



***YouTube as a promotion tool for adventure tourism in Algeria
Analysis of the content of the series 'Bur desert is global 2023' by vlogger
Khoubib Kowas***

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Abstract:

The present study aims to analyze the effectiveness of using the YouTube platform as a tool to promote adventure tourism in Algeria. The focus is on the content of the travel vlogger “Khoubaib Kowas” in the tourism field. The descriptive approach was adopted to analyze how Khoubaib’s content on YouTube contributes to promoting adventure tourism in Algeria. A content analysis form was employed to collect data from a sample of seven videos, the study yielded important results indicating the necessity of employing modern filming techniques and controlling them, using appropriate language, and focusing on interactive artistic methods and templates to highlight elements of adventure tourism, such as exploring the environment and nature, physical and sports activities, and cultural immersion, to achieve effective promotion.

Keywords: *Adventure tourism; Algeria; Khoubib Kowas; Promotion; YouTube.*

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I. INTRODUCTION

Interest in the tourism sector is no longer exclusive to government agencies or commercial institutions that view this sector as an important economic resource and an essential factor for sustainable development, as the amazing development of media and communication technologies, web technologies, and digital media has allowed individuals, or what is known as content creators, to contribute to the promotion of local tourism and the provision of the rapidly growing tourist style, all over the world, it is moving towards organization and framing that allows it to perform effectively, while in Algeria it remains a vague, new, or under-formed concept that is not defined accurately, and there are no special legislations or specialized organizations working to take it out as a tourist product accepted by tourists, despite the fact that Algeria has all its components and is characterized by a unique geographical, environmental, and cultural diversity, making it the best destination for adventure tourism in the next decade, according to a new classification of the British organization "British Packer Society" (APS, 2020).

The advent of internet-based social media technologies has enabled tourists to share their tourist experiences, and social networking sites can be considered an important source of information, which may help in the process of determining travel destinations and the pattern of tourist activity. In travel planning, "social media sharing has radically changed the way people plan to do tourism (Zeng & Gerritsen, 2014, p.30).

The YouTube platform provides convenient access, flexibility of use, and effective performance to publish content about adventure tourism by vloggers or content creators, and share their experiences and tourist adventures on this platform, which is the approach adopted by the tourism activist * Khoubib Kowas*, where in some of his works he turned to focus on introducing the components of adventure tourism in Algeria, by embarking on a tourist adventure trip from Algiers, penetrating deep into the Sahara Desert, and providing promotional videos, We have considered a suitable sample for this study, which is looking at understanding the use of digital platforms and video blogs (YouTube) in defining the promotion of adventure tourism as a new tourism style in Algeria, this idea leads us directly to try to answer the following question:

How does the content of vlogger Khoubib kowas on YouTube contribute to the promotion of adventure tourism in Algeria?

This main question leads us to the partial questions that are the axes of the study:

- 1- How did the vlogger "Khoubib" employ the methods of photography, language and sounds in building the series "our desert is global 2023" to promote adventure tourism in Algeria via the YouTube platform?
- 2-What are the artistic templates adopted by the vlogger "Khoubib" in presenting his promotional content for adventure tourism in Algeria through the series "our desert is global 2023"?
- 3- What are the main elements of Adventure Tourism highlighted by vlogger "Khoubib" in his promotional content via the YouTube platform?

1. Reasons for choosing a subject of research:

This study is worthwhile for the following justifications:

- a. The absence of a scientific approach to the category of adventure tourism, which remains a relatively new topic in Algeria.
- b. The increasing interaction of users with the content of adventure tourism, especially on the YouTube platform, with the interest of the local tourist to search for new destinations and tourist patterns.
- c. The need to expand the outputs of scientific research regarding the role of vloggers in conveying their personal experiences through social media platforms to promote adventure tourism in Algeria.

2. Objectives of the research:

This study seeks to achieve a specific set of objectives, including:

- a. Conducting an analytical study of the content provided by the vlogger "Khoubib kowas" regarding adventure tourism in Algeria.
- b. Getting to know the various technical formulas for using the camera, language and voices in building digital promotional content for adventure tourism in Algeria via the "YouTube" platform.
- c. Evaluation of the use of the basic elements of adventure tourism in the construction of digital promotional content for adventure tourism in Algeria through the "YouTube" platform.
- d. Draw out the results of the study and the basic elements and techniques that contribute to the effective use of YouTube as a tool to promote adventure tourism in Algeria.

