

**Social Media and their Role in Promoting the Internal Tourism Assets of
Bouira Province: A Field Study on A Sample of Facebook Users and
Local Tourism Pages**

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Abstract:

The This study aims to explore the role of social media platforms, particularly Facebook, in promoting the internal tourism assets of Bouira province and to examine the impact of users' interaction with local tourism pages on their visit intentions and tourism behavior. The study adopts a descriptive-analytical design within a mixed-methods approach, relying on a questionnaire administered to a sample of 300 Facebook users from different age groups and both genders in the province. The instrument was structured into dimensions measuring usage patterns, the level of following tourism pages, destination image, and visit intention, in addition to a descriptive analysis of the content of local tourism pages. The findings indicate a high level of engagement with Facebook and tourism pages compared to the theoretical mean, a dominance of visual content (photos and videos) with a clear preference for videos, and a generally positive image of the internal tourism assets. Statistical tests (t-test and Pearson correlation) revealed significant positive relationships between interaction with tourism pages and destination image on the one hand, and visit intention and tourism behavior on the other.

Keywords: Social Media, Internal Tourism assets, Bouira Province, Facebook

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▪ **Introduction:**

In recent years, tourism has attracted particular attention from scholars and researchers, and has come to be regarded as one of the topics of interest to many specialists in the fields of tourism and hospitality, economics, ecology, and sociology. Tourism gained this importance as many countries in the present century realized that it is not only the largest industry in the world, but also plays a crucial role in the global economy, given that tourism exchanges yield substantial returns comparable to-or even exceeding-those of agricultural, food, and oil exchanges. In this regard, the American futurologist John Naisbitt predicted that “the world economy in this century will be driven by three service industries:

Telecommunications, Information technology, and Tourism and Travel.”, Tourism is thus a major export industry and an economic sector of great importance in supporting comprehensive development-economic, social, and cultural. It has also become a social and economic necessity, as it expresses a human desire for mobility and travel, a deeply rooted characteristic of human beings. In addition, tourism opens up new employment opportunities and helps reduce unemployment through tourism-oriented urban expansion, the construction of facilities and infrastructure, and the investment of economic resources that enhance tourist appeal by providing essential services and amenities that sustain the development of tourism activity.

Despite the growing body of international research on the role of social media in shaping destination image and travel behavior, empirical studies on how these platforms contribute to promoting domestic tourism in Algeria remain limited, particularly at the provincial level. Existing works tend to focus either on international destinations or on general patterns of social media use, without examining in depth how local tourism pages interact with the specific characteristics of internal tourism assets in medium-sized provinces such as Bouira.

Tourism, therefore, is not merely a set of festive spectacles and entertainment shows. It extends into the economic, commercial, cultural, religious, and other spheres, which has turned it into a full-fledged industry involving marketing, promotion, and large-scale investments that attract significant capital and create employment opportunities. What has further stimulated the growth of this sector in recent years is the growing focus on tourism marketing and promotion, as these are among the core elements on which states in general, and tourism enterprises in particular, rely to increase their revenues in the context of rapidly expanding global tourism flows. Developing countries seek to catch up with and benefit from the experiences of more advanced nations, within the limits of their available capacities,

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by investing their natural and human resources and capitalizing on their civilizational, natural, and climatic diversity-assets that are rarely found together in a single country to the extent they are in Algeria. Algeria possesses tremendous tourism potential; every part of this country is a scene of exceptional beauty: along the coastal strip, provinces from east to west stretch gracefully along the Mediterranean, while the central regions boast plateaus, plains, and mountains, and the great Sahara adds its own unique allure. The province of Bouira is no less important than other well-known provinces; it abounds in tourist sites and prides itself on significant historical and archaeological assets that bear witness to its deep roots and long-standing presence in history.

In light of this gap, the present study sets out to achieve four main objectives. First: It seeks to measure the extent to which young people and families in the province of Bouira use Facebook and follow locally oriented tourism pages.

Second: It aims to identify the most prevalent types of content on these pages and the types most preferred by users.

