



The Impact of marketing through content creators on Showcasing the Attractiveness of Tourist Destinations in Algeria: A Field Study on a Sample of Algerian Influencer Followers



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Talal ABASSI^{*1}, Alia BOBAH²

¹University of Constantine 02, Department of economics Sciences (Algeria), talel.abassi@univ-constantine2.dz

²University of Constantine 02, Department of Commercial Sciences (Algeria), alia.bobah@univ-constantine2.dz

Abstract

through this research paper we seeks to identify the impact of marketing through the content creators by Algerian content makers by Evaluating the perceived allure of Algerian tourist destinations as reflected by social media user opinions. The study utilized a field survey with a purposive sample of followers of Algerian public figures , A comprehensive analysis of 260 valid responses, conducted using the SPSS statistical software, revealed that content creator marketing is an effective strategy by Algerian content creators has a statistically significant effect on highlighting the attractiveness of tourist destinations in Algeria from the viewpoint of their followers.

Keywords

Content creators Marketing;
Tourist destinations
attractiveness.

الكلمات المفتاحية

التسويق عبر صناع
المحتوى؛
جاذبية الوجهات السياحية.

أثر التسويق عبر صناع المحتوى في إظهار جاذبية الوجهات السياحية بالجزائر: دراسة ميدانية على عينة من متابعين المؤثرين الجزائريين.

ملخص

هدفت هذه الورقة البحثية إلى معرفة أثر التسويق المؤثر عبر المؤثرين و صناع المحتوى الجزائريين على إظهار جاذبية الوجهات السياحية بالجزائر من وجهة نظر متابعيهم، واعتمدت على دراسة ميدانية لعينة عمدية من متابعي المؤثرين الجزائريين، تم تحليل عينة من 260 مشاركًا صالحًا باستخدام برنامج SPSS الإحصائي.

أظهرت الدراسة تأثيرًا ذا دلالة إحصائية للتسويق عبر المؤثرين وصناع المحتوى الجزائريين على إبراز جاذبية الوجهات السياحية في الجزائر من وجهة نظر متابعيهم.

* Corresponding author. E-mail: talel.abassi@univ-constantine2.dz

Doi:

I- Introduction :

The Content creator marketing is one of the most prominent and recent types of marketing in our current era. It has become difficult for companies and brands to build their marketing strategy without resorting to the Public figures. Accordingly, Algerian tourism institutions have begun to rely on Social media personalities tourism marketing as a means of promoting the tourist destinations that Algeria abounds in. This saves them financial burdens, while also making it easier for tourists to discover destinations that perfectly match their specific desires, inclinations, and interests without the need for extensive searching and research.

The leaders on social media platforms have the ability to convey marketing messages and influence the target audience significantly and more credibly towards the specific marketing goals. Interaction through the platforms is an opportunity to motivate the buzz creators from Algeria to show their followers the attractiveness of Algerian tourist destinations. This enables them to attract the attention of tourists around them and attract them to visit them and activate the tourist movement, whether internal or external. It also converts latent demand into active demand by creating a buzz on social media and drawing attention to tourist areas and introducing the diverse tourist attractions and Algerian cultural heritage. This contributes to highlighting the attractiveness of these tourist destinations.

Through the above, we can raise the following problem:

How significantly does content creator marketing enhance the appeal of tourist destinations in Algeria?

Importance of the Study:

This research focuses on social media leaders, cultural institutions, and private project owners to raise awareness about the importance of promoting Algerian tourist destinations. It emphasizes This strategy as a powerful tool for marketing Algerian tourism in general, creating a positive image, and potentially revitalizing the sector.

Research objectives:

Our goals through this research paper is:

- Address the basic concepts of This method of marketing through social media and tourist destination attractiveness.
- Identify the contribution of influencers to highlighting tourist destinations in Algeria.
- Identify The impact of content creator marketing through Algerian social media figures on showcasing the allure of tourist destinations in Algeria.

