

The Role of Digital Advertisements in Enhancing Digital Marketing Communication Strategies for Thermal Hospitality Tourism

A Case Study of “Hotelier - Tourism and Hammamt Groupe”

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Abstract

This study aims to determine the extent to which tourism establishments adapt to the development of enhanced tourism through efficient digital advertising, with a specific focus on hotel tourism and local destinations characterized by medical thermal features. To achieve this, the study employed a descriptive-analytical approach and content analysis to examine data collected from GHTT clients, utilizing electronic questionnaires as the primary data collection tool. This approach revealed that digital advertising is an effective digital

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marketing communication strategy for medical thermal tourism destinations.

Keywords: digital advertising; marketing communication, Thermal Tourism, GHTT, Hospital Tourism.

Introduction

Tourism has emerged as a key sector in driving the sustainable development of the hospitality industry, integrating cultural, medical, and wellness experiences. This sector is crucial for enhancing tourism products, whether service-oriented or cultural, within the broader context of Algeria's efforts to digitize its tourism industry. These efforts align with the country's strategic development plans, which aim to build advanced technological and environmental infrastructures, fostering not only sustainable development but also the growth of the thermal tourism sector as a priority. This aligns with national goals, including those outlined in the 2030 investment plan (SNouci & Sahel, 2023). In this framework, the institutions and units of the GHTT (Thermal Hospitality and Tourism Group) are striving to adopt cutting-edge digital systems to remain competitive in a rapidly evolving market. Digital marketing strategies, leveraging both internal and external digital platforms, have become central to these efforts. Social media platforms have emerged as critical tools for achieving customer engagement and promoting inclusive access to spa and wellness tourism services. This shift has encouraged the development of sustainable hotels that integrate modern technologies with wellness offerings, aiming to serve both urban centers and marginalized areas, despite their vast natural tourism potential. Digital advertising plays a central role in these digital marketing strategies by combining technological tools with tailored content to influence consumer behavior in the selection of tourism destinations. These strategies incorporate content marketing and social media engagement to create a seamless and personalized customer journey. The integration of these digital advertising tools not only meets customer expectations but also contributes to the achievement of

sustainable development objectives. Through a case study of the GHTT complex, this paper explores the strategic role of digital advertising in elevating the status of thermal tourism, contributing to the digitization of tourism, and the realization of national strategic development goals.

1. Importance of the study:

- ✓ This study is a contemporary model in the field of Hammam tourism, focusing on the adoption of effective digital marketing strategies in activating media communication specifically.
- ✓ Analyses the role of digital advertising techniques, including social media platforms in optimizing brand positioning and marketing strategies.
- ✓ Introduces a comprehensive and sustainable approach to leveraging digital marketing communication, with an emphasis on digital advertising as a key driver of strategic growth.

2. The objectives of this study are as follows:

- ✓ Examine the various digital tools, including digital advertising, and their application in marketing communication strategies.
- ✓ Assess the impact of digital advertising, particularly through social media platforms, on customer decision-making in choosing GHTT.
- ✓ Analyse how digital advertising influences the formation of positive brand perceptions and customer loyalty toward GHTT.

3. Related Literature:

A. Elkhoulaly et al. (2023) developed a model to investigate the mediating role of emotions in the relationship between exposure to digital tourism images and impulsive buying behavior, and whether personality traits moderate this relationship. Using Confirmatory Factor Analysis and Structural Equation Modeling (SEM), data from 143 respondents were analyzed. The results indicate that digital tourism images have a direct influence on impulsive buying behavior. This research contributes to understanding how digital marketing in tourism influences consumer behavior.

B. Wuisan et al. (2023) investigated the best practices for implementing online advertising to capture consumer interest in purchasing. The study employed a descriptive survey method, involving 96 Lazada customers in Bandung, Indonesia. The results revealed that online advertising directly influences customers' purchasing intentions via the Lazada platform. This study underscores the impact of effective online advertising on consumer purchasing decisions, making it particularly relevant for digital marketing strategies in tourism.