3. The importance of research:

The importance of this study lies in the value of the subject itself, especially in light of the novelty of the concept of adventure tourism and the expansion of its spread in the local tourism field, by publishing contents on various digital platforms such as YouTube, the scientific importance of this study can be determined by the following points:

- a. Demonstrate the power of the YouTube platform as an effective tool to introduce adventure tourism as an independent tourism category and promote it in Algeria.
- b. Extrapolate and understand the mechanisms of employing social media platforms to provide meaningful content that contributes to presenting Algeria as an attractive destination for adventure tourism.
- c. Valuing the role of digital content and vloggers on social media platforms in contributing to the promotion of the tourism sector in Algeria.

1. Materials and methods:

This study falls within the descriptive research, which investigates the description, analysis and interpretation of the semantics of the promotional content of adventure tourism in Algeria, and the adoption of the concept of the approach as a "set of procedures and precise methods adopted to reach a result" (Angers, 2004), the researchers estimate that the content analysis approach fits well with the objectives of the study, which seeks to explain how to present content via the YouTube platform, describe its most important morphological characteristics and semantic structures, and extract the basic elements and techniques that contribute to its effectiveness as a tool to promote adventure tourism in Algeria, in this regard, Lasswell, Berner and Paul define content analysis as "the method aimed at an objective, accurate and comprehensive description of what is being said about a certain topic, in a certain place, at a certain time". (Macnamara, 2005)

The researchers adopted the "content analysis form" as a data collection tool, and the form was designed to cover the most important categories related to the subject of the study.

2. Sample research:

The research community is a set of elements, modules or blogs that share characteristics, features and signs that distinguish them from others. In this context, the digital video via the "YouTube" platform promoting adventure tourism in Algeria becomes a very dynamic and extensive research community, and is not amenable to enumeration and analysis, therefore resorting to the adoption of a representative sample of the research community, represents a suitable option for conducting the study.

The two researchers have selected an intentional sample of seven (07) videos, which in total form a series entitled "Our desert is global 2023", for the Algerian vlogger "Khoubib kowas" called "Khoubai", and this sample provides digital content that includes various elements of

adventure tourism, and meets the diversity in presentation styles, and artistic templates, which in total constitute a tool for promoting adventure tourism in Algeria.

3. Literature review:

6.1 The first study: Comparaison Study of Advertising Videos of Tourism City Image-Based on the Content Analysis Method. (Hou, 2017).

This study attempted to analyze the content and techniques of filming promotional ads for City tourism in China, by examining their contents and identifying the most important tourist elements that focus on them and their impact on the effectiveness of promoting City Tourism, using a Content Analysis tool on a sample of promotional videos for five Chinese tourist cities, adopting analytical categories representing the main elements of city tourism, such as restaurants, accommodation, transportation and entertainment, in addition to studying the format categories related to video elements such as image, sound, music, photography techniques, artistic and dramatic construction, and the study recorded important results, as these digital contents focus on highlighting basic features of Tourism These promotional ads are also keen to display contents that improve the tourist appearance of the city by highlighting the cultural and social identity of the city and its economic development, in addition to highlighting urban and environmental values, and the creators of this advertising videos use several creative methods in building their promotional content, such as the story style, documentary film, with narrative, narrative or argumentative with complete and professional control over the techniques of photography, montage, sound and image integration.

6.2 The second study: Vlogging as a Tool of Promoting the Algerian Cultural Heritage. (Ben cherrad, & Rahmouni, 2021)

This analytical study aims to understand the role of video vlogging as a tool that provides digital content to promote the Algerian cultural heritage by analyzing an intentional sample of 54 Algerian video vlogs via the YouTube platform for vloggers who provide audiovisual content about the Algerian cultural heritage, and by applying the Content Analysis tool, the two researchers came to confirm the interest of Algerian video vlogs of various kinds in the material Algerian cultural heritage (historical cities, archaeological buildings, excavations, museums ...) And immaterial (dialects, music, dance, cooking, dress...). With a focus on diversifying the content and methods of its presentation, and these contents came in a variety of expressive formats, highlighting The increasing importance of visual platforms and their pivotal role in preserving and promoting cultural heritage to become an integrated industry produced by specialized institutions in the best image.

