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The Role of Influencers in Promoting Cultural Tourism through Raising Awareness of Algerian Cultural Heritage: An Analytical Study of a Sample of Influencer Ahlam Amouri's Posts on Instagram

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Abstract:
With the widespread use of social media platforms, the phenomenon of content creators has become increasingly prominent, with many emerging as influential figures who occupy a distinctive position within society and assume a progressively significant role over time. Influencers are now widely recognized as important sources of attraction and are increasingly relied upon across various fields. Given that tourism has developed into a strategic sector that draws extensively on the components of cultural heritage, and considering the growing importance of cultural heritage and the increasing emphasis placed on its preservation as a priority, the richness of Algeria's cultural heritage and its expanding role in safeguarding the distinctiveness of national identity have acquired particular significance. Moreover, as tourism promotion through social media platforms has become a contemporary and accessible means available to all members of society, modern techniques for producing diverse communication content enable information to be disseminated within specific contexts through social media platforms, websites, or blogs, whether for social or commercial purposes. Accordingly, this study seeks to identify the role of influencers in promoting tourism by raising awareness of Algerian cultural heritage. This is achieved by identifying the main cultural heritage topics addressed in the posts of influencer Ahlam Amouri on her Instagram page and, ultimately, determining the objectives she seeks to achieve. The study therefore adopts a descriptive-analytical method.

Keywords: *influencers, tourism, cultural heritage, Instagram.*

1. Introduction:

Tourism today represents an economic phenomenon undergoing rapid growth across different parts of the inhabited world as a result of urban expansion, industrial development, the increasing availability of transportation, and rising standards of living. Tourism has consequently become one of the fundamental pillars of comprehensive development, as it encompasses a range of activities that interact with other economic factors (Sabti, 2012, pp. 173–180). Tourism is also one of the activities concerned with the value of cultural heritage, seeking to highlight its characteristics, preserve it, and enhance its value through the application of the concept of sustainability, the exploration of the diversity of values that distinguish human societies from one another, and the development of appropriate means for their protection (Allal, 2021, p. 16).

Cultural heritage, in both its tangible and intangible dimensions, is likewise regarded as one of the components that has attracted growing attention because it constitutes a fundamental pillar of cultural tourism. This is due to the richness of its components and elements, which fall within the spectrum of tourism attractions based on the utilization of heritage resources as an important means of attracting tourists and achieving comprehensive economic and social development. Today, the tourism sector has become an active and dynamic force through the valorization of cultural heritage, whether tangible heritage such as palaces and buildings or intangible heritage such as customs, traditions, handicraft skills, and folk singing (Qamouri, 2021, p. 16).

With the emergence of social media, established standards have changed and conventional measures have been transformed. The phenomenon of social media content creators has consequently become widespread, and these individuals have emerged as influencers who occupy a distinctive position within society and play a prominent role whose importance continues to grow over time. Influencers have become significant sources of attraction and are increasingly sought after across a wide range of fields. The enormous number of followers, together with the rapid increase in the number of influencers, has raised numerous questions, foremost among them the issue of credibility (Ramzi Halim, 2022, p. 558).

Content creation has become one of the defining professions of the contemporary era, through which experiences, information, and skills can be communicated and shared on a broad scale. Through modern methods used in producing diverse forms of communication content, information can be disseminated within specific contexts across social media platforms, websites, or blogs, whether for social or commercial purposes. Digital transformation has contributed substantially to the emergence and growing prominence of content creation and digital influence as professional activities (Mahmoud Abdel Latif, 2022, p. 635). This development has encouraged many countries to employ these practices in tourism promotion and in enhancing the image of tourism within their territories, as these platforms have assumed an exceptional role in the growth of the tourism industry and have been used extensively and effectively (Daoud & Kammouche, 2023, p. 02).

It is well established that every social entity possesses a system, heritage, and culture that collectively represent the everyday way of life of individuals across its various dimensions. The culture of any society emerges from a set of components and reference frameworks that contribute to differentiating peoples from one another and give each society its own distinctive characteristics. Algerian society is characterized by enduring foundations that distinguish its national identity. It forms an integral part of the Arab-Islamic world and possesses a rich, diverse, and deeply rooted social and cultural heritage that reflects the depth, diversity, and vast geographical extent of the country. It is therefore a society characterized by a multiplicity of customs, traditions, and social conventions.

“Algeria is one of the Arab countries distinguished by its traditions, customs, and the diversity of its cultural and social heritage, which has made it the subject of study by numerous anthropological researchers such as Jacques Berque, Masqueray, Bourdieu, and Fanny Colonna, among others. Their interest was driven by a desire to understand the social and cultural depth of Algeria” (Belarbi, 2009/2008, p. 42). “Algeria’s strategic geographical location has also endowed it with distinctive environmental characteristics that constitute effective tourism

attractions capable of contributing to tourism development if they are properly utilized" (Sabti, 2012, p. 173).