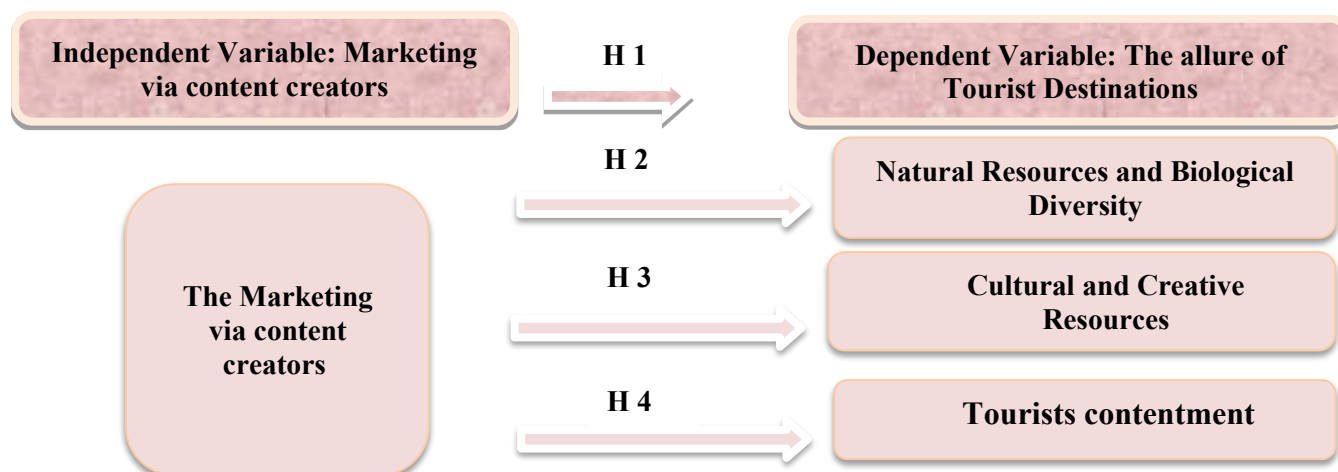
Study hypotheses:

To achieve the research objectives, the following hypotheses were formulated:

- The research is based on the main hypothesis:
 - There is a statistically significant effect at a 5% significance level for Marketing via social media platforms through Algerian public figures on Showcasing the Attractiveness of Tourist Destinations in Algeria from the perspective of their followers.
- This main hypothesis is subdivided into three sub-hypotheses:
 - The Marketing through approach demonstrated a statistically significant impact at 5% the significance level through Algerian content makers on Showcasing the Environmental resources and Biodiversity in Algeria from the perspective of their followers
 - The results indicate a statistically meaningful effect of Marketing through, with a p-value of less than 5% through Algerian Social media personalities on Showcasing the Cultural and Creative Resources in Algeria from the perspective of their followers.
 - The data suggests that Marketing through has a statistically significant influence, as evidenced by a p-value of 5% or lower on Showcasing the Tourists Satisfaction in Algeria from the perspective of their followers.

Research Model:

Figure 01. Proposed Study Model



Source: Prepared by the Researcher.

Research Methodology:

This study employed The analytical-descriptive methodology. The descriptive method was used to explore the concepts of content creators marketing and the attractiveness of tourist destinations, whereas the analytical method was employed to achieve the research objectives and draw conclusions, Additionally, a case study method was used to examine the impact of Algerian content creators on attracting tourists to Algerian tourist destinations.”

I.1.the Marketing through content creators:

The proliferation of digital platforms has fueled the remarkable rise of Marketing through social media personalities. This approach hinges on collaborations between those people and organizations, Facilitating the promoting of diverse services and products.

I.1.1 The Concept of Content creator-driven marketing :

Influencer-driven marketing is viewed as "a modern method of marketing and public relations, in addition to targeting influential people who potential consumers turn to for information" (Agustina & Sari, 2021, p. 357). It is also defined as "the use of opinion leaders and influencers to persuade customers about products or brands through digital communication media such as social media" (Chaffey & Smith, 2017, p. 530). It is also "a form of social media marketing, where organizations identify and select a group of influencers on these sites and build strong relationships with them and use them to deliver their marketing message to the target audience and achieve some of their marketing goals through social media." (Mohamed abu abaa, 2021, pp. 294,295)

Based on the aforementioned points, this strategy can be defined as a type of social media marketing that targets social media personalities who possess their own follower base, and have a substantial influence over them. This marketing plan hinges on the influencer's favorable experience with a product or service and their subsequent recommendation and endorsement to their audience.

