

The role of social networks in the media promotion of Algerian tourism: a field study from the perspective of the beneficiary

دور شبكات التواصل الاجتماعي في الترويج الإعلامي للسياحة الجزائرية:
دراسة ميدانية من منظور المستفيد

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المخلص

تهدف هذه الدراسة إلى استكشاف الدور الذي تلعبه شبكات التواصل الاجتماعي في الترويج الإعلامي للسياحة في الجزائر، وذلك من خلال دراسة ميدانية شملت عينة مكونة من 300 سائح جزائري. تم تطبيق المنهج الوصفي في البحث، واعتمدت الاستبانة كأداة رئيسية لجمع البيانات وتحليلها. كشفت النتائج أن دور شبكات التواصل الاجتماعي في الترويج السياحي بالجزائر كان متوسطاً بشكل عام. واحتل "فيسبوك" المرتبة الأولى كأكثر المنصات استخداماً بنسبة 99%، تلاه "يوتيوب" بنسبة 98%، ثم "إنستغرام" بنسبة 97%. كما أظهرت الدراسة أن هذه المنصات الرقمية تؤثر بشكل معتدل على تنشيط السياحة الداخلية، لكنها تُعد أداة فعالة في نشر الإعلانات السياحية والتعريف بالخدمات والمواقع السياحية، مما يجعلها أداة أساسية يجب تحسين استغلالها في خطط الترويج السياحي المستقبلية.

الكلمات المفتاحية: شبكات التواصل الاجتماعي، الترويج الإعلامي السياحي، الجزائر.

Abstract:

This study examines the role of social media in promoting Algerian tourism, focusing on a sample of 300 tourists through a descriptive survey and questionnaire. Results show that social media has an average impact overall, with "Facebook" being the most used platform (99%), followed by "YouTube" (98%) and "Instagram" (97%). While its influence on local tourism movement is moderate, social media significantly aids in spreading advertisements and tourism-related information. These platforms play a key role in attracting tourists through engaging content and efficient information dissemination. The study highlights the potential of strategically utilizing social networks to enhance the promotion of Algerian tourism.

Keywords: Social networks, tourism media promotion, Algeria.

Introduction:

Tourism has emerged as a remarkably successful and consistently growing humanitarian activity on the global stage, albeit with notable variations in growth rates across different nations. This industry has garnered significant attention from countries worldwide, which have recognized its profound economic, cultural, and social contributions. Tourism stands as a substantial source of national income and a critical support for many countries' economies.

The advent of modern technology and its applications has been a seminal development in the modern era, exerting a profound influence on human social, economic, and political interactions. This technological revolution has had a particularly significant impact on the realm of communication and media, especially with the emergence of social media networks. Consequently, it has had tangible effects on the performance of the media, particularly in terms of the interactive platforms enhanced with updates, capabilities, and significant technical and communicative additions.

Social media platforms allow individuals to share their personal experiences and opinions regarding tourist destinations they have visited. Additionally, these platforms serve as a medium for sharing photographs and videos captured during travel excursions. The widespread use of social media facilitates the exchange of information, advice, warnings, and guidance among individuals regarding tourist destinations. This phenomenon plays a pivotal role in shaping personal preferences and choices in the modern era. When employed as promotional tools by tourism enterprises, social media platforms contribute significantly to building their brand image, thus enhancing their ability to attract customers who are influenced by the information obtained online.

Tourism is one of the industries most reliant on comprehensive media promotion through various channels. Media promotion is essential for developing and advertising tourist attractions. In this regard, numerous countries have meticulously monitored their tourism promotion activities, employing a multifaceted array of strategies to attract a substantial number of tourists. Among these strategies, social media networks have emerged as a predominant platform for disseminating information and promoting destinations.

Problem of the Study:

Based on the above context, the study seeks to answer the following question:

“What role can social networks play in the media promotion of Algerian tourism from the perspective of the beneficiary ?”

Hypotheses of the study:

In order to answer the problem of the study, the following hypotheses were formulated:

- ❶ There is a statistically significant role of social networks in the media promotion of Algerian tourism from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$);
- ❷ There is a statistically significant importance of the degree of dependence of the tourist on social networks as a tourist guide to Algeria from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$);

- ③ There is a statistically significant importance of the success of social media networks in introducing tourists to Algerian tourist attractions from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$);
- ④ There is a statistically significant role of social networks in delivering tourist advertisements to Algerian tourists from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$).