C. Cristobal et al. (2023) analyze the content of official Spanish spa websites and their e-commerce maturity level. They propose a website analysis model based on content analysis techniques and the extended model of internet commerce adoption (eMICA) methodology. Applied to 106 spas with an online presence, the model's results indicate that while spas appear ready for online transactions, a significant portion maintains only a basic, primarily informative Internet presence.

D. Samia et al. (2022) surveyed 400 Malaysian tourists regarding their perceptions of the service marketing mix within the tourism sector. Employing factor and correlation analyses, the study revealed that while overall perceptions of the service marketing mix were positive, variations existed across its components. This research highlights the necessity of aligning tourism service offerings with consumer expectations, thereby offering crucial insights for digital marketing strategies, particularly in thermal tourism.

4. The research question:

How can digital advertising contribute to effective digital marketing communication in the hammam tourism sector, and how can the promotional and developmental objectives of the G HTT Hospitality and Hammam Tourism Complex be achieved?

5. The main hypothesis:

Null Hypothesis (H_0): There is no statistically significant relationship between the dimensions of digital advertising and the effectiveness of communication and digital marketing in the Hammami tourism sector, using the GHTT complex as a model.

Alternative Hypothesis (H_1): There is a statistically significant relationship between the dimensions of digital advertising and the effectiveness of communication and digital marketing in the Hammam tourism sector, using the GHTT complex as a model.

Sub-hypotheses:

- There is a statistically significant relationship at the 0.05 significance level between the level of customization in digital advertising and the effectiveness of digital marketing communication among GHTT customers.
- There is a statistically significant relationship at the 0.05 significance level between audience engagement with digital advertising and the effectiveness of digital marketing communication at GHTT.
- There is a statistically significant relationship at the 0.05 significance level between the clarity of information in digital advertisements and the effectiveness of communication and digital marketing among GHTT customers.
- There is a statistically significant relationship at the 0.05 significance level between the reach of digital advertising and the effectiveness of communication and digital marketing in the Hammam tourism sector

Section One: Digital Advertising

First Requirement: Characteristics of Digital Advertising

Digital marketing communication is a key component of the digital marketing mix for online businesses, where digital advertising plays a central role. As defined by the Digital Marketing Institute (DMI, 2021), it refers to using digital technologies to create integrated, meaningful, and measurable communication to acquire and retain customers while establishing deep relationships with them.

This media revolution marks a transformative shift from traditional, analogue communication models to digital ones. This shift has reshaped how media is created, distributed, and consumed. According to (Abdellatif et al. 2018), this transition has had broad implications across

economic, political, and cultural sectors, with a focus on the integration of new media technologies such as SMS, photographs, and digital advertisements.

The key characteristics of digital advertising are:

- Digitization: The process of converting information into a digital format enables easy storage, manipulation, and transmission.
- Convergence: The integration of various media forms (text, audio, video) into a unified digital platform.
- Interactivity: Enabling users to actively engage with content rather than passively consuming it.
- Networking: Internet connectivity facilitates global information sharing and collaboration.
- Accessibility: Expanding access to digital media via devices like smartphones and computers.

These characteristics have altered how businesses communicate with their customers, driving a need for new approaches to brand marketing and consumer engagement through digital channels. The increasing number of users on social media channels are meant to get the attention of more customers with the help of active communications, top brands have started designing e-business into their marketing strategies as viral advertising, as well as social media marketing have turned into new dominant marketing tools on Web 2.0 adopting social media platforms, for instance, Facebook, Twitter, and Instagram to generate buzz or word-of-mouth promotion. (Humair, 2019)

Second Requirement: Types of Digital Advertising

Digital advertising has evolved beyond traditional forms due to advancements in the internet and mobile devices, which enable greater interaction and personalization. As (Fuxman et al. 2014) note, the rise of interactive technologies has led to more effective consumer engagement. Notable types of digital advertising include:

- **Social Media Advertising:** Focused on targeting relevant content and building relationships through organic and interactive marketing.
- **Search Engine Advertising (SEA):** Used to reach potential customers on

search engines like Google, optimizing ad visibility.

- **Display Ads:** Advertisements that appear on websites or mobile apps, typically on a cost-per-click or cost-per-impression basis.
- **Contextual Advertising:** Ads that appear based on user searches or website content, with keywords and content matching to improve engagement.