The definition of Marketing through content creators is incomplete without defining the content creators themselves, who are central to this activity.

Content creators: the persons who attract a significant number of followers on social media platforms and become a source of advice for their audience, as a result the Followers regard them as trustworthy figures, relying on their recommendations to make purchasing decisions. (Pradhan, Kunar, & Pahi, 2022, p. 27)

I.1.2 Objectives of Content creator-driven marketing:

The objectives of this marketing tactic can be included in : (Maazi & Qassoul, 2022, p. 352)

- gain deeper insights into the audience's preferences regarding the elements of tourist destinations.
- Implement a content creator marketing strategy on social media to educate potential tourists about the unique features and experiences offered by various destinations, ultimately increasing visitor number.

- Leverage the extensive reach and influence of social media personalities, to effectively connect with target audiences passionate about exploring diverse tourist destinations and engaging in various forms of tourism .
- Increase the number of visits to websites showcasing Algerian tourist destinations and boost sales for travel agencies and hotels through social media or specialized electronic sales pages.
- Expand market reach and attract a diverse customer base.
- Implement data-driven content makers marketing strategies for cost-optimized customer acquisition.

1.1.3 Elements of Building an Marketing through content creators :

The principal components of this strategy are:

a. Establishing Marketing Goals : Marketing campaigns can aim for a diverse range of objectives, such as increasing product sales, boosting subscriber growth, enhancing brand awareness and equity, or advocating for social causes and political ideologies. To ensure campaign effectiveness, it is essential to establish SMART goals: Specific, Measurable, Achievable, Relevant, and Time-bound.

b. Identifying the Ideal leader of social media: selection is critical to aligning with marketing objectives and product relevance, as well as maximizing impact in the digital realm. This requires a comprehensive analysis of various metrics: audience demographics across different platforms, engagement rates, influencer appeal, sentiment analysis of comments, and existing brand partnerships. It is imperative to ensure that the selected influencer does not endorse competing brands.

c. Defining the Appropriate Interaction Strategy: The success of this strategy hinges on a framework that cultivates engagement between the public figures and their communities. This framework empowers them to become trusted advocates, guiding their audience towards your predetermined goals. The key lies in crafting unique experiences that ignite their passion and inspire them to share, discuss, and authentically communicate these experiences with their followers.

d. Leveraging Indirect Marketing Strategies: Influencers should not be invited or encouraged to promote the product directly in order to avoid losing their credibility with their followers, which will affect the success of the marketing campaign. (Refaat Muharram, 2020, pp. 389, 390)

e. Analyzing Marketing Outcomes: Data-driven decision-making is paramount for optimizing content makers marketing ROI. Key metrics to track include audience targeting accuracy, engagement rates, sentiment analysis of comments, and influencer campaign value derived from a multi-faceted assessment. (Belen, 2017)

1.1.4 the Techniques of marketing by content makers:

Organizations leverage The effectiveness of social media personalities to amplify their brand messaging through a diverse array of marketing techniques, including :

a. Sponsored Posts: The advertiser pays the public figure a specific amount of money for each post they create about the tourist destinations in Algeria. That individual can write the post or post a video, but it is important for the advertiser or the advertising agency they contract with to intervene in the process of editing the post, so that the posts have a unified character and are related to the tourist offer.

b. Participation in Events and Activities: the content maker can be used while they are present at various events and activities to promote tourist destinations in Algeria.

c. Seminars: Some public figures opt to deliver short seminars highlighting the beauty and diversity of Algeria's tourist attractions, its rich history, and its cultural heritage. They promote these sessions as a form of educational marketing

D. Increase access to websites and brands: This is one of the most important marketing mechanisms for social media personalities on social media platforms, which is increase the Visitor influx to the product website and to websites specialized in tourism in Algeria. (Refaat Muharram, 2020, pp. 390, 391)

e. Affiliate Marketing: This is a marketing strategy in which organizations use the persons active on social media to sell their products, such as jewelry and traditional clothes. Some tourism agencies and hotel establishments also cooperate with the content creators to promote tourist offers in Algeria. This is done by mentioning information about them, placing links or promotional codes, Therefore, marketing through content creators aims to achieve several things: pushing each customer to click on the link (increasing traffic to the establishment's website), or encouraging customers to contact the establishment (potential customers), or purchasing the recommended products (generating sales). Therefore, the

influencers receive a commission (e.g., sale commission, or referral commission) from the establishment for these conversions. (Patrick & Hee, 2019, pp. 703, 704)

f. Commercial Advertisements: Tourism organizations are increasingly employing Content creator-driven marketing to promote destinations. This involves partnering with celebrities and social media personalities to generate brand awareness and interest among their established followings. Promotional content is disseminated through the leader of social media accounts and the organization's own channels, maximizing campaign reach and impact.

