in (KAZEMI et al., 2018), Generally, brand equity is measured from the customer's perspective based entirely on two behavioral and perceptual factors. Keller is one of the pioneers in theorizing and conceptualizing brand equity from the customer's perspective, focusing on perception. Keller believes that brand equity is entirely based on knowledge and its evaluation of similar products; in addition, Keller conceptualizes brand knowledge based on two aspects: cognition and image. Aaker introduced a model primarily based on the two principles of behavior and perception in order to conceptualize the brand equity. He defined five factors for evaluating the brand equity from customers' perspective: brand awareness, loyalty, perceived quality, brand associations and different proprietary brand property such as patents, trademarks etc.

“Powerful brand has high brand equity. Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands for the firm. It is a measure of the brand's ability to capture consumer preference and loyalty. A brand has positive brand equity when consumers react more favorably to it than to a generic or unbranded version of the same product. It has negative brand equity if consumers react less favorably than to an unbranded version.”(P. Kotler et al., 2017).

The financial approach measures brand value by isolating internet additional cash flows created by the brand. These extra money flows are the results of customers' willingness to buy one brand quite its competitors', even when another brand is cheaper. So why do customers pay more? Because over time, brand marketing has produced beliefs and bonds. In short, customer rights are the preface to currency rights. Brands have financial value because they need to create assets in the minds and hearts of consumers, distributors, prescribers, and opinion leaders. These assets are brand awareness, beliefs of exclusivity and superiority of some valued benefit, and emotional bonding. This is often what is expressed within the now classic definition of a brand: 'a brand may be a set of mental associations, held by the buyer, which increase the perceived value of a product or service' (Keller, 1998). These associations should be unique (exclusivity), strong (saliency) and positive (desirable). This definition focuses on the gain in perceived value brought by the brand. How do consumers' evaluations of a car change when they realize it may be a Volkswagen, a Peugeot or a Toyota? Implicitly, during this definition

the product itself is overlooked of the scope of the brand: ‘brand’ is that the set of added perceptions. As a result, brand management is seen as mostly a communication task. This is incorrect. Modern brand management starts with the merchandise and repair because the prime vector of perceived value, while communication is there to structure, to orient tangible perceptions and to feature intangible ones. Later we analyze the connection between brands and merchandise (see page 39). A second point to think about is that Keller’s now-classic definition is concentrated on cognitions (mental associations). this is often not enough: strong brands have an intense emotional component (Kapferer, 2008).

Table II.2: Marketing Advantages of Strong Brands



- Improved perceptions of product performance
- Greater loyalty
- Less vulnerability to competitive marketing actions
- Less vulnerability to marketing crises
- Larger margins
- More inelastic consumer response to price increases
- More elastic consumer response to price decreases
- Greater cooperation and support from suppliers
- Greater support from marketing intermediaries
- Increased marketing communications effectiveness
- Brand extension opportunities

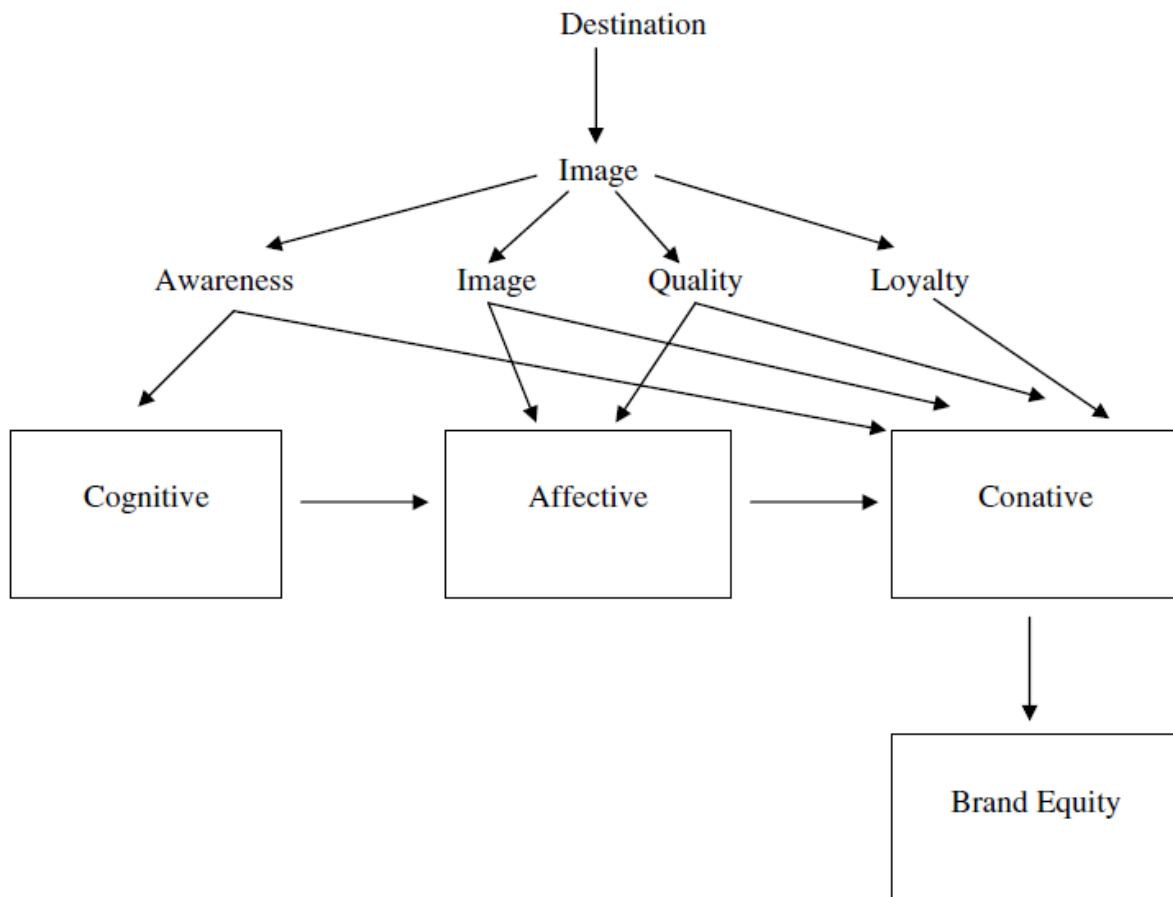
Source: (P. Kotler et al., 2017)

2.2.1. Creation of Brand Equity for a Destination Brand:

The name of a destination has collateral just like the name of a corporation selling consumer products. The factors liable for brand value— dimensions—together structure what has come to be referred to as ‘‘brand equity’’. The method of making it is shown in Figure 5. The most components of the model are an equivalent as those underpinning image research. The model accepts Cai’s (2002) contention that image is the core concept in branding. However, when the name of a destination becomes known, image devolves into brand dimensions, and is overshadowed by brand (destination name). As shown in Figure 5, different dimensions affect different components within the model. For instance, awareness most influences the cognitive component, and without it, there are often no brand equity. The size of image and quality appear

more to influence the affective component when attitudes and feelings toward what is known (awareness) are assessed. Loyalty (behavioral and attitudinal) comes into play within the conative component. If brand equity assessment is sufficient to end in behavioral or attitudinal loyalty, all dimensions are influenced by the conative component. That is, both sorts of loyalty will leave internal measurement adjustments on the size of brand name equity. Figure 5 depicts four dimensions, but this does not preclude others from being identified and measured. The interrelationships, plus the cumulative value of brand name dimensions, are what gives rise to the creation of brand name equity (Konecnik & Gartner, 2007).

Figure II.2: Creation of Brand Equity for a Destination Brand



Source: (Konecnik & Gartner, 2007)

2.3. Brand Identity

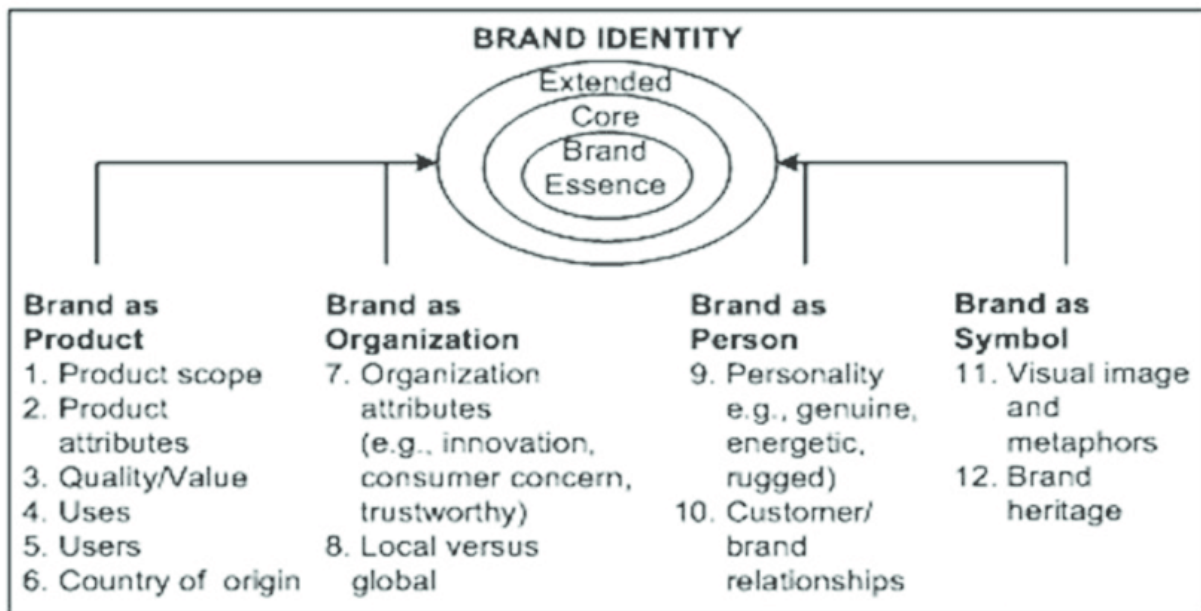
A profitable brand should be authentic, understandable, memorable, and usable. When figuring out what brand image to project it is necessary for tourism marketers to pick out an identity that authentically and genuinely displays what the city has to offer. If tourism marketers misrepresent the city, as soon as a traveler has visited this misrepresentation will rapidly be perceived. Not solely will this false branding ensure that travelers will no longer visit again, however they will also inform others of their bad experiences. The tourism marketer should additionally keep in mind that the potential tourist should be in a position to easily recognize what the brand symbol and message are communicating. Tourism marketers can be tempted to be overly clever. Creating a smart brand message can be fun. Nevertheless, if potential visitors are confused as to the advantages the words and image communicate, the branding can also be noticed but it will no longer attract them. However, the branding must be clever enough to be memorable, due to the fact a dull branded message will no longer be remembered, which is the

reason of building brand identity. Finding the middle ground between cleverness and dullness is what makes brand creation so difficult. The tourism marketer must pick the brand wording and image that can be incorporated into all communication. Tourism marketers ought to consider how the brand will appear when used on the entirety from letterhead to T-shirts. This requires that the design of the words and image be clear sufficient so that when shriveled down to suit onto a letterhead it can still be read. It must also be designed so that when enlarged to in shape onto a T-shirt or even a billboard it will still be attractive (Kolb, 2006).