Objectives of the Study:

This study seeks to examine the impact of social media networks on the promotion of Algerian tourism. Its specific objectives include:

- Evaluating the extent to which Algerian tourists rely on social networks as a guide;
- Determining the influence of social networks on Algerian tourism activities;
- Assessing the role of social networks in disseminating tourism advertisements;
- Measuring the success of social networks in raising awareness about Algeria's tourist attractions;
- Assessing the efficacy of social networks in disseminating tourism-related news and information.

1- Theoretical Framework of the Study:

The theoretical aspect of the study examines the conceptual framework of the study variables as outlined below:

1.1- Social Networks:

Social networks represent a fundamental component of interaction within the digital communication technology revolution, enabling unrestricted engagement in various interactive activities. Social networks have become an integral part of our modern-day lives, revolutionizing the way we interact, communicate, and share information. The propagation of innovations and ideas within these networks is driven by a complex interplay between individual decision-making processes and the influence of social interactions and media¹.

Social networks are a set of applications connected to the Internet that can constitute a solid technical base. A prime example of such a base is Web 2.0, which allows the creation of value and contributes to and reinforces the exchange of content created by users (CGU)².

As for (Kown & Wen, 2010), He defined social media networks as follows: “Websites that allow people to build relationships through the Internet through means that collect useful information and share it with others, and also through which groups can be created that allow interaction between users with their similar interests, and this concept is considered one of the latest concepts in this era”³.

What should be noted is that when we refer to the basic characteristics of social media networks, we find that they greatly support the basic ideas on which the theory of media dependence focuses, the most important of which are⁴:

- ① **Interactivity:** It is the characteristic through which participants in the communication process can control the exchange of roles and discourse in two directions, and that this characteristic of social networks supports the idea of an active audience;

- ② **Selectivity:** It is the ability of the user to choose the contents provided by the tourist media from a large list of means according to their wishes and needs, and this supports another idea in which the theory of reliance on means of communication focused on that the public chooses the means of communication to meet their psychological and social needs;
- ③ **Asynchronicity:** This refers to the ability to receive and view electronic messages at any time that suits the audience. This characteristic enhances audience control over media consumption, as individuals engage with media at their convenience rather than being dictated by it. Consequently, this aligns with the media dependency theory, reinforcing its relevance in social media studies.

Hence, some of the basic features of social media networks can be mentioned, the most important of which are the following:

- Social media networks provide interactive rules and platforms on the Internet globally, through the participation of smartphone users in commenting on content;
- Social networks have several features that include a wide range of content including text, video, images, and audio.
- It is characterized by the rapid exchange of information enhanced by the breadth of dissemination of such information;
- Communications can be made by computer or smartphones;
- Social networks are a new marketing tool for products and ideas, allowing to get acquainted with customers and future expectations;
- Social networks allow users to find people with common interests, and individuals who can become friends or be customers and clients meet online;
- Shoppers generally turn to social media as a low-cost medium.

Social networks allow individuals to interact with each other through the Internet, and electronic marketing through social media platforms is one of the types of electronic promotion that works to gain visitors to the website, service customers, or a product, by attracting their attention through various social networks (Facebook, twitter, instegram ..) in order to reach customers automatically⁵.

A critical component of social networks that renders them a highly effective promotional platform is the functionality of “sharing” or “republishing” posts disseminated by marketers. When customers encounter posts that align with their interests, they can engage with the content by sharing or reposting it, thereby facilitating the rapid and extensive dissemination of the marketer's message. This process is made possible by leveraging these platforms effectively⁶.

1.2- Electronic media promotion of tourism:

Tourism stands as one of the most pivotal sectors within the economies of nations, with visual media exerting a considerable influence on diverse industries and sectors. Tourism emerges as a particularly apt sector to benefit from the utilization of social media channels. The integration of social media networks with tourism marketing has been shown to yield more efficacious outcomes⁷.

The advent of electronic tourism promotion has precipitated a substantial metamorphosis in marketing strategies, with digital technology emerging as a pivotal instrument in

augmenting communication and interaction between tourism providers and consumers. This phenomenon has proven particularly advantageous in developing countries, where tourism often constitutes a significant contributor to GDP. The widespread adoption of digital promotion is driven by various factors, including the increasing contribution of electronic tourism to international e-commerce and the ability to reduce costs while improving service quality. Consequently, tourism institutions have strengthened their competitive standing and augmented the overall value they contribute to the economy.