Third: It examines the contribution of local tourism pages to building a positive image of the province's internal tourism assets and to stimulating visit intentions.

Fourth: It assesses users' satisfaction with the performance of these pages and diagnoses their main strengths and weaknesses in order to propose practical recommendations for enhancing their role in domestic tourism promotion.

1-Problem Statement:

Social Media platforms are among the most prominent tools of tourism promotion, as they constitute a key instrument for advertising and showcasing tourist destinations by providing accurate images, conveying information, bringing together people with shared interests, and fostering tourist attraction. Facebook is the most widely used platform in Algeria, enjoying broad popularity across all segments of society. It supports tourism activation and promotion by enabling users to create and follow tourism-oriented pages that encourage them to visit attractive tourist destinations-such as Tikjda-to spend enjoyable holidays, and potentially to return accompanied by others.

In this article, we seek to shed light on the role of social media-especially Facebook-in highlighting the internal tourism assets of the province of Bouira. This will be addressed through the following main question:

-To what extent do social media platforms, particularly Facebook, contribute to showcasing the internal tourism potential of the province of Bouira, and how does users' interaction with local tourism pages on this network affect their intentions and tourism behavior?

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Sub-questions

- To what extent do young people and families in the province of Bouira use Facebook and follow locally oriented tourism pages?
- What types of content (images, videos, texts) are most prevalent on local tourism pages, and which types are most preferred by users?
- Do local tourism pages on Facebook help build a positive image of the internal tourism assets of the province and stimulate the intention to visit?
- What is the level of user satisfaction with the performance of these pages, and what are their main strengths and weaknesses?

2-Study objectives:

This study aims to examine the extent to which social media platforms-foremost among them Facebook-are used to promote and showcase the internal tourism assets of the province of Bouira, by focusing on the behavior of both users and local pages. Specifically, it seeks:

-first, to measure the degree to which young people and families in Bouira use Facebook and follow locally oriented tourism pages.

-Second, to identify the types of content most prevalent on these pages (images, videos, texts) and the types of content most preferred by users.

-Third, it aims to assess the contribution of local tourism pages to building a positive image of the province's internal tourism assets and to stimulating actual visit intentions to the sites being promoted. Fourth, it seeks to gauge user satisfaction with the performance of these pages and to diagnose their main strengths and weaknesses in terms of communication strategies, with a view to proposing practical mechanisms for enhancing their role in tourism promotion.

Based on these considerations and objectives, the central research question guiding this article can be formulated as follows: to what extent do social media platforms, particularly Facebook, contribute to showcasing the internal tourism potential of the province of Bouira, and how does users' interaction with local tourism pages on this network affect their visit intentions and tourism behavior?

3-Significance of the study:

The significance of this study stems from its intersection with profound transformations affecting the tourism sector worldwide and in Algeria, where social media networks have become a core tool for promoting tourist destinations by circulating images, videos, and information and by shaping the destination's image in the public mind. At the scholarly level, the study contributes to enriching the literature on the relationship between new media and domestic tourism by presenting

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a mixed fieldwork model that combines a user survey with content analysis of local tourism pages on Facebook-a type of research that remains relatively limited in the Algerian context compared with the large body of work on commercial or political marketing via these platforms.

At the applied level, the importance of the study lies in providing empirical data that can be used by the Directorate of Tourism, municipalities, and administrators of local pages in Bouira to design more effective content for attracting visitors and to improve the use of available natural, historical, and cultural assets. This, in turn, can support local development efforts and strengthen the province's position as a distinctive domestic tourist destination.

4-Reasons for choosing the Topic:

The choice of the topic "Social media and their role in showcasing the internal tourism assets of the province of Bouira" is grounded in a set of interrelated scientific and practical considerations.

-First, the province of Bouira enjoys considerable diversity in its natural tourism assets (mountains, forests, dams) as well as its historical and cultural resources. Yet its actual contribution to national tourism flows remains below the level warranted by these assets, which raises the question of the effectiveness of tourism promotion, particularly through modern digital media.