On the word of Aaker (1991) as mentioned in (LABBAIKA, 2015), brand awareness defined “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category”.

Although various authors have been unable to accept a common definition they do share a frequent opinion, specifically that brand identity improvement is a theoretical concept best understood from the supply-side perspective. Kapferer (1998) as cited in (Konecnik & Go, 2008) delivers a very humble and clear clarification to gain an understanding of brand identity which underlines the significance of the supply-side perspective on the brand concept: ‘before knowing how we are perceived, we must know who we are’ according to his description, the tourist destination, rather than the consumer, should define both its brand and content. The significance of a supply-centric viewpoint of brand identity is also recognized by the International Corporate Identity Group (cited in van Riel & Balmer 1997) and within the meaning of corporate identity suggested by Ind (1997), Also Aaker & Joachimsthaler (2000) states that brand identity genuinely specifies what the brand aspires to stand for and has multiple roles. First, it is a set of associations that the brand strategist seeks to create and maintain. Second, it represents a vision of how a specific brand must be perceived by using its target audience (Konecnik & Go, 2008).

Figure II.3: Brand identity structure



Source: (Aaker & Joachimsthaler, 2000)

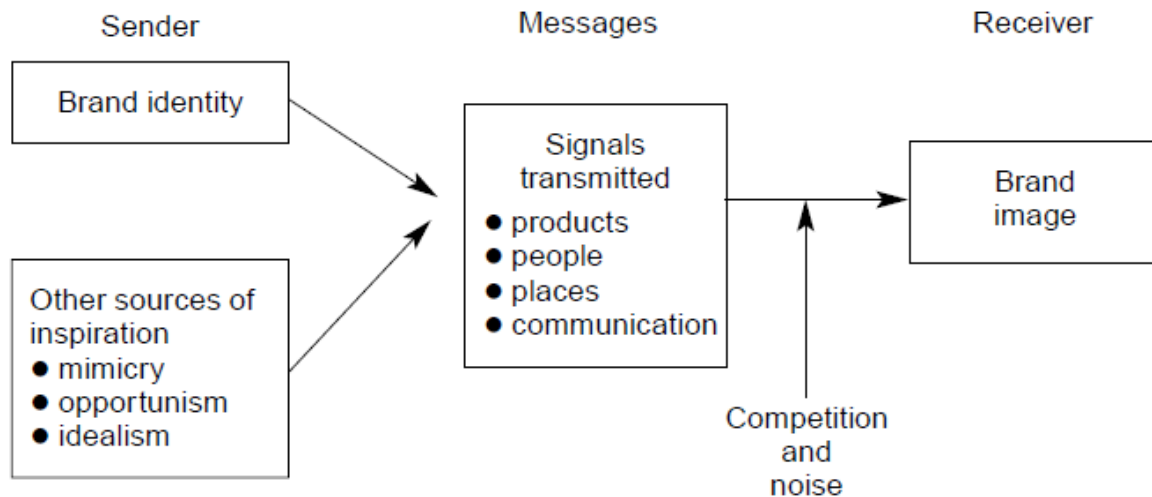
From Figure 3 we can see that the brand identity is divided into three distinctive layers that consist of the extended, core, and brand essence. Basically, the brand essence has the equal meaning as the brand DNA. To seize the brand identity as a whole, there are four elements of brand, those are: brand as product, brand as organization, brand as person, and brand as symbol. This concept is used by means of the author to conduct the research.

2.3.1.Brand image & Brand identity:

What does the concept of identification have to offer that the image of a brand or an enterprise or a retailer does not have? After all, companies spend large quantities of cash measuring image. Brand image is on the receiver's side. Image research focuses on the way in which certain groups pick out a product, a brand, a politician, an organization or a country. The image refers to the way in which these groups decode all of the indicators emanating from the products, services and communication covered with the aid of the brand. Identity is on the sender's side. The purpose, in this case, is to specify the brand's meaning, purpose and self-image. Image is both the result and interpretation thereof. In terms of brand management, identification precedes image. Before projecting an image to the public, we have to recognize precisely what we want to project. Before it is received, we must know what to send and how to send it. As shown in Figure 6, an image is a synthesis made by the public of all the more than a few brand messages,

eg brand name, visual symbols, products, advertisements, sponsoring, patronage, and articles. An image outcome from decoding a message, extracting meaning, interpreting signs (Kapferer, 2008).

Figure II.4: Identity and image



Source: (Kapferer, 2008)

2.4. Customer-based brand equity

K. L. J. J. o. m. Keller (1993) defines customer-based brand equity as the following “Customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand. Three important concepts are included in the definition: "differential effect," "brand knowledge," and "consumer response to marketing." Differential effect is determined by comparing consumer response to the marketing of a brand with the response to the same marketing of a fictitiously named or unnamed version of the product or service. Brand knowledge is defined in terms of brand awareness and brand image and is conceptualized according to the characteristics and relationships of brand associations described previously. Consumer response to marketing is defined in terms of consumer perceptions, preferences, and behavior arising from marketing mix activity (e.g., brand choice, comprehension of copy points from an ad, reactions to a coupon promotion, or evaluations of a proposed brand extension)..” (K. L. J. J. o. m. Keller, 1993).

Thus, consistent with this definition, a brand is claimed to have positive (negative) customer-based brand equity if consumers react more (less) favorably to the product, price, promotion, or distribution of the brand than they are doing to an equivalent marketing mix element when

it is attributed to a fictitiously named or unnamed version of the merchandise or service. Favorable consumer response and positive customer-based brand equity, in turn, can cause enhanced revenue, lower costs, and greater profits. Brand knowledge is central to the present definition. In particular, the favorability, strength, and uniqueness of the brand associations play a critical role in determining the differential response. If the brand is seen by consumers to be an equivalent as a prototypical version of the merchandise or service within the category, their response should not differ from their response to a hypothetical product or service; if the brand has some salient, unique associations, those responses should differ. The particular nature of how the responses differ depends on consumers' evaluations of those associations, as well because the particular marketing mix element under consideration. Thus, establishing brand awareness and a "positive brand image" (i.e., favorable, strong, and unique brand associations) in consumer memory creates differing types of customer-based brand equity, counting on what marketing mix element is under consideration. A quick discussion highlighting some relevant considerations for every of those elements follows (K. L. J. J. o. m. Keller, 1993).

Fundamentally, high levels of brand name awareness and a positive brand image should increase the probability of brand choice, also as produce greater consumer (and retailer) loyalty and reduce vulnerability to competitive marketing actions. Thus, the view of brand name loyalty adopted here is that it occurs when favorable beliefs and attitudes for the brand are manifested in repeat buying behavior. A number of these beliefs may reflect the target reality of the merchandise, in which case no underlying customer-based brand equity may be present, but in other cases they will reflect favorable, strong, and unique associations that transcend the objective reality of the merchandise (Park 1991). High levels of brand name awareness and a positive brand image even have specific implications for the pricing, distribution, and promotion activities associated with the brand. First, a positive image should enable the brand to command larger margins and have more inelastic responses to cost increases. The foremost important aspect of the brand image that affects consumer responses to prices is perhaps overall brand attitude. Consumers with a robust, favorable brand attitude should be more willing to pay premium prices for the brand (Starr and Rubinson 1978). Similarly, a positive image should end in increased consumer search (Simonson, Huber, and Payne 1988) and a willingness to seek out distribution channels for the merchandise or service. Finally, high levels of brand name awareness and a positive brand image can increase marketing communication effectiveness. All aspects of the brand image are relevant in determining consumer response to advertising and promotion. For instance, several authors note that advertising response and decay patterns are

a function of consumers' attitudes and behavior toward the brand (Ray 1982; Rossiter and Percy 1987). They maintain that buyers who are positively predisposed toward a brand may require fewer ad exposures to meet communication objectives. Similarly, one could argue that strong attribute or benefit associations for the brand require less reinforcement through marketing communications. In these alternative ways, customer-based brand equity is enhanced by creating favorable response to pricing, distribution, advertising, and promotion activity for the brand. Moreover, a well-known brand with a positive brand image also can yield licensing opportunities (i.e., the name is employed by another firm on one among its products) and support brand extensions (i.e., a firm uses an existing name to introduce a new product or service), two important growth strategies for firms in recent years. Licensing are often a valuable source of royalty income, as evidenced by the substantial merchandising efforts in recent years, and typically has been employed when brand associations have strong user imagery or brand personality attributes. A more substantial investment and risk profile for the corporate, however, is required with brand extensions. Due to their potentially lasting effects on consumer knowledge and therefore the effectiveness of future marketing activity, brand extensions are considered in more detail within the section on managing customer-based brand equity (K. L. J. J. o. m. Keller, 1993).

2.4.1. Marketing communications in building brand equity

Marketing communications are the means by which firms plan to inform, persuade and remind consumers – directly or indirectly – about the products and makes they sell. In a sense, marketing communications represent the ‘voice’ of the corporate and its brands and are a way by which it can establish a dialogue and build relationships with and among consumers. Although marketing communications can play variety of crucial roles, it must do so in an increasingly tough communication environment. The media environment has changed dramatically in recent years. Traditional advertising media like TV, radio, magazines and newspapers are losing their grip on consumers. Technology and other factors have profoundly changed when, where and the way consumers process communications, and even whether or not they choose to process them at all (K. L. J. J. o. m. c. Keller, 2009).