Third Requirement: Dimensions of Digital Advertising

Digital advertising shares the characteristics of new media and is recognized for its impact on marketing communication. These dimensions include:

- **Personalization:** The customization of advertising content allowing for more targeted audience engagement (Israquunnisa, 2025).
- **Interactivity:** Enabling two-way communication between consumers and businesses, where users' reactions and comments can further enhance marketing efforts.
- **Measurability:** The ability to assess the performance of digital ads using metrics such as return on investment (ROI), sentiment analysis, and cost forecasting (Almestarihi et al., 2024).
- **Reach with Specificity:** Ads are designed based on demographic, geographic, and psychographic factors, optimizing ad reach with relevance to the target audience.

These dimensions highlight the transformative impact of digital advertising on the marketing landscape, particularly within Hammami tourism, by facilitating enhanced customer targeting and engagement.

Section Two: Thermal Tourism

First Requirement: Definition of Thermal Tourism

Thermal tourism encompasses the travel of individuals to regions renowned for their natural resources, specifically thermal waters and mineral baths, utilized for therapeutic purposes. This form of tourism primarily emphasizes health benefits derived from natural elements, with a particular focus on mineral water employed in hydrotherapy.

Thermal tourism is considered an essential aspect of health tourism, which involves not only medical treatment but also wellness and relaxation (Hosseini & Maddah, 2021). Mineral baths play a central role in the treatment process, contributing to both physical and psychological healing.

Components of Thermal Tourism

The components of thermal tourism include:

- Mineral Baths: Natural springs with therapeutic properties, with over 282 springs in Algeria (Lebkhour & Kabiri, 2024).
- Health Resorts: Located near mineral springs or lakes, providing wellness and relaxation.
- Tourist Accommodations: Hotels, resorts, and villages that offer accommodation for visitors.
- Security and Safety: Ensuring tourists' safety and the protection of their belongings, which contributes to a positive experience and encourages repeat visits.

Second Requirement: Digital advertising in thermal tourism

The global effectiveness of applying information technologies in tourism is assessed by several key indicators: the worldwide number of Internet users, global online sales volumes of tourism services, and the number of bookings made through global distribution systems. Modern computer technologies significantly influence the sale of health tourism products, primarily by enabling the formation of new marketing channels for promotion and distribution. Regarding online presence (Vadym et al., 2020), enterprises must maintain a strong digital footprint and actively engage with potential customers on these platforms. This includes publishing content in at least one foreign language, sharing information that meets customer needs, and fostering direct relationships. Digital advertising is a powerful tool for boosting domestic tourism in various countries, including Algeria, which possesses substantial geographic and cultural diversity (Dilaver et al., 2018). In an era where technology increasingly shapes purchasing and travel decisions, leveraging digital tools is crucial for innovatively

promoting Algeria's local tourism resources to attract both domestic and international visitors (Soulef Sahari, 2024). Furthermore, specialized portals and websites can be tailored to both build comprehensive health tourism packages and serve as effective advertising platforms.

Third Requirement: Algeria's Thermal Sector

Algeria's thermal sector has witnessed significant growth, with a 135.5% increase in domestic tourism in 2023-2024 compared to the previous year. The number of tourists visiting thermal destinations in Algeria has reached over 3.2 million. However, the sector faces challenges such as improving service quality and attracting international tourists (Lebkhour & Kabiri, 2024). Algerian government aims to develop the thermal sector by utilizing its 30 natural springs and improving its infrastructure to attract 12 million tourists by 2030 (Ministry of Tourism and Traditional Industry, 2024). Noteworthy efforts include the rehabilitation of hotels and the establishment of thalassotherapy centers.

