

The impact of Electronic Marketing on the promotion of tourism services in the Directorate of Tourism and Handicrafts of the State of Tlemcan.

أثر التسويق الإلكتروني على ترويج الخدمات السياحية في مديرية السياحة والحرف اليدوية في ولاية تلمسان

PhD.s. Tari Nesrine¹, Dr. Ouahrani Abdelkrim²

¹ Ain Temouchent University -Belhadj Bouchaib, Laboratory "Markets, Operations, Legislation, And Simulation in Maghreb Countries" - Ain Temouchent (Algeria),
nesrine.tari@univ-temouchent.edu.dz

² Ain Temouchent University -Belhadj Bouchaib- Ain Temouchent , Laboratory "Markets, Operations, Legislation, And Simulation in Maghreb Countries" (Algeria),
abdelkrim.ouahrani@univ-temouchent.edu.dz

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Abstract:

The objective of this study is to highlight how electronic marketing influences the promotion of tourism services in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen. The study used the inductive approach through statistical description and analysis tools, drawing on the questionnaire as a tool for gathering information and analyzing it using the statistics program of imb spss. According to the study of 210 individuals, electronic tourism marketing plays an important role in the provision of tourism services, and the results have also validated the link between e-tourism promotion, distribution, security, privacy and the provision of tourism services.

Keywords: Electronic Tourism Marketing, E-Tourism, Tourism Marketing Mix, Tourism Services, Tourism Agencies.

JEL Classification Codes : L83, M31, M39

ملخص:

الهدف من هذه الدراسة هو تسليط الضوء على كيفية تأثير التسويق الإلكتروني على الترويج للخدمات السياحية في مديرية السياحة والحرف اليدوية بولاية تلمسان. واستخدمت الدراسة النهج الاستقرائي من خلال أدوات الوصف والتحليل الإحصائي، بالاعتماد على الاستبيان كأداة لجمع المعلومات وتحليلها باستخدام برنامج الإحصاء التابع للمكتب الدولي للصحة والصحة النباتية. ووفقا للدراسة التي شملت 210 فردا، يلعب التسويق السياحي الإلكتروني دورا مهما في تقديم الخدمات السياحية، كما أثبتت النتائج العلاقة بين الترويج السياحي الإلكتروني والتوزيع والأمن والخصوصية وتقديم الخدمات السياحية.

كلمات مفتاحية: التسويق السياحي الإلكتروني، السياحة الإلكترونية، المزيج التسويق السياحي، الخدمات السياحية، وكالات السياحة.

تصنيفات JEL : M39, M31, L83

INTRODUCTION:

Tourism is given great attention by governments and experts in many countries worldwide, as many companies struggle to generate revenue, its economic and social importance has increased in recent decades. With the development and growth of tourism, websites have become the primary distribution channel for tourism services worldwide. According to a survey conducted in France, an Internet user visits a tourism website at least once a month, The growth and widespread use of websites enables the development of tourism products and the launch of new tourism activities for diverse tourists.

The use of e-tourism marketing by governments and tourism agencies to promote and advertise their services cannot be solely attributed to recent technological advancements and innovations. Online travel marketing is a cost-effective way for travelers to save time, effort, and money by searching for information about destinations, accommodations, attractions, and activities on online platforms. This enables them to plan and customize their trip according to their preferences.

Problematic:

The assessment and study of e-tourist marketing and its effect on promoting tourism services raises the following problems:

To what extent has electronic tourism marketing been instrumental in promoting tourism services at the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen?

Hypotheses of the study:

In order to answer the above research problem, we can formulate the following hypotheses:

▪ Primary Hypothesis 1:

- H_0 : There is no statistically significant effect of electronic marketing on the promotion of tourism services in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen.

- H_1 : There is a statistically significant effect of electronic marketing on the promotion of tourism services in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen.

▪ Primary Hypothesis 2:

- H_0 : There is no statistically significant effect of the dimensions of electronic marketing as a whole on the promotion of tourism services in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen.

- H_1 : There is a statistically significant effect of the dimensions of electronic marketing as a whole on the promotion of tourism services in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen.

Research objectives:

- Clarify the role occupied by tourism electronic marketing in promoting tourism services.
- Highlight the role of tourism electronic marketing in the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen.
- Provide suggestions to improve the effectiveness of tourism electronic marketing in promoting tourism services.