K. L. J. J. o. m. c. Keller (2009) also states that marketers are employing more varied marketing communication options than ever before. To know the role of all the various sorts of marketing communications for brand building, a comprehensive, cohesive model of brand name equity is needed. According to Keller (2001a, 2008) one such model is that the customer-based brand equity model, based on this model, brand equity is fundamentally determined by the brand

knowledge created in consumers' minds by marketing programs and activities. Specifically, customer-based brand equity is defined because the differential effect that consumer knowledge a few brand has on their response to marketing for that brand. Consistent with this view, brand knowledge is not the facts about the brand – it is all the thoughts, feelings, perceptions, images, experiences then thereon become linked to the brand within the minds of consumers (individuals and organizations). All of these sorts of information are often thought of in terms of a group of associations to the brand in consumer memory. The essential premise of the customer-based brand equity (CBBE) model is that the facility of a brand lies within the minds of consumers and therefore the meaning that the brand has achieved within the broadest sense (Janiszewski and van Osselaer 2000). Two particularly important components of brand name knowledge are brand awareness and brand image. Brand awareness is said to the strength of the brand node or trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions. Brand image is defined as consumer perceptions of and preferences for a brand, as reflected by the varied sorts of brand associations held in consumers' memory. Strong, favorable and unique brand associations are essential as points-of-difference that can function sources of brand name equity to drive the differential effects. These effects include enhanced loyalty; price premiums and more favorable price elasticity responses; greater communication and channel effectiveness; and growth opportunities via extensions or licensing (Hoeffler and Keller 2003; Keller 2008).

According to Arens, Vanden Bergh & Katz (1999) as mentioned in (Anantachart, 2006), building brand equity requires time and money. Consumers will feel and believe a brand after marketers spend their resources to advertise and promote the brand over a period of your time. Theoretically, an IMC brand will develop equity albeit the consumers do not try the brand. Companies must maintain consistency in their message and tone by integrating all their marketing communications so as to stay going and reinforce the brand image. All marketing communications are considered a contribution to the brand building activities, and a part of the long-term investment within the reputation of the brand and relationship with the brand.

2.5.Destination branding

According to Morrison & Anderson (2002) as cited in (Qu, Kim, & Im, 2011), Destination branding are often defined as how to speak a destination's unique identity by differentiating a destination from its competitors. Florek (2005) states that, similar to the overall knowledge on brands, destination brands exert two important functions: identification and differentiation. Within the branding literature, the meaning of "identification" involves the explication of the

source of the merchandise to consumers. While a product generally terms represents a physical offering, which may be easily modified, a place as a product may be a large entity, which contains various material and non-material elements to represent it. For example, an area includes tangible attributes like historical sites or beaches also as intangible characteristics like culture, customs, and history. Due to the complex nature of a destination to be a brand, generalization of the identity is inevitable. Brand recognition is essential for predicting the generality of the required characteristics based on the supplier's point of view. It explains how suppliers expect the target market to view the brand. Defining the target market is very important, because some aspects of the target market are beneficial to at least one market segment but not to another (Fan, 2006). Aaker, Konecnik & Go (1996, 2008) elaborates that based to the expected brand identity; consumers should develop a relationship with a specific brand by generating a value proposition that involves benefits or giving a specific brand credibility. According to Baker (2007), In addition to the identification function, the destination brand stand out from competitors based on its particularity, the meaning and attachment given by consumers. Generally speaking, travel the destination emphasizes the key points of parity, such as high Quality accommodation, quality restaurant and/or well-designed Public places. Keller (2008) says that it is more important to understand which brand associations are better than competitors (that is the point of difference). Difference related point help Consumers positively evaluate the brand and rely on the brand. In fact, the key to branding lies in consumers Perceive the differences between brands in the product category (i.e., Positioning); because a brand that is considered different and unique, it is difficult to be replaced by other brands.

Conclusion:

In this chapter, we spotted the lights on the Tourism destination branding starting by understanding the meaning of brand, branding and its components (brand identity & brand equity), we also learned about the creation of a brand equity for a destination brand & we realized that in order to do so we must focus on the destination image and that includes the awareness, quality & loyalty of the clients. We also understood the role of marketing communications in building a brand equity & finally we concluded the chapter by understanding the destination branding.

*CHAPTER THREE: EMPIRICAL
STUDY*

Chapter 3: Empirical study

3.1.presentation of the qualitative research

In our first section we are going to spot the lights on the methods we are going to use during our study; research objectives, the followed methodology, the data collection and finally the used tools.

3.1.1.Research objectives:

In order to reach the defined long term goals of a certain travel agency a short term goals should be defined as well, nowadays being active online is one of strategies that helps in achieving those goals, the travel agency must define the targeted people, allocate the online resources (websites, social media pages...etc.), get a full image on what is happening in the market (competitors achievements...etc.) , and then it shall start working on the social media marketing contents & enhance it as much as it can in order to attract the targeted audience.

Our work aims to help the travel agencies in Algeria to understand the social media marketing standing & its impact on the tourism industry and destination branding as a major necessary tool in order to reach the clients in a short time & communicate better with them, by understanding the opponents of social media marketing and its efficiency on the tourism industry and destination branding we shall achieve what we mentioned above.

3.1.2.The followed methodology:

We conducted a survey and post it online in order to understand through the answers how much the Algerian people know about the social media marketing and its impact on the tourism destination branding.

3.1.3.Data collection:

In order to understand the obtained results from our survey and to define the questions we should ask the customers in order to accomplish our work, we managed to do some deep researches about similar national & international studies, and by the use of some statistics websites and checking some videos, blogs about how social media marketing took the science of marketing to higher level, we also managed to do some researches on the tourism destination branding basics & concepts to see its evolution through time and its adaptation with these social media marketing strategies, to acquire a certain perspective about this study and to get an idea about where our tourism stand comparing to other nations.

3.1.4.Used tools:

Because of we were asking people about digital marketing and internet so the best place to do that is the internet itself, we made all the part of the survey using Google Forms and we shared the link of the survey in social media, forums, and emails. And the most of analysis we're processed by Google spreadsheets.

The survey has been conducted by the use of Google Forms tool, sharing the link of our survey on the social media platforms then we analyzed the obtained results by the use of Google spreadsheets.

3.2.Survey results and analysis

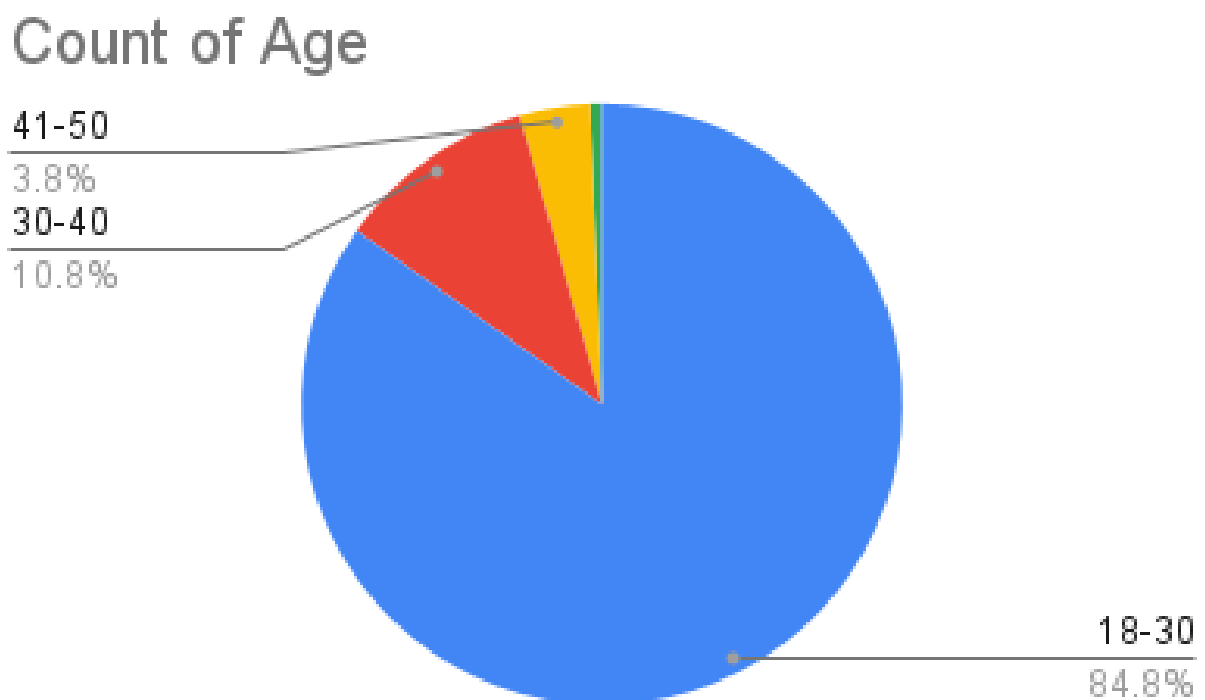
After finishing the process of the data collection, we managed to transform the gathered data into forms of charts and we also managed to interpret the results & analyzed each question of the survey objectively.

161 person responded to our survey after sharing in different social media platforms, which means the total number of our sample is 161 & it represents the Algerian tourists, we are satisfied by the answers we have got from the survey & we will try interpret it in the proper way.

After the interpretation process, this is what we arrived to:

1) Age:

Figure III.1: respondent's age



Source: elaborated by us using Google spreadsheets

The majority of the people (84.8%) who responded to our survey are between 18 to 30-year old, 10.8% are between 31 and 40-year old, less than 4% are between 41 to 50.

