

Importance of omnichannel marketing in the attractiveness of Algerian tourist destinations ». Case of the destination TIMIMOUN

FERRAT Massilva*

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Abstract: *Technological advances have led to the emergence of new traveler behaviors, making it essential to adopt an omnichannel strategy that combines both physical and digital channels in order to deliver a harmonized customer experience. This article examines the importance of omnichannel marketing in strengthening the attractiveness of Algerian tourist destinations, with a particular focus on Timimoun. The study reveals that, despite its considerable tourism potential, Timimoun's destination marketing remains underdeveloped, fragmented, and lacking an integrated digital strategy. Finally, the article proposes concrete actions—such as better channel integration, the reduction of customer journey fragmentation, and the mobilization of local stakeholders—to enhance the destination's overall attractiveness.*

Keywords: Omnichannel marketing; tourist attractiveness; tourist destination; new technologies; Algeria.

JEL Classification: M31; Z32; L86.

ملخص : في ظل التحولات المتسارعة في سلوكيات المستهلكين، أصبح من الضروري اعتماد استراتيجية تسويق متعددة القنوات تقوم على التكامل بين القنوات المادية والرقمية، بما يضمن تقديم تجربة متناسقة ومتكاملة للزبائن. يتناول هذا المقال أهمية التسويق متعدد القنوات في تعزيز جاذبية الوجهات السياحية الجزائرية، مع التركيز بصفة خاصة على وجهة تيميمون. وتُبرز الدراسة أنه، رغم الإمكانيات السياحية الكبيرة التي تزخر بها تيميمون، لا يزال تسويق هذه الوجهة يعاني من ضعف في التنظيم، وتجزؤ في الجهود الترويجية، وغياب استراتيجية رقمية متكاملة. وفي الختام، يقترح المقال مجموعة من الإجراءات العملية، من بينها تحسين تكامل قنوات التسويق، والحد من تجزئة مسار تجربة الزبون، وتفعيل دور الفاعلين المحليين، بهدف تعزيز الجاذبية الشاملة للوجهة السياحية.

الكلمات المفتاحية : التسويق متعدد القنوات؛ الجاذبية السياحية؛ الوجهة السياحية؛ التكنولوجيات الحديثة؛ الجزائر

* MCB at University of Tizi-Ouzou, massilva.ferrat@ummtto.dz

1.Introduction

Since the advent of the Internet in the early 2000s, consumer behavior has undergone profound and continuous transformation. These changes have disrupted all sectors of activity, particularly the tourism industry. In this context, tourism stakeholders face increasing difficulties in defining effective strategies and continue to seek more appropriate approaches to respond to evolving consumer expectations.

Omnichannel marketing has gradually emerged as a key strategic approach in the tourism sector, enabling the integration of multiple communication and distribution channels to offer a coherent and value-enhancing customer experience. Omnichannel destination marketing is considered an extension of the multichannel strategy, which advocates the simultaneous and coordinated use of available distribution channels in order to provide consumers with multiple points of contact with service providers (Kotler et al., 2016). In addition to physical travel agencies, websites and call centers now respond to the new requirements stemming from changes in consumer behavior in the digital era.

The implementation of an omnichannel strategy goes beyond purely technological considerations. It represents an organizational transformation that requires a shift toward a customer-oriented approach. This involves rethinking interactions at each touchpoint, developing in-depth knowledge of customer needs, and ensuring that all teams operate in a coordinated manner toward shared strategic objectives.

In the tourism sector, maximizing the potential to attract visitors requires a presence across all available tourism distribution channels. In the digital age, travelers' expectations and requirements are constantly evolving. Tourists increasingly seek information through multiple channels, which underscores the need to combine digital platforms (websites, online booking platforms, mobile applications, social networks, etc.) with physical channels (travel agencies, tourist offices, etc.).

Effective customer relationship management in tourism helps create memorable experiences, foster visitor loyalty, and attract new tourists. Omnichannel destination marketing therefore appears as a crucial strategy for enabling Algerian tourist destinations to enhance their competitiveness and visibility.

Algeria, a country endowed with rich natural, historical, and cultural tourism resources, could significantly benefit from the adoption of an omnichannel strategy to attract greater tourist flows. Despite this exceptional potential, tourism in Algeria remains underexploited. Omnichannel marketing thus represents a major opportunity to modernize the sector and improve its overall attractiveness.