6.3 The third study: Exploring Presentations of the Self: Tourist Identity and Representation on Facebook. (Cohen, 2018)

This study dealt with exploring the impressions that tourists provide via the Facebook platform, through the publication of special and diverse tourist contents (photos, videos, comments, etc...). This study fell under the perspective of symbolic interactivity, adopting a qualitative analysis approach, employing a semi-guided interview with a sample of eight individuals who posted tourist contents via Facebook, then employing a qualitative content analysis tool to analyze an intentional sample of these publications, and the researcher came to several results, such as the tendency of tourists to use social media to determine their tourist destinations, and the tendency of tourists to publish some of their tourist experiences via the Facebook platform in the form of texts, videos, comments, and stories ... And the trend of influential tourists to publish their tourist experiences in the form of stories, in a cultural, social and economic context with narrative templates, which are experiences available for social interaction through monitoring the set of comments and symbolic interaction (like + emoji).

II. ADJUSTING STUDY CONCEPTS

Vloggers use the YouTube platform to publish videos to promote many contents, especially tourist content, and Khouibib kowas is considered one of the most important vloggers

on social media platforms in terms of tourist content, and provides a distinctive model for digital content, promoting adventure tourism in Algeria a model that can be studied and analyzed.

1. Social Media and Social Networks:

Considering the term social networks should be done in parallel with the term social media, social networks are defined "as a place where people create their own space, or a home page, on which they write blogs(web logs), post photos, videos or music and exchange ideas" (Buhalis & Jun, 2011), Social networks are considered as a service, platform or website online, focused on facilitating the building of social networks or relationships between people, such as sharing interests, activities, backgrounds or real-life links, while social media are considered as tools or means of communication, to allow the user to broadcast, reach and influence people on a large scale, so social networks are considered as a result of the use of tools or social media (Zeng & Gerritsen, 2014, p.28), and social media can be described as "a set of internet-based applications, based on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content. (Minazzi, 2015)

2. YouTube platform:

The YouTube platform can be defined, "" as a social, video-based digital platform, which allows users to upload contents with a description, and create video playlists, live broadcasts, and also allows users to search for videos and watch the most trending clips" (Lapangan, 2020), YouTube can be considered the most flexible platform for vloggers and content creators in social media, due to the features of the possibility of posting videos of travel and adventure experiences and getting enough user responses and interactions regarding this content.

3. Adventure tourism:

3.1 The concept of adventure tourism: It is very difficult, to give an exact definition of adventure tourism, for several reasons, among them is the overlap of this concept with other types such as ecotourism or mountain tourism, or with the concept of adventure itself, as a term expressing the exploration of everything new and unknown, or an unusual, exciting, bold, and unexpected results, , or "unexpected and amazing event... a project that involves risks" (Patricia et al, 2017), In addition to the fact that this tourism pattern is a relatively recent pattern in developed countries, or at the beginning of exploration in less developed countries such as Algeria.

Adventure tourism can be defined as "a journey of travel outside the natural environment of a person for more than 24 hours and not more than a year in a row that includes at least two of the following three elements: physical activity, exploration of the environment and natural, cultural immersion" (Mykletun, 2018, p319), Or is "a trip or travel for the specific purpose of participating in an activity to explore a new experience that often involves predictable and controlled risks, associated with a love of challenge in a natural environment or an exotic outdoor environment". (Govindasamy, 2012)

Thus, adventure tourism is a tourist style dedicated to the advantages of moving or traveling for the purpose of exploring and doing outdoor activities, or in an exotic environment with the expectation of certain controllable risks, for the purpose of having fun, interacting with the environment, and learning about the local culture, away from the daily routine while adhering to safety guidelines and standards

3.2 Elements of adventure tourism: the definition of " Adventure Travel Association" refers to three basic elements of adventure tourism that can be identified and defined procedurally in the following:

3.2.1 Physical or sports activity in the open air: this aspect includes the tourist's practice of special sports or physical activities such as mountain biking, mountain climbing and peaks, hiking, paragliding, kayaking, bungee jumping...

3.2.2 Exploring the environment and nature: this element is associated with the tourist's practices in exploring various natural environments such as mountains, deserts, forests, wildlife observation activity, the concept of Environmental Conservation and ocean sustainability also falls within this element.