Section Three: Field Application

First Requirement: Community and Sample

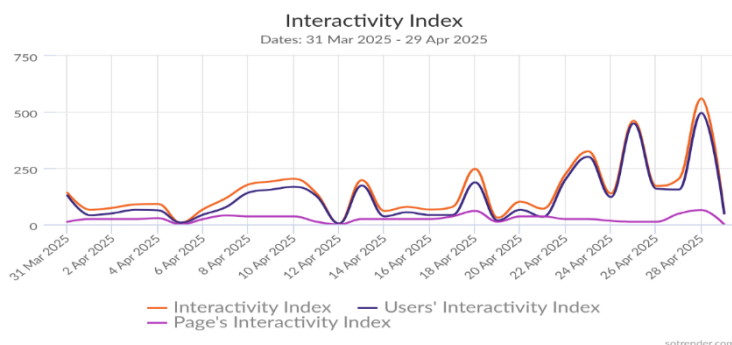
The study focuses on the GHTT complex in Algeria, which includes 73 therapeutic establishments across 32 provinces grouped in 17 branches of tourism management institutions that ensure the employment of 8000 workers. Hammamt institutions were represented by 10 institutions, where the complex works to strengthen the position of digital marketing communication through an effective strategy to improve the Hammamt tourism service, which consists of digital advertising via SEO and social media as a marketing strategy for analysing formats and public relations to reach future customers and improve the quality of services for regular and previous customers. Through:

- ✓ **Putting the GHTT brand at the centre of sharing:** successful in promoting its brand identity and marketing content through digital channels for hotel establishments using advertising, media, publicity, and education about the bath and wellness tourism digitally. The overlap of GOOGLE and FACEBOOK digital advertising technology has forced the mediation between them, forcing the coexistence of advertisers, agencies, and media by creating internal advertising agencies. (Sinclair, John. (2019)
- ✓ **Strategic partnerships:** The complex adopted the strategy of forming

hotels and relying on them not only as a tourism facility, but also as a strategic service agent to market hotel tourism in tourist destinations with a thermal character and integrate them with medical and therapeutic centres.

Analysing the official Facebook page of the thermal wellness tourism complex content: during April 2025, the page has 22,000 followers.

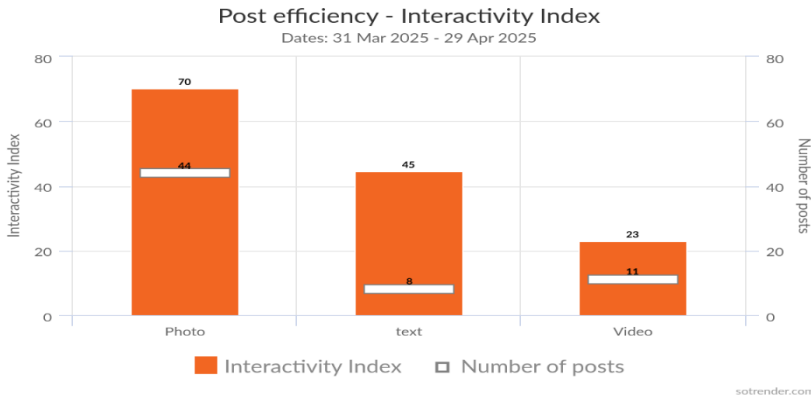
Figure 1: Engagement rate of the last Facebook ad post for a month.



Source: Sotrender social media analytics website.

It can be seen from the graph that user engagement for the month of April grew to 500 on the organization's digital ads on Facebook, which consisted of 12.7% text posts, 17.7% videos, and 69.8% images, which directly affects the overall engagement rate, while the engagement rate on the page did not register any increase.

Figure (2) : Interaction rate on digital publications via the Community



Source: Sotrender social media analytics website.

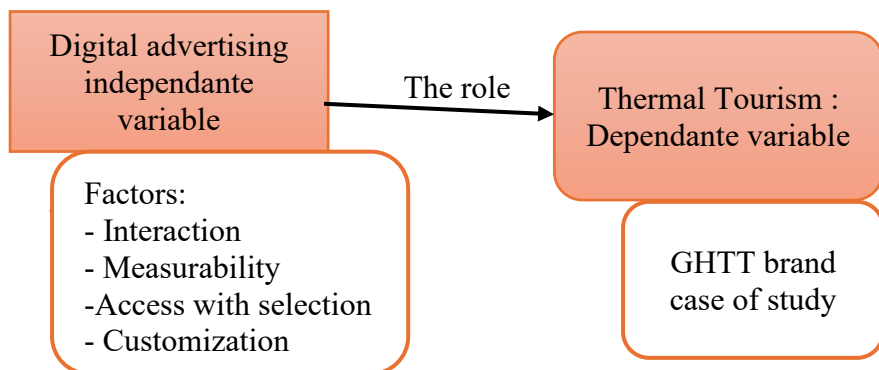
The previous figure identifies the types of digital advertising content for the page, where images cover most of the posts and achieve 0.60% of the visitor interaction rate on the total images displayed, while the text column achieves 18% interaction out of 45 text posts, and interactive videos attract 50% interaction rate. This is because images provide the actual presentation of the marketing message, videos take time to watch and text is usually ignored by the web browser.