Research methodology:

To answer the research problem and validate the adopted hypotheses, we chose the descriptive-analytical approach. This involved referring to secondary information sources such as books, journals, Arabic magazines, and internet services related to the concept of tourism electronic marketing and tourism services. Additionally, we used a case study method to apply the research to the studied Directorate, where questionnaires were the primary data gathering tool. Furthermore, we employed statistical analysis using (SPSS). The research paper was organized into the following sections:

1. Literature Review;
2. Field Work.

1. Literature Review:

1.1. Electronic Tourism Marketing (Electronic Tourism)

The use of technology for communication and information in the tourism sector can be traced back to the 1970s, during which it was stated that the tourism industry's first use of technological advances in the entire world was the use of computerised reservation systems (CRS), which was regarded as technology information. The first action of enforcement broadens the possibilities for responding to growing travel demand throughout the year. (Sanayei et al., 2012, p. 1)

According Smith, P.R. & Chaffey, D. (2005), electronic marketing differs from previous marketing concepts only in terms of the methods of connection with clients. Electronic marketing focuses on the Internet as a quick and less expensive means of communication. (Smith & Chaffey, 2016, p. 392)

Dimitrious Buhalis (2003) describes e-tourism as the use of ICT in tourism, namely the digitisation of all operations and value chains in the tourism, travel, hotel, and restaurant industries, allowing organisations to attain maximum efficiency and effectiveness, to activate the work of tourist suppliers and provide access to more effective facilities for tourist consumers.

E-tourism encompasses all business operations (e-commerce, e-marketing, e-accounting, e-human resource management, e-procurement, e-research and development, e-production), as

well as e-strategy, e-planning, and e-planning. Managing all aspects of the tourist business. (Buhalis, 2003)

Electronic tourist marketing, or e-tourism, is the use of digital technologies and virtual platforms to promote and sell tourism products and services. It entails the incorporation of information and communication technologies (ICTs) into the tourism business, from preliminary study and planning to the actual tourist experience. (Victor, 2008)

Therefore, utilizing electronic tourism marketing brings about a number of advantages that can be distilled into the following points: (Saad, 2013, p. 1044)

- Knowledge is a key element in the hospitality industry, and the quality of tourism services is determined only by experience and trust in tourism organizations and institutions

- To gain a competitive advantage, offering low-cost tourism services is necessary. Using electronic tourism marketing will lead to a reduction in expenses for both traditional and electronic tourism.

- Lower production expenses by improving communication between tourism products and electronic brokers.

- Electronic marketing can be utilized to reduce expenses for providing tourism services and facilitate transactions with a significant amount of targeted markets.

- Tourism products and new activities can be developed easily to meet the diverse desires of tourists.

By adapting to environmental, economic, political, and legal changes, tourism organizations have the opportunity to enhance their competitiveness and increase sales, revenues, and profits.

1.2. Tourism Service Marketing Mix

The marketing mix is a set of interactive initiatives that assist in shaping plans and policies that help achieve desired objectives. which include **product**, **price**, **place**, and **promotion** (**Model 4 P**). (Rahul, 2020, p. 3) The combination of these elements creates a comprehensive marketing strategy that ensures businesses offer the right product, at the right price, in the right place, and promote it effectively to the target audience. (Chih-Hsing et al., 2023, p. 1910)

The tourism marketing mix is defined as a comprehensive set of product decisions (such as the kind of service, price, location, tourism promotion, relationship, and impact on one another). The marketing mix for tourism is comprised of:

- **Tourism Product Pricing:** The foundation of electronic tourism service marketing is provided by this crucial component of the marketing mix; tourists can find the available tourism services and their prices on the portal or hotel of the tourism agency; the pricing should be satisfactory for both tourists and the profitability of the tourism business. Therefore, it's crucial to establish a price structure, objectives, and strategies that can adjust to changing conditions. (UNIVERSITY OF PRETORIA, 2023)

- **Electronic distribution of tourism products:** Tourism distribution is always about e-commerce, which concentrates on technology that aims to save money and find the best deal.