3.2.3 Cultural immersion: this element refers to the interaction of the tourist with the local community and culture represented by the local cultural and urban heritage, such as novels, legends, folklore, dress, food, visiting historical and archaeological sites...

Many researchers divide adventure tourism between soft adventure activities and hard adventure activities (varying risks), and soft adventure tourism includes activities suitable for almost everyone, including families with children, such as hiking and camping activities... In contrast, difficult adventure tourism requires a certain physical and moral courage, in addition to skills and competencies, and involves higher levels of risk" (Mykletun, 2018, p322), Therefore, the element of adventure is directly related to controlled risks, which gives a kind of excitement and challenge that attracts the tourist and takes him away from the routine of leisure and relaxation tourism, and gives him a unique and exciting travel experience.

4. Tourism promotion:

Tourism is " the activities of people who travel to places outside their usual environment, staying in them for no more than one year, for leisure, work or other purposes(Kimaru Stanley, 2011), tourism is an economic sector and a service industry that continues to grow and develop, and is witnessing constant competition among tourism operators to gain customer satisfaction and ensure their attraction, by adopting the concept of tourism promotion as a mechanism or "a set of communication technologies dedicated to the design, promotion and marketing of products, services and tourist destinations to create demand for them" (Chadi & Chabbi, 2022).

5. Vlogger Khoubib Kowas:

"Khoubai" is one of the most prominent tourism content creators and vloggers on social media platforms, born in the city of Constantine in eastern Algeria, a young man who has received many awards, including the best content creator in the world in the Russian city of Kazan for the year 2022, and also received the same award in Algeria for the year 2023, as reported by "EL Nahar online newspaper" in its article published on 09/03/2023, a specialist in Travel, Tourism and adventure, where he began to share his adventures through social networking sites to introduce diverse cultures under the slogan "travel, there is a lot waiting for you" (Ziad, 2023).

III. RESULTS AND DISCUSSION

The first question: How did the vlogger "Khoubib" use the camera, language and voices in building the series "our desert is global 2023" to promote adventure tourism in Algeria via the YouTube platform?

Table (1): The study sample shows

Video number	Duration of the	Publication date	video link
01	08.48 m	14/01/2023	https://www.youtube.com/watch?v=v4a2z3sPqwY
02	11.49 m	21/01/2023	https://www.youtube.com/watch?v=nDxfquA4brM
03	14.10 m	30/01/2023	https://www.youtube.com/watch?v=XmhonT9CKfg
04	13.00 m	09/02/2023	https://www.youtube.com/watch?v=61OOz-dJDJc
05	12.25 m	22/02/2023	https://www.youtube.com/watch?v=POEHTZrgbyY
06	10.48 m	04/03/2023	https://www.youtube.com/watch?v=VV2pBGDFsr4
07	13.50 m	02/04/2023	https://www.youtube.com/watch?v=201u8jw2SQQs

The source: Prepared by researchers

Table No. (1) refers to the sample of the study consisting of 07 videos by the vlogger "Khoubib kowas", and in total they form an integrated series under the title "our desert is global 2023", and the time duration of each video ranges from 08 minutes to 14 minutes, and therefore they are medium-length videos in general, allowing the follower to receive a concentrated amount of scenes, information and data that generally revolve around the promotion of adventure tourism in Algeria, and these contents were published during the period from 14/01/2023 to 02/04/2023, the time period in question is studying on the YouTube channel of the vlogger "Khoubib", and this period coincides with winter and the beginning of spring, which is quite the right period To practice adventure tourism in the south of Algeria.

Table (2): Types of photography employed in the submission of content promoting adventure tourism to the vlogger "Khoubib".

photography techniques	ordinary photography	Drone camera	Selfie camera	Visual additions	Total
Number of repetitions	447	235	172	95	949
Percentage	47.10%	24.76%	18.13%	10.01%	100%

The source: Prepared by researchers

Table No. (2) indicates the diversity of photography techniques adopted in varying proportions, as we note the high dependence on ordinary photography by 47.1%, and this type includes various components of traditional photography with a variety of angles and camera movements in order to highlight the details of the tourist experience, while drone camera photography techniques were used remarkably by 24.76%, as a signal of the shift towards panoramic aerial perspective photography, to explore various landscapes and archaeological sites on a large scale, including hard-to-reach angles on the one hand, and giving an aesthetic and artistic dimension to the studied work on the other hand, and next comes the self-portrait from the vlogger himself (Selfie) at 18.13% 'This style also allows the vlogger to express his thoughts or explain a set of information to users in a broad and direct way, and in support of all these points, other visual additions were used by 10.01%, in the form of illustrative images, line signs, maps...Etc., for the purpose of enhancing and strengthening the meaning.