Second Requirement: Method and Tools

The study relied on the mixed method employs a descriptive-analytic approach, utilizing content analysis to process the collected data. The primary tool used for data collection is an electronic questionnaire designed to capture insights into digital advertising in context of thermal tourism, where the sample included 72 actual tourist customers identified through the **Roasoft** website that measures the size of the sample from the community based on the amount of uncertainty (95% certainty was determined), the study was characterized by a limited sample of 80 real interactors through the official page of the complex out of 2K followers. This was done using thematic analysis,

then comparing the results with previous analysis content of the official page of the social media site Facebook.

1. The study model:



2. Assessing the validity and reliability of the study instrument

By relying on the Cronbach's Alpha coefficient, the stability of the results can be ascertained when retesting on the same sample and in the same conditions. when its degrees are close to zero the correlation between the two variables is weak and the correct one whenever the relationship is strong, while (0.05) is considered medium stability in general there is a positive relationship between the correlation coefficient, consistency and internal consistency, which increases the value of stability, usually the value or degree (0.7) is accepted in most studies as the most reliable (Mohammed, 2017)

Table 3: Cronbach's Alpha Measuring the stability of the questionnaire

Variable	Factor/Dimension	Numbers of paragraphs	Alpha parameter
Digital Advertising	Interaction	03	0.629

	Access with selection	03	0.761
	Mesurability	03	0.649
	Customisation	03	0.446
Thermal Tourisme		04	0.872
	Total	16	0.895

Source: Prepared by the researchers based on SPSS outputs

The table shows that the factor stability scores are high for each factor of the questionnaire, which indicates a high internal consistency between the paragraphs, while Cronbach's alpha in the study of the role of digital advertising in enhancing the effectiveness of Hamami tourism was found to be ,**0.895** which proves the reliability and stability of the study's questionnaire.

3. Data distribution model :

To indicate how the data is distributed and how much it deviates from the mean, the Kolmogorov-Smirnov coefficient was calculated. The null hypothesis is that the data are from the same continuous distribution, while the alternative hypothesis indicates that the data distribution is different. (Cabus, 1998)

Table (4): Kolmogorov-Smirnov distribution coefficient for the sample

Factor	K-S coefft value	Statistical Significance
Digital Advertising	0.68	0.200
Thermal Tourism	0.194	0.000

Interaction	0.137	0.002
Customisation	0.139	0.002
Access with Selection	0.195	0.000
Mesurability	0.142	0.001

Source: Prepared by the researchers based on SPSS output

Based on the above, it can be said that the moderation and normal distribution of the data, in addition to the validity of the instrument and the stability based on the correlations between the studied variables and reaching its purpose, justifies the transition to inferential analysis.

4. Confirmatory inferential analysis of study variables:

The study addresses the issue of interpreting complex datasets by applying descriptive and inferential statistics to simplify the communication of results.

4.1 Personal information:

Table (5): Personal information of the study sample

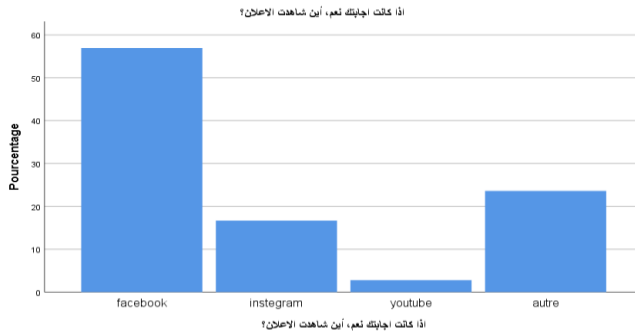
Factor	Type	Frequency	Ration
Gender	Male	54	74.6%
	Female	18	25.4%
	Total	72	%100.0
Age	25	19	%26.4

	34 -25	31	%43.1
	44- 35	17	%23.6
	> 45	5	%6.9
	Total	72	%100.0

Source: Prepared by the researchers based on SPSS outputs

The table gives clear readings that males of the sample follow social media pages the most and are middle-aged, while the remaining percentages are distributed almost equally between those less than 25 years old and more than 35 years old, and only 6.9% of the sample is older than 45 years old.