g. Experiences and Uses of content creators: content makers use both tourism and cultural heritage and highlight them as part of their identity. These are published in the form of pictures and video clips on the pages and accounts of celebrities and leaders on social media. (Ali Al-Hariri, 2019, p. 167)

I.1.5 Influencer and content creators Classification: Influencer classification involves categorizing influencers based on various criteria. Two common classification systems focus on follower count and area of expertise.

Classification by Follower Count:

Nano Influencers: These influencers have 1,000 to 10,000 followers. Although their audience is small, they often have high engagement rates and are seen as relatable and authentic.

Micro Influencers: With 10,000 to 50,000 followers, micro-influencers have a larger audience. They are niche experts and collaborate with brands effectively.

Mid-Tier Influencers: Falling in the 50,000 to 250,000 follower range on Instagram and 500,000 to 1 million on YouTube, mid-tier influencers strike a balance. They are in demand for brand collaborations.

Macro Influencers: These influencers have 500,000 to 1 million Instagram followers and 1 million to 5 million YouTube followers. They are marketing professionals, valuable for brand awareness campaigns.

Mega Influencers: Often celebrities, mega-influencers boast over 1 million followers. While sought-after for endorsements, their engagement rates may be lower than mid-tier influencers.

Classification by Area of Expertise:

Reference Influencers: Covering diverse topics, reference influencers are trusted thought leaders whose recommendations carry weight.

Specialist Influencers: Experts in specific fields, specialist influencers provide valuable information and advice within their niche.

Positional Influencers: Perceived as friends or community members, positional influencers' authenticity fosters trust, making their product recommendations influential (abu, 2021, pp. 295-296)

I. 2. The Allure of Tourist Destinations:

The notion of attractiveness relates to features that render a region appealing, whether for living, business, or tourism. A destination's attractiveness is linked to its ability to attract and retain residents, which in turn contributes to its appeal for visitors. This concept goes beyond just geography, encompassing various characteristics that create a well-rounded tourist experience.

I. 2.1 The Concept of Tourist Destination allure:

To explore the factors that contribute to a destination's allure, it is necessary to define tourism, tourist, and tourist destination.

- **Tourism:** It is defined as " Temporary relocation for leisure, work, or other purposes, lasting between one day and one year., and this phenomenon is a human activity that has economic, social, cultural, and civilizational effects, and others" (Hadjaj, Boukameum, & Kechiti, 2020, p. 112). There are two main types of tourism: international tourism, which is done by foreign citizens within the borders of another country, and domestic tourism, which is done by citizens of the same country by carrying out tourism activities within the borders of their country. (Slimani & Ben Aamara, 2018, p. 413)
- **Tourist:** "the person who changes his usual place of residence for a temporary period for the purpose of recreation and rest and not practicing a profitable job".

The person can change his place of residence outside the borders of his country (international tourist) or be limited within the borders of his country (domestic tourist). Some countries set limits between 40-100 km for the distance traveled by the person to be a domestic tourist. (Halaimia & Linda, 2023, p. 673)

- **Tourist Destination:** It is more than just a place or geographical area that the tourist decides to spend time in, but rather it extends to a mixture of services and products, including human, natural, and artificial resources, capable of attracting tourists, revolve around activities or experiences that are unique or unusual for them. (Bourib, 2013, p. 3)