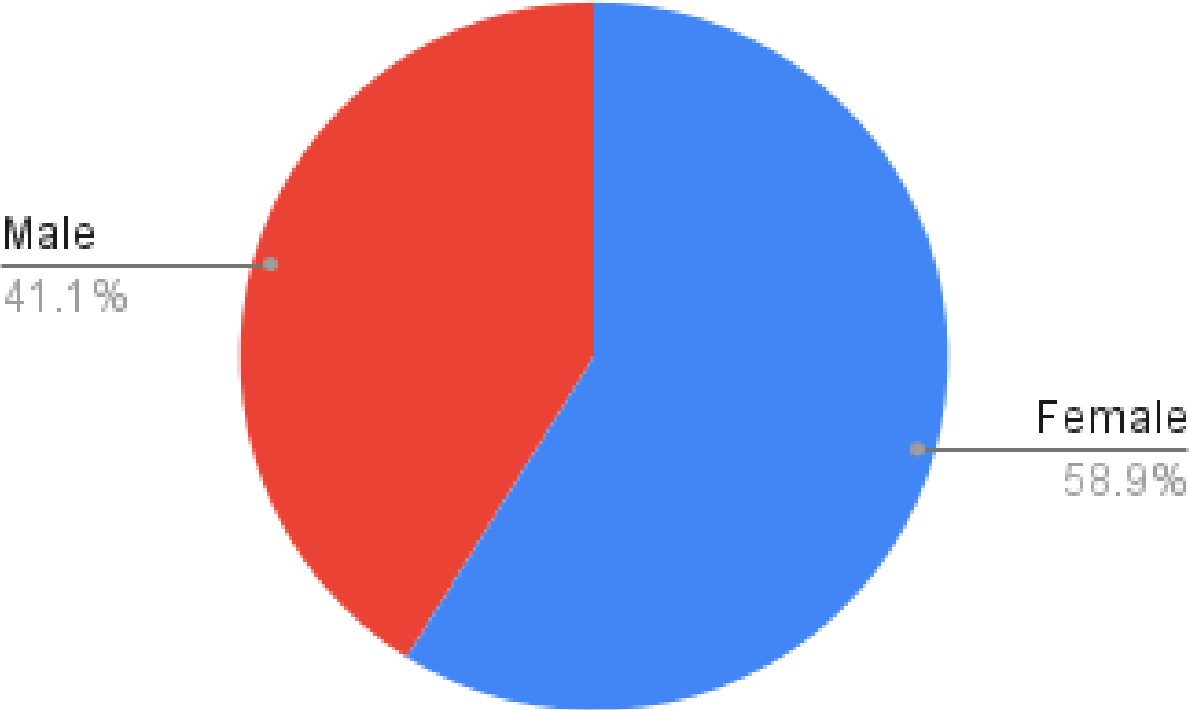
Defining the category's age that responded to the survey is crucial in order to understand their motive based on their own age. Because as we know each company and not only travel agencies must define the targeted category and that's what we call "demographic segmentation".

We can see that the majority of our respondents are the youth people, which means that the internet world and social media platforms is being used mostly by the youth. Therefore, the travel agencies must take this point in consideration and try to offer a specific content that will attract the youth online so that they will choose the agency and also recommend it to their friends & families.

2) Gender:

Figure III.2: respondent's gender

Count of Gender



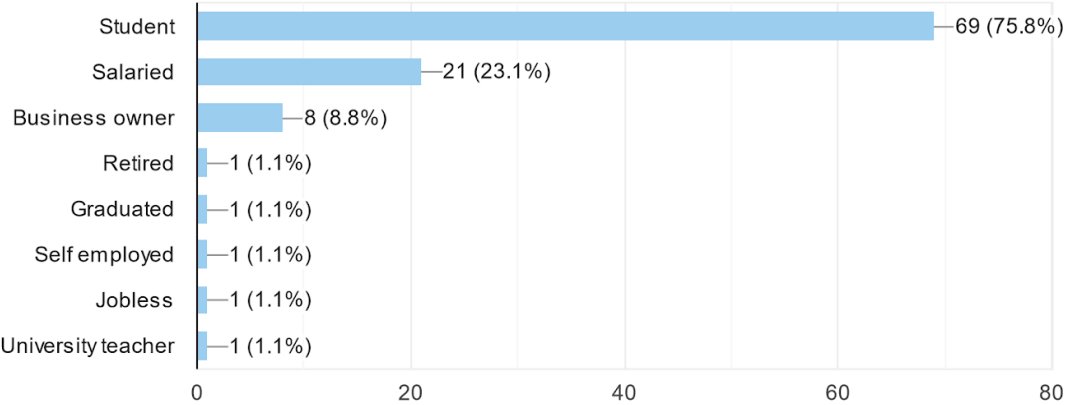
Source: elaborated by us using Google spreadsheets

As it is shown in the figure above, 58.9% of the respondents are females & the rest of them 41.1% are males.

We can notice that the females percentage in our survey is higher than the males one, and it is important to have an idea about the audience gender because it is a part of the demographic segmentation and travel agencies should know which gender has the most presence online so they could figure out the suitable style of content to share in order to attract them and offer them products and services they need based on their gender. Moreover, to set the difference between them and males and to understand the perspective of each of them.

3) Occupation:

Figure III.3: respondent's occupation



Source: elaborated by us using Google forms

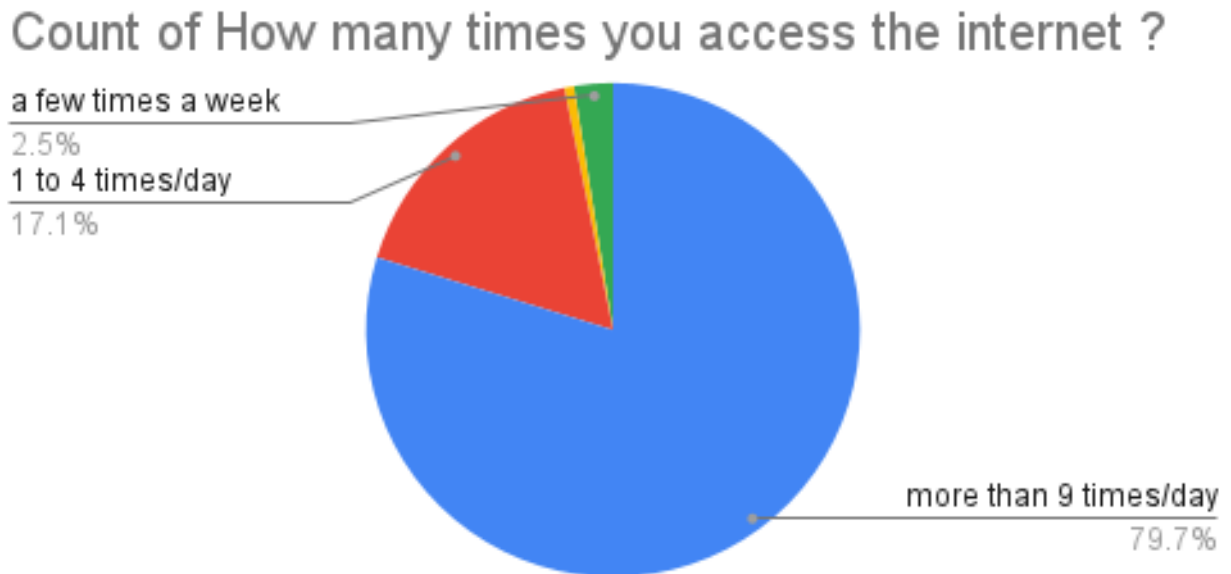
Based on what the figure above is showing, individuals who respond to our survey 75.8% of them are just students, 23.1% are salaried people, 8.8% are business owners, and the rest 1% represents people who are retired, graduated, self-employed, jobless & university teachers.

Every company should have an idea about the clients occupation and so is the travel agencies should too, because after all the occupation factor is crucial in the process of setting the prices & the agency must provide prices that suits the potential clients occupation where they can afford it with no hesitations.

We notice here that the majority of the respondents are students and that makes sense why most of them are between 18 and 31 years old. And about 1/20 of them are salaried and just few are business owners.

Question n°1: How many times you access the internet?

Figure III.4: respondent's time spent online



Source: elaborated by us using Google spreadsheets

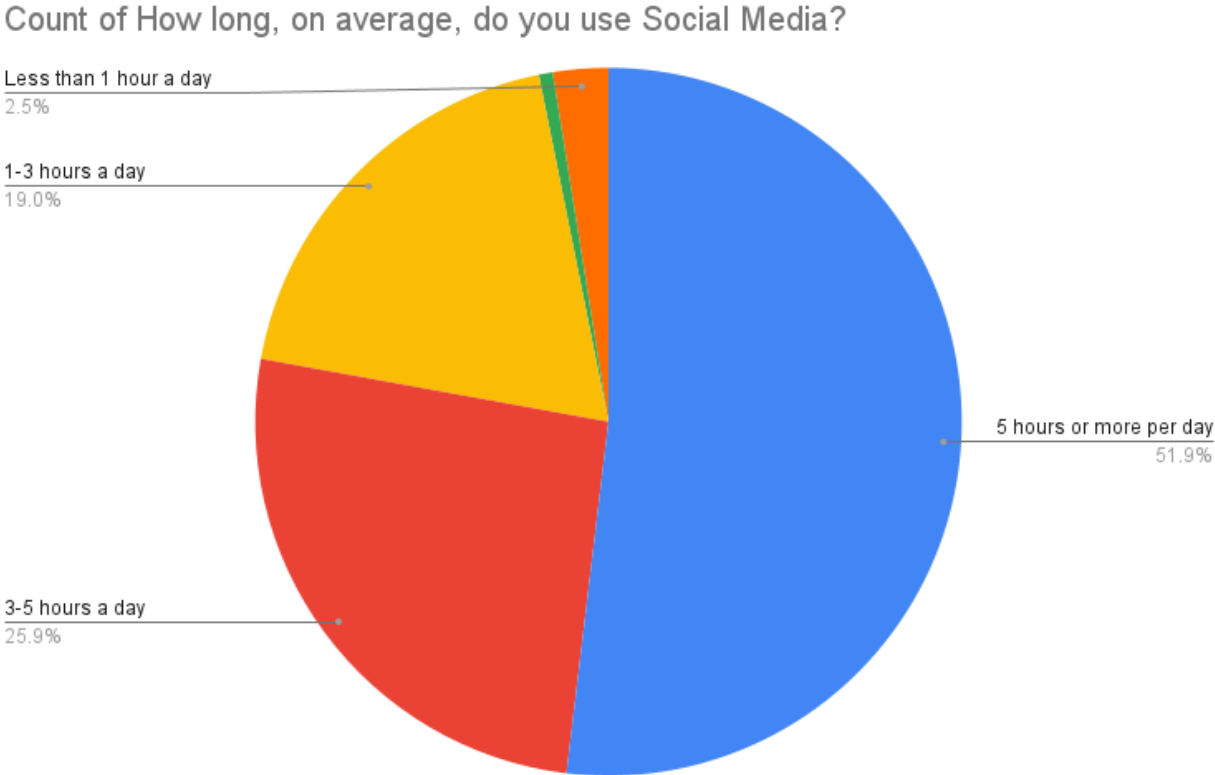
79.7% of the respondents to this question said that they access the internet more than 9 times a day, 17.1% said that they access it from once to 4 times a day. And about 2.5% mentioned that they access the internet just few times a week. The rest 0.6% of them said they access it rarely (once a week).