Algeria's potential in this field is rich and diverse, encompassing its ecological heritage, historical and cultural museums, productive centers, craft activities, folk arts, traditional games, and local festivals. Accordingly, in view of the wealth of resources Algeria possesses, relying on content creators through social networking sites has become particularly important for promoting cultural tourism throughout this vast country. It is within this context that the present study was undertaken, focusing specifically on the analysis of a sample of posts published by the content creator "Ahlam Amouri" on Instagram.

1.1 The Research Problem and Its Questions:

Given that tourism has become a strategic sector, and considering the importance of cultural tourism, which draws upon the various components of cultural heritage, as well as the profound transformations brought about by the revolution in modern communication technologies, which has made communication increasingly transnational and a carrier of global culture, the growing dominance of incoming Western culture has further heightened the importance of local cultural heritage and made its preservation a particular priority. Considering, on the one hand, the richness of Algerian cultural heritage and the expanding roles of content creators across all fields, particularly tourism, and, on the other hand, the importance of digital influencers in preserving the distinctiveness of national identity, valorizing and safeguarding cultural heritage, and consequently promoting cultural tourism, the researcher became interested in examining the expected role of Algerian content creators in enhancing cultural tourism by highlighting and promoting Algerian cultural heritage through their social media pages.

Within this context, the research problem of the present study was formulated around the following main question:

- What role does the influencer "Ahlam Amouri" play in promoting cultural tourism and raising awareness of Algerian cultural heritage through her Instagram page?
- What is the content of the materials devoted to promoting cultural tourism and raising awareness of Algerian cultural heritage that were published on the Instagram page of the influencer "Ahlam Amouri"?

1.2 Study Objectives

This study aims to examine the role played by Algerian influencers in promoting cultural tourism and raising awareness of cultural heritage through social media networks, particularly Instagram. It seeks to identify the relevant content presented by the influencer "Ahlam Amouri" through her page within the virtual space of Instagram and to explore the various meanings associated with this content through an analysis of its substance.

1.3 Research Population and Study Sample

The study population refers to the framework encompassing all the units constituting the phenomenon investigated by the researcher. In light of the study problem and its research questions, the study population consists of materials whose content promotes tourism by raising awareness of Algerian cultural heritage through Instagram.

Since studying a population of the aforementioned size would be virtually impossible, it was necessary to select a sample representative of the study population in order to obtain a set of findings that could ultimately allow for generalization. As the present study involves surveying Instagram pages, identifying and examining all such pages would be extremely difficult, if not impossible, since neither their exact number, the entities responsible for creating them, their topics, nor even their target audiences can be precisely determined. Consequently, the most appropriate method for selecting the sample is non-probability sampling, in which the sample is selected by the researcher according to what is considered appropriate for representing the research population, specifically purposive sampling.

Accordingly, the page selected for analysis was deliberately chosen and belongs to the influencer "Ahlam Amouri," who is considered the first ambassador of traditional Algerian heritage in the United Arab Emirates. Through her Instagram page, she has chosen to promote various aspects of Algerian heritage, including traditional clothing, traditional cuisine, and other customs and traditions. The same purposive approach was applied to the selection of the published posts, provided that they were related to the field of the study. A total of (31) posts were selected.

The following table presents the page from which the study sample was drawn.

Table (01): Data on the Page Constituting the Study Sample.

Page	Number of Followers	Page Link
Ahlam Amouri	2.2 million followers	https://www.instagram.com/ahlamoori/

Source: Instagram platform.

2. Study Methodology

Since the present study focuses on "the role of influencers in promoting tourism through raising awareness of Algerian cultural heritage: an analytical study of a sample of influencer Ahlam Amouri's posts on Instagram," it falls within the category of descriptive studies, which are not limited merely to data collection but also extend to its analysis and interpretation. Accordingly, the methodology adopted in this study is the descriptive method, which is the most common and widely used approach in this type of research.

The descriptive method is reflected in the description and analysis of the content represented by the posts published on Instagram as the selected model. Given the nature of the present study, a virtual survey approach was adopted, as virtual surveys are based on identifying specific websites or examining individuals within a particular virtual community situated within a networked environment.