-Second, Facebook is the most widely used platform among young people and families in Algeria in general and in Bouira in particular, and it hosts a number of active local pages that spontaneously adopt the mission of promoting tourist areas. This makes it a fertile field for examining the extent to which these pages are capable of shaping the destination's image and stimulating visit intentions.

-Third, the topic responds to the needs of local institutions and tourism stakeholders for up-to-date field studies that can guide their communication strategies and help them move from the spontaneous use of social media to a more professional and deliberate deployment of these tools in support of domestic tourism development.

5-Definition of concepts and terms:

▪ New media:

New media generally refers to forms of communication that are digitally produced, distributed, and accessed through computer-based technologies, especially the internet, in contrast to traditional analog media such as broadcast

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television, radio, and print. It encompasses websites, social media platforms, streaming services, interactive applications, and other digital environments that enable two-way communication, user participation, and the convergence of text, image, sound, and data. In this sense, new media are “forms of media that are computational and rely on computers for redistribution,” including online content, virtual worlds, and digitally mediated interactions that reshape how information is created, shared, and consumed (IGI Global (2024), p. 1; Britannica (2026), p. 2).

▪ **Social media:**

Social media are commonly defined as a group of internet-based applications that build on the technological and ideological foundations of Web 2.0 and allow the creation and exchange of user-generated content. These platforms-such as Facebook, Instagram, X (Twitter), YouTube, and similar sites-provide interactive spaces where individuals and organizations can create profiles, connect with others, share messages, images, and videos, and engage in public or semi-public conversations in real time. From this perspective, social media combine the “social” dimension of networking and community building with the “media” dimension of content production and dissemination, enabling users to act simultaneously as producers and consumers of information (Kaplan (2010), p. 61).

6- About the Bouira province and Tourism assets: Tourism of the province of Bouira

Each region of Algeria is distinguished by its own characteristics and features, whether they relate to God-given endowments such as geographic location, climate, and topography, or to human-made elements such as history, heritage, and civilizations, which add to the beauty of the region. Owing to its strategic location-lying between the High Plateaus provinces-and its rich history, the province of Bouira is endowed with highly distinctive natural and urban assets.

According to some old accounts, the name given to the town of Bouira is linked to the presence of a well-used as a stopping point by caravan traders. It appears that the Amazigh name “Thu Bīris” is the oldest, and that it is related to the Amazigh word “fur,” meaning barren land. Ibn Khaldun notes that most of the inhabitants of Qal‘at Bani Hammad, located 20 km from M’Sila, were brought there by Hammād ibn Buluggin, the founder of the fortress, along with other residents from the regions of M’Sila and the Aurès, to participate in its construction in the year 1007. The estate of Hamza, he adds, was already inhabited in the tenth century. Ibn Khaldun further reports that the market of Hamza was crowded and very active (Bouira (2008), p. 7).

7-The first previous field study on outings and travel (Tourism):

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▪Enhance Family Stability and renew the Marital relationship by outings and travel: Spouses alone, or with their children:

Algerian Sociological Researcher “**Sabah Ayachi**” (2007-2008) is considered a pioneer in finding new tangible factors and mechanisms for the Stability of marital and family life in the Social field in its various dimensions: educational, health, economic, cultural and recreational, to achieve sustainable development in line with complex contemporary changes, through her extensive field research at the national level, consisting of two parts (795 pages) ; The questionnaire technique (interview form) was used to interrogate a sample of 826 families from different Algerian regions (east, west, center, north and south). The nature of its theoretical and field sociological analyses, including statistical ones (via SPSS and the K₂ test), represents new research axes through the innovative variables and concepts it includes in **eighteen hypotheses**

The results of her Study, in which she linked measures of equality and integration between spouses and family stability in light of various contemporary changes, were extremely important because they have a global dimension that can benefit various Societies.