It's difficult to find out how many times exactly people use the internet only by the use of a simple survey, the perfect way to do it is by monitoring them and keep their internet usage under the scope 24/7, but we should keep in mind that this method will be enough for us to know how much only some of them spend time in the internet, the chart above shows that the majority of Algerian people are online for more than 9 times a day & this indicates that the Algerian people are more connected than ever before, this huge number of internet users is a profitable opportunity to the travel agencies, not just an opportunity but more like a treasure if they can make the right plan & implement the right strategy that will turn these people into leads and finally to potential customers. So based on our survey's results, the travel agencies should be motivated today to work harder & invest more money in social media marketing &

enhance their pages in the different platforms (Facebook, Instagram...etc.) in order to make incredible profits from these online users.

Question n°2: How long, on average, do you use Social Media?

Figure III.5: respondent time spent in social media



Source: elaborated by us using Google spreadsheets

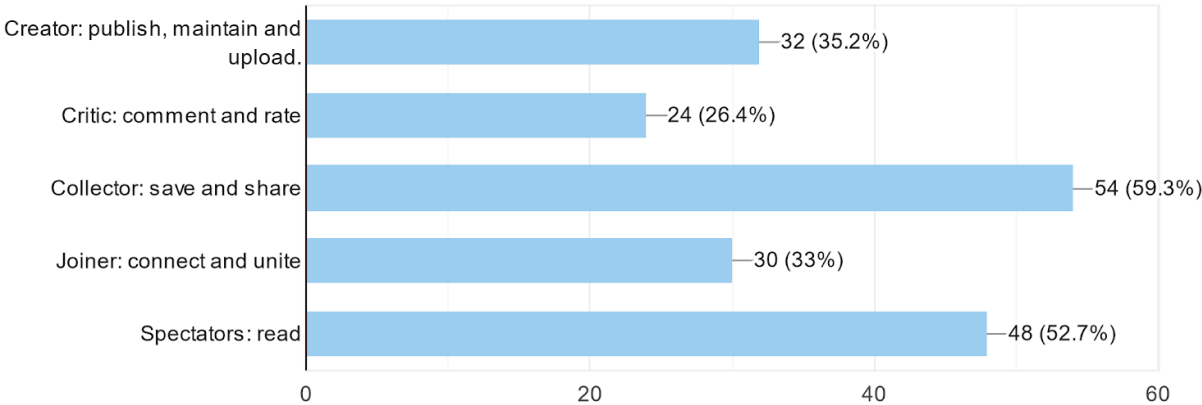
The results shows that 51.9% of the respondents use the social media platforms for 5 hours or more a day, 25.9% use these platforms on average of 3 to 5 hours a day, 19% use it only on average of 1 to 3 hours a day, meanwhile the rest 2.5% of the respondents enter this platforms in less than 1 hour a day.

We can see that the vast majority of the Algerian people use the social media for more than 5 hours per day, and some of them use it for 3 hours per day which indicates that most of the daily time of an Algerian is spent online using social media platforms. The travel agencies must focus more on the social media content and not in other platforms such as (websites, Blogs ...etc.), we are not saying that the digital marketing managers should ignore the agency website, what

we are trying to say is that the agencies marketing managers must invest most of their times and efforts, & emphasize on the creation & the sharing process of social media content, in another word, social media platforms are the right spot where the agencies marketing managers should throw their fishing pole.

Question n°3: How do you classify yourself in the Social media?

Figure III.6: respondent type as a social media user



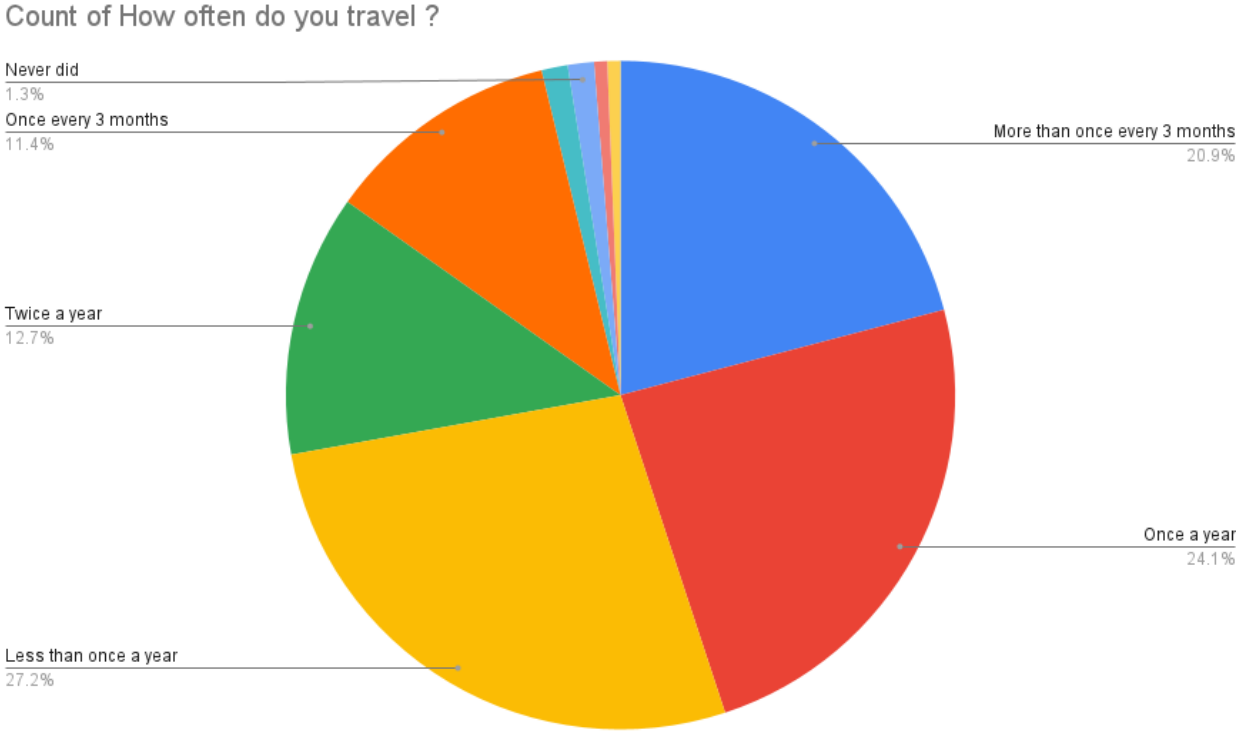
Source: elaborated by us using Google forms

Based on the chart above, almost 60% of the survey respondents classify their selves as collectors online (they save the information & share it), also 52.7% classify their selves as spectators (readers), meanwhile 35.2% consider their selves as creators (they publish, maintain & upload content online), 33% see their selves as joiners (they connect & unite people) and the rest 26.4% consider their selves as critics (they just comment & rate).

We can notice that the vast majority of the Algerian people are social media collectors (they save the information & share it) & spectators (readers), and based on this percentages we conclude that the Algerian social media user reads the post or the information and if he finds it interesting he save & share that particular information with his friends & family online. Therefore, the travel agency must keep an eye on the targeted audience online & study the content, try to enhance it before sharing in in the different social media platforms and once it is shared they must update it from time to time based on the internet evolutions & trends.

Question n°4: How often do you travel?

Figure III.7: respondent traveling times



Source: elaborated by us using Google spreadsheets

According to the chart above, 27.2% of our respondents travel only less than once a year, 24.1% travel once a year meanwhile 20.9% of them travel more than once every 3 months, and 12.7% travel twice a year, also 11.4% travel once every 3 months and the rest 1.3% never traveled before.

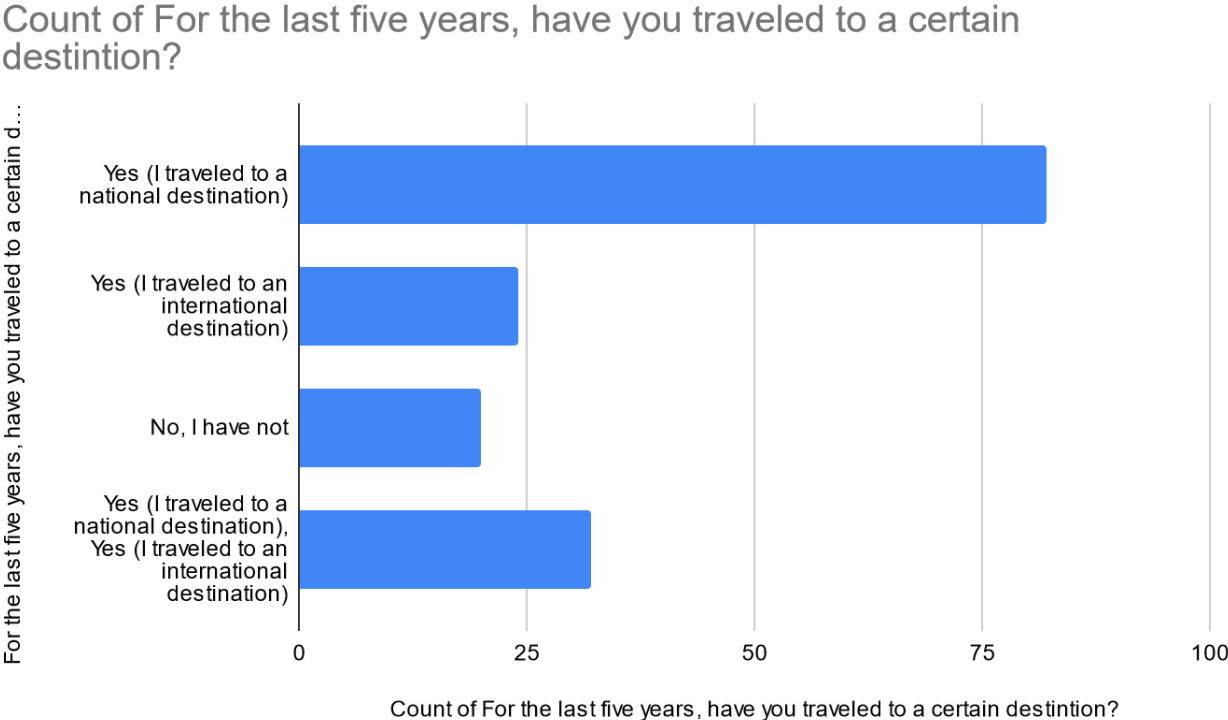
After analyzing the chart’s results, we have remarked that the largest part of our respondents travel at least once in two years & some of them travel at least once in three months which is really interesting & supporting for the country’s tourism industry.