Table (3): The language used in the presentation of content promoting adventure tourism to the vlogger "Khoubib".

Audio and written language	Classical Arabic language	Vernacular dialects	Writing in Arabic	Latin verse	Total
Number of repetitions	49	91	50	19	209
Percentage	23.45%	43.54%	23.92%	09.09%	100%

The source: Prepared by researchers

Table No. (3) indicates the monitoring of the language used in the construction of the video, whether spoken or written, and the use of the colloquial dialect was monitored by 43.54%, which is a language often spoken on the Algerian street, this use is due to the purpose of communicating ideas to the widest possible sharia of users, while classical Arabic came by 23.45%, and was used by the vlogger while playing the role of narrator, to give a dramatic impression the written language in Arabic was also observed by 23.92%, and this written language plays the role of alternating in conveying the meaning with the spoken language in the vernacular, as a translation For the Arabic viewer, and sometimes the use of the written language in French came by 09.09%, to perform the same role with the foreign viewer, and the use of the written language along with the spoken language, embodying the functions of

consolidation or rotation in presenting meaning to users, and it mostly provides translation of colloquial dialects to the foreign audience, especially the Arabic audience.

Table (4): Auditory elements in the content promoting adventure tourism to the vlogger "Khoubib".

Auditory elements	Songs and poetry	The music	Sound effects	Total
Number of repetitions	21	20	27	68
Percentage	30.88%	29.41%	39.71%	100%

The source: Prepared by researchers

Table No. (4) indicates the monitoring of various sounds that accompanied the construction of the video, whether songs, poetry, music or sound effects, the employment of local songs and poetry was monitored by 30.88%, as a sound background for the viewer to impart many emotions, enhance the viewer's experience and create an atmosphere of excitement and pleasure, and some of the employed local songs were able to be a means of conveying the local culture to the viewer, and the employment of music came with approximately the same percentage of 29.41%, to enhance the sense of identity and belonging to the local originality, as this musical employment helped to enhance the feelings the viewer was moved to enjoy a unique experience, and the sound effects came by 39.71%, thoughtfully Without overdoing, to enhance the excitement and thrill and transmit natural interactions as the sound of wind, water and lightning, creating an emotional effect and a sense of realism, which enhances the effect of promotional content.

The second question: What are the artistic templates adopted by the vlogger "Khoubib kowas" in presenting his promotional content for adventure tourism in Algeria?

Table (5): Technical templates employed in providing content promoting adventure tourism to the vlogger "Khoubib".

Technical template	Direct talk	Dialogue	Narrative	Graphics and data	Total
Number of repetitions	103	103	91	51	348
Percentage	29.60%	29.60%	26.14%	14.66%	100%

The source: Prepared by researchers

Table No. (5) indicates the various artistic methods used in building the content of the vlogger "Khoubib", to promote adventure tourism in Algeria, and these artistic methods were represented by "direct talk" by 29.60%, and this template allows the vlogger to communicate information in a personal way, directly and interactively, and allows him –in addition - to convey passion and enthusiasm the feelings associated with adventure tourism, with greater credibility to the viewer, to remain a direct interactive contact with the vlogger, while the use of the dialogue method came with the same percentage of 29.60%, to enhance interaction and communication with viewers, while the narrative style came with a percentage of 26.14%, to present the content in a diverse form, and in an attractive narrative template in the form of a story that pushes the viewer towards curiosity and connecting him to continue watching, the vlogger used 14.66% of graphic data and images to illustrate concepts, enhance and emphasize meaning, direct it to certain goals and provide visual context that enhances the overall understanding of the content.

Table (6): The most notable actors in the promotional video for adventure tourism.