Tourist destination allure is considered "places or geographical areas that offer a mixture of tourist products and services within specific physical and administrative boundaries. This allure is a crucial factor in bolstering a tourist destination's competitiveness via its branding and investment opportunities. This concept looks at the attractiveness of the tourist destination from the supply side, where it considers it as an attractive force that arises through all the attractions

that a destination offers at a specific time period. These elements also include the full range of locally provided facilities and services alongside all social, cultural, environmental, and economic resources" (Salmi, 2021, p. 234). It is also seen as "a concept that encapsulates an individual's emotions, beliefs, and opinions regarding a destination's perceived capacity to fulfill their specific vacation requirements ." (Hu & Brent Ritchie, 1993, p. 25). This concept represents the viewpoint of the demand side, where a tourist destination's allure is evaluated based on the aggregated feelings, beliefs, and perceptions of individuals. These elements are utilized to forecast the level of satisfaction and advantages that can be obtained if that destination is chosen. (Salmi, 2021, pp. 234, 235). Tourist destination attractiveness is also defined as "the unique characteristics and features of tourist destinations, including both tangible and intangible attractions, that fulfill the needs and desires of tourists, and can influence them either positively or negatively." (Lagha, 2021, p. 26)

I. 2.2 Criteria for Tourist Destination Attractiveness:

Experts categorize tourist destination attractiveness criteria into three main categories:

a. Natural Resources and Biodiversity:

- This is a measure of a country's natural asset stock. (Lagha, 2021, p. 31)
- Natural resources include all natural areas and phenomena that are not man-made and offer extensive possibilities for what is known as ecotourism. (Abd el-Hassan, 2014, p. 301)
- Biodiversity refers to the diversity and variation in the types of living organisms, including plants, animals, and other living organisms, as well as their ecological systems, from deserts to forests and even the depths of seas and oceans. (Senoussi & maisoum, 2021, p. 285)

b. Cultural and Creative Resources:

- This refers to cultural heritage, traditional cultural and artistic activities, cultural industries, and audiovisual productions. (Adel, 2021, pp. 259, 260)

c. Tourist Satisfaction:

- This is a measure of attractiveness from the perspective of current and future demand. (Lagha, 2021, p. 31)
- It is the positive impression that a tourist feels towards visiting a tourist destination or consuming a tourist program. (Belkadi, Adad, & Youcefi, 2023, p. 438)

I. 2.3 Factors Influencing Tourist Destination Competitiveness:

Some of the most important factors influencing tourist destination attractiveness include:

- a. **Tourist Attraction Factors:** Economic, social, cultural, and natural factors.
- b. **Infrastructure:** Land, sea, and air transportation networks, communications, banking and financial institutions, educational institutions, etc.
- c. **Amenities:** Accommodation, transportation, , shopping, entertainment facilities.
- d. **Accessibility:** The convenience of access and tourists' mobility within a specific destination significantly impacts its allure in the decision to travel to a particular destination over other destinations that do not have this feature.
- e. **Image:** This represents tourists thoughts and impressions about a tourist destination, and plays a role in marketing tourist destinations and is a major factor in choosing a tourist destination. (Evans, 2015, p. 254)
- e. **Personal Factors:** Age, family life cycle, and occupation are all factors that can significantly influence tourist behavior. There are differences between young people and older people in terms of their desire to spend time and travel inside and outside their country.
- f. **Socioeconomic Factors:** the tourist is greatly influenced by a number of economic factors when choosing his or her destination, such as:
 - **Income level:** tourists with higher incomes are more likely to travel to more expensive destination.
 - **Exchange rate:** tourists from countries with strong currencies are more likely travel to countries with waker currencies.
 - **Interest rates:** tourists may be less likely to travel if interset rates are high.
 - **Fuel prices :**when fuel prices are low, it is cheaper for tourists to travel long distances.

For example, when the price of kerosene, which is jet fuel, decreases, ticket prices decrease, which makes it easier to reach remote destinations.

- g. **Social Factors:** the Sociologists view marketing activity as the participation of groups of people who are motivated by group pressure and individual desires. They have focused on the importance of reference groups and individuals, such as family and friends, as influences on human behavior. (Houam, 2022, pp. 464, 465)

I. 2.4 The contribution of marketing through content creators in showcasing the Tourist Destinations allure in Algeria :

In the context of the shift towards digitization, individuals active on social media play a crucial role a pivotal role in shaping trends across intellectual, social, cultural .What is known as "influencers" have become capable of achieving what institutions with their staff and financial and human resources could not achieve. This is true for the tourism sector. Despite the billions spent and the strategies developed, the Algerian tourist destination has suffered marginalization for years despite the tremendous natural tourist potential that our country abounds in.