The mentioned percentages above indicates that the Algerian people are considering traveling as an important objective in their lives, they might not travel as much as the foreign people do but still they are bearing in mind the travel experience even if they can do it only once in a lifetime. The travel agencies must pay attention at this point & they shall rise the Algerian tourist’s awareness about the importance of traveling no matter what are the reasons behind it.

The social media platforms are the right place or we can say “The golden opportunity key” that can facilitate the realization of this operation by the sharing of the right content in the right time with the right prices that suits the most of the audience.

Question n°5: For the last five years, have you traveled to a certain destination?

Figure III.8: Respondent’s last destination in the last five years



Source: elaborated by us using Google spreadsheets

As we can see in the chart above, 80% of our respondents have traveled to national destination (traveling inside the country) & the percentage of the people who traveled to a national and an international destination (inside & outside the country) is 30%, meanwhile almost 25% of them have traveled to an international destination & the rest 22% never traveled anywhere.

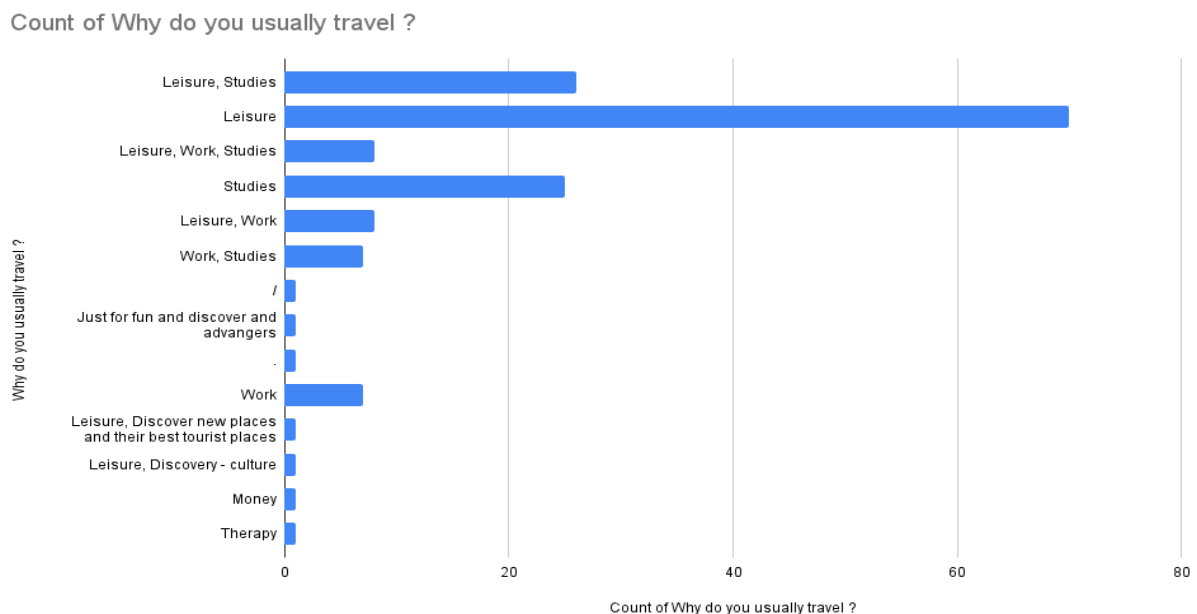
Based on the mentioned results of the last chart, we can notice that the vast majority of the Algerian people tend to travel more often within the country (to a national destination) but still there is some people who also tend to travel abroad. Here in this case our recommendation to the travel agencies would be divided in two essential points which are the following:

- The travel agencies must improve & work on the national services quality in order to rise the traveling culture within our tourists.
- The travel agencies should provide some attractive international destination discounts at reasonable prices to encourage the Algerian people to travel abroad more.

The purpose of the above suggestions is to cultivate a tourism culture in the mindset of Algerian tourists.

Question n°6: Why do you usually travel?

Figure III.9: respondent's traveling purposes



Source: elaborated by us using Google spreadsheets

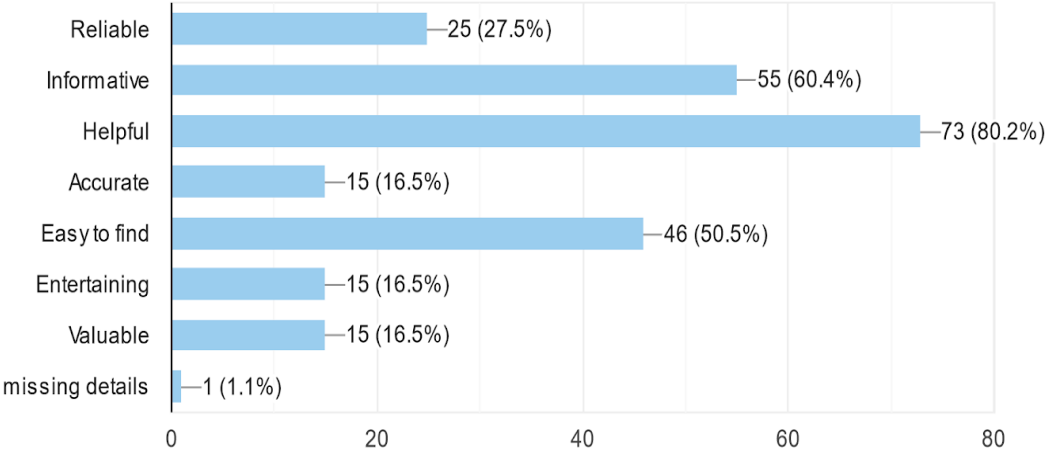
As we can notice in the chart above, 70% of our survey respondents travel only for leisure & 23.5% travel for leisure and studying as well meanwhile 22% travel only for studies purposes, 10% of them travel for leisure, work & studies and also another 10% of them travel for leisure and professional reasons (working), 9% of them travel just for working & another 9% travel for work and studying as well.

According to the last chart's results, we can notice that the vast majority of the Algerian travelers seek for leisure as a main traveling purpose which indicates that people want to discover the country and get to know more about the culture & whatsoever, also some of our

respondents travel for leisure & professional purposes such as studying abroad. For that being said, the travel agency must focus on the countries that have interesting tourist places and beautiful culture and provide more information about these countries in their social media content.

Question n°7: How do you consider travel information social media websites?

Figure III.10: respondent’s thoughts about travel information in social media



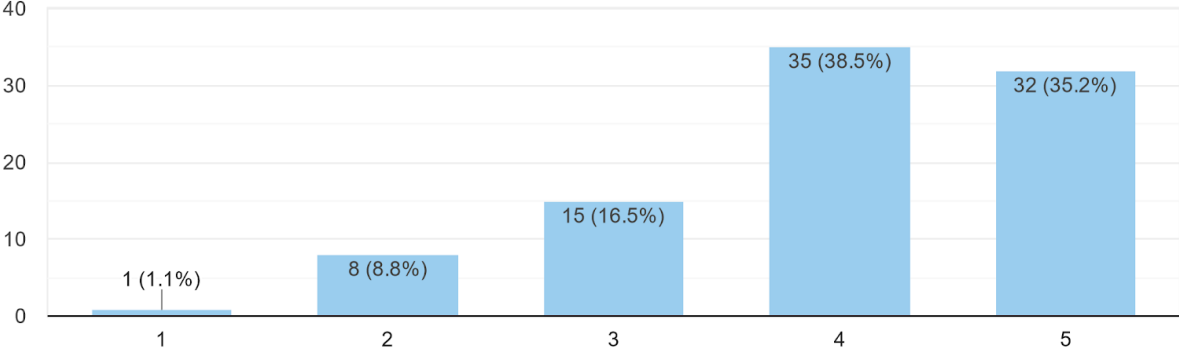
Source: elaborated by us using Google forms

As we can see in the chart above, 80.2% of the respondents find the available travel information in social media really helpful & 60.4% of them find it informative, 50.5% of them thinks that it is easy to find meanwhile 27.5% of them find it reliable, 16.5% find it accurate & another 16.5% find it entertaining & also another 16.5% consider it as valuable information, the rest 1.1% think that these information are missing details.

So based on the mentioned percentages of the chart above, we can see notice that the vast majority of the Algerian people who spend most of their times on social media platforms find the shared travel information on these platforms really helpful, informative & easy to catch which proves how much the social media platforms are crucial today in people’s lives and that is more than enough to boost the travel agencies towards preparing an enhanced content that will please the social media users once they take a look on it, and moreover, it will attract their attention to a certain point where they will be sharing it with their relatives.

Question n°8: Overall, I find social media platforms useful for travel planning

Figure III.11: importance of social media platforms to our respondents



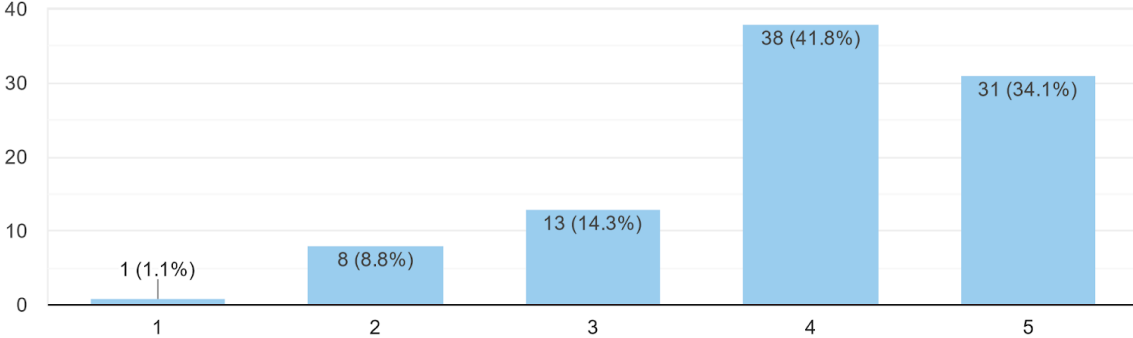
Source: elaborated by us using Google forms

As we can see in the chart above, 38.5% of our survey respondents agree on the fact of social media being useful for travel planning & 35.2% strongly agree on it as well, meanwhile 16.5% of them neither agree nor disagree on it, while 8.8% disagree on this fact & the rest 1.1% completely disagree on it.

So based on the results mentioned above, the majority of our survey respondents find that the social media platforms are really useful when planning & preparing for traveling to a certain destination which confirms our claims about how much the social media marketing is impacting the tourism operations in our country.

Question n°9: I expect to use the content of social media platforms to plan my future trips

Figure III.12: Do the respondents expect to use the social media platforms for travel plans?