A tourism institution that offers a wide range of activities typically utilizes this strategy to reach the biggest available and potential markets. (Colombo & Rodolfo, 2017, p. 297)

▪ **Promotion of the tourism product:** Promotion is the process of communicating the benefits of a tourist destination's product to certain target segments. The promotion plan is a subset of the general marketing strategy that also serves as an action plan to fulfil the marketing plan's objectives through communication. (Hartl, 2002, p. 69)

▪ **Tourism products:** All services or experiences that are specifically intended for tourists in their destination, such as accommodations, restaurants, sightseeing trips, museums, and cultural centers. (government of northwest territories, 2023)

▪ **People:** The success of the transaction hinges on the people who provide the various services that make up the product. It includes human resources staff, clients, and service participants (service providers and beneficiaries). (Bert, 2018)

▪ **Place:** The way to deliver the product to the consumer. Any set of the procedures and efforts put into delivering service to the client in an appropriate and punctual manner. (Chenni et al., 2023, p. 596)

▪ **Physical Evidence:** The enterprise's physical evidence consists of the sophisticated physical dimensions of its exterior and interior design, service outlets, worker appearance, and technological level..., In addition, the surrounding conditions, including climate conditions, noise levels, and the physical means of furnishing and decoration. The possibility of providing physical documentation that the buyer used the specific tourism product could increase sales. Promoting certain tourism products can be achieved by providing professional images of clients at major events and providing branded merchandise. (Bert, 2018)

1.3. Tourism Services:

1.3.1. Definition of tourism services:

Tourist service is defined as a public transportation service by road that takes tourists to or from tourist destinations, with a tour guide registered under section 21 of the Tourism Act accompanying them.

The services offered by tourism are categorized as visitor and regional information centers; exhibition-convention-and-amusement complexes; heritage, tourism, and cultural centers; animal parks and aquariums; guided tours; and other educational services provided by local governments for the benefit of tourists, visitors, and the community. (law insider, 2020, p. 58)

1.3.2. Types of tourism services:

Tourism services provide a wide range of services to make it a complete package for incoming travellers. They are : (Min et al., 2021)

1) **Travel agencies:** Travel agencies are responsible for selling travel products and services on behalf of suppliers as agents.

2) **Online travel agents:** Travelers can compare a variety of hotel and airline ticket options through online travel agents provided by the travel agency industry.

3) **Destination marketing organization:** Promoting a community as an attractive travel destination and improving its public image as a dynamic place to live and work are the duties of a destination marketing organization, which is also known as a marketing or management organization, convention and visitor bureau, or tourism board.

4) **Tour operator:** The tour operator's responsibility is to make reservations for events or activities that tourists are interested in. Some businesses require reservations to be made well in advance to prevent last-minute problems. The events or activities such as a music concert or a theatre show, visiting a theme park or a zoo, require people to secure seats or avail entry with prior reservations.

The tour operator provides the following typical products and services:

- **Accommodations:** Tourist destinations provide a range of accommodation options for tourists who wish to stay at the destination, including hotels, guest houses, and camping sites.

- **Transport Facilities:** Transportation facilities refer to facilities that aid in the movement of individuals between locations. These include both land and air transportation options.

- **Dining Facilities / Shopping:** Dining Facilities / Shopping: Tour operators are able to choose accommodations that have dining facilities and shops or partner with local businesses that are prepared to entertain groups;

2.Field Work

2.1. Tourism Potentials of the Wilaya of Tlemcen.

The Wilaya of Tlemcen offers various tourist sites, natural resources, infrastructure, as well as significant historical and archaeological landmarks due to the succession of civilizations in it, which is evident in its archaeological tourism. The characteristics of its historical cities such as Tlemcen, Nedroma, Hennaya, and Beni Snous, in addition to popular events like "Alwaadat" and the "Ayred" festival (Amazigh New Year in Beni Snous) create a diversity of the natural tourist products (Beni Add caves, El-Ourit waterfalls, the National Park), along with its material and intangible cultural heritage. All these elements make it a prominent cultural tourist destination, providing all the known types of tourism that distinguish the global tourist cities. These include cultural heritage tourism, historical exploration tourism, ecological and climatic tourism, mountain and beach tourism, thermal tourism, youth and recreational tourism, religious tourism, and rural tourism, which is characterized by its traditional handicrafts industries, like Bider village, famous by its traditional pottery.