Media promotion of tourism services is one of the most important elements of tourism promotion, if not the most important at all. Rather, the success of any tourism program depends on the ability of the tourism institution to promote this program, as the promotion is the process of creating knowledge among the tourist about the institution and its programs, and creating a positive interaction between the tourist and the information obtained through promotional efforts, and encourages and motivates him to carry out positive behavior focused on contracting one of the tourism programs provided by the institution.

2- The scientific frame of the study:

The scientific framework addresses the method and tools used in the field study, and presents and discusses the findings.

2.1- Method and tools:

This initial phase entails analyzing the characteristics of the sample selected from the study population. Various tools are utilized to collect data from the target community, ensuring the validity and reliability of the data. Finally, conclusions are drawn based on the findings.

2.1.1- Data Collection Tool:

In order to achieve the objectives of the study, which aimed to identify “the role of social networks in the media promotion of Algerian tourism from the point of view of the beneficiary”, the researchers employed a questionnaire as a tool to collect data directly from the sample. The sample was divided into two main categories, namely:

- **The first part:** The personal data of the study sample members was included (gender, age group, educational level, and monthly income). Additionally, a question regarding the evaluation of the study sample members' use of social media networks was incorporated.
- **The second part:** included (20) paragraphs, divided into the following six axes:
 - The role of social networks in the media promotion of Algerian tourism (consists of 05 paragraphs);
 - The axis of the extent of reliance on social networks as a tourist guide for Algeria (consisting of 05 paragraphs);
 - The focus of the success of social networks in introducing Algerian tourist attractions (consisting of 05 paragraphs);
 - The role of social networks in the arrival of advertisements for tourism in Algeria (consisting of 05 paragraphs).

2.1.2- Statistical tools used in the study:

To achieve the study's objectives and test the proposed hypotheses, a set of statistical tools was employed, aligned with the study's nature. These tools are detailed below:

- The data was analyzed and described using IBM SPSS Statistics v. 25;
- Cronbach Alpha is a statistical measure that is used to assess the internal consistency of the paragraphs of a scale. Its primary purpose is to ensure the stability and credibility of the study tool;
- Descriptive statistics methods, including tables, frequencies, percentages, and arithmetic mean for each characteristic and attribute, are employed to describe the views of the sample on the study's variables. These methods also assess the significance of the statements included in the questionnaire. Additionally, the standard deviation is calculated to measure the degree of dispersion of responses from their arithmetic mean;
- T-test to test the hypotheses of the study.

2.1.3- Community and study sample:

The study population comprises all Algerian tourists who maintain a social media account during the specified study period (June 2024 to August 2024). However, due to the substantial size of the study population and the difficulty in determining a precise number, the study relied on the sampling method (simple random sample). Consequently, the researchers distributed the study questionnaire electronically to the study participants from the Algerian social media subscribers (300 individuals).

2.1.4- Consistency of the study tool:

In order to measure the validity of the questionnaire, it was presented to a group of arbitrators specializing in the field to ascertain its effectiveness and achievement of the objective of the study. To ensure that the questionnaire effectively measures the intended factors and to establish its validity, an assessment of the internal consistency of the scale items was conducted. The reliability of the data collection instrument was evaluated using "Cronbach's Alpha coefficient". The analysis revealed a reliability coefficient of 95.63%, indicating a high level of internal consistency and supporting the robustness of the questionnaire for the study. This strong reliability percentage reinforces the credibility of the study's findings. The table below presents the internal consistency validity of the survey items.

Table N°1. Measuring the validity of the internal consistency of the questionnaire

Axes	Number of paragraphs	Stability coefficient using Cronbach Alpha
The First axis	05	91,60%
The Second axis	05	89,64%
The Third axis	05	96,35%
The fourth axis	05	90,33%
General Coefficient of Stability	20	95,63%

Source: Prepared by the researchers based on the results of the statistical analysis.

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It is clear from the previous table that the value of the stability coefficient represented by “Cronbach Alpha” for all dimensions of the questionnaire is high and exceeds (60%), which is the minimum coefficient of “Cronbach Alpha” in social studies, and the general coefficient is estimated at (95,63%), which indicates a very high correlation and consistency between the paragraphs of the tool as a whole.

