

The Role of Tourism Agencies in Achieving Local Development: A Case Study of Setif Province

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Abstract :

This study aimed to clarify the role played by tourism agencies in achieving local development, by focusing on studying the extent to which the promotion of tourism, the organization of tourist offers, the provision of tourist services, and the integration with tourism partners contribute to local development. A questionnaire was used as the main tool for the study, which was distributed to a sample of 35 tourism agencies located in setif province. After collecting and analysing the required data using statistical analysis software, the main results showed that tourism agencies contribute positively in achieving the local development in Setif province.

Keywords: Tourism, Tourism Agencies, Local Development, Setif Province.

Jel Classification Codes: L83, R11, O18, Z32.

Introduction:

The tourism sector is one of the most prominent sectors that has recently witnessed increasing interest in many countries, as its development generally aims to improve the quality of tourist destinations in order to attract tourists according to their specific destinations and interests. Algeria is one of the countries that possesses the natural, historical and cultural elements that qualify it to be a unique and diverse tourist destination, as it has a rare combination of vast deserts, extensive coastlines and ancient cities. Algeria has sought, through developing strategies and plans, to

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support and develop this sector in a way that allows for achieving and enhancing local development. Tourism agencies are one of the fundamental entities that are contributing in promoting the tourism sector, as they are capable of reviving and revitalizing this sector through their diverse activities and practices.

In this context, the province of Setif stands out as one of the best Algerian cities in terms of attracting tourists due to its privileged geographical location, developed infrastructure and large number of tourist agencies. The latter are moving towards adopting practices that contribute to the preservation of the environment and natural resources, and seeking to strengthen its economic and social aspects to achieve a sustainable local development.

Research question: The research question addressed in this study is as follows:

- **What is the role of tourism agencies in achieving local development in Setif province?**

Based on the main question, we can ask the following sub-questions:

- Does promoting tourism activities contribute in achieving the local development in Setif province?
- Does the organization of tourist offers contribute in achieving the local development in Setif province?
- Does providing adequate tourism services contribute in achieving the local development in Setif province?
- Does integration with tourism partners contribute in achieving the local development Setif province?

Main hypothesis: In order to answer the main question, we proposed the following hypothesis:

- Tourism agencies contribute in achieving the local development in Setif province.

Sub-hypotheses: In order to answer the sub-questions, we proposed the following hypotheses:

- The promotion of tourism activities contributes in achieving the local development in Setif province.
- The organisation of tourist offers contributes in achieving the local development in Setif province.
- Providing appropriate tourism services contributes in achieving the local development in Setif province.
- The integration with tourism partners contributes in achieving the local development in Setif province.

Importance of the study:

The subject of our study is of great importance due to its novelty and limited coverage in previous studies, as tourism agencies serve as a link between local tourism resources and the requirements of the tourism market. Agencies also work to provide domestic tourism offers to meet the needs and desires of domestic tourists, which necessitates studying and analysing this role in the context of development.

Objectives of the study: Through this study, we seek to achieve the following objectives:

- Identifying the basic concepts related to tourism agencies and local development;
- Clarifying the role played by tourism agencies in achieving local development;

- Highlighting the role of tourism agencies in achieving the local development in Setif province.

Previous Studies:

✓ **Anwar GUERZIZ, Iman BENZIANE (2019):**

"The role of travel and tourism agencies in developing sustainable tourism A field study of a sample of travel and tourism agencies in Batna Province", *Industrial Economics Journal*,09(02).

This study aimed to determine the role played by tourism agencies in the development of sustainable tourism, by diagnosing the tourism environment in which they operate and focusing on the potential and attractions of the province of Batna. Where internal strengths and weaknesses were identified, as well as opportunities and threats posed by the external environment, in addition to analysing the promotional activities carried out by the agencies. The study concluded that the role played by these agencies in the development of sustainable tourism doesn't reach the required level for a number of reasons, the most important of them is the focus on foreign tourism and the export of tourists, rather than the revitalization of domestic tourism, which suffers from negligence and marginalization.