2.2. Tourism Electronic marketing for Tourism Services at the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen:

Like other tourist regions seeking to increase demand and attract tourists, the wilaya of Tlemcen relies on digitalization and technological advancement through websites and social

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media platforms for tourism marketing of its attractions and landmarks. Among these digital platforms is the official website of the Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen, which was launched on Thursday, February 22nd, 2018. There are also other pages on social media platforms like “*Al-syaha Fi Tlemcen*” (Tourism in Tlemcen)," and other pages dedicated to travel agencies, such as the Agency "Reche for Tourism and Travel", and others. (Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen, n.d.)

The Directorate of Tourism was established under the provisions of Executive Decree No. 10-257 of October 20th, 2010, which included the creation of external services of the Ministry of Tourism and Handicrafts, defining its missions and organization (Directorate of Tourism and Handicrafts of the Wilaya of Tlemcen, n.d.)

2.3. Presentation, Analysis, and Discussion of the Results of the Study

2.3.1. Study Methods and Tools

A questionnaire was adopted as one of the data collection and research tools to test hypotheses and answer the questions of the study, which allows to achieve the objectives of this study. The questionnaire consisted of two main parts: the first part contained personal questions, while the second part included two axes, each with several paragraphs that measure the study variables.

2.3.2. Study Population and Sample

The population of the study refers to the group of elements and individuals focused on in a specific study. As for our study, the targeted population consists of individuals with various levels of education and qualifications. The study targeted a random sample of 220 individuals. Questionnaires were distributed to them, and 210 questionnaires were retrieved (which constitutes 95.4% of the total number), while 10 questionnaires were not retrieved (which constitutes 4.5% of the total number). The following table summarizes the distribution and retrieval of the questionnaires:

Table (1): Number of Distributed and Retrieved Questionnaires

Questionnaires	Number	Percentage (%)
Distributed	220	100%
Not Retrieved	10	4.5%
Retrieved and Analyzable	210	95.4%

Source: Compiled by the researchers

2.3.3. Validity and Reliability of the Study Tool

The reliability of a tool means that the results remain consistent if the same questionnaire is applied to the same sample under the same conditions. We used Cronbach's alpha coefficient to measure the reliability of the measurement tool, and the results are as follows:

Table (2): Cronbach's Alpha Results for Questionnaire Reliability

Axes	Number of Items	Reliability Coefficient
Tourism Electronic Marketing	16	0.930
Provision of Tourism Services	8	0.696

Source: Compiled by the researchers based on statistical processing using IBM SPSS Statistics 23.

As shown in the results in the table, the Cronbach's alpha coefficient values are high for all questionnaire items, with a total of 0.930, indicating good and high reliability. Thus, the study tool's stability has been confirmed, making the results more accurate and closer to reality.

2.4. Analysis of Personal Data for the Sample of the Study

2.4.1. Analysis and Discussion of the Results

2.4.1.1. Analysis of the Respondents' Attitudes towards Tourism Electronic Marketing:

In order to understand their attitudes, the phrases will be analyzed using the mean and standard deviation indicators, as shown in the table below:

Table (3): Results of the Analysis of Sample Individuals' Responses on Tourism Electronic marketing Axis Phrases

First Axis Phrases (Tourism Electronic Marketing)	Arithmetic Average	Deviation	General Tendency	Rank
The agency stands out for offering a variety of tourism services.	3,33	1,253	Neutral	15
The agency's social media platforms are active and consistently engaging with customers.	3,50	1,059	Agree	13
The agency always provides good electronic tour guide service.	3,99	,745	Agree	6
Including the price on the agency's website is an attractive factor for customers.	3,84	1,018	Agree	9
The prices proposed by the agency are suitable for customers' financial capabilities.	3,97	,953	Agree	7
The agency offers some free tourism services.	3,73	1,033	Agree	11
The prices are in line with the quality of services provided by the agency.	4,23	,992	Agree	2
Electronic ticket booking is an easy process.	3,88	1,007	Agree	8
The agency has modern communication means, enabling easy contact with customers.	4,01	,933	Agree	5

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The visa appointment reservation system facilitates the process of obtaining it.	3,74	1,045	Agree	10
The agency effectively presents and promotes its tourism services online.	4,30	,913	Strongly Agree	1
The online offers and privileges align with customer expectations.	3,88	1,120	Agree	8
Sponsoring events and gatherings improves the agency's image among the public.	4,10	,670	Agree	3
Providing protection systems and programs for the website contributes to customer trust in the agency.	4,02	1,314	Agree	4
The agency ensures complete confidentiality in dealing with customers.	3,57	1,052	Agree	12
The agency's services are provided according to customer preferences, enabling it to target new customers.	3,47	,949	Neutral	14
Tourism Electronic Marketing	3.85	0.709	Agree	

Source: Compiled by the researchers using the SPSS Software.