Figure(3): Relative histogram representing the most viewed digital platforms for digital advertising



Source: Prepared by the researchers based on SPSS output

The Majority of simple (55) have seen the digital advertising on the Facebook platform which corresponds with Sotrender Output (Figure3) and justified analysing this platform by the research.

4.2 Digital Advertising section: describes the four factors of DA.

Table (6): Analysing the frequency of first factor (customization)

Customization	Totally accept	accept	neutral	Non accept	Totely non accept
The ads shown goes with my centre interests	30%	33%	21%	1%	3%
I feel that digital ads reflect my previous attitudes on net	26%	40%	28%	6%	1%
The ads content show my needs and what I really search on it	24%	48%	23%	3%	1%

Source: Prepared by the researchers based on SPSS outputs

One third of individuals accept that ads go with their centre interests and another third totally accept whether 21% goes neutral, 40% of them feels that digital ads reflect their previous attitudes on net and 26% totally felt that and 6% didn't accept, 28% goes neuter. For the third paragraphs peoples goes 24% totally accept that the content shows their needs searching for the double accept and 23% goes neuter and only 3% didn't accept. Witch indicate the customization of digital ads and his impact on customer behaviour throw digital advertising.

Table (7): Analysing the frequency of second factor (Interaction)

The digital ads give ability to direct interact	34%	49%	14%	3%	0%
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I feel that I have effect in communication and impact on digital ads	22%	48%	25%	5%	0%
I feel that ads connect with me in attractive and effective way	26%	42%	20%	10%	1%
The ads connect me directly to the reservation or official page	29%	44%	21%	3%	3%

Source: Prepared by the researchers based on SPSS outputs

Mostly half of responsorial accept the paragraphs of this factor, 34% totally accept that ads give ability to direct interact, while 14% goes neuter and 22% felt that they had effect in communication and impact on digital ads whether 25% were neuter and 5% didn't accept, 21% also didn't give opinion in the third one while 3% didn't accept and the same totally didn't connect directly to the official page of the advertiser, 29% goes directly to the reservation after they see the digital ads, 26% ads connect them in a effective way and 44% attract them while 21% didn't knew and 6% didn't felt the attractive and effective connection of ads which augment interaction the second factor effect on digital advertising.

Table(8): Analysing the frequence of third factor (Access with selection)

The ads show specific information about services	27%	43%	21%	8%	0%
I can reach to information (price/reservation...)	24%	59%	12%	3%	1%
The ads reach a large public	25%	44%	23%	4%	4%
the ads give what I need without long search	29%	47%	14%	10%	0%

Source: Prepared by the researchers based on SPSS outputs

27% people totally accept that ads show specific information about services and 43% accept that, while 8% didn't and 21% goes neuter. 24% could reach to information and 59% Personne accept their arrival

to price, reservation, tickets and so on, only 12% didn't give impression and the rest didn't accept. For the last 29% ads gave them their needs without long searching and 47% do the same, but 14% goes neuter about it and 10% didn't accept. Ads reach a large public according to 26% totally and 43% while 6% didn't see that and 3% totally didn't accept, 22% goes neuter. This number gives opinion in the role of reach and select information us third factor impact on digital advertising.