✓ **Kutty, A. S., & Melwin Joy, M. (2020):**

"Role of travel agencies in promoting tourism". *Aegaeum Journal*, 8(8).

This study aimed to determine the role of travel agencies in promoting the tourism industry and identified the various factors that determine the performance of travel agencies in the Kochi region. Data for this study was collected through a questionnaire distributed to a small sample of 30 travel agencies in the city of Kochi. The study concluded that the various factors affecting travel agencies help to understand the role of tourism agencies in promoting tourism. If these factors are properly addressed, they will help travel agencies to operate effectively, which in turn boost tourism.

✓ **Dincu Ana-Mariana, et al (2021):**

"The role of travel agencies in choosing a tourism destination." *Scientific Papers Animal Science and Biotechnologies*, 54(1).

This study aimed to examine the role of travel agencies in choosing tourist destinations, which is becoming increasingly difficult for tourists due to the abundance of offers available to tourism agencies in the tourism industry. Data on was collected from the statistics of the Romanian Ministry of Tourism. Analysis of the results showed that the vast majority of Romanian tourists evaluate offers based on their available budget and that Romanian tourists do not often use travel agencies, with only 15% of Romanians who travel for tourism purposes use these agencies. The study also found that the more services a travel agency offers, the greater its chances of attracting the largest possible number of customers.

✓ **Salah Bozza Khaledbouaza (2024):**

"The role of tourism agencies in marketing tourist destination: Case study of Anouar elSabah Tourism and Travel Agency", *Revue d'Economie et de Développement Humain*, 15 (01).

This study aimed to highlight the role of tourism agencies in marketing tourist destinations in Algeria. To achieve the objectives of this study, a descriptive approach was followed by reviewing various concepts related to the subject, in addition to using a case study of Anwar Al-Sabah Tourism and Travel Agency. This study found that tourism agencies play a crucial role in promoting and marketing

tourist destinations, but not at the required level, as most of them are active in organizing Hajj and Umrah trips. While only a few of them organize domestic trips, especially related to desert and thermal tourism.

If we compare our research with previous studies, we find that our study is conducted in a different geographical context, namely in Setif province -Algeria. This study also tries to highlight the role that travel agencies play in achieving the local development in the province. Therefore, the results of this study will be different compared to those revealed in the previous studies.

Study Methodology:

In order to answer the study's research question, a descriptive analytical approach was adopted. To understand the theoretical framework of the topic, the authors used a questionnaire, which is distributed to a group of managers, officials and employees of some tourism agencies to identify different opinions on the role of tourism agencies in achieving local development in the state of Setif. It was analyzed using the Statistical Package for the Social Sciences, SPSS v 24.

Study Structure:

The study was divided into two main axes. The first axis addresses the theoretical concepts related to both tourism entrepreneurship and local development, while the second axis reviews a case study of a group of agencies in Setif province, focusing on highlighting their role in achieving local development.

1-Tourism Agencies and Local Development:

1.1 Tourism Agencies

1.1.1 Concept of Tourism Agencies

Before explaining the concept of a travel agency, it is necessary to define the concept of 'tourism'. So, tourism defined as "an activity related to the movement of people from one place to another for various purposes and to satisfy material and spiritual needs"², From another perspective, it is defined as the sum of goods, services, travel experiences, hospitality, entertainment, and enjoyment of cultural, social, and environmental resources. It not only provides moments of entertainment and amusement, but also creates situations in which individuals can form their own identities by encountering cultural elements other than their own³. Travel agencies can also be defined as commercial institutions and intermediaries that ensure the distribution of products developed by tour operators or tourism and entertainment service providers⁴.