2.2- Results and Discussion:

2.2.1- Analysis of personal data of the study sample:

The distribution of the sample by gender, age group, educational level, and monthly income was as follows:

Table N°2. Distribution of the study sample according to personal variables

Variable	Level	Frequency	Percentage
Gender	Male	126	42%
	Female	174	58%
	Total	300	100%
Age Group	Below 25 years	54	18%
	[25-35 years [	156	52%
	[35-45 years [	72	24%
	45 years and above	18	6%
	Total	300	100%
Academic Qualification	Average or below	60	20%
	Secondary school education	192	64%
	Higher education	42	14%
	Postgraduate education	6	2%
	Total	300	100%
Monthly income	Less than 18.000 DZD	30	10%
	[18,000-35,000 DZD [	105	35%
	[35,000-60,000 DZD]	72	24%
	More than 60,000 DZD	93	31%
	Total	300	100%

Source: Prepared by the researchers base on the results of the statistical analysis.

The table above presents the following findings:

- The study sample included 126 male participants, accounting for 42% of the total sample, while the number of females reached (174) by a percentage of (58%), and this result is attributed to the greater interest of females perhaps to follow the accounts of influencers of social media platforms specialized in tourism and travel to Algeria;
- The highest proportion of the study sample, based on the age group variable was (52%), for the age group [25-35 years [, while the lowest percentage was (6%), for the age group (45 years and above). This percentage indicates the interest of the young age group in social media networks;

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- The highest percentage of the study sample distribution, based on the educational level variable was (64%), corresponding to the secondary education level. while the lowest percentage was (2%) for the educational level (postgraduate studies). This result indicates the awareness of the respondents below the university level and their technical interest more than others in social media networks;
- The highest percentage of the study sample distribution, based on the monthly income variable was (35%) for the specified income category [18,000-35,000 DZD[, while the lowest percentage was (10%) for the monthly income (less than 18,000 DZD). These results indicate that the middle-income segment is the most interested in social networks in Algeria.

2.2.2- Algerian tourists' use of social media networks:

The frequencies and percentages of the responses from the study sample were extracted from the first section of the questionnaire. This section aims to assess the impact of Algerian tourists' use of social networks. The following table presents these findings:

Table N°3. The return and patterns of Algerian tourists' use of social media networks

Question	Network	Frequency	Percentage	rank
Which of the following social networks do you use ? (may select more than one option)	Facebook	396	99%	01
	Twitter	100	25%	07
	Viber	320	80%	05
	TikTok	272	68%	06
	Youtube	392	98%	02
	Instagram	388	97%	03
	Whatsapp	376	94%	04

Source: Prepared by the researchers based on the results of the statistical analysis.

The preceding table indicates that the most widely used social media networks among Algerian tourists was the “Facebook” application, with a percentage of 99%. In the second and third ranks, the “YouTube” and “Instagram” applications were used by percentages of 98% and 97%, respectively. The “WhatsApp” application ranked fourth, with a percentage of 94%. The “Viber” application ranked fifth, with a percentage of 80%, followed by the “TikTok” application, with a percentage of 68%. Notably, the “Twitter” application ranked last, with a percentage of 25%.

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2.2.3- Findings related to the first axis: The role of social networks in the media promotion of Algerian tourism

The role of social networks in the media promotion of Algerian tourism can be illustrated through the following table:

Table N°4. The role of social networks in the media promotion of Algerian tourism

Paragraph N°.	Rank	Paragraph	Arithmetic average	Standard deviation	Agreement degree
01	03	Social media has attracted the attention of tourists.	3.28	1.16	Medium
02	01	Social media networks offer a wide range of important tourist sites in Algeria.	3.33	1.00	Medium
03	04	Social networks compensate me for relying on traditional means of obtaining tourist information.	3.26	0.92	Medium
04	02	I am attracted by the photos, videos, and comments posted by social media pioneers.	3.29	0.93	Medium
05	05	Social media advertising motivates tourists to come to Algeria.	3.13	1.03	Medium
Axis 1			3.24	1.01	Medium

Source: Prepared by the researchers based on the results of the statistical analysis.