Considering the context of the research problem and the nature of the study questions, content analysis was deemed the most appropriate tool for addressing these questions. Accordingly, the content analysis technique was employed to analyze the posts published on the page of the influencer "Ahlam Amouri." A content analysis form was applied and included categories related to the form of the topics concerned with promoting tourism through raising awareness of Algerian cultural heritage on the page selected as the study sample. The form also included content analysis categories related to the substance of topics addressing tourism promotion through the presentation of Algerian cultural heritage on the page selected as the study sample. These categories can be summarized as follows:

The analysis categories consisted of:

A. Categories of How was it said? These are the categories that describe the forms through which the content was presented in terms of:

- **The category of language used**: Arabic, English, and French.
- **The category of the formats most frequently used in the posts:** This category aims to identify the manner in which topics are presented and the multimedia formats employed by classifying them into images and videos.
- **The category of the type of music accompanying the videos**: music only, Algerian songs, foreign songs, and sounds of nature.
- **The category of the target audience**: local audience and foreign audience.

B. Categories of What was said? These are the categories that describe the substance of the media content by identifying its explicit and implicit meanings. They included the following analytical categories:

- **The category of the content** addressed by the page selected as the study sample.
- **The category of objectives**: tourism promotion, raising awareness of cultural heritage, and achieving financial profit.

- **The category of the type of audience interaction with the published** content: high interaction, moderate interaction, and no interaction.

3. Previous Studies

A. The study by Khadija Qatash entitled **"The Role of Influencers in Promoting Algerian Domestic Tourism through Social Networking Sites: A Field Study in the Province of Constantine"** (Qatash, 2023).

The study relied primarily on the descriptive-analytical survey method and employed an electronic questionnaire as the principal data-collection instrument. It was administered to a purposive sample consisting of (31) social media users. The study sought to identify the role played by influencers through social networking sites in promoting domestic tourism in Algeria and to highlight the extent to which the Algerian state benefits from their influence over audiences in supporting domestic tourism in the country.

The study sought to answer the following main question:

How do influencers contribute to promoting domestic tourism in Algeria?

- The study reached a number of findings, the most important of which are as follows:
- Respondents confirmed that the primary factor attracting them to influencers' advertisements was the published content, at a rate of (90.30%).
- The results of the study indicated that (93.50%) of respondents reported that advertisements published by influencers on their pages enabled them to become familiar with the characteristics of tourist destinations in Algeria.
- The study also revealed that (51.60%) of respondents had visited a tourist destination that had been advertised by an influencer.
- The findings showed that the persuasive techniques used by influencers when publishing advertisements about tourist destinations included posting videos, sharing photographs documenting the trip, broadcasting authentic images LIVE, inviting audiences to visit the destination, and confirming the influencer's intention to return to the tourist attraction, according to the audience's views.

B. The study by Abdelrazak Ghazal and Wafaa Bourahli entitled "**The Role of Social Media Platforms in Virtual Tourism Promotion: A Descriptive Study of a Sample of Users of the Sabri Land Facebook Page**" (Bourahli & Ghazal, 2020):

The study relied primarily on the survey method, using a questionnaire as the main data-collection instrument. It was administered to a purposive sample of (120) actual users or followers of the Facebook page of "Sabri Land" Amusement Park in M'Sila Province. The study aimed to identify the role played by social media platforms in the virtual promotion of tourism.

The study sought to answer the following main question:

What role do social media platforms play in the virtual promotion of tourism, particularly among users of the tourism-oriented Facebook page of "Sabri Land" Amusement Park?

The study reached a number of findings, the most important of which are as follows:

- The diverse content published on the park's page, particularly visual content, plays a highly significant role in increasing the number of visitors who select it as a preferred tourist destination by introducing the park and presenting its various spaces and services. This demonstrates the importance of visual content in tourism promotion.
- The content published on the page contributes to reinforcing the image of the park as a distinctive tourist destination, thereby enhancing its popularity. This highlights the important role performed by the published posts, as they reflect tourism preferences and encourage visitors to spend time at the destination.
- The various forms of interaction available through the park's page provide opportunities to evaluate it and gain a broader understanding of the park, while also assisting users in

making decisions regarding visits and contributing to its positioning as an attractive destination for visitors.

4. Study Terminology

4.1 **Tourism Promotion:**

Tourism promotion refers to the efforts undertaken to present and clarify a country's tourism image in order to influence tourists and stimulate their motivations to undertake a tourist journey to that country, thereby satisfying their desires and achieving their tourism-related objectives (Daoud & Kammouche, 2023, p. 348).

4.1.1 Operational Definition of Tourism Promotion:

It refers to the totality of activities undertaken by the influencer Ahlam Amouri through her Instagram page to introduce Algerian cultural heritage and promote cultural tourism with the aim of attracting both local and international visitors to appreciate and visit these cultural assets.