This study aims to explore the challenges and prospects associated with adopting an omnichannel strategy to strengthen the attractiveness of tourist destinations and promote tourism development in Algeria. Accordingly, it seeks to answer the following research

question: **“How can omnichannel destination marketing contribute to strengthening the attractiveness of Algerian tourist destinations?”**

Digital technologies and innovations occupy a central role in the tourism sector. These practices strongly influence tourist attractiveness and, consequently, the economic attractiveness of territories. When effectively leveraged, they represent a significant source of opportunity. It is within this context that the present contribution is situated, aiming to demonstrate how omnichannel marketing can enhance tourist attractiveness.

1. The Determinants of Tourist Attractiveness

A tourist destination refers to a geographical area that welcomes visitors. It can be defined as a territory that local stakeholders seek to promote by mobilizing tourism products that enhance regional assets in order to attract visitors. A destination therefore consists of a set of products and services available within a given territory that are capable of attracting tourists (Murphy et al., 2000).

The attractiveness of a tourist destination is a complex concept. Mayo and Jarvis (1981) were among the first scholars to address it in a study linking destination attractiveness to tourists' decision-making processes. Subsequently, numerous studies have examined this concept, generating growing academic interest. According to this body of research, the more effectively a destination meets visitors' expectations, the more attractive and favorable it is perceived during the destination choice process.

Among the most widely cited approaches is that of Hu and Ritchie (1993), who define a tourist destination as a combination of tourism resources and services. Their supply-and-demand model emphasizes that tourism demand depends on a destination's natural, cultural, and infrastructural resources.

With this in mind, HU and RITCHIE define the attractiveness of a destination by its ability to offer a certain satisfaction and perceived advantages to tourists. Thus, the ability of a destination to attract tourists is based on the combination of tourism products, such as infrastructure, attractions and activities, which meet the needs and desires of visitors. According to BENCKENDORFF and PEACE (2003), attractiveness is a driving force behind tourists' motivations to choose a destination.

In 2018, Fletcher et al. proposed a model classifying the determinants of attractiveness in four major dimensions: Attractions, Accessibility, Tourist Facilities, Complementary Services. Thus, for a better attractiveness, a tourist destination must combine these four dimensions:

Table (1): The determinants of territorial attractiveness

Determinants	Details	Exemples
Attractions and availability of resources Natural resources	Cultural and historical heritage	Beaches, deserts, protected parks Archaeological sites, crafts
Accessibility and connectivity	Transport infrastructure Digital connectivity	Airports, highways, taxis Internet, tourist platforms
Tourist facilities	Accommodation infrastructure Various tourist services	Hotels, guest houses, cottages Travel agencies, Leisure and entertainment facilities
Additional services	Reception and hospitality of the local population Security	Notoriety and image of the destination Interaction with the local population Reviews and ratings on social networks, sharing experiences

Source: established by the author

In summary, the attractiveness of a tourist destination depends on several elements. First, the richness and diversity of its natural and cultural heritage. In addition, tourist infrastructures, such as hotels and restaurants, are essential factors that strengthen the attractiveness of a destination. In addition, aspects such as safety and the quality of the services available are also decisive in the choice of tourists. Finally, the marketing, visibility and promotion of the destination can have a considerable impact on the tourist attractiveness of a region or a country, especially in the era of the connected world.

2. Omnichannel Destination Marketing as a Source of Competitive Advantage for Tourist Destinations in the Digital Age

Stepchenkova and Morrison (2008) argue that the perception an individual forms of a tourist destination depends not only on previous visits but also on the information accessible through various external sources and communication channels, such as traditional media, social networks, and word of mouth.

In the contemporary digital environment, it has become essential for all stakeholders in the tourism sector to establish a strong presence across digital channels, including websites, social media platforms, mobile applications, and interactive information kiosks. The Internet is now widely recognized as the primary source of information for tourists (Merabet et al., 2021). In this context, omnichannel destination marketing emerges as a strategic approach that integrates and coordinates multiple information and distribution channels—such as travel agencies, tourist offices, websites, and social networks—in order to provide a seamless and coherent experience for tourists. This approach aims to enhance visitor support throughout the customer journey while strengthening the overall attractiveness of the destination. Its main objectives therefore include:

Table (2) : Objectives of omnichannel marketing of tourist destinations

Objectives	Advantages	Exemples
Attracting tourists	Increases the income of the tourism industry. Creates jobs in the hospitality and related sectors. Stimulates local businesses and attractions.	A well-marketed destination attracts international tourists, thus contributing to economic growth. Increased sales of local shops, museums and entertainment venues.
Strengthen the destination image	Shapes the perception of a destination. Attracts specific target audiences.	Successful marketing can position a destination as luxurious, adventurous, family-friendly, etc. Marketing presents a seaside town as a quiet refuge, distinct from busy urban destinations.
Promote local development	Stimulates investments in infrastructure. Encourages the preservation of cultural and natural assets. Promotes community pride and engagement.	Marketing efforts can lead to significant new construction or road improvements. Conservation efforts to maintain the natural beauty of a destination. Local residents participate in tourism-related activities and share their culture.

Source: established by the author

Faced with the growing diversity of tourist destinations and the rapid evolution of consumer behavior, destination managers are increasingly compelled to rethink their tourism service offerings in order to attract and retain visitors. In response to these changes, many destinations are turning to mobile applications and new digital channels. To ensure the success of an omnichannel marketing strategy, several essential conditions must be met, the most important of which are outlined below.

Smooth integration of digital and physical channels: The effective integration of digital and physical channels is a fundamental prerequisite for the successful adoption of omnichannel strategies by tourism stakeholders. This integration requires consideration of several key elements, including a structured digital presence to ensure strong visibility, the delivery of a unified and consistent customer experience across all channels, and the training of frontline personnel (such as guides, hoteliers, and reception agents) to enhance their technical and digital competencies. However, the objective is not to replace traditional

channels, but rather to connect them effectively with digital tools in order to ensure continuity throughout the customer experience.

Stakeholder involvement: The involvement of all stakeholders is essential to building trust and fostering cooperation among the various actors involved in a tourist destination. Local authorities, hotels, restaurants, travel agencies, and other tourism-related stakeholders are encouraged to work in synergy to develop a destination marketing strategy based on active participation. Such collaboration strengthens the destination's attractiveness and enhances its promotion at both national and international levels.

Creation of a destination website: Today, the internet represents the primary source of information for travelers seeking to learn about tourist destinations. In this context, having an official destination website is an effective way to showcase key selling points and highlight the destination's strengths. This platform enables direct communication with target audiences and can be enriched with videos, images, and virtual tours. It serves as a comprehensive source of information on accommodation, attractions, events, gastronomy, and other tourism-related services.

Broadcasting videos and virtual tours: The dissemination of videos and virtual reality content enhances the visibility of destinations across digital channels. Platforms such as Facebook, Instagram, Twitter, and YouTube allow destinations to showcase authentic testimonials, successful tourist experiences, and the destination's potential. Such content positively influences tourist perceptions and contributes significantly to destination attractiveness.

Increased use of social media: Beyond traditional word-of-mouth communication, social media platforms play a crucial role in providing travelers with feedback and experiential insights. Collaborating with influencers or individuals with a loyal online following is an effective way to reach wider audiences and promote the destination more efficiently.

Utilization of the digitized customer journey: The digital customer journey encompasses all stages experienced by tourists, from the initial discovery of the destination to the sharing of their travel experiences. Omnichannel destination marketing aims to support tourists at every stage of this journey by providing appropriate information, services, and support, thereby ensuring an enhanced and seamless tourist experience. By implementing these strategies, tourist destinations can not only attract new visitors but also strengthen visitor loyalty and long-term engagement with the destination brand.

3. Impact of Omnichannel Tourism on the Attractiveness of Algerian Tourist Destinations: The Case of Timimoun

According to the Minister of Tourism and Crafts, Algeria is lagging behind in the digital domain, making it urgent to take action to overcome this delay. The commercial strategy of tourism services must therefore integrate digital technologies in order to enhance professionalism and modernize commercial activities.

Algeria officially initiated its transition toward digital tourism by signing an agreement on Sunday, December 3, 2017, in Algiers. This agreement was concluded between the Algerian Digital Cluster and the Tourism Cluster during a forum dedicated to e-tourism, under the sponsorship of the Ministry of Tourism and Crafts and the Ministry of Post and Information and Communication Technologies (ICT).

3.1 Presentation of Timimoun and Its Tourism Potential

The Wilaya of Timimoun is an Algerian region established in 2019 and officially formalized in 2021. It is located in the heart of the central Algerian Sahara, within the Gourara region, approximately 1,400 kilometers from Algiers. Covering an area of more than 1,000 square kilometers, the region is home to over 4,000 inhabitants. The local population predominantly follows a traditional lifestyle centered on agriculture, supported by an irrigation system of wells locally known as *Al-Faqeer*, surrounded by fields, orchards, and palm oases.