1.1.2 Tourism Agencies' Activities and Services:

Tourism agencies offer numerous activities that contribute to organizing and improving tourist experience. Among their most notable activities are:

✓ Promotion of tourism activities:

Travel agencies play a pivotal role in promoting tourism. They act as intermediaries between tourism service providers and customers, offering personalized advice on tourist destinations and travel procedures. Thanks to their

² Mai, N. T. (2023). Cultural tourism resources: state policy and solutions for SMEs in tourism industry. Int. J. Entrepreneurship and Small Business, p 3.

³ Monaco, Salvatore, and Giovanna Sacchi. "Travelling the metaverse: Potential benefits and main challenges for tourism sectors and research applications." *Sustainability* 15.4 (2023), p 2.

⁴ Nassim akilal, Apport D'une Plateforme De Réservation En Ligne B2c A L'évolution Du Chiffre D'affaire Des Agences De Voyages, *Revue Etudes en Economie et Commerce et Finance*, 10 (01), 2021, p 586.

expertise, they make it easier for travelers to make decisions and contribute to promoting various tourism offers. This enhances their cooperation with hotels, cruise lines and tour operators in general. Their involvement is therefore a strategic lever for the development and revitalization of the tourism sector⁵.

✓ **Organization of tourism offers:**

Many people prefer to travel through travel agencies and plan everything and discuss it with specialists in this sector. This is because a travel agency has several benefits such as protecting personal information, increasing payment security, and eliminating hacker intrusions or other incidents that may occur through online bookings. Travel agents are professionals who can help travelers arrange all their travel-related needs. Despite the intensive use of the internet, especially for tourism-related services, there are still cases where contracting travel agents is necessary⁶.

✓ **Providing appropriate tourism services:**

There is a large number of travel agencies in today's tourism market offering the same or similar travel services. On the other hand, tourists have diverse and complex needs and requirements. To meet these requirements and satisfy tourism needs, it is necessary for travel agencies to offer a wide range of high-quality products and services at the point of sale and purchase of travel arrangements, and only travel agencies that meet tourists' expectations and demands in terms of service quality will be able to retain existing tourists and attract new ones. The quality of travel agency services is what distinguishes a successful agency from others, as tourists form their perception of the quality of a travel agency's service before, during and after their stay at the destination, which is one of the main factors in achieving and maintaining a competitive advantage⁷.

✓ **Integration with tourism partners:**

In tourism supply chains, travel agencies play a pivotal role in ensuring integration, coordination and cooperation between various tourism service providers such as transport, accommodation and other service providers. This external integration results in a strategic and flexible relationship between partners that aims to improve the flow of information, decisions and services, thereby improving performance, reducing costs and enhancing the competitiveness of tourism organisations⁸.

1.2 Local Development:

1.2.1 The Concept of Local Development:

The local development is seen as a process of structural changes taking place in a specific region and linked to a permanent increase in the quality of life of every member of society and every inhabitant in that region, In this process, local authorities play a key role in promoting the regional development. In recent decades, many governments, especially those in developing countries, have witnessed a

⁵ Kutty, A. S., & Melwin Joy, M. (2020). The role of travel agencies in promoting tourism. *Aegaeum Journal*, 8(8), p 1230.

⁶ Bunghez, C. L. (2020). Marketing strategies of travel agencies: A quantitative approach. *Sustainability*, 12(24), p 2.

⁷ Ilic, D., Đeri, L., Stamenković, P., & Milićević, S. (2016). Service quality as travel agencies business improvement factor, *SITCON*, p 204.

⁸ Topolšek, D., & Dragan, D. (2016). Integration of travel agencies with other supply chain members: impact on efficiency. *Logistics, Supply Chain, Sustainability and Global Challenges*, 7(1), pp 2-3.

transition from a centrally planned economy to a market economy. In this decentralized system, part of the state's authority is transferred to the local level, which means that responsibilities and financial and human resources are transferred from the national to the local level⁹. Other definition describes the local development as the process of building the capacity of a specific region, whether a municipality or an area, and working to improve its economic future and the quality of life for its residents. Promoting the local development reduces the disparity between poor and rich areas, adds to the stock of local jobs and institutions, increases public and private investment, and works to build a system that brings together all its different parts in order to make the most of all available resources, expertise and experience¹⁰.