In recent years, Algerian public figures have been able to take an innovative path to activate tourist attraction in Algeria by using the advantages of interactive platforms. These individuals have successfully produced digital content that highlights the Algerian tourist destinations and the rich diversity of local cultural heritage. A number of social media personalities in Algeria taken on the responsibility of promoting tourism through innovative concepts and modern methods. Utilizing their smartphones, they market Algeria as a tourist destination by creating "videos," "stories," and using "hashtags" to maximize outreach. Their efforts aim to introduce new tourist destinations for both Algerians and foreign tourists who have yet to consider Algeria in their travel plans. Through their social media pages, content makers present a contemporary image aligned with the digital age, offering tourists a wider array of options and opportunities to select destinations and prices that fit their budgets and schedules.

Today, owners of public and private entertainment spaces are competing for this type of service to promote their offers and benefit from all the services and information about the available tourist places exclamation. They aspire to expand and increase the number of people who deal with them. Algerian leaders of social media also bet on Algeria being an ideal tourist destination for both those wishing to visit from Algeria, whether foreigners or Algerian citizens, or foreign visitors, thanks to its strategic location, cultural diversity, political and economic stability, and various events throughout the year, especially in major cities.

The most important factor is the wide range of accommodation options to suit different budgets.

Public person on social media platforms do not just theoretically promote tourism in Algeria, but they also offer innovative solutions for programming holidays to different tourist destinations. They also advise their followers on how to take tourist trips at the lowest costs and provide them with various options regarding the available tourist facilities, entertainment venues, restaurants, and service providers in the areas that may be their next tourist destination.

The positive thing is that Algerian influence setting a positive example by promoting environmental responsibility , protecting the environment, and keeping the surroundings clean, which is an important civic message that parallels their work in promoting domestic tourism. The content and fame of these persons have inspired many Arab and foreign buzz creators, as they are now competing to promote domestic tourism in Algeria. This serves the tourism sector and the national economy and activates various sectors related to it. (Debbouche, 2022)

II– Methods and Materials:

II–1– Study Population and Sample:

The research community includes followers of well-known Algerian public persons who promoting Algerian tourist destinations through their social media accounts. A purposive sample of 260 persons was selected, during the period from 25 February, 2024, to 20May, 2024.

II–2– Study Tool:

Based on the study's objectives, variables, and proposed model, a special questionnaire was designed as a tool to collect Preliminary data from the sample, consisting of two sections:

- **The first section:** Pertains to Influencer-driven marketing and includes 6 statements.
- **The second section:** Contains statements related to Attractiveness of Tourist Destinations, consisting of 9 statements.

II-3 Validity and Consistency of the Research Instrument:

Table 01. Evaluating the Internal Reliability of Study Variables through Cronbach's Alpha Coefficient:

Research Variables	Cronbach's Alpha
Content creators marketing	0,797
Natural Resources and Biological Diversity	0,731
Cultural and Creative Resources	0,678
Tourists Satisfaction	0,709
Total for Attractiveness of Tourist Destinations Variable	0,837

Source: Prepared by the researcher based on SPSS outputs

It is observed from Table No.1 that the internal reliability estimates for the subscales of the study's independent/dependent variables range between (0.67) and (0.83). Therefore, The high internal consistency of the questionnaire, as evidenced by all coefficients exceeding the recommended minimum of 60%, supports its reliability and suitability for data analysis. This enhances confidence in the accuracy of the results and their ability to address the research questions and test the study's hypotheses.

II-4- Statistical methods:

- **Descriptive Statistics:** Statistical measures and standard deviations were employed to Provide a description of the research sample data
- **Cronbach's Alpha:** it used to test the the consistency of the study instrument.
- **Simple Linear Regression:** Simple linear regression was employed to test both the main and sub-hypotheses, examining the impact of the independent variable on the dependent variable as well as its effects on each dimension of the dependent variable.