4.2 **Influencers**:

An influencer is defined as a person followed by several million individuals, with a minimum threshold of ten thousand followers on social media. Social media influencers are divided into several categories, including celebrities and public figures, specialized opinion leaders, bloggers, and activists, depending on the number of their followers. At the initial stage of the emergence of influencers, their activities were, to a certain extent, limited to providing entertainment content through which they promoted commercial products to their followers in exchange for financial compensation. Subsequently, however, the activities of these "influencers" expanded to include content addressing various aspects of political, economic, cultural, and social life, with the aim of achieving fame and financial gain (Ben Jaouahdou, 2022, p. 266).

4.3 Concept of Tourism

4.3.1 Linguistic Definition:

Linguistically, tourism refers to traveling through the land for worship, devotion, and asceticism. The Arabic expression sāḥa fī al-arḍ yasīḥu siyāḥatan wa-suyūḥan wa-sayḥan wa-sayaḥānan means "to travel or move through the land." This meaning appears in the Qur'anic verse: "The repentant, the worshippers, the praisers, the travelers..." (Surat Al-Tawbah, verse 112), as well as in the verse: "Muslim women, believing women, devoutly obedient women, repentant women, worshipping women, traveling women..." (Surat At-Tahrim, verse 5).

Al-Zajjaj stated that the term al-sā'iḥūn, according to scholars of interpretation and language, refers to those who fast. It has also been stated that a fasting person is called a sā'iḥ because a person who travels in devotion moves without provisions and eats only when food becomes available, while the fasting person similarly refrains from eating; hence, the fasting person was likened to a traveler and given the same designation. The term sayḥ also refers to visible water flowing across the surface of the earth, and the expression sāḥa yasīḥu sayḥan wa-sayaḥānan means that water flows over the ground. Accordingly, the linguistic meaning found in most dictionaries is generally confined to simplified definitions encompassing worship, asceticism, flowing, liquidity, movement, traveling through the land, remaining in mosques, continuous fasting, returning to a particular place, and improving speech (Bin Abd al-Rahman Al-Dughaim, 2014, pp. 13–14).

4.3.2 Terminological Definition:

Tourism has been defined in numerous ways depending on the perspective from which it is approached. Some view it as a social phenomenon, while others consider it an economic phenomenon. Others emphasize its role in developing international relations, strengthening human relations, or promoting cultural development, among other dimensions. Nevertheless, the economic dimension of tourism has recently gained increasing prominence following

confirmation of its substantial effects on the national economy (Al-Fatih Mahmoud Bashir Al-Maghribi, 2016, p. 09).

Tourism may also be defined as the movement associated with individuals leaving their usual place of residence for a short period and undertaking temporary visits for a specific tourism-related purpose (Abdel Karim Ali Al-Ghazwani, 2015, p. 09). The definition adopted by the World Tourism Organization states that tourism consists of the set of relationships and services arising from travel and temporary residence, provided that the tourist does not seek permanent residence and that the journey does not involve any remunerated activity. In general, tourism is a comprehensive concept encompassing numerous products and services, accommodation facilities, restaurants, activities, natural and man-made attractions, and tourism and travel agencies, with these products and services interacting with and complementing one another (Zaid, 2016, p. 18).

4.4 Concept of Cultural Tourism:

The legal definition of cultural tourism states that it is "any recreational activity whose primary motivation is the pursuit of knowledge and experiences through the discovery of heritage, such as cities, historical monuments, gardens, and religious buildings, or spiritual heritage, such as traditional celebrations and national or local traditions." Cultural tourism involves acquiring knowledge of new and unfamiliar elements and is practiced through visits to archaeological sites renowned for their ancient remains originating from various civilizations. It attracts particular categories of tourists who seek to satisfy their desire for knowledge, broaden their cultural understanding, and appreciate the ancient heritage of humanity available to them (Jamil, 2010/2009, p. 108).

4.5 Concept of Cultural Heritage

4.5.1 Linguistic Definition:

The term "heritage" originates from a word derived from the Arabic root waritha, which, in classical Arabic heritage works and linguistic dictionaries, denotes the continuity of predecessors through succeeding generations and the preservation of the achievements and legacies of ancestors and forefathers. Thus, one may say, "We inherited it from one another," meaning that successive generations inherited it from those who preceded them. Heritage is what a person leaves behind for his heirs, and in the Arabic term turāth, the letter tā' replaces the original wāw. The terms inheritance, heritage, and legacy refer to what has been inherited. Inheritance and legacy may refer to property, whereas inherited honor relates to lineage and social standing. Lineage here refers to the achievements of one's forefathers and the nobility of their deeds that children inherit from their parents, which constitutes the fundamental meaning underlying the entire lexical root (Nawadriya, 2017, p. 863).