From this perspective, local development can be defined as an integrated and structural process that aims to transform a specific area in a sustainable manner by improving the living conditions of its inhabitants. It is also a regional dynamic based on the development of local resources, the reduction of social inequalities, and the participation of local stakeholders in building a shared future.

1.2.2 Dimensions of Sustainable Local Development:

- ✓ **Economic dimension:** This is achieved by promoting existing and potential local resources with the aim of producing goods and services that can meet the needs of local and distant markets by highlighting the skills of producers and traders and the characteristics of the goods and services produced. This dimension also aims to promote the enrichment of activities by increasing exchanges between production with the aim of seeking integration capable of supporting the creation of a network of interactive activities¹¹.
- ✓ **Social dimension:** This dimension focuses on human resource development, health, education and cultural aspects, and increasing the community's ability to overcome poverty and achieve social justice¹². It also works to increase cooperation and participation between people and their local councils, which helps to transform the local community from a state of apathy to one of active participation. In addition, it works to provide an environment that enables people in local communities to be creative and self-reliant without relying entirely on the government and waiting for its jobs¹³.
- ✓ **Environmental dimension:** This dimension is a key factor in ensuring the sustainability of economic and social systems. It refers to a set of principles and strategies aimed at preserving and improving ecosystems and protecting and conserving the environment and its resources. This requires limiting the negative impact of human activities and promoting the use of clean technologies and

⁹ Aldjia-Souad Kara, Rosa Aknine-Souidi, La décentralisation et le développement local en Algérie : état des lieux et perspectives, *Revue Forum d'études et de recherches économiques*, 05(02), 2021, p 460.

¹⁰ Zulfukar Aytac Kisman, Izzet Tasar. "The key elements of local development." *Procedia Economics and Finance*, 15, 2014, P 1690.

¹¹ SMATI, A. (2008). Nature du développement locale et rôle des collectives locales dans son financement. *Recherchers économiques et managériale*, 3(1), p 86.

¹² MESBAHI Fatima Zahra, Challenges and Issues of sustainable development in Algeria, *Revue des Economies Financières Bancaires & de Management*, 10(1), 2021, p 347.

¹³ Bahouri, Nabil. (2024). Social policy and its role in achieving local development in Algeria. *Journal The Echoes of legal and political studies*, 6(1) , p 157.

sustainable resource management practices¹⁴. It also works to protect public property from all forms of pollution and involve civil society in environmental conservation through awareness campaigns and volunteer work¹⁵.

1.2.3 Contribution of Tourism Agencies in Supporting Local Development:

In the accommodation sector, there is an average of one employee per room offered on the market. In addition, there are indirect jobs, meaning that for every direct job in the hotel sector, three additional jobs are generated in complementary activities, including tour guides, taxi and bus drivers, and restaurant services. Tourism agencies are among the direct beneficiaries, which constitute a strategic economic lever for the regions¹⁶. These agencies play an important role in promoting local tourism in general and local development in particular, as they work to influence tourist behaviors and promote tourism practices and products by informing and educating tourists about how their actions affect the environment and local communities. They can also promote responsible travel by implementing a series of measures aimed at eliminating environmental damage, as they can encourage tourists to use public transport, travel in small groups, use exclusively recyclable materials, and aimed at eliminating environmental damage. It can also encourage active participation in local events with the aim of promoting sustainable tourism, as well as recommending environmentally friendly accommodation options. In the travel guide, the recommendations are: limiting environmental footprint by packing smart, not using plastic, using only cloth and paper, planting trees, buying local products from the people who produce them, ensuring that the money spent goes to local communities and the local economy, and saving water. As for restaurants, the recommendation is to go to small local restaurants, be a traveler, not a tourist respect the customs and culture of those you meet, avoid disturbing wildlife and do not harm their natural habitats. Travel agencies can also include offers such as those that use renewable energy sources, manage water and waste resources responsibly, or involve local communities in decisions related to tourism development¹⁷.