As long as our research is about tourism and outings, we have focused on the importance of two axes in the social field that are related to the Social recreational dimension which “**Sabah Ayachi**” was a pioneer in addressing and the results of her two Hypotheses:

- **Hypothesis No.11 states:** “*The couple going out together from time to time for walks and travel and making this a renewed recreational project has to do with renewing the marital relationship and thus its stability*”.
- **Hypothesis No.17 states:** “*The couple going out with their children for walks and travel during the weekly and summer holidays is related to the husband's educational level, and thus this renews their family stability*”.

Thus, “**Sabah Ayachi**” (2007-2008) came up with two important mechanisms in the recreational dimension of the social aspect to maintain Family Stability:

1-Stability of spouses in their marital life, outings alone on weekends and spending summer holidays (tourism) without their children.

2- Stability of children in their family life with their parents (father and Mother), when they go out with them on outings, weekends, and spend the summer vacation (tourism).

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She pointed out the relativity of forms of entertainment for spouses because they are linked to objective factors, saying:

✓ There are many forms of outings: a walk outside the residence in nature, a simple tour of entertainment venues, a public facility in the city, or it may be travel inside or outside the country and requires planning and organization to remain a landmark in the memory of the couple;

✓ The forms of recreation are determined according to the nature of the customs and traditions of each region, the culture of each social group, the material means available to them, and the presence of someone to take care of the children in their absence.

✓ Social and technological changes, and the emergence of various social media applications, such as those whose content includes new cultural values and social practices that young people and families (especially spouses and their children) have interacted with, have opened new horizons for them to enhance the stability and renewal of the cohesion of the marital relationship and family stability for children, as they respond to meet their recreational and tourism needs that are in line with the times, break routines and overcome the troubles and complexities of daily life, and some customs and traditions that restrict them from moving together To achieve well-being in their lives by going on weekend outings, spending the summer vacation, tourism, and discovering new things, whether inside or outside the country, depending on the nature of their family planning and their financial potential, which is relative among families and individuals (Sabah, Ayachi (2007-2008), p539-541)

A- The Spouses outing alone or traveling without their children:

The Spouses outing alone (without children) on weekends and spending summer holidays (tourism) (as one of the independent variables) affecting family stability) as a dependent variable) It represents 21.3% of the total sample. This represents one of the modern forms of entertainment in nuclear families today, because it allows to relieve the weight of responsibilities and burdens, relax, and renew the bonds of love between them, in contrast to traditional family planning, its goals, and prevailing social norms that restricted this” (Sabah. Ayachi (2007-2008), p.541).

She showed also that variable of the educational level of the wife doesn’t have the impact on (variable the spouses outing alone on weekends and spending summer holidays. Contrarily, the educational level of the husbands, which has an impact on that, reflects the nature of their tourism culture, and the importance of this lies in its positive impact on renewing marital life between the spouses on the one hand, and between them and raising their children and the stability of family; The higher the educational level of the husband, from primary, intermediate, secondary, and

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especially university, the more this behavior tends, while the opposite happens the lower the husband's educational level; This is his vision of the nature of the marital relationship and the renewal of positive social interaction between spouses, how the relationship between them should be more emotional, and how household routines should be eliminated (Sabah. Ayachi (2007-2008), p.541).

She points out that with the spread of nuclear families, the development of the media and its impact on the younger generation and their way of viewing life, positive social behaviors and practices have emerged among a different family groups of young spouses from different regions of Algeria, especially in the north, center, and west of the country, who resort to going out with their wives to eat in different places or to go out for walks and tourism inside or outside the country;

In parallel with the above sociological results that concern spouses alone walks or travel on the weekly and summer holidays, another important result was also reached by regarding children, (Sabah, Ayachi (2007-2008), pp.542) found that the variable region (Geographical) has an impact on the following:

78.7% of the total sample answered that the spouses don't go out alone for a walk, with the highest percentage of 93.3% in the South, where the responding said: "the spouses have a sufficient amount of natural scenery (sand, deserts, valleys...which enchants the viewer and he does not need to move to other places because it is socially unacceptable". The second percentage is 84.8% in the North, for women, the fact that spouses do not go out together is due to their habit of staying at home, while for others, it is due to them going out or going out shopping, each separately compensating for that.