2.5. Terminological Definition: Conceptions of heritage have varied considerably, and perspectives on it have differed according to the criteria adopted in examining its nature, function, and boundaries. Hassan Hanafi defined heritage as follows: "Heritage is everything that has reached us from the past within the prevailing civilization.... Since heritage is neither a material stock preserved in libraries nor an independent theoretical entity in itself... heritage is, in fact, a psychological reservoir within the collective consciousness of the masses. Ancient heritage is therefore not merely a matter of studying a past that has disappeared and been left behind, visited only in museums and excavated only by archaeologists; rather, it is also part of present reality and one of its psychological components" (Hussein, 2017, pp. 15–18). Hussein Muhammad Suleiman also defined it as follows: "Heritage, in its broad sense, is everything material and immaterial that previous generations have transmitted to subsequent generations, regardless of its form" (Muhammad Suleiman, n.d., p. 12).

4.6 Definition of Instagram:

Instagram was established by Facebook in 2010 and is one of the social media platforms designed for capturing photographs and videos, editing them, and subsequently sharing them after users create an account on the platform. Anyone with an account on the application can view and interact with published posts. More recently, the platform has also incorporated communication features through both text and voice messaging (Issam Hosni Muhammad, 2021, p. 31).

5. The Theoretical Framework of the Study

5.1 The Dialectical Relationship between Heritage, Cultural Tourism, and New Media

Heritage encompasses the body of knowledge, literature, customs, traditions, religious rituals, and arts transmitted from one generation to another and inherited from ancestors. It constitutes a fundamental component of the identity of individuals, groups, peoples, and nations (Chakroun, 2017, p. 347). Numerous factors across various fields are influenced by heritage, foremost among them cultural tourism. Cultural tourism consists of a set of tourism practices associated with cultural and natural heritage, manifested through visits to archaeological sites and museums, attendance at exhibitions, the use of traditional handicraft products, and the tasting of local cuisine. Heritage therefore constitutes both the subject matter and the foundation of cultural tourism, as it provides the tourism industry with distinctive attractions and resources for tourism products, while the tourism industry, in turn, relies on presenting and showcasing that heritage and providing the necessary attention for its protection (Jamil, 2010/2009, pp. 111–112).

On the other hand, it is evident that tourism contributes to highlighting cultural heritage, as exposing tourists to the cultural and civilizational landmarks of a particular country, as well as its customs, traditions, inherited practices, and way of life, enables them to understand the culture of that society. This, in turn, contributes to broadening their civilizational, cultural, and historical knowledge and also helps revive the cultural heritage of the region and consequently preserve it. Tourism is therefore considered one of the most important instruments of cultural exchange between countries.

However, genuine tourism development cannot be achieved without adopting an optimal scientific approach to organization, planning, supervision, promotion, marketing, and coordination among the various efforts involved. One of the relatively recent areas receiving attention within the tourism industry is the field of media (Abdelkader, 2014, p. 152). Media play a fundamental role in tourism promotion and in publicizing a country's tourist attractions by presenting an accurate and favorable image of them. Tourism media perform numerous functions within the tourism industry, including shaping the characteristics of the tourism products offered in a country and persuading a new generation of tourists to engage in domestic tourism. They also contribute to strengthening social orientations toward recognizing tourism as an important national industry capable of generating wealth and absorbing unemployment, thereby fostering a society that is receptive to tourism and tourists, while also enabling the assimilation of global cultures and the acquisition of new skills without losing cultural distinctiveness (Abdelkader, 2014, pp. 154–155).

"The responsibility entrusted to mass media is of considerable importance because their role is not limited merely to transmitting and disseminating culture; rather, they also select its content. In order for these media to perform their cultural role effectively and efficiently, media institutions must develop a new media policy, particularly in its cultural dimension, capable of addressing all material and intangible aspects related to the media. This is particularly necessary because of the pressing need to reaffirm cultural identity. However, this does not imply cultural stagnation, so to speak, or isolation within the confines of ancient heritage; rather, it is achieved through interaction between authenticity and renewal, that is, openness to other cultures in support of communication and enrichment" (Gharbi, 2018, pp. 23–24). Modernity cannot eliminate heritage because it derives its strength and capacity from it. A person who is unable to engage with modernity may lack an adequate understanding of heritage, whereas someone who possesses such an understanding can identify the point that heritage has reached and begin contributing further to its development (Sharara, 2021/2020, p. 203).

In light of the tremendous technological development of media and communication technologies and the scientific and knowledge explosion that has transformed the world into a global village without barriers or borders, communities have increasingly found themselves confronting a cultural tide transmitted through systematic cultural and media campaigns aimed at cultural standardization and the marginalization of local cultures (Chakroun, 2017, p. 347). Contemporary media, particularly television, have become primary carriers of culture and important instruments in the global spread of capitalist consumerism. They have also contributed to imposing one national culture upon another. The media have therefore assumed a pivotal role as transmitters of cultural meanings that penetrate the cultures of less dominant nations and exert control over them (Chakroun, 2017, p. 352).