The table above demonstrates that the role of social media networks in the media promotion of Algerian tourism is moderate. The overall arithmetic mean, as perceived by tourists, stands at (3.24), indicating an average rating. Additionally, the table reveals that the arithmetic means of the study sample's responses to the items in this domain range between (3.13) and (3.33), with an average rating for all paragraphs. Paragraph N° 2, which reads: "Social media networks effectively showcase a diverse array of significant tourist attractions in Algeria", with an arithmetic mean of (3.33). Conversely, paragraph N° 5, which states, "Advertising through social media networks motivates tourists to visit Algeria", with an arithmetic mean of (3.13).

The standard deviation values for this axis were found to be low, ranging from (0.92) to (1.16). These values suggest a relative homogeneity and minimal dispersion in the study sample's responses concerning the axis paragraphs.

2.2.4- Findings related to the second axis: The degree of dependence of the tourist on social networks as a tourist guide to Algeria

The degree of dependence of the tourist on social networks as a tourist guide to Algeria can be illustrated through the following table:

Table N°5. The degree of dependence of the tourist on social networks as a tourist guide to Algeria

Paragraph N°.	Rank	Paragraph	Arithmetic average	Standard deviation	Agreement degree
01	01	Through messaging, social media networks contribute to the exchange of information about tourist sites.	3.58	0.89	Medium
02	03	Social networks contribute to raising my level of knowledge about tourist sites in Algeria.	4.23	0.85	Medium
03	02	Social networks contribute to saving time, effort and money in terms of searching for important tourist places.	4.43	0.80	Medium
04	05	I rely on social networks to form my opinions about tourist sites in Algeria.	3.23	0.86	Medium
05	04	Social media networks provide rare and valuable information about tourist sites in Algeria.	3.26	0.83	Medium
Axis 2			3.38	0.71	Medium

Source: Prepared by the researchers based on the results of the statistical analysis.

The table above indicates that the extent to which tourists rely on social media networks as a guide to Algeria is moderate. The overall arithmetic mean for this dependence is (3.38), reflecting an average rating. Additionally, the table reveals that the arithmetic means of the study sample's responses to the items in this domain ranged between (3.23) and (3.58), with an average rating for all paragraphs. The initial paragraph N° 1, which states the following, “Social networks contribute through messaging to the exchange of information about tourist sites”, with an arithmetic mean of (3.58). The final paragraph, N° 4, states the following: “I rely on social networks in forming my opinions about tourist sites in Algeria”, with an arithmetic mean of (3.23).

The standard deviation values for this axis were found to be low, ranging from (0.80) to (0.89), suggesting relative homogeneity and limited dispersion in the responses of the study

sample across the axis paragraphs.

2.2.5- Findings related to the third axis: The degree of success of social networks in introducing tourists to tourist attractions in Algeria

The degree of success of social networks in introducing tourists to tourist attractions in Algeria can be illustrated through the following table:

Table N°6. The degree of success of social networks in introducing tourists to tourist attractions in Algeria

Paragraph N°.	Rank	Paragraph	Arithmetic average	Standard deviation	Agreement degree
01	03	Social networks provided a summary of information related to tourist sites.	3.39	1.06	Medium
02	05	Social networks contributed to identifying the most important tourist sites in Algeria	3.23	0.88	Medium
03	01	Social networks contribute to obtaining tourist information through a lot of devices as soon as possible	3.45	1.05	Medium
04	04	Social media subscribers have succeeded in disseminating information about tourist sites by audio and video	3.32	1.10	Medium
05	02	Social networks are an important source of information on Algerian tourist sites.	3.41	0.99	Medium
Axis 3			3.38	0.81	Medium

Source: Prepared by the researchers based on the results of the statistical analysis.

The degree of success of social media networks in introducing tourists to tourist attractions in Algeria was determined to be average, as indicated by the results of the study. The arithmetic mean of the degree of success of social media networks in introducing tourists to tourist attractions in Algeria as a whole was (3.38), with an average rating. Additionally, the table shows that the arithmetic means of the respondents' answers to the items in this domain ranged between (3.23) and (3.45), with an average rating for all paragraphs. Paragraph N°. 3 emerged as the most successful, with an average rating of (3.45). “Social media networks contribute to obtaining tourist information through many devices as soon as possible”, with an arithmetic average of (3.45). Conversely, paragraph N°. 2, which reads, “Social media networks contributed to identifying the most important tourist sites in Algeria”, with an arithmetic average of (3.23).