Table (9): Analysing the frequency of fourth factor (Mesurability)

Digital Ads are flexible and able to optimization	20%	50%	24%	6%	1%
I can share, transfer and mention ads content	28%	45%	21%	6%	0%
The ads performance approves the value of ads content	27%	49%	20%	04%	01%
The ads appeal to me when I browse internet	26%	43%	22%	6%	3%

Source: Prepared by the researchers based on SPSS outputs

Ads appeal to 26% totally and 43% while 6% didn't and 3% totally didn't see digital ads when they browse internet, 22% goes neuter. For 20% person and 50% digital ads were flexible and able to be optimized, and 28% totally accept that they could share, transfer and mention ads content and 45% accept, 27% totally confirmed that ads approve the value of content and 49% accept the performance, in all paragraphs more then 20% people didn't give impression and 6% didn't accept, and 4% in the third question. Us a result for that ads can be measurable in performance, interaction, transfer and mention and the number of appeals in clicks with specifics KPI's.

4.3 Thermal tourism services section: focus in GHTT ads

Table (10): Analysing the frequency of thermal tourism (GHTT)

I watch GHTT thermal tourism services throw different platforms	23%	54%	14%	6%	3%
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Ads develop my knowledge about GHTT services and thermal tourism	26%	44%	23%	6%	1%
I feel is necessary to try GHTT services after seeing their ads	22%	51%	20%	4%	3%
Ads enhance my confidence to interact and reserve in hammam station and hotelier with GHTT	25%	42%	24%	7%	1%

Source: Prepared by the researchers based on SPSS outputs
23% people in sample watch the GHTT ads about thermal tourism throw digital platforms, and also 54% accept that, while 14% goes neuter and 6% didn't accept. For 42% ads enhance their confidence to interact and reserve in hamamat station and hotelier with the GHTT and 25% totally accept that, but 8% didn't while 24% goes neuter. 3% and 4% didn't felt is necessary to try GHTT and 22% totally accept services after seeing their ads with 51% while 20% didn't give opinion. 1% and 6% didn't accept ,23% didn't impresses, but 44% and 26% accept that Ads develop their knowledge about GHTT services and thermal tourism.

Table (11): Summarizing the main statistical analysis measures of the study factors

Scale/Factor	Customisation	Interactivity	Possibility of measurement	Selection with Access
Arithmetic mean	6.5797	6.1831	6.6479	6.7083
Variance	3.806	3.466	4.431	4.857
Range	8.00	7.00	9.00	9.00

Total	483.00	472.00	439.00	454.00
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Source: Prepared by the researchers based on SPSS output

Reading the table, it can be seen that the averages are almost equal, starting with the arithmetic mean, which calculates data central tendency, and the value 6 gives the data the direction of total acceptance in a fifth-likert-scale.

Whether variance and ranges are different, the highest value is selection with access, then measurement, which means data are distinct and divergent in a large gamme, then customization arriving at interactivity, which is non-distract and convergent in a narrow range.

Third Requirement: The study Analysis

1. Corrélation analyses :

Correlation measures the strength and severity of the relationship between the study variables (digital advertising is the independent variable, bathing tourism is the dependent variable).

Table (12): Pearson's linear correlation matrix for the two variables

<u>Corrélation de Pearson</u>	Thermal Tourism	Customization	Interactivity	Possibility of measurement	Access with Selection
Thermal Tourism	1				
Customization	0.473	1			
Interaction	0.473	0.702	1		
Measurability	0.481	0.411	0.456	1	
Access with Selection	0.640	0.492	0.459	0.735	1
<u>Sig value</u>					
Thermal Tourism	0	.000	.000	.000	.000
Personalization		0	.000	.000	.000
Interaction			0	.000	.000
Measurability				0	.000
Selection with access					0

Source: Prepared by the researchers based on SPSS outputs

The positive sign of the Pearson correlation table values means that the relationship between the dependent variable and the independent factors of the model is positive, while the scores mean that the extent and strength of the effect as the three factors (customization /interaction /measurability) is less than 0.05, the degree of the relationship is moderate and (specificity with access) is greater than 0.05.

2. Multiple Regression Analysis:

This coefficient determines the strength of the model on the role of digital advertising as a marketing communication strategy in enhancing the effectiveness of thermal tourism.

Table (13): Linear regression analysis of digital advertising factors.