2. Case study of a Group of Tourism Agencies in Setif Province:

2.1 Methodology of the study

2.1.1 Population and Sample of the Study

The population of the study consists of a group of tourism agencies located in Setif province. We distributed 37 questionnaires to the managers and employees working within these agencies, and 35 relevant questionnaires were returned for analysis.

2.1.2 Design of Study Tool:

After reviewing previous studies related to the topic and in order to achieve the objectives of the current study, a questionnaire was designed that includes statements that measure the independent variable (20 statements distributed across four dimensions, namely: promotion of tourism activities, organization of tourism offers, providing appropriate tourism services, and the integration with tourism

¹⁴ Shoimardonkulovich, Y. D., Kadirovna, S. N., & Javohir, D. (2024). The Green Economy as a Factor of Sustainable Development. *Miasto Przyszłości*, 47, p 135.

¹⁵ Bahouri, Nabil. Op.cit. p 167.

¹⁶ Dorta-González, P., & González-Betancor, S. M. (2021). Employment in Tourism Industries: Are There Subsectors with a Potentially Higher Level of Income? *Mathematics*, 9(22), p 2.

¹⁷ Turturica, I., & Pauna, D. (2023). The Role of Tour Operators and Tourist Agencies in Promoting a Sustainable and Socially Responsible Tourism. *EIRP Proceedings*, 18(1),

partners). It also includes statements measuring the dependent variable (the local development), comprising 15 statements. The questionnaire was also designed based on the five-point Likert scale.

Table (01): Weighting coefficients according to the “five-point Likert scale”

The answer	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Grade	1	2	3	4	5

Source: Prepared by the authors based on SPSS v24 outputs.

2.1.3 Data Quality:

The quality of the collected data will be verified and then the study hypotheses will be tested. The following table shows the results of the construct validity test based on the correlation of each statement with the total mean of all statements.

Table 02: Construct validity test of the questionnaire

		Paragraph number	1	2	3	4	5
promotion of tourism activities:		Correlation coefficient	0.760	0.670	0.628	0.680	0.716
organisation of tourism offers		Correlation coefficient	0.827	0.904	0.899	0.648	0.585
provision of appropriate tourism services:		Correlation coefficient	0.564	0.731	0.645	0.630	0.581
Integration with tourism partners		Correlation coefficient	0.581	0.703	0.659	0.646	0.767
Local development	P. number	1	2	3	4	5	6
	C.c	0.878	0.897	0.543	0.589	0.521	0.525
	P. number	7	8	9	10	11	12
	c.c	0.521	0.826	0.837	0.543	0.589	0.521
	p. number	13			14		15
	c.c	0.886			0.701		0.528
Sig (2- tailed) For all expressions, it was equal to zero(0.000)							
: Significance level 0.01**							

Source: Prepared by the authors based on SPSS v24 outputs..

The construct validity of the study tool is achieved if the significance level is less than or equal to 0.01 and the correlation coefficient of each statement relative to the average sum of the statements for each variable is greater than (0.50)¹⁸

¹⁸ Tapsir, R., Pa, N. A. N., & Zamri, S. N. A. S. (2018). Reliability and validity of the instrument measuring values in mathematics classrooms. *MOJES: Malaysian Online Journal of Educational Sciences*, 6(2).

We see from Table 2 that the significance level is below ($p < 0.01$), indicating a statistically significant correlation between each statement and the mean sum of the statements for each variable. Furthermore, the correlation coefficient is confined to the range [0.521, 0.904], which is greater than 0.50. indicating a moderate to strong positive relationship between the variables studied. Therefore, the construct validity criterion for the study tool is met.

Table 3 shows a set of statistical tests to check the quality of the collected data. These tests cover the reliability of the research tool, the distribution of the analyzed variables, and the verification of the absence of problematic correlations

between the independent variables, with the aim of verifying the validity of the study's hypotheses.