The standard deviation values for this axis were found to be low, ranging from (0.88) to (1.10). These values suggest that the responses of the study sample on the axis paragraphs are relatively homogeneous and disperse minimally.

2.2.6- Findings related to the fourth axis: The role of social networks in reaching Algerian tourists with tourist advertisements

The role of social networks in reaching Algerian tourists can be illustrated by the following table:

Table N°7. The role of social networks in the arrival of tourist advertisements to Algerian tourists

Paragraph N°.	Rank	Paragraph	Arithmetic average	Standard deviation	Agreement degree
01	03	Through advertising, social media networks contribute to introducing the tourist to all existing Algerian tourist sites.	4.59	0.87	High
02	01	Social networks contribute to the preparation of designs and forms of advertising rich in tourism materials.	4.72	0.69	High
03	04	The use of social networks in tourism advertisements has led to an increase in the activation of tourism for Algerian tourists.	4.58	0.82	High
04	02	Social media networks contribute to giving the tourist additional advertising information about the country he wishes to visit.	4.61	0.84	High
05	05	Through advertising, social media networks contribute to giving the appropriate image of tourist places to Algerian tourists.	4.57	0.86	High
Axis 4			4.60	0.77	High

Source: Prepared by the researchers based on the results of the statistical analysis.

The preceding table indicates that the role of social media networks in the dissemination of tourist advertisements to Algerian tourists is evident. The arithmetic mean of the role of social media networks in delivering tourist advertisements to Algerian tourists was (4.60), indicating a high rating across all items. Additionally, the table shows that the arithmetic means of the study sample's responses to the items in this domain ranged between (4.57) and (4.72), with an average rating for all paragraphs. paragraph N°. 1, which reads: “Social media networks contribute to the preparation of designs and forms of advertising rich in tourist materials”, with an arithmetic average of (4.72). In contrast, paragraph N°. 5, which reads: “Social media networks contribute through advertising to give the appropriate image of tourist places to Algerian tourists”, with an arithmetic average of (4.57).

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The values of the standard deviation in this axis ranged between (0.69) and (0.87), indicating a relative homogeneity and minimal dispersion in the responses of the study sample regarding the dimension's statements.

2.3- Results of the study hypothesis test:

The results of the study's hypothesis testing can be summarized as follows:

2.3.1- Results of testing the first hypothesis:

The hypothesis indicates that: "There is a statistically significant role of social networks in the media promotion of Algerian tourism from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$)".

To assess the validity of this hypothesis, the T-Test will be employed. The ensuing table will elucidate the outcomes of this statistical analysis:

Table N°8. Results of testing the first hypothesis

Hypothesis	Arithmetic average	Standard deviation	Agreement degree	T test	Statistical significance
The role of social networks in the media promotion of Algerian tourism: a field study from the perspective of the beneficiary	3.24	1.01	Medium	4.292	0.000

Source: Prepared by the researchers based on the results of the statistical analysis.

The table above presents the value of the (T-test) for the field of "the role of social networks in the media promotion of Algerian tourism" as (4.292). This value is statistically significant at a level of ($\alpha \leq 0.05$). The arithmetic mean of the field was (3.24), which is a higher value than the standard mark of the five-point Likert scale (3). This finding indicates that there is a statistically significant role of social networks in the media promotion of Algerian tourism from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$).

2.3.2- Results of the second hypothesis test:

The hypothesis indicates that: "There is a statistically significant importance of the degree of dependence of the tourist on social networks as a tourist guide to Algeria from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$)".

To validate this hypothesis, the T-Test will be employed, and the ensuing results will be elucidated through the following table:

Table N°9. Results of testing the second hypothesis

Hypothesis	Arithmetic average	Standard deviation	Agreement degree	T test	Statistical significance
The degree of dependence of the tourist on social networks as a tourist guide to Algeria	3.38	0.71	Medium	8.677	0.000

Source: Prepared by the researchers based on the results of the statistical analysis.

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As illustrated in the above table, the T-Test value for the domain “The degree of tourists' reliance on social networks as a tourist guide to Algeria from the point of view of tourists” amounted to (8.677), which is statistically significant at a significance level of ($\alpha \leq 0.05$). The arithmetic mean of the domain (3.38) exceeds the standardized value of the five-point Likert scale (3). This finding indicates that there is a statistically significant relationship between the degree of reliance of tourists on social networks as a tourist guide to Algeria from the perspective of the study sample members at a significant level ($\alpha \leq 0.05$).