The actors	The blogger	Accompanying persons	Local residents	Officials and investors	Total
Number of repetitions	106	62	50	08	226
Percentage	46.90	27.43 %	22.13 %	3.54 %	100%

The source: Prepared by researchers

The diversity of actors in promotional tourism content is a positive point that enhances the value and credibility of the content, and also gives it a kind of vitality and dynamism that keeps the viewer away from boredom, table no. (6) refers to people who are active in building content promoting adventure tourism, mainly represented by the vlogger himself at 46.90%, where he sometimes plays the role of narrator, sometimes plays the role of speaker and interlocutor, because of his credibility and influence, he presents his experiences in adventure tourism in a thoughtful style with positive messages, then comes the appearance of escorts as representatives in this content by 22.13%, to achieve interaction and build a more attractive diverse content, and to give credibility to the information provided by the vlogger, followed by the appearance of local residents by 22.13%, to highlight cultural communication to the point of immersion, by presenting them in original and simple poses, highlighting their communicative methods, through their eyes, clothes and voices ...Etc.

The third question: What are the elements of Adventure Tourism highlighted by the vlogger "Khoubib kowas" in his promotional content via the YouTube platform for adventure tourism in Algeria?

Table (7): Categories of outdoor physical or sports activity in the promotional content of adventure tourism by vlogger "Khoubib".

Physical activity and sports	hiking	Mountaineering and Sand skiing	Horse and camel	Kayaking	Fishing	Quad bike driving	Total
Number of repetitions	05	06	08	02	01	01	23
Percentage	21.74%	26.09%	34.78%	08.69%	04.35%	04.35%	100%

The source: Prepared by researchers

Physical activity and outdoor sports are one of the three main elements of adventure tourism, highlighting this element in promotional contents aims to motivate the audience to watch by offering unique visual experiences, targeting a specific segment of them, especially lovers of physical activity and special experiences, in addition to highlighting the landscapes and natural sites that embrace such outdoor activities. the categories of this element have been adapted according to the natural and cultural environment of the areas where the studied content was filmed.

Table No. (07) indicates the emergence of the physical and sports activity category in a modest way, and "horse riding activity" came by 34.78% first, to provide a picture of the culture of horse riding in the areas of filming content, especially the area of Boussaada and El-bayedh, followed by "Mountaineering and Sand skiing" by 26.09%, especially the El-ghor mountains in El-bayedh, and sand dunes in the area of boussaada and ghardaya, and then "hiking activity" by 21.74%, to provide images of interaction with nature and integration with it, "Kayaking" with 08.69%, While the activity of "fishing" and "sand cycling" by 04.35% came as a marginal sports activity.

Table (8): Categories of exploring the environment and nature in the promotional content of adventure tourism by vlogger "Khoubib".

Exploring the environment and nature	Explore unique landscapes	Exploring nature reserves	Camping and cooking in nature	Sustainable environmental conservation	Wildlife monitoring	Total
Number of repetitions	22	11	07	13	09	62
Percentage	35.48%	17.74 %	11.29 %	20.97 %	14.52%	100%

The source: Prepared by researchers

The categories of exploring the environment and nature are one of the main ones for adventure tourism, so it is highlighted in promotional digital content across various platforms, in order to enhance awareness of the various natural tourism capabilities of the country, highlight its environmental diversity, encourage sustainable tourism, and preserve the environment and nature, especially within nature reserves.

All these categories are highlighted in the content studied in Table No. (8), especially the category of "exploring the unique landscapes" of mountains, deserts, water and vegetation areas by an estimated percentage of 35.48%, followed by the preservation of the sustainable environment by a percentage of 20.97%, through highlighting the values of cleanliness, pollution control and environmental conservation, encouraging sustainable development, the exploitation of indigenous raw materials in in construction, the element of exploring natural reserves of both types (animal and plant), especially oases, endangered deer reserves, aquaculture, dams and lakes came by 17.74%, while the wildlife monitoring element appeared later by 14.52% to highlight the animal diversity in the Algerian wilderness, the latest of which was camping and cooking in the wild by 11.29%, as a typical picture of outdoor adventure tourism activity in a safe and suitable environment

Table (9): Categories of cultural immersion in the promotional content of adventure tourism by vlogger "Khoubib".