Accordingly, it has become necessary to confront this intellectual and cultural invasion through the optimal use of media by developing constructive strategies aimed at reproducing and revitalizing local cultures through the dissemination and promotion of authentic popular heritage. This should be undertaken without trivializing customs and traditions, without relying excessively on spectacle and the seductive use of special effects that distract recipients and lead them to focus on form rather than substance, and without transforming cultural heritage into a mass-consumption commodity whose primary objective is profit. This is particularly important because the fundamental function of media in general, and cultural media in particular, lies in broadening public awareness and increasing people's familiarity with their various customs and traditions and, consequently, with their heritage as a whole, with the aim of promoting national heritage in ways that may generate significant economic benefits.

Social networking sites are among the most widely used platforms on the Internet because they possess characteristics that distinguish them from other websites. They have enabled individuals to obtain information easily across various fields, including the tourism sector. The tourism industry is currently one of the fastest-growing industries in most countries worldwide, and the use of social media platforms to communicate with tourists and introduce them to tourism assets has become one of the most widely adopted methods.

With the substantial growth in the use of new media in everyday life and its increasing integration into nearly all aspects of human activity, a new phenomenon known as "content creation" has emerged over the past five years. It is largely led by young amateurs who seek to produce short, visually engaging, and concentrated content through which they address particular topics for selected audiences whom they aim to attract and influence by providing desirable content across a broad range of subjects. These topics range from cooking recipes, beauty, and fashion to the simplification of lessons and both human and exact sciences, and further extend to tourism and travel and the presentation of countries' cultural heritage and their tangible and intangible heritage. In this context, a number of digital blogs created by young Algerians have emerged.

Through their digital content, these young creators seek to promote Algeria as a tourist destination, present the various forms of cultural heritage that distinguish each Algerian tourist region from others, and revive the diverse tangible and intangible heritage of each region, including clothing, food, lifestyles, musical genres, and spoken dialects (Ben Cherad & Rahmouni, 2021, p. 24).

Social media are characterized by a number of features that have enabled users and digital content creators to enhance and develop Algeria's tourism image by introducing its tangible and intangible cultural heritage and attracting greater numbers of foreign tourists to the country. This is particularly significant given the diversity of Algeria's cultural heritage across the north and south, east and west, as well as among the different ethnic groups distributed throughout the various regions of the country (Ben Cherad & Rahmouni, 2021, p. 30).

Social media platforms are considered among the most important channels of electronic marketing, as they can be used as instruments for introducing and promoting cultural heritage. They thereby constitute a qualitative contribution to planning aimed at expanding the

production base of the national economy, while also contributing to attracting tourists and developing the tourism sector. With the emergence of social media platforms, it has become possible to create a new space for cultural promotion and for introducing heritage assets capable of contributing to the revitalization of tourism.

6. Presentation and Analysis of the Study Results

6.1 Form Categories:

Table No. (01): Language Used

Language Used	Frequencies	Percentages
Modern Standard Arabic	15	48%
English	8	26%
Algerian Colloquial Dialect	6	19%
Gulf Dialect	2	06%
Total	31	100%

Source: Prepared by the researcher.

The results presented in the table above indicate that the influencer "Ahlam Amouri" used Algerian songs as musical backgrounds in the videos published on her page at a rate of (44%). This may be explained by the influencer's intention to introduce Algerian cultural heritage in both its tangible and intangible forms, as reflected in her deliberate use of Algerian songs as background music in the videos posted on her Instagram page. This choice may also be attributed to the role of music in attracting audience attention, as it creates a sense of enjoyment by appealing to emotions and feelings, thereby making the video more engaging and, consequently, more likely to be viewed. This is consistent with the objectives the influencer seeks to achieve through her page. The influencer's reliance solely on instrumental music in some of the videos published on her page may also be interpreted as an attempt to create a sense of realism capable of encouraging audiences to continue watching.

Table No. (03): Target Audience Category

Target Audience	Frequencies	Percentages
Local audience	5	16%
Foreign audience	26	84%
Total	31	100%

Source: Prepared by the researcher.

The results presented in the table above indicate that the influencer "Ahlam Amouri" primarily targeted foreign audiences through the posts published on her Instagram page, accounting for (84%). This may be interpreted in light of the objectives she seeks to achieve, particularly her aspiration to introduce Algerian cultural heritage to an international audience and, consequently, promote cultural tourism on a global scale.