2.3.3- Third Hypothesis Test Results:

The hypothesis indicates that: “There is a statistically significant importance of the success of social media networks in introducing tourists to Algerian tourist attractions from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$)”.

To assess the validity of this hypothesis, the T-Test will be employed. The ensuing table will elucidate the outcomes of this statistical analysis:

Table N°10. Results of testing the second hypothesis

Hypothesis	Arithmetic average	Standard deviation	Agreement degree	T test	Statistical significance
The degree of success of social networks in introducing tourists to Algerian tourist attractions.	3.28	0.81	Medium	5.441	0.000

Source: Prepared by the researchers based on the results of the statistical analysis.

Based on the table above, the T-Test value for the field “The degree of success of social networks in introducing the tourist to the Algerian tourist attractions” is (5.441), which are statistically significant values at a mean level ($\alpha \leq 0.05$), and the arithmetic mean of the field was (3.28), which is a higher value than the standard mark of the five-point Likert scale (3). This indicates a statistically significant impact of social media networks in introducing tourists to Algerian tourist attractions, as perceived by the study sample, at a significance level of ($\alpha \leq 0.05$).

2.3.4- Results of testing the fourth hypothesis:

This hypothesis states: “There is a statistically significant role of social networks in delivering tourist advertisements to Algerian tourists from the perspective of the study sample at a significance level of ($\alpha \leq 0.05$)”.

To test this hypothesis, the T-Test will be employed, and the results are presented in the following table:

Table N°11. Results of testing the second hypothesis

Hypothesis	Arithmetic average	Standard deviation	Agreement degree	T test	Statistical significance
The role of social networks in reaching Algerian tourists with tourism advertisements	4.64	0.77	High	40.399	0.000

Source: Prepared by the researchers based on the results of the statistical analysis.

Based on the table above, the T-Test value for the field of “a statistically significant role for social networks in the arrival of tourist advertisements to Algerian tourists” is (40.399), which is a statistically significant value at a significant level ($\alpha \leq 0.05$), and the arithmetic mean of the field was (4.64), which is a higher value than the standard mark of the five-point Likert scale (3), and this indicates that there is a statistically significant role for social media networks in the arrival of tourist advertisements to Algerian tourists from the point of view of the study sample at a significant level ($\alpha \leq 0.05$).

Conclusion:

This study emphasizes the crucial role of social networks in promoting Algerian tourism. Social media platforms provide cost-effective and interactive means to attract tourists, enhance engagement and disseminate information about tourist destinations.

From hypotheses testing, we found out that:

- An analysis of the social media habits of Algerian tourists reveals that “Facebook” is the most prevalent platform, with a staggering 99% of respondents reporting its use. “YouTube” and “Instagram” with 98% and 97% of respondents, respectively, utilizing these communication applications. “WhatsApp” also demonstrates significant traction, capturing 94% of users. “Viber” and “TikTok”, with percentages of 80% and 68%, respectively, rank fifth and sixth, while “Twitter” trails behind with a mere 25%;
- The investigation revealed a medium degree of influence of social media networks on the promotion of Algerian tourism through media channels;
- Social media moderately influences tourists in selecting and exploring Algerian destinations (as a tourist guide for Algeria);
- Additionally, the study demonstrated a medium degree of success of social media networks in introducing Algerian tourists to tourist attractions in Algeria;
- Furthermore, the study indicated the significant role of social networks in the propagation of news and data pertaining to tourism services available to tourists in Algeria;
- Social networks play a significant role in the dissemination of tourism advertisements;
- All hypotheses were supported, confirming the statistical significance of social networks in promoting Algerian tourism.

Based on the results of the study, some suggestions can be given as follows:

- Strengthen Tourism Campaigns: Focus on leveraging social networks for government-led tourism campaigns to ensure the dissemination of accurate and reliable information;
- Enhance Digital Presence: Develop and maintain a robust Algerian tourism portal across social media platforms, supplemented by tourist information centers in strategic locations;
- Training Programs: Organize workshops and training sessions for tourism professionals on effective use of social networks;
- Innovative Content Creation: Invest in creating engaging and informative tourism programs to highlight Algeria’s historical and cultural heritage effectively.

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