The city of Timimoun is distinguished by its unique urban and architectural character, set among red-soil hills. It features remarkable ancient ksours nestled among sand dunes, caves, old reed structures, and dense palm groves. This natural environment forms an artistic mosaic that opens onto the vastness of the desert. Known as the “Red Oasis” due to the distinctive color of its buildings, Timimoun is also renowned for its Islamic architectural heritage.

Timimoun possesses a rich tourism, natural, and archaeological potential, with nearly one hundred sites and historical remains scattered throughout its territory. This diversity makes it a highly attractive destination for both domestic and international tourists. Its main natural attractions include the Sandy Rose formations of the Timimoun region; Ighzer Cave in Ouled Said; Tmasekhte Cave in Tamest (Fenoughil); Charef Cave (Sidi Aissa) in Timokten (Aoulef); vast sand dunes and ergs in Bouda, Tinerkouk, Talmine, Sali, Aoulef, and Reggane; the Petrified Wood Forest in Aoulef; sebkhas in Tamentit, Bouda, and Timimoun; and prehistoric rock carvings found in Ain Belbal, Matriouerr, the Tadmaït Plateau, Timiaouin, and the Tinzaouatine Plateau.

These features contribute to positioning Timimoun as a key tourist destination in the heart of the Sahara. Designated as the “Capital of the Red Oasis,” the city is characterized by an exceptionally rich material, cultural, and historical heritage that significantly enhances its tourism appeal. Notable heritage landmarks include the Ighzer Kasbah, dating back to the 11th century of the Hijri calendar and located approximately twenty kilometers from the city, as well as the circular Ksar of Drâa, situated in the center of Timimoun. This ksar represents an important link in the chain of ksours extending from the Gourara region to Tidikelt (In Salah)

Old Ksar: This site, recognized for its traditional architecture, is a living testimony of the history of the region.

The Oases: Spread throughout the Wilaya, these oases are essential for the local agronomy and illustrate the richness of the desert biodiversity.

Independence Square: Located in Timimoun, this square is characterized by a traditional architecture that reflects the cultural identity of the region.

Ksar Massine: Also located in Timimoun, this Ksar is famous for its traditional art, which enriches the cultural experience of visitors.

Ksar Ighzer: Located in Ouled Said, it is distinguished by a combination of traditional architecture and natural caves.

Ksar Bedriane: This historical site, located in Timimoun, is a striking example of the architectural heritage of the region.

Ksar Adgha: Located in Adrar, this Ksar is appreciated for its traditional architecture, which testifies to ancestral know-how.

Ksar Bouda: In the town of Bouda, this site is another example of traditional Saharan architecture.

Ksar Hammed: Located in the town of Tsabit, it represents an old fort, adding a historical dimension to the region.

Ksar Tamentit: Former capital of Touat, this Ksar, classified, is a site of major historical importance located in the town of Tamentit.

Ksar Tasfaoute: In Fenoughil, this Ksar is recognized for its traditional architecture, which attracts many visitors.

Ksar Temaskhte: Located in Tamest, it combines architectural elements with caves, illustrating the diversity of the local landscapes.

Ksar Nefisse: Located in Reggane, this Ksar is renowned for its old style of architecture, which reflects the built traditions.

Kasbah Melouka: In Timmi, this kasbah, classified, is a significant example of the old architecture of the region.

Martyrs' Square: In the municipality of Adrar, this square is characterized by its traditional architecture, reinforcing the historical identity of the region.

Timiaouin: Located in Timiaouin, Bordj Badji Mokcha, this site completes the rich heritage of the wilaya.

These sites not only illustrate the history and the dynamic culture of the Wilaya of Timimoun, but also constitute major points of interest for visitors, thereby contributing to the tourism development of the region. They offer an immersion in Algerian heritage while highlighting the importance of conserving and enhancing these cultural resources.

According to the Directorate of Tourism and Handicrafts, Timimoun also possesses an infrastructural heritage that supports tourism activity. This infrastructure includes an Information and Tourist Orientation Center; ten centers dedicated to traditional crafts; a space for the sale of handicraft products; 146 private investment projects currently underway with a total accommodation capacity of 10,761 beds; twelve tourist offices; twenty-four tourism associations; and sixty-six craft associations. In addition, the sector

comprises 9,069 craftsmen employing 16,291 workers. The accommodation supply consists of one one-star hotel with 23 rooms (48 beds); two three-star hotels with a total of 142 rooms; eighteen unclassified hotels with 372 rooms; and twenty-six tourism and travel agencies.