III-Results and Implications:

III-1- Testing the principal hypothesis of the study:

Table 02. Conducting a simple linear regression analysis to explore the effect of marketing through content creators on the allure of tourist destinations

sample	Sum of Squares	Degrees of Freedom	Mean Square	F	Threshold of significance
Regression	99.796	1	99.796	1073.367	0.000
Residual	23.988	258	0.093		
Total	123.748	259	/		
A= 0,790		B= 0,898	R = 0,898		R²= ,0806

Source: Prepared by the researcher based on SPSS outputs

In light of this hypothesis, a functional relationship was formulated between the actual value of the Attractiveness of Tourist Destinations variable (Y) and the content makers marketing explanatory variable (X), with the regression equation as follows: $Y = \alpha + \beta x$. Here are the values for the regression equation: Attractiveness of Tourist Destinations = $0.898 + 0.790$ (content creators Marketing).

The preceding table shows a significant correlation between the study variables, with the correlation coefficient between influencer-driven marketing and the attractiveness of tourist destinations being 0.898 , and The coefficient of determination (0.806) indicates that approximately 80.6% of the variation in the attractiveness of tourist destinations is due to the variation in influencer-driven marketing.

It is evident that there is a significant impact of Marketing through content makers on the Allure of Tourist Destinations. This significance is affirmed by the significant F-value ($F = 1073.367$) at a statistical significance level ($\text{sig} = 0.000$). Consequently, the regression is significant, and the study model is statistically acceptable.

Based on this, we accept the main hypothesis stating that **Statistically significant evidence exists at a 5% significance level, indicating that marketing through Algerian public figures has an impact on showcasing the attractiveness of tourist destinations in Algeria from the perspective of their followers.**

III-2- Evaluating the accuracy of the sub-hypotheses in the research:

Table 03. Unveiling the Influence of Social Media Marketing on Natural Resources and Biodiversity: A Linear Regression Analysis

Independent Variable :content creators marketing	B1	Calculated T-value	Table T-value	Sig	Correlation Coefficient R	Explanation Coefficient R ²
Dependent Variable: Natural Resources and BiologicalDiversity	0.890	31.352	1.98	0.000	0.890	0.792

Source: Prepared using SPSS program

From the table above, it's evident that the coefficient B1 (0.890) signifies the slope of the regression equation. This indicates that alterations in the independent variable (Marketing through content creators) by one unit leads to a change in the value of the dependent variable (Natural Resources and Biological Diversity) by 0.890 units. Our analysis revealed a strong positive correlation between content creator marketing (independent variable) and natural resources and biodiversity (dependent variable). The correlation coefficient (R) was 0.798, indicating a substantial association between the two variables. Furthermore, the coefficient of determination (R²) of 0.792 suggests that content creator marketing explains approximately 79.2% of the variance observed in natural resources and biodiversity.

The calculated T-value for assessing the significance of the simple regression model is 31.352, surpassing the tabular T-value of 1.98 at a significance level of 0.05. With a significance level (sig=0.000) much lower than (sig=0.05), we infer that the independent variable (social media personalities marketing) significantly impacts the dependent variable (Natural Resources and Biological Diversity). Thus, we accept the hypothesis stating that **" Using Algerian public figures for marketing significantly influences the portrayal of Algeria's natural resources and biological diversity from the perspective of their followers, at a 5% significance level"**.

Table 04. Linear Regression Analysis Results of the Marketing through content makers on the Cultural and Creative Resources

Independent Variable :content creators marketing	B1	Calculated T-value	Table T-value	Sig	Correlation Coefficient R	Explanation Coefficient R ²
Dependent Variable: Cultural and Creative Resources	0,758	18,681	1.98	0,000	0 ,758	0,575

Source: was prepared based on the SPSS outputs

We observe that the coefficient B1 (0.758) signifies the slope of the regression equation, indicating that any change in the value of (x) social media marketing by one unit leads to a change in the value of (y) Cultural and Creative Resources by (0.758). The correlation coefficient R between the independent variable (marketing through social media personalities) and the dependent variable (Cultural and Creative Resources) stands at (R=0.758), indicating a strong correlation. Moreover, with an R² value of (0.575), content creators marketing explains 57.5% of the variability in Cultural and Creative Resources observed in the study.

The calculated T-value for assessing the significance of the simple regression model is 18.681, which exceeds the critical T-value of 1.98 at a significance level of 0.05. Given that the T-test significance level (sig=0.000) is smaller than the chosen threshold (sig=0.05), we can conclude that there is a statistically significant effect of the independent variable (influencer marketing) on the dependent variable (Cultural and Creative Resources).