Table 03: Statistical tests to verify the quality of study data

	Variable	Alpha	Skewness	Kurtosis	VIF	Tolerance
Axis 1 Tourism Agencies	Promotion of tourism activities:	0.765	-1.589	6.311	1.376	0.727
	Organization of tourism offers	0.836	-1.501	4.403	1.146	0.873
	Providing appropriate tourism services:	0.645	-0.034	-0.372	1.126	0.888
	Integration with tourism partners	0.694	-0.188	-0.312	1.349	0.741
Axis 2 Local development		0.910	-0.786	0.349		-

Source: Prepared by the authors based on SPSS v24 outputs.

From the table above, we can see that the Cronbach Alpha stability coefficient values range between [0.645 and 0.910], which is greater than 0.6¹⁹. Based on these results, we can say that the tool under study has an acceptable degree of reliability.

Table 3 shows that the values of the torsion coefficient reached [- 1.589 - 0.034], while the values of the skewness coefficient reached [- 0.372 , 6.311]. Referring to statistical standards, these values are considered acceptable, and it can be said that the study variables follow a normal distribution, because if the skewness coefficient is less than 1.96 and the kurtosis coefficient is less than 7, then the study variables are subject to normal distribution, and vice versa²⁰. Based on this, parametric tests can be relied upon when testing the validity of hypotheses.

¹⁹ Schrepp, M. (2020). On the Usage of Cronbach's Alpha to Measure Reliability of UX Scales. Journal of Usability Studies, 15(4).

²⁰ Kim, H. Y. (2013). Statistical notes for clinical researchers: assessing normal distribution (2) using skewness and kurtosis. Restorative dentistry & endodontics, 38(1).

Table 3 also shows that the values of the inflation coefficient are limited to the range [1.126, 1.376], which is less than 10, while the values of the permissible variance range [0.741, 0.888], which are greater than 0.1. Therefore, there will be no problem of correlation between independent variables. This is because the problem of correlation between independent variables (multicollinearity) will not occur if the inflation coefficient is less than 10 and the allowed variance is greater than 0.1²¹.

2.2 Descriptive Analysis of Data

In order to achieve the study objectives and analyse the data collected, arithmetic means, standard deviations and relative significance of the respondents' responses to the study themes were calculated.

Table 04: Results of the descriptive analysis of data

The axis	Study variables	Arithmetic mean	Standard deviation
1	Tourism agencies	4.00	0.348
	• Promotion of tourism activities	4.05	0.521
	• Organization of tourism offers	3.90	0.731
	• Providing appropriate tourism services	3.89	0.490
	• Integration with tourism partners	4.14	0.516
2	Local development	4.15	0.584

Source: Prepared by the authors based on SPSS v24 outputs.

The arithmetic mean for the axis of 'tourist agencies' was 4.00, This means that the overall degree of agreement of the sample with the statements in this axis was high, with a low standard deviation of 0.348. This indicates that the responses of the sample individuals were similar with a low variation, reflecting a slight difference in views among respondents.

The arithmetic mean for the axis of 'local development' was 4.15, which means that the overall degree of agreement of the sample with the statements of this axis was high, and that the responses of the sample participants were similar, with a low standard variation of 0.584, reflecting a slight difference in views among respondents.

2.3 Testing the Validity of the Study Hypotheses:

To test the validity of the main hypothesis, we used regression analysis of variance (ANOVA), and the results are shown in Table 5.

Table 05: Results of regression analysis of variance (ANOVA)

	Sum of squares	Degrees of freedom	Mean squares	Calculated F value	Significance level of F
Regression	4.660	4	1.165	6,276	0.001

²¹ Marcoulides, K. M., & Raykov, T. (2019). Evaluation of variance inflation factors in regression models using latent variable modeling methods. Educational and psychological measurement, 79(5).