Cultural immersion	Visiting monuments	Local food	Local dress	Interaction with local residents	Participation in local events	Listen to tales and	Total
Number of repetitions	19	12	13	17	06	15	82
Percentage	23.17%	14.63	15.85 %	20.73 %	07.33 %	18.29%	100%

The source: Prepared by researchers

The cultural immersion category is an essential element of adventure tourism, and includes several categories, such as visiting historical and archaeological monuments, experiencing material and intangible heritage, such as local dress and food, folk folklore, tales and legends, interacting with local residents, and participating in their cultural and folk event, highlighting these categories in the construction of digital content promoting adventure tourism in Algeria offers a rich experience for the viewer, by attracting his attention to try to get to know the local heritage, interact with it, and arouse his curiosity and desire to immerse himself in this experience closely.

Table No. (09) indicate that the category of "visiting historical and archaeological monuments" emerged as the highest percentage (23.17%), given the abundance of many architectural and historical monuments in Algeria, while the category of "interaction with the local population" emerged by 20.73%, and the category of "listening to local stories and Legends" by 18.29%, to provide an interactive picture of the content, and to enhance its credibility and impact, while the categories of "local dress" and "local food" (15.85% and 14.63%, respectively), which enhances the opportunity for the viewer to integrate with the culture of the place, the same in the category of "participation in local cultural events" by 7.33%.

Table (10): Categories of "controlled risks" in the promotional content of adventure tourism by vlogger "Khouib".

Controlled risks	Encountering strange people	Road hazards and equipment	The dangers of wild animals	Dangers of physical activity	Total
Number of repetitions	07	07	07	05	26
Percentage	26.92%	26.92%	26.92%	19.24 %	100%

The source: Prepared by researchers

Modern studies related to tourism are moving towards the establishment of the tourist adventure model, and the concept of adventure includes some "controlled risks and difficulties", especially within the soft adventure, and these controlled risks give a kind of excitement and challenge that the tourist is looking for, to get away from the daily routine, and therefore the practice of physical and sports activities outdoors, or camping activities and interaction with wildlife and others..., Involve certain difficulties and controlled risk, which tempts the tourist to try it and enjoy an exciting and unique experience.

These risks were highlighted in the content of the vlogger "Khouib" within some of the categories shown in Table No. (10), such as the category "Encountering strange people" with a percentage of 26.92%, as a result of always seeking to communicate with the local population, and the same percentage (26.92%) came with the category "dangers of the road and equipment", especially with the use of a camping car and long-distance travel, as well as the category "dangers of wild animals", with the same percentage (26.92%), resulting from camping activities, wildlife monitoring, as stated - in this content- risks related to "physical activity or sports" by 19.24%, especially during hiking or horseback riding and climbing heights and mountains.

IV. CONCLUSION:

"Khouib kowas", in his vlog via the YouTube platform, presents a relatively new tourism model in Algeria, known as adventure tourism, and by analyzing a sample of these digital contents, which are very popular in terms of viewing and visual ratios, we can confirm that the vlogger focused on a set of key points in building promotional and effective content aimed at promoting adventure tourism in Algeria.

These points consist in diversifying into photography techniques, controlling modern technologies, such as drone camera photography, "Selfie" camera photography, which are interactive and artistic photographic methods, in addition to focusing on sound and simple language, to reach the largest possible audience, the vernacular language is also highlighted accompanied by Arabic or Latin calligraphic translation, and the use of sound backgrounds commensurate with the subject of the video, focusing on local songs, composed poetry, and music, in order to enhance the realism of the experience, and taking the viewer to the context of local identity.

It also shows the importance of the diversity of artistic templates in presenting the promotional video for adventure tourism, focusing on interactive templates such as dialogue and direct talk, in presenting information and ideas to the viewer directly, in a variety of ways, in addition to employing the narrative template, to break the stereotype of the presentation and confirm it, where the vlogger presents himself as an actor first in the video events, because of his credibility and strength in influence, where he overshadowed the rest of the actors.

As for the basic categories of adventure tourism in this study, the analysis indicates that the content is classified under the category of "soft adventure tourism", which often avoids difficult risks, and does not require specialized equipment, , therefore, emphasis was placed on the categories of exploring the environment and nature, by highlighting landscapes, wildlife and camping activities, in addition to greatly highlighting the element of "cultural immersion", by

visiting archaeological and historical areas, interacting with local residents, listening to their stories and Legends, trying their traditional food and clothing, while the element of physical and sports activity did not stand out to the required extent , and was limited to such marginal activities as "hiking" , or "mountaineering", this is due to the lack of sports clubs specializing in adventure sports, and also for the difficulties of providing the necessary equipment for the practice of such activities.

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