Source: elaborated by us using Google forms

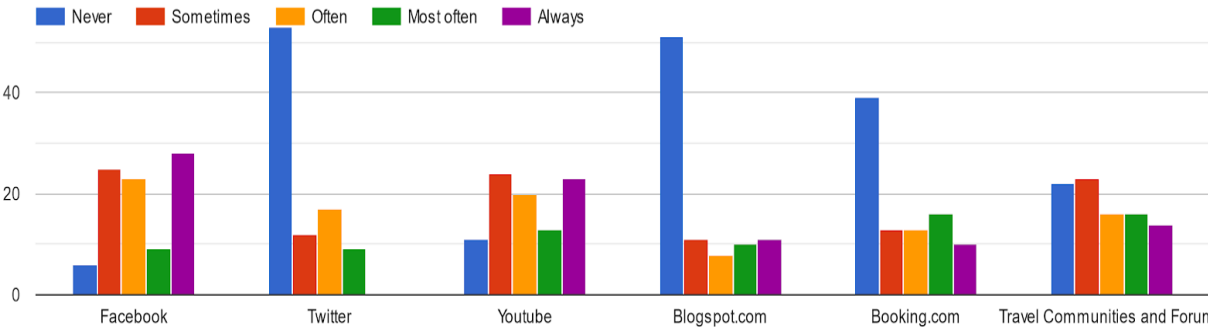
As we can notice in the chart above, 41.8% of our survey respondents agree on the fact of expecting social media platforms as a tool to use for travel plans & 34.1% strongly agree on it as well, meanwhile 14.3% of them neither agree nor disagree on it, while 8.8% disagree on this fact & the rest 1.1% completely disagree on it.

So according to the results mentioned above and as the same remark we made in the previous interpretation, the majority of our survey respondents expect to use the social media platforms as an important tool when planning & preparing for traveling to a certain destination which confirms our claims about how much the social media marketing is impacting the tourism operations in our country.

Question n°10: How frequently do you use these social media sites when planning or taking a trip?

Figure III.13: respondent's times spent on social media when planning a trip

How frequently do you use these social media sites when planning/taking a trip?



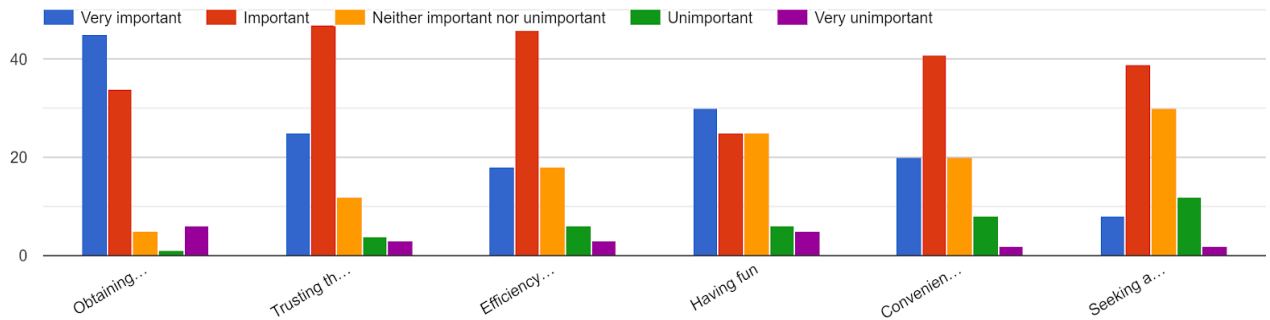
Source: elaborated by us using Google forms

As we can see in the chart above, most of the Algerian users tend to use Facebook, YouTube & the travel communities and forums when planning or taking a specific travel which shows that the most helpful & useful social media platforms for the Algerian tourists are the ones we just mentioned & it also proves that our people tend to be easily attracted by videos content.

Question n°11: How important is the following when using Social Media when planning/ taking trips?

Figure III.14: respondent's goals from the use of social media while planning for a trip

How important is the following when using Social Media when planning/ taking trips?



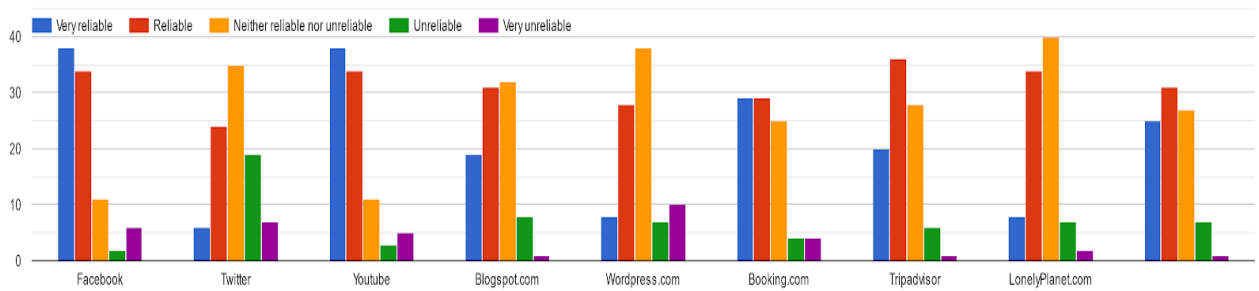
Source: elaborated by us using Google forms

According to the shown chart above we can see that based on the Algerian tourist's answers, obtaining travel information from social media platforms and enjoying their times while doing it is a very important step to do when preparing or taking a specific trip, they also consider trusting the site or the community besides the importance of efficiency of communicating and also the convenience of communicating with others to get some extra information based on people experiences as an important process to follow in order to find the perfect agency to deal with. Last but not least some of these tourists seek for the sense of affiliation in the community while searching for their travel information online. So according to this analysis, the Algerian tourists seek for much more than getting information from social media, they also want to feel like they belong to the community & get that comfort feeling while interacting with others online.

Question n°12: How reliable do you consider the following social media sites related to tourism?

Figure III.15: respondent's opinions on the reliability of the mentioned platforms

How reliable do you consider the following social media sites related to tourism?



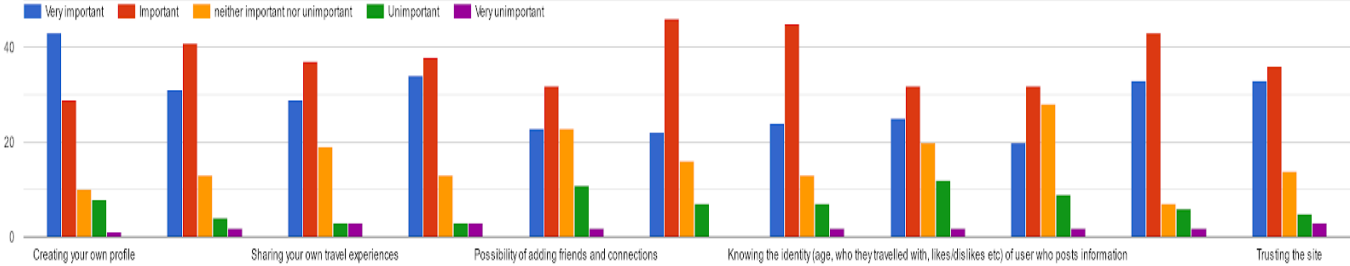
Source: elaborated by us using Google forms

Mainly we asked our respondents about the most reliable platforms for traveling & information related to tourism destination branding & based on their answers noticed that the vast majority find Facebook, YouTube, Lonelyplanet.com & booking.com very reliable when preparing for a trip. We also noticed that the vast majority considered tripadvisor.com website as neither reliable nor unreliable even though it offers content with quality besides that the website is well structured and organized. So we made some research about the mentioned website and we figured out that it generally provides information about destination that costs a lot to the Algerian tourists which makes sense why only few use tripadvisor.com website.

Question n°13: How important are the following functionalities when using Social Media while planning or taking trips?

Figure III.16: respondent’s opinions on the functionalities of the mentioned operations

How important are the following functionalities when using Social Media while planning/ taking trips?



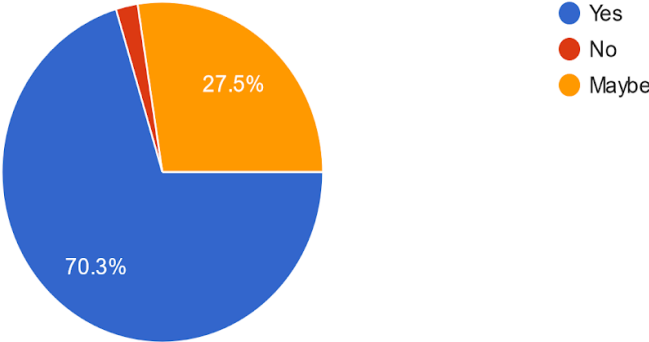
Source: elaborated by us using Google forms

According to the chart above & based on the respondent’s answers, we can see that the Algerian people consider trusting the website before creating a profile on it as a very important matter, they also consider knowing the geographical position of tourists writing reviews as an important matter as well before reading the opinions, reviews & the content shared by these tourists.

The reliability of the content besides the ability to participate in various groups is an important factor based on our respondent’s opinions & they also want to find other tourists who share their personal experiences in the social media platforms in order to interact with them & ask for pieces of advices.

Question n°14: Would you have the intention to travel to the same destination once more?

Figure III.17: respondent's willingness to visit his last destination once again



Source: elaborated by us using Google forms

According to the chart above, we can see that 70.3% of our survey respondents have the intention to visit their last destination once again meanwhile 27.5% are not really sure about it but there is a possibility for them to do it, & the rest 2.2% of them denied it which means that they have no intension to visit the same destination again.

Based on the mentioned results above we can notice that the vast majority of the respondents would like to visit their last destination once again & it proves that they got served in a qualified manner with the agency they chose which caused a certain degree of satisfaction.

3.2.1. Summary of the survey:

From the sample of 161 person we received the following results:

- From 161 person 88 females and 73 males responded to our survey.
- Most of the respondents are between 18 and 31 years old (a group of youth).
- The vast majority of the respondents use social media for more than 5 hours per day.
- Most of the Algerian social media users are collectors (they save & share the information).
- The vast majority of the respondents travel less than once in a year.
- Most of our respondents traveled only to a national destination (within the country).
- 70 respondents travel only for leisure purposes.
- 120 respondents find the social media information helpful on the preparation for a travel.
- Most of our respondents find Facebook, YouTube, Lonelyplanet.com & booking.com very reliable.
- The vast majority of the respondents would have the intension to visit their last destination once again.