The hypothesis states that **The statistically significant influence at the 5% significance level of marketing through Algerian influencers on highlighting Cultural and Creative Resources in Algeria from the perspective of their followers is affirmed.**

Table 05. Linear Regression Analysis Results of the persons public Marketing on the Cognitive Dimension

Independent Variable :Content creators Marketing	B1	Calculated T-value	Table T-value	Sig	Correlation Coefficient R	Explanation Coefficient R²
Dependent Variable: Tourists Satisfaction	0,759	18.712	1.98	0,000	0,759	0,576

Source: SPSS program

The coefficient B1 (0.759) represents the slope of the regression equation, indicating that any variation in the value of (x) influencer marketing by one unit results in a corresponding change in the value of (y) Tourists Satisfaction by (0.759). The correlation coefficient R between the independent variable (marketing through social media influencers) and the dependent variable (Tourists Satisfaction) stands at (R=0.759), indicating a strong correlation. Moreover, with an R2 value of (0.576), influencer marketing accounts for 57.6% of the variability observed in Tourists Satisfaction. These findings underscore the significant impact of influencer marketing on enhancing tourists' overall satisfaction levels.

The calculated T-value for the simple regression model is (18.712), which surpasses the tabular T-value of (1.98) at a significance level of (0.05). With a significance level (sig=0.000) much lower than (sig=0.05), we can conclude that the independent variable has a significant impact on the dependent variable.

So : there is a statistically significant the effect at the 5% significance level of marketing through Algerian leaders of social media on Showcasing the Tourists Satisfaction in Algeria from the perspective of their followers is accepted.

IV-Conclusion:

The study revealed the influence of content creators' marketing efforts on showcasing the attractiveness of tourist destinations in Algeria. The results are based on field research conducted on a sample of Algerian public figures followers on social media platforms. Statistical analysis of the data was performed using SPSS V20, leading to the following results and suggestions:

IV-1- Results:

The study concluded the following results:

- Our findings indicate a statistically significant effect (at the 5% level) of marketing via content makers on follower perception of Algeria's:
 - Tourist appeal
 - Natural resources and biodiversity
 - Cultural and creative offerings
 - Tourist satisfaction
- leaders on social media platforms have an effective role in influencing the perceptions and decisions of their followers, and attracting them towards the diverse tourist destinations in Algeria.
- The credibility of the social media personalities and their presentation of their experiences in different tourist trips in Algeria makes the followers feel confident and increases their desire to get to know the different tourist areas in Algeria and choose it as a tourist destination.
- Utilizing Algerian persons public on social media platforms to generate enthusiasm and promote Algerian cultural heritage, thereby fostering its preservation and cultivating a positive image that motivates the public to visit tourist destinations in Algeria .
- marketing through Algerian Content creators contribute to cultivating a positive perception of tourist destinations by boosting awareness among their followers, and creating a desire for them to visit them, as a result of the emotional relationship that the influencer builds between the tourist destinations in Algeria and his followers.
- Marketing via social media individuals has provided a valuable opportunity for the public figures on social media platforms and Algeria to showcase tourist areas as well as Algerian culture and heritage locally and internationally.

IV-2- Suggestions:

The following suggestions can be derived:

- Tourism organizations and institutions should collaborate with leaders of social media platforms due to their significant ability to achieve excellent marketing performance.
- Governments should enact legislation and laws specific to influencer activity and provide mechanisms for monitoring their practices to protect their rights and the rights of the parties dealing with them.
- Tourism organizations and institutions should select the persons whose content and interests displayed on social media platforms match the nature of the places and tourist offers they provide and wish to promote.
- The state and cultural organizations have a critical role to play in safeguarding Algeria's rich cultural heritage and restoring its historical and tourist sites.
- Travel agencies and hotel establishments should contract with these persons with a significant impact to market their services and tourist trips in Algeria.
- There is a need to focus on digital marketing to keep pace with developments in the marketing field and reach the largest segment of the target audience to showcase Algerian cultural heritage and make it a tool for documenting and protecting it from theft.

- Appendices:

The questionnaire used in the study is available at the following link:

https://docs.google.com/forms/d/e/1FAIpQLSdpR_M52nZQ6rT2QfyOyJ_u4RqJd9lRWLIrGfrQGDWBwT3lXw/viewform

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