Model	Sum of squares	Freedom degree	Average squares	F	Sig
Regression	299.622	5	74.906	12.804	.000
Bouaghi	356.862	61	5.850		
TOTAL	656.485	66			

Source: Prepared by the researchers based on SPSS output

Table (14): Coefficient of determination R

	R	R-deux	stdr-estm	F	Sig	Ddl1+ddl2
Impact	0.676	0.456	2.4187	12.804	.000	66

Source: Prepared by the researchers based on SPSS outputs

3. Discussion :

Since the value of $F=12.804$ suggest that the effect of independent variables are likely to be real at statistical significance ($\text{sig} = 0.000$), which is less than 0.05 value adopted in social studies, the study model The role of digital advertising as a digital marketing communication strategy in enhancing the effectiveness of thermal tourism, and the significant interpretation is given by the value of $R=0.676$, which indicates a relatively strong correlation between the independent

variable digital advertising and the dependent variable thermal tourism, while The R^2 value of 0.456 indicates that nearly 45.6% of the variation in thermal tourism outcomes is attributable to the digital advertising variables under study, interactivity give the direct information about touristy offers and enhancing the quality of service throw media's comments and build customer trust about the destination, customization of content augments brand loyalty when tourist subscribe on their wants shown on advertising and given interaction than Measure them helps on classify the alternative offers in personals to spread the touristic information that's the accessibility with specificity, while the remaining percentage is due to factors outside the study model(54.4%). Therefore, we proceed to the interpretation of the independent factors based on the constant of 3.980 when it is equal to zero:

Factor A is personalization: $B=0.683$ means this factor had a positive effect by 68.3% on digital advertising and $\text{sig}=0.000$, so it is statistically significant at 0.05 because GHTT Facebook ads page focuses on thermal destination needs, which corresponds with GHTT as a brand promotion, not customer wants.

Factor B is interaction : $b=-0.176$. This factor had a 17.6% negative effect on digital advertising, and $\text{sig}=0.116$, which is statistically insignificant at 0.05. There's no interaction on Facebook and posts, and stories. This agrees with the page analysis content seen above.

The factor C is measurability: $b=-0.174$. This factor affected 17.4% negatively on digital advertising, $\text{sig}=0.021$, which is statistically significant at 0.05. Audience gives interaction, so ads can be measured using specific tools.

The factor D Accessibility: when $b=-1.78$, this factor had a 17.8% negative effect on the digital advertising of the GHTT brand, $\text{sig}=0.345$, which is statistically insignificant at 0.05. Digital ads didn't offer

rapidity and easier access to information by digital media (videos and photos or textual posts focus only on physical evidence).

Conclusion

With the rapid development in the use of digital technology in the tourism sector, digital advertising has become a key tool to enhance marketing communication, especially in sectors that require the delivery of accurate and attractive information, such as thermal tourism. Digital marketing offers great potential to reach target segments across multiple platforms, including social media and search engines. However, challenges remain in how to utilize digital advertising to achieve overall marketing objectives, including improving the customer experience, enhancing awareness of spa tourism services, and supporting the sustainable development of hotel and spa communities.

1. Résulte :

- Digital advertising effectively contributes to improving digital marketing communication in the Hammamt tourism sector by personalizing advertising messages to the target audience and interacting with them with measurability, specificity, and reach.
- The digital promotion of Hamamt tourist destinations is done through the digital media of new media, social media sites, and agent websites due to the availability of natural assets, while the brand of the complex seeks to educate tourists through digital advertising.
- Digital advertising increases awareness of the (GHTT) brand and enhances customer engagement, which contributes to achieving promotional goals.
- The use of digital advertising supports the development goals of the GHTT complex by attracting new customers and stimulating

investment in Hamami tourism, due to the commitment to publish advertising content on Hamami tourism only.

- Digital advertising occupies a key place in the digital marketing communication mix of the complex's tourism strategy and contributes to improving overall marketing performance.

2. Recommendations:

- Rely on the regular repetition of important advertisements to influence the tourist's behaviour in purchasing the tourist service.
- Commitment to the actual perceived value of the tourist about the content of the digital advertisement in terms of quality, prices, and services.
- The lack of followers of the official social media pages does not mean a lack of customers for thermal tourism, so the marketing campaign manager of the complex must fund digital advertising to reach a wider audience. This supports the first and last two factors.
- The GHTT advertiser on their digital platforms should focus on giving interactive ways to publicize and customize the user experience, mentioning access and ability to reach them.

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