Statistical Analysis and Decision Making: Based on the results in the table above, the arithmetic average of the total Tourism Electronic marketing phrases for the department was 3.85, with a standard deviation of 0.709. This indicates that most sample individuals agree at a high level with the content of the phrases in this axis.

2.4.1.2. Analysis of the Respondents' Attitudes towards Providing Tourism Services

Table (4): Results of the Analysis of Sample Individuals' Responses on Tourism Services Axis Phrases

Second Axis Phrases (Tourism Services)	Arithmetic Average	Deviation	General Tendency	Rank
Introduction of new and distinctive tourist destinations helps increase demand.	4,04	1,073	Agree	3
The Directorate adheres to the outlined tourism program.	3,85	,816	Agree	5
The Directorate is continuously developing its tourism services.	3,30	1,011	Neutral	8
The Directorate communicates with tourists when introducing new tourism services.	3,62	1,386	Agree	7
I did not encounter any problems when dealing with the agency.	4,11	,984	Agree	2

The Directorate provides additional tourism services (accommodation, transportation, catering) that are suitable and of high quality.	3,95	1,123	Agree	4
The Directorate made changes in its service design and delivery to align with modern technologies.	3,68	1,298	Agree	6
The development and use of modern technologies enable the provision of diverse tourism services and enhance the tourism offer.	4,15	,660	Agree	1
Providing Tourism Services	3,84	,603	Agree	

Source: Compiled by the researchers using the SPSS software.

Statistical Analysis and Decision Making: Based on the results in the table above, the arithmetic average of the total phrases related to the improvement of the quality of tourism services provided by the department was 3.84, with a standard deviation of 0.603. This indicates that most sample individuals agree at a high level with the content of the phrases in this axis.

2.4.2. Analysis and Testing of Hypotheses

2.4.2.1. Testing the Normal Distribution (Kolmogorov-Smirnov):

Before testing the proposed hypotheses and to ensure the objectivity of the results of the study, the data was subjected to the test of normal distribution, which is used to determine whether the data follows a normal distribution or not. This, in turn, affects the selection of the required tests to test the hypotheses. The following table summarizes the most important results obtained in the test of the normal distribution of the data, which is normally distributed, allowing for the application of parametric tests.

Table (5): Kolmogorov-Smirnov Normality Test

Study Axes	Kolmogorov-Smirnov Z	Significance Level
Tourism Electronic Marketing	3.377	0.035
Tourism Services	2.803	0.146

Source: Compiled by the researchers based on the outputs of SPSS V23

Analysis: From the above table, we observe that the calculated Z value falls between (2.202 and 4.402), and thus, the significance level for each of the study axes is greater than 0.05. Therefore, the data from the studied sample follows a normal distribution. As a result, all the survey axes are normally distributed, allowing for practical tests to be conducted, which necessitates relying on parametric tests to answer the proposed hypotheses.

2.4.2.2. Testing the Hypotheses

▪ Primary Hypothesis 1:

- H₀: There is no statistically significant impact of Tourism Electronic marketing on the provision of tourism services at the Directorate of Tourism and Handicrafts in Tlemcen.

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- H₁: There is a statistically significant impact of Tourism Electronic marketing on the provision of tourism services at the Directorate of Tourism and Handicrafts in Tlemcen.

To determine the relationship between the Tourism Electronic marketing variable and the provision of tourism services, a simple linear regression between the two variables is studied.