This was clearly demonstrated in one of her videos, in which she went out into the streets of the United Arab Emirates wearing traditional Algerian clothing and carrying a basket filled with the traditional dish mahajeb. She approached foreign tourists visiting Dubai and spoke to them while explaining the origins of the attire she was wearing, as well as the traditional food contained in her basket. Thus, the influencer seeks not only to reach the local audience in the Emirate of Dubai, where she resides, but also diverse foreign audiences, with the aim of introducing them to Algerian cultural heritage. The results further indicate that the local audience was targeted to a lesser extent, at a rate of (16%). This was reflected in her greetings to

local followers on religious and national occasions, such as the Prophet's Birthday, the advent of Ramadan, and the Amazigh New Year.

6.2 Content Categories:

Table No. (04): Content of the Posts

Content of the Posts	Frequencies	Percentages
Traditional food	7	08%
Traditional sweets	7	08%
Traditional utensils	4	06%
Traditional clothing	27	38%
Traditional jewelry	14	19%
Henna	3	04%
Traditional dance	3	04%
Introduction to Algerian musical genres	3	04%
Introduction to tourist destinations in Algeria	4	06%
Total	72	100%

Source: Prepared by the researcher.

Traditional clothing ranked first among the topics related to Algerian cultural heritage addressed on the Instagram page of the influencer "Ahlam Amouri," which constituted the study sample, accounting for (38%). The featured garments included the Constantine Fergani gandoura, the haik, the abaya, the Kabyle djebba and Kabyle fouta, the Oran blouza, the Algiers karakou, the Chaoui melhfa, the Saharan melhfa, the caftan, and others. The influencer's emphasis on showcasing Algerian traditional clothing through her page may be explained by its significance as a component of civilization and cultural identity. Within Algerian society, traditional clothing occupies a distinctive position because it represents a form of tangible heritage that emerged from diverse social and economic systems and varied cultural structures (Ben Saadoun, 2011/2010, p. 52).

Algerian traditional clothing has long embodied and preserved societal values. Traditional male attire expressed Algerian men's masculinity, dignity, and prestige, while women's traditional clothing symbolized modesty, concealment, and reserve. Amid the considerable influx of external cultural influences in the era of modern technologies, it has become necessary to reinforce the presence of Algerian traditional clothing by utilizing visual media to introduce it to the widest possible audience. This contributes to safeguarding Algerian cultural heritage from the globalizing transformations associated with the emergence of digital media by transforming these platforms into instruments for introducing local cultural heritage and strengthening the sense of belonging associated with national identity.

The results also showed that traditional jewelry ranked second among the topics featured on the page constituting the study sample, accounting for (19%). The influencer complemented each traditional outfit she wore with the jewelry specifically associated with it. This served, on the one hand, to enhance the elegance and aesthetic appeal of the traditional attire and, on the other hand, to introduce audiences to traditional jewelry. Traditional jewelry is regarded as an important means of showcasing the richness of Algeria's tangible cultural heritage.

Since "traditional food creates a form of social cohesion and also provides a sense of cultural belonging while recalling shared origins that should remain enduring. Through different types of food, social status, position, and social standing can be expressed. The social classes existing within a given society can also be perceived through food, which constitutes a means of expressing shared values and symbols and, consequently, belonging to the same culture" (Troianovski, 2000, pp. 97–98), traditional food appeared on the page constituting the study sample at a rate of (08%).

The dishes featured included couscous, baghrir, rfiss, chakhchoukha, Algiers-style rechta, zviti, lahm lahlou, bradj, and trid. Algerian cuisine is renowned for its richness and diversity, with considerable differences observed among dishes depending on the environment and region. Given Algeria's vast geographical extent, a single dish may be prepared in dozens of different ways and may also be known by numerous names. This diversity was clearly reflected on the Instagram page of the influencer "Ahlam Amouri." The study results further indicate that the page of "Ahlam Amouri," which constituted the study sample, included topics related to traditional sweets at a rate of (08%), including Algerian samsa, baklava, tcharak, dziriet, and various other types of traditional Algerian pastries and sweets.

Overall, the findings confirm that the influencer "Ahlam Amouri" was attentive to ensuring diversity in the treatment and presentation of topics related to cultural heritage. She achieved a certain degree of balance in an effort to highlight the heritage assets with which Algeria is richly endowed. On the one hand, this diversity may contribute to enhancing the level of knowledge among the target audience. On the other hand, the diversity of Algerian cultural heritage topics presented by the influencer may be regarded as an affirmation of one of the most important means of promoting cultural tourism in Algeria by emphasizing the richness of Algerian cultural heritage and the multiplicity of customs and traditions that constitute a tourism resource extending across all regions of the country, thereby positioning Algeria as a potential global tourism destination.

Table No. (05): Objectives

Objectives	**Frequencies**	**Percentages**
Introducing cultural heritage and highlighting its diversity in the United Arab Emirates	28	61%
Introducing customs associated with the celebration of religious, social, and national occasions	12	26%
Achieving financial profit	2	04%
Tourism promotion	4	04%
Total	46	100%

Source: Prepared by the researcher.