3.2. Analysis of the Omnichannel Marketing Situation of the Timimoun Destination

As discussed in the previous section, Timimoun is distinguished by the richness of its natural, architectural, and cultural heritage. However, it must be noted that tourism marketing in Timimoun remains embryonic, poorly structured, and far from meeting the standards of omnichannel destination marketing. Through this case study, several critical issues have been identified.

Absence of a comprehensive marketing strategy

Timimoun is not supported by either a national or a local tourism marketing strategy. The destination lacks an official territorial brand and an identifiable slogan, making it difficult for tourists to recognize it at both national and international levels. As a result, Timimoun is perceived as a niche destination rather than a fully established tourist brand. Furthermore, although the destination has significant tourism potential, its offerings remain scattered, poorly organized, and difficult to understand for potential visitors. Notably, there is no centralized platform that brings together accommodation options, licensed guides, cultural activities, or upcoming events. This lack of coordination complicates travel planning. Survey results indicate that accommodation, catering, and activity services do exist, but they are poorly structured, difficult to access online, and largely lack digital booking tools. In a context where approximately 85% of trips are prepared online, the absence of appropriate digital tools represents a major obstacle to the destination's attractiveness.

Inconsistent and unattractive digital presence

From a digital perspective, Timimoun suffers from low and unstructured visibility. Available information is often outdated, incomplete, or unattractive. Apart from the official website of the Directorate of Tourism and Handicrafts, no official platform exists to showcase and centralize the tourism offer of Timimoun. The presence of the destination on social media platforms (such as Facebook, Instagram, and TikTok) is mainly driven by individual initiatives, often by visitors or photographers, without professional management or strategic use of these channels. Consequently, Timimoun's digital visibility remains limited and fragmented.

Weak digital culture among local tourism stakeholders

The success of omnichannel marketing depends heavily on the involvement of local stakeholders. However, in Timimoun, few hotels or guesthouses have professional websites or fully optimized Google Business profiles. Moreover, local guides, artisans, and cultural actors generally lack digital visibility. This deficiency hinders networking among stakeholders and limits opportunities for collaboration and synergy within the local tourism ecosystem.

Fragmented and insufficiently proactive institutional marketing

Tourism marketing in Timimoun relies mainly on dispersed local initiatives undertaken by the Wilaya Directorate of Tourism, municipal authorities, and a limited number of tourism operators. This fragmentation prevents the development of a coherent and proactive marketing strategy, which is essential for effectively promoting the destination and meeting visitors' expectations.

3.3. Toward the implementation of an omnichannel destination marketing strategy in Timimoun

Tourist behavior has been profoundly transformed by digital technologies, compelling destinations to redefine their promotional strategies in order to enhance attractiveness. Omnichannel destination marketing is increasingly emerging as a necessary approach to ensure a seamless, coherent, and engaging tourist experience across all points of contact between the traveler and the destination

Applied to Timimoun, this marketing model represents a significant opportunity to enhance its visibility, increase its attractiveness, structure the tourist journey, and foster visitor loyalty. To achieve these objectives, several strategic actions may be considered.

A. Articulating Digital and Physical Channels within a Logic of Complementarity

Omnichannel marketing is not limited to multiplying points of contact; rather, it requires the deliberate integration of digital and traditional channels. Physical media—such as brochures, signage, and participation in tourism fairs—should therefore be interconnected with digital tools. For instance, the use of QR codes can redirect visitors to immersive videos, interactive maps, or online booking platforms. Consequently, online promotional actions must be coordinated with on-site initiatives in order to provide tourists with a seamless and coherent experience. This interconnected network strengthens the overall destination experience, as each channel supports and enriches the others.

For a destination such as Timimoun, which remains weakly structured in terms of digital communication, it is essential to ensure an active, consistent, and homogeneous presence across the main digital tourism channels. This involves, in particular:

- Enhancing visibility on search engines through search engine optimization (SEO) by producing updated content tailored to the expectations of online users;
- Improving and promoting the destination's presence on review platforms such as TripAdvisor and Google Reviews, which play a crucial role in building travelers' trust;
- Maintaining active and regular engagement on social media platforms to showcase and promote the visual and sensory heritage of the destination;
- Integrating local tourism offers into online booking platforms such as Booking.com, Airbnb, and Viator, in order to increase online sales and improve communication between local tourism stakeholders and visitors.