3.3.Conclusion

Based on the survey interpretations, we conclude that social media marketing is a growing concept in the modern age, and if it was adopted and used in the perfect way, then companies and travel agencies in the Algerian territory will benefit from it and it will direct them towards achieving their defined goals, Social media platforms founded at the most used by the Algerian tourists, and this usage keeps growing every single day, this massive use of social media platforms from the Algerian tourists is a big opportunity for the travel agencies that want to elevate their sales performance in the Algerian market and also enhance their relationship with the clients, to create a strong communication network with them, and keep them close and updated.

As we have noticed in the above research, the following social media platforms (Facebook, YouTube) are the most effective platforms in online marketing, which help to increase sales volume and marketing process.

After the observation and the interpretation of our survey's results and the information we collected from it, it is our duty to give some of our own recommendations to the Algerian travel agencies.

- Improve their social media pages and provide daily uploads.
- They can hire some influencers to promote for their services.
- They must insist on feedbacks & opinions to know where they are standing comparing to other agencies.
- Destination branding requires good content marketing & the agencies must keep that on mind, the more the content is well defined and structured the more clients will be convinced which leads to the purchasing decision.

General conclusion

As social media quickly involved itself into politics, workplaces, family life and other places, it continues to develop at lightning speed, so it is difficult to predict how it will develop next, and as much as it is hard for different companies to elaborate a successful social media marketing plan nowadays, surely it will get even harder in the future due to the fast evolution of these platforms & its huge impact on peoples' lives.

The use of the social media marketing plans in tourism destination branding might be operative, but it is not always guaranteed that the results will always be effective. However, if we invest the required resources and know how to use it in the proper way, we will definitely reach a new scale and develop our marketing process through time.

Social media helps establish a strong continuous chain of connections between people no matter where they are on earth, and it helped companies, business owners & travel agencies provide 24/7 online services for their customers and any potential customers. These platforms are a very good medium of communication between any company and its consumers. They can build a strong band with them, allow them to pay close attention to their activities and products/services, and take their relationship to the next level which is the common objective of all the companies.

Considering & using different social media marketing strategies by the travel agencies in order to promote for their services online become essential.

Based on the results obtained from the survey, we conclude that using a specific social media platform can be more efficient. But we also can say that the use of a certain combination between the various tools can be more efficient & it might increase the odds of attracting much more tourists. As we can see in the question n°12, the vast majority of the Algerian internet users find Facebook & YouTube reliable when it is about the information related to tourism, therefore, we can say that the agencies shall figure out a way to provide qualified and enhanced content within Facebook & YouTube at the same time to insure the highest level of attraction in our country.

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The impact of social media marketing on tourism destination branding in Algeria

nowadays the social media platforms such as (Facebook,Instagram,LinkedIn...etc) are considered as an indispensable communication tools in our daily life, and through browsing in these platforms feeds we interact with so many people & we also interact with different business and companies pages such as tour operators (travel agencies) pages, the following survey is a part of a Master degree thesis titled by "The impact of social media marketing on tourism destination branding in Algeria".

* Required

Choose the suitable language *

- English
- français

The impact of social media marketing on tourism destination branding in Algeria

* Required

nowadays the social media platforms such as (Facebook,Instagram,LinkedIn...etc) are considered as an indispensable communication tools in our daily life, and through browsing in these platforms feeds we interact with so many people & we also interact with different business and companies pages such as tour operators (travel agencies) pages, the following survey is a part of a Master degree thesis titled by "The impact of social media marketing on tourism destination branding in Algeria".

Age *

- 18-30
 - 30-40
 - 41-50
 - 51-65
-

Gender *

Female

Male

Occupation *

Student

Salaried

Business owner

Retired

Other: _____

How many times you access the internet ? *

- more than 9 times/day
 - 1 to 4 times/day
 - a few times a week
 - once a week
 - once a mounth
 - Other: _____
-

How long, on average, do you use Social Media? *

- 5 hours or more per day
- 3-5 hours a day
- 1-3 hours a day
- Less than 1 hour a day
- 4 – 6 times a week
- Less than 4 times per week
- Other: _____

How do you classify yourself in the Social media? *

Creator: publish, maintain and upload.

Critic: comment and rate

Collector: save and share

Joiner: connect and unite

Spectators: read

Other: _____

How often do you travel ? *

More than once every 3 months

Once every 3 months

Twice a year

Once a year

Less than once a year

Other: _____

For the last five years, have you traveled to a certain destination? *

- Yes (I traveled to a national destination)
 - Yes (I traveled to an international destination)
 - No, I have not
-

Why do you usually travel ? *

- Leisure
- Work
- Studies
- Other: _____

Do you consider travel information in social media websites: *

Reliable

Informative

Helpful

Accurate

Easy to find

Entertaining

Valuable

Other: _____

Overall, I find social media platforms useful for travel planning. *

	1	2	3	4	5	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

I expect to use the content of social media platforms to plan my future trips.

	1	2	3	4	5	
Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agree

How frequently do you use these social media sites when planning/taking a trip? *

	Never	Sometimes	Often	Most often	Always
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogspot.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel Communities and Forums	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is the following when using Social Media when planning/ taking trips? *

	Very important	Important	Neither important nor unimportant	Unimportant	Very unimportant
Obtaining travel information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting the site/community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency of communicating and obtaining information in Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of communicating with others and obtaining information in Social Media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seeking a sense of affiliation in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How reliable do you consider the following social media sites related to tourism? *

	Very reliable	Reliable	Neither reliable nor unreliable	Unreliable	Very unreliable
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youtube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blogspot.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wordpress.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Booking.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tripadvisor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LonelyPlanet.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel communities and forums (eg, WAYN)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important are the following functionalities when using Social Media while planning/ taking trips? *

	Very important	Important	neither important nor unimportant	Unimportant	Very unimportant
Creating your own profile	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Talking to other tourists in real-time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing your own travel experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing the geographical position of tourists writing reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility of adding friends and connections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Possibility of participating in various groups (for example: a group for adventure tourism, for lonetravelers,etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowing the identity (age, who they travelled with, likes/dislikes etc) of user who posts information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Possibility of engaging in conversations with the people who wrote the reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading content/reviews /opinions shared by other tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trusting the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Would you have the intention to travel to the same destination once more ? *

- Yes
- No
- Maybe

Abstract

The main purpose of this graduation thesis titled by “The impact of social media marketing on tourism destination branding in Algeria” is to help the travel agencies in Algeria to understand the social media marketing standing & its impact on the tourism industry and destination branding as a major necessary tool in order to reach the clients in a short time & communicate better with them, by understanding the opponents of social media marketing and its efficiency on the tourism industry and destination branding we shall achieve our aims. Our graduation thesis is composed of three chapters & each one of them deals with different aspect, chapter 1 is introductory and defines social media marketing and it is subdivided into three parts. Part 1 describes social media in general and part 2 explains social media platforms. Part 3 deals with the definitions of social media marketing. Chapter 2 examines tourism destination branding & it is consists of five parts starting by brand & branding than heading to brand equity, brand identity, Customer-based brand equity & finally destination branding. Chapter 3 is subdivided into three parts. Part 1 is about the presentation of our research, part 2 shows the survey results & analysis & the third part is a conclusion of the chapter.

We used a qualitative research method in order to realize this study & conducted a survey and post it online in order to understand through the answers how much the Algerian people know about the social media marketing and its impact on the tourism destination branding. We concluded that using a specific social media platform can be more efficient. But we also can say that the use of a certain combination between the various tools can be more efficient & it might increase the odds of attracting much more tourists. Based on our survey’s results, we have recommended some solutions & suggestions to our travel agencies under the aim of helping them to develop and re-consider their shared content online.

Keywords: Social media platforms, travel agencies, social media marketing, tourism destination branding

الملخص

الغرض الرئيسي من هذه الأطروحة "تأثير تسويق مواقع التواصل الاجتماعي على الوجهات السياحية في الجزائر" هو مساعدة وكالات السفر في الجزائر على فهم مكانة تسويق مواقع التواصل الاجتماعي وتأثيرها على السياحة بمختلف وجهاتها كأداة ضرورية رئيسية للوصول إلى العملاء في وقت قصير وتحسين التواصل معهم، ومن خلال فهم تسويق مواقع التواصل الاجتماعي وكفاءته فيما يتعلق بصناعة السياحة ووسم الوجهات السياحية سنحقق أهداف دراستنا. وتتألف أطروحة التخرج من ثلاثة فصول يتناول كل فصل منها جوانب مختلفة، أما الفصل 1 فهو يسلط الضوء على تسويق مواقع التواصل الاجتماعي ويقسم إلى ثلاثة أجزاء. الجزء 1 يصف مواقع التواصل الاجتماعي بشكل عام والجزء 2 يشرح منصات التواصل الاجتماعي. ويتناول الجزء 3 تعاريف عامة خاصة بتسويق مواقع التواصل الاجتماعي. الفصل 2 يبحث في العلامة التجارية للوجهة السياحية ويتكون من خمسة أجزاء مختلفة. ويقسم الفصل 3 إلى ثلاثة أجزاء. الجزء 1 هو مقدمة عامة لبحثنا، الجزء 2 يبين نتائج الدراسة الاستقصائية وتحليلاتها والجزء الثالث هو استنتاج عام لدراستنا. استخدمنا أسلوب البحث النوعي من أجل تحقيق هذه الدراسة وأجرينا دراسة استقصائية ونشرناها على الإنترنت من أجل فهم مدى معرفة الشعب الجزائري عن تسويق مواقع التواصل الاجتماعي وتأثيرها على الوجهة السياحية. واستنتجنا أن استخدام منصة محددة من منصات التواصل الاجتماعي يمكن أن يكون أكثر كفاءة. ولكن يمكننا القول أيضاً أن استخدام مزيج معين بين الأدوات المختلفة يمكن أن يكون أكثر كفاءة وقد يزيد من احتمالات جذب المزيد من السياح. واستناداً إلى نتائج دراستنا الاستقصائية، وفرنا بعض الحلول والاقتراحات لوكالات السفر المختلفة بهدف مساعدتها على تطوير وإعادة النظر في محتواها النشور على الإنترنت.

الكلمات المفتاحية: مواقع التواصل الاجتماعي، وكالات السفر، تسويق وسائل التواصل الاجتماعي، تسويق وتوسيم الوجهات السياحية.