The results concerning the category of objectives on the page constituting the study sample showed that the primary objective of the influencer "Ahlam Amouri" was to introduce Algerian cultural heritage and highlight its diversity in the United Arab Emirates, accounting for (61%). Through the posts published on her Instagram page, the influencer also sought to introduce the customs associated with the celebration of religious, social, and national occasions, at a rate of (26%). These findings reflect the extent of "Ahlam Amouri's" commitment to highlighting the various components of Algerian cultural heritage.

Other objectives appeared to a lesser extent, with tourism promotion accounting for (4%). This reflects the limited attention devoted by the influencer "Ahlam Amouri" to the role that greater awareness of cultural heritage can play in enhancing tourism awareness among the target audience. As is widely recognized, tourist destinations are marketed through the promotion and marketing of their cultural heritage. "The role of introducing the tourism assets and products

available in a country constitutes one of the fundamental pillars of the tourism industry" (Abdelkader, 2014, p. 157).

The findings further indicate that, through her posts, the influencer does not seek to generate financial profit, as is commonly associated with content creators today. Rather, her attention was entirely focused on introducing the various components of Algerian cultural heritage, without incorporating any form of profit-oriented advertising into her posts. This reflects her affection for, pride in, and strong sense of belonging to her homeland, as well as her commitment to introducing its heritage within the United Arab Emirates and communicating it to foreign audiences from different parts of the world.

Table No. (06): Type of Audience Interaction with the Published Content

Type of Audience Interaction with the Published Content	Frequencies	Percentages
High interaction	29	94%
Moderate interaction	2	06%
Total	31	100%

Source: Prepared by the researcher.

The data presented in Table No. 06 show that audience interaction with the content published on the page constituting the study sample was particularly high, reaching (94%). This indicates that almost every post generated a noticeable response among users, reflecting the level of engagement achieved by the influencer "Ahlam Amouri." The high level of audience interaction with the posts was manifested through the "like" feature, which represents an important and significant indicator of the impact of the published material and its relevance to the page's followers. Some posts on the page received as many as (120) thousand likes. Since social networking platforms are fundamentally based on achieving the highest possible level of participation among users from diverse backgrounds, the "like" feature can be regarded as an indicator of the importance of a post. Nevertheless, in many cases, it may be used for reasons unrelated to the depth or significance of the content and may instead function merely as a form of courtesy or an effortless mode of interaction. Giving a "like" requires neither considerable time nor effort, as the user simply clicks a button to express appreciation.

The high level of interaction with the content published on the page of the influencer "Ahlam Amouri," which constituted the study sample, was also reflected in the large number of comments, which in some cases reached as many as (5,000). The commenting feature on Instagram posts performs several functions, including clarifying the content of a post, providing further interpretation, exploring reactions to the published material, and identifying supporters and opponents. The posts included in the study sample also recorded high levels of sharing, reaching as many as (2,000) shares. The sharing feature on social media posts performs several functions, foremost among them enabling content to reach the largest possible number of people and, consequently, contributing to the promotion, presentation, and preservation of Algerian cultural heritage. This represents the intended objective, since the greater the level of interaction with a post—whether through likes, comments, or shares—the more frequently it is displayed to additional users, thereby expanding the scope of awareness and exposure to its content.

Overall, this high degree of interaction can be explained by the influencer "Ahlam Amouri's" ability and notable success in attracting and sustaining the attention of followers, reflecting her effective communication skills as well as her success in presenting diverse cultural heritage content through engaging methods. The tourism product alone is no longer sufficient; rather, the ability to market it effectively has become equally important.

7. Conclusion

In conclusion, contemporary technological tools, including social networking sites, have directly influenced methods of communication by facilitating interaction among individuals, enabling institutions to engage easily in dialogue and communication with members of society, providing information and data about institutions, products, and services, creating new promotional methods, and introducing new approaches to payment and delivery. They have also contributed to the emergence of what has become known as “content creators.”

Accordingly, these contemporary methods should be effectively utilized to introduce Algerian cultural heritage, promote Algerian tourist destinations, attract the largest possible number of tourists, develop the local tourism product, support the expansion of the tourism market, and enhance competitiveness at the global level. Greater emphasis should therefore be placed on social networking platforms in all their forms and on investing in their potential through the dissemination and promotion of cultural heritage and heritage tourism. It is also necessary to strengthen coordination between decision-makers in the tourism sector and actors active on social networking platforms in order to discuss ideas aimed at advancing the development of the tourism sector.

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Appendices

Appendix No. (1): Selected Images of the Influencer "Ahlam Amouri" Taken from Her Instagram Page