	Residual (Error)	5.569	30			
		10.229	34			
	Coefficient of Determination R ²	Correlation coefficient R		Durbin-Watson coefficient		
	0.456	0.675		1.679		

Source: Prepared by the authors based on SPSS v24 outputs.

Durbin-Watson test is used to ensure that there is no autocorrelation in multiple regression analysis. From the table, we see that its value is 1.679, which is less than 2²², and therefore there is no problem with autocorrelation. We can also see that the significance level of F = (0.001 < 0.005), which indicates that the model is statistically significant. In addition, the coefficient of determination R² indicates the proportion of variance in the dependent variable (local development) explained by changes in the independent variables (the four dimensions related to the tourism agencies). The results show that the value of R² is 0.456, which means that 45.6% of the variance in local development is explained by changes in tourism agencies' activities. Therefore, the main hypothesis that states that: "Tourism agencies contribute in achieving the local development in Setif province" is **accepted**.

2.4 Testing the validity of sub-hypotheses:

Table 6 shows the results of testing the sub-hypotheses using multiple regression analysis:

Table 06: Results of multiple regression analysis

TOTAL		Unstandardized Coefficients		Standardized Coefficients BETA	Calculated T value	Significance level T
		B	Standard error			
	Constant	1.387	0.862		1.609	0.118
	Promotion of tourism activities:	0.367	0.166	0.348	2.205	0.035
	Organization of tourism offers	0.435	0.108	0.580	4.023	0.000
	Providing appropriate tourism services:	-0.265	0.160	-0.237	-1.655	0.108
1	Integration with tourism partners	0.147	0.166	0.139	0.886	0.383

Source: Prepared by the authors based on SPSS v24 outputs.

Based on the data of Table 6, the following conclusions can be drawn:

- **Promotion of tourism activities** has a positive impact on local development because the significance level is 0.035, which is well below the significance level (0.05 < 0.035 = Sig).

Therefore, **H1**: "The promotion of tourism activities contributes in achieving the local development in Setif province" is **accepted**.

²² Chen, Y. (2016). Spatial autocorrelation approaches to testing residuals from least squares regression. PloS one, 11(1), 1–19.

- **Organization of tourism offers** has a positive impact on local development because the significance level is 0.000, which is well below the significance level ($0.05 < 0.000 = \text{Sig}$).

Therefore, **H2**: "The organisation of tourist offers contributes in achieving the local development in Setif province" is **accepted**.

- **Providing appropriate tourism services** does not have a positive impact on local development because the significance level is 0.108, which is significantly higher than the significance level ($0.05 < 0.108 = \text{Sig}$).

Therefore, **H3**: "Providing appropriate tourism services contributes in achieving the local development in Setif province" is **rejected**.

- **Integration with tourism partners** does not have a positive impact on local development because the significance level is 0.383, which is greater than the significance level ($0.05 < 0.383 = \text{Sig}$).

Therefore, **H4**: "The integration with tourism partners contributes in achieving the local development in Setif province" is **rejected**.

Conclusion:

After presenting the theoretical framework of the study, and conducting the empirical investigation by collecting and analysing data obtained using the questionnaire, we present below the main findings of the study, followed by recommendations for relevant authorities, as follows:

Results of the Study:

- Promoting tourism activities contributes in achieving the local development in Setif province;
- The organisation of tourism offers contributes in achieving the local development in Setif province;
- Providing adequate tourism services does not contribute to the local development in Setif province;
- Integration with tourism partners does not contribute to the local development in Setif province.

Study recommendations:

- Promoting tourism products and services in Setif province at national and international markets;
- Developing and diversifying tourism offerings in an organised manner by integrating cultural, heritage and entertainment products to meet tourists' expectations and enhance the attractiveness of the destinations;
- Improving the quality and reliability of tourism services, particularly in terms of reception, transport and accommodation, in order to raise the overall level of tourist satisfaction;
- Strengthening cooperation between the tourism agencies and the various stakeholders in the tourism sector to coordinate efforts and support local development.

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