Table (6): Shows the Impact of Tourism Electronic marketing on the Provision of Tourism Services

Estimated Error	Corrected Determination Coefficient	Determination Coefficient	Correlation Coefficient (Pearson)	
,385	,593	,595	,771 ^a	
Level of Significance	Calculated T	Standardized Coefficients	Non-standardized Coefficients	
		Beta	Standard Error	Coefficients
,000	8,914		,147	1,310
,000	17,478	,771	,038	,657

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

The table above illustrates the results of the test for the correlation coefficient between the study variables, which allows us to test the hypothesis: There is a statistically significant impact of Tourism Electronic marketing on the provision of tourism services at the Directorate of Tourism and Handicrafts in Tlemcen. At a significance level of 0.05, the results show a strong positive correlation between the Tourism Electronic marketing variable and the Tourism Services promotion variable, with a correlation coefficient value of 0.771, which is higher than 0.5. Additionally, Tourism Electronic marketing contributes to providing tourism services by 59.5%, confirming a strong positive relationship between the two variables at a significance level of 0.000, which is less than 0.05. This allows us to conclude that the test result is statistically significant, and thus, we accept and validate the hypothesis.

From the results of the table, we can deduce the estimated equation for the study model as follows:

(The provision of Tourism Services) $Y = 1.310 + 0.657X$ (Tourism Electronic Marketing)

▪ **Primary Hypothesis 2:**

- H₀: There is no statistically significant impact of the dimensions of Tourism Electronic marketing on the provision of tourism services at the Directorate of Tourism and Handicrafts in Tlemcen.

- H₁: There is a statistically significant impact of the dimensions of Tourism Electronic marketing on the provision of tourism services at the Directorate of Tourism and Handicrafts in Tlemcen.

To determine the relationship between the variable "Dimensions of Tourism Electronic Marketing " and "the Provision of Tourism Services", we study multiple linear regression between the two variables.

Table (7): Shows the Impact of the Dimensions of Tourism Electronic marketing on the Provision of Tourism Services

Estimated Error	Corrected Determination Coefficient	Determination Coefficient	Correlation Coefficient (Pearson)		
,284	,779	,785	,886 ^a		
Level of Significance	Calculated T	Standardized Coefficients	Non-standardized Coefficients		
		Beta	Standard Error	Coefficients	
,133	7,001	,056	,081	,036	Tourism Product
,653	14,158	-,459	,065	-,378	Tourism Price
,000	21,919	1,347	,180	1,076	Tourism Distribution
,000	12,388	,465	,045	,396	Tourism Promotion
,000	18,034	-,443	,204	-,286	Security & Confidentiality

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

Through the above table, we observe that the probability of accordance with the calculated probability values of the T-Student Test is approximately 0.000 for almost all factors, which is less than 0.05. This means that the variables Tourism Promotion, Tourism Distribution, Security and Confidentiality, are statistically significant, while the Tourism Product and Tourism Price are not statistically significant as their probability values are 0.133 and 0.653, respectively, which are greater than 0.05. The determination coefficient value (R-squared) is 0.779, indicating that the independent variables (Tourism Promotion, Tourism Distribution, Individuals, Tourism Product, and Tourism Price) explain 77.9% of the total variation, with the remaining variation attributed to other factors. Based on this, we can conclude that the null hypothesis is rejected, and the alternative hypothesis is accepted, indicating that there is a statistically significant impact of Tourism Electronic marketing dimensions on providing tourism services at the Directorate of Tourism and Handicrafts in Tlemcen.

Conclusion:

Through this study, we were able to reach several results and recommendations as a conclusion of the topic. In response to the research problem and confirmation of the proposed hypotheses, the results can be revealed in the following points:

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- Tourism Electronic marketing has become a necessity that must be relied upon to market various tourism services and introduce tourism components and assets;
- The use of Tourism Electronic marketing influences the tourist's decision-making and increases the demand for the provided services;
- There is a statistically significant impact of Tourism Electronic marketing on providing tourism services at the Directorate of Tourism and Handicrafts in Tlemcen;
- The results of the study confirm a positive relationship between Tourism Promotion, Tourism Distribution, Security and Confidentiality, and Providing Tourism Services, while there is no relationship between Tourism Product, Tourism Price, and Providing Tourism Services.

Recommendations:

- Working on developing the Directorates and tourism agencies and attract foreign tourists;
- Marketing the tourism product through various media and expand the scope of tourism marketing by organizing forums and conferences to attract the attention of the targeted audience of tourists;
- Working on providing the necessary electronic infrastructure to develop Tourism Electronic Marketing.

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