The main challenge is to project a coherent, attractive, and engaging image of Timimoun while adapting formats, messages, and interactions to the specific characteristics of each communication channel.

B. Reducing Fragmentation of the Tourist Journey

A modern tourist journey is characterized by the diversification of channels used before, during, and after the stay. Typically, travelers search for information via search engines, consult reviews on specialized platforms, explore destinations through social media, book their trips via online travel agencies, and subsequently share their experiences on social networks or review websites. An omnichannel strategy therefore aims to synchronize all digital and physical channels in a coherent manner, accompanying the tourist at each stage of the journey while ensuring continuity of experience.

For Timimoun, this implies the necessity of creating harmonious points of contact among these various channels. For example, the information available online must be complete, accurate, and regularly updated in order to avoid discrepancies with the experience encountered on site. In addition, visitors should be guided seamlessly from one touchpoint to another, ensuring consistency in information, services, and overall experience throughout their stay. Must be able to switch from one channel to another without interruption, whether by consulting a website, interacting on social networks or contacting local service providers.

C. Strengthening the Mobilization of Local Stakeholders in the Implementation of the Omnichannel Strategy

The success of an omnichannel strategy is closely linked to the level of active involvement of local stakeholders within the destination. In this respect, it requires supporting tourism professionals in Timimoun in the process of adopting and mastering digital tools. Several actions may be envisaged, including training programs, technical assistance, and awareness initiatives aimed at improving digital literacy among tourism actors. Such mobilization would multiply digital entry points to the destination while ensuring coherence and consistency in the messages conveyed to the public. It would also contribute to building a strong and credible destination brand and to improving the perception of Timimoun as a major tourist destination at both national and international levels.

D. Building an Interconnected Tourism Ecosystem

Finally, the omnichannel strategy should be conceived from a systemic perspective, involving all stakeholders, platforms, media, technologies, and content. The objective is to consider the destination as an integrated ecosystem of resources and actors capable of attracting, guiding, convincing, and retaining visitors through a harmonized, personalized, and interactive presence across all available channels.

To effectively implement this approach, several key actions are required:

- The creation of a centralized digital platform that brings together all relevant information about Timimoun, including accommodation booking, activity recommendations, local guides, and upcoming cultural and tourist events;
- The promotion of collaboration and communication among local stakeholders in order to develop a shared and coordinated approach to destination promotion;
- The use of advanced digital technologies, such as big data analytics and cloud computing, to build databases that collect, process, and analyze tourist data, enabling the adjustment of Timimoun's tourism offer to demand in near real time.

By building an interconnected tourism ecosystem, Timimoun will be better equipped to meet the expectations of contemporary tourists while creating memorable and meaningful experiences that encourage visitor loyalty and positive word-of-mouth. This integrated approach will strengthen Timimoun's positioning as a destination of choice, offering a coherent, high-quality, and enriching tourism experience.

Conclusion

Like many other sectors, tourism has undergone profound transformations as a result of the rapid development of digital technologies. The widespread adoption of mobile technologies and the emergence of new consumption behaviors have compelled tourism stakeholders to reconsider their practices and adapt them to the evolving expectations of travelers.

In this context, the development of a comprehensive digital strategy has become essential to enhance the potential of a destination and to ensure its effective promotion among both professionals and tourists. Consequently, the implementation of an omnichannel marketing strategy for Timimoun is no longer merely an option, but rather a strategic necessity.

In an increasingly competitive tourism market, where online visibility has become a decisive factor, the establishment of a harmonized multichannel presence is fundamental. Such a strategy would significantly contribute to unlocking Timimoun's tourism potential and to meeting the needs and expectations of today's travelers.

Nevertheless, Timimoun's competitiveness remains limited due to persistent challenges, including infrastructural constraints, restricted access to digital technologies, and a deficit in local digital skills. These obstacles hinder the implementation of a coordinated and effective tourism promotion strategy at both national and international levels. In this context, the deployment of omnichannel destination marketing emerges as a crucial lever for leveraging the promising opportunities associated with the co-construction of the local tourism offer. It thus appears as a structuring and indispensable tool for the sustainable development of the tourism sector and for broader territorial development.

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