Others remaining among the male and female respondents agreed that the real reason for not going out with each other or with the children is due to financial circumstances, and some mentioned to us the popular example: *"In order to fill the belly, you say to the head, 'Sing'";*

As for the East and Southeast regions, the percentage between them is close to 78.9% and 79.2%, and their positions were almost close, unlike the West regions, where we found a low percentage of 67.8% because it is the only region where it is prevalent for spouses to go out together inside the city or outside the country without any traditional background that views the spouses going out together from a negative perspective Of course, this is not a value judgment, but rather imposed by the collective behavior of Oran region more than in other regions where the spouses may be subject to financial circumstances, and others to the absence of a culture of outings within the country, or the fear of leaving the children when they are absent . It also indicates that it was found in some people that the behavior of the spouses

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going out together among well-off families in the center, east, north and southeast regions occur from time to time by traveling to one of the countries (abroad such as: Tunisia, France, Türkiye...ext) (Sabah, Ayachi (2007-2008), p 543).

B- Most Spouses go out to spend summer holidays with their children:

Researcher Sabah Ayachi, through her hypothesis No. 17, reached other important results for sustainable development in the social field with its recreational-economic dimensions that contribute to family stability. She showed that most of the families surveyed in various Algerian regions are keen to go out for a walk on weekends and summer vacations with their children. She also found that the variable of the educational level of the husband (father) has an impact on this by 78.2%. The majority of the answers to the various educational level categories for couples (those who read and write, in primary school, to intermediate school) were concentrated in the category "Sometimes" they go out for a walk and spend summer vacations, while the category of secondary and university level their answers were concentrated in the category "Always" at a rate of 20.7%, then the percentage decreases as the level of the other categories decreases. Embodying tourism culture in social behaviors and practices maintains family stability for family members, especially investment in children (as future men and women), because their social upbringing requires a safe environment that respects their legitimate rights, including the recreational aspect, which includes several advantages, including: building and establishing cohesive social relationships between family members, maintaining family ties with relatives, and educational relationships to refine their social behavior and behave well with others, and educational and cultural, stimulating and developing the mind to discover everything local and external, from historical and scientific landmarks, marine and terrestrial landscapes, astronomical landscapes, various animals, and other sports to strengthen the body and keep it away from all harmful things such as drugs and deviant behavior, which expands the horizons of its ambitions, capabilities, and social skills now and in the future. ((Sabah, Ayachi (2007-2008), p.657)

The respondents don't go out for a walk alone without their children, with high percentages specially in the Tizi Ouzou region at 96%, then Tamanrasset, El Oued and Batna at 90%. These states belong to a desert subculture or a conservative region, as prevailing customs do not acknowledge that spouses go out for a walk alone on the one hand., On the other hand, others feel embarrassed to go out for a walk without their children because they are afraid of what happens to their children when they are away, even if they find someone to take care of them;

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As for others families, not even the mere idea of spouses going out together or with children came to their minds, and thus this question has become a new incentive to renew marital life at times and family life with children at other times, as some of the respondents stated: "The question inspired us to think about an important project in the future"; On the other hand, there are those who thought about it but do not have the means to achieve it (Sabah, Ayachi (2007-2008), p.658).

Finally, Sabah. Ayachi said families traveling and spending the summer vacation outside or inside the country with their children have become a social practice embodied in their social behavior and is considered a somewhat modern behavior that has emerged, especially with the emergence of paid work and the summer vacation month coinciding with the summer school vacation in particular, on the one hand, and the changes that have occurred in the size of the family, which has shrunk from an extended family to a nuclear one, characterized by the emergence, of new interests and ambitions through the multiplicity of social media and technology, and the different situations of families according to their subcultures, family traditions, and economic and social factors (such as income and availability of transportation), which is how the extent of the country's economic growth or decline through travel and tourism is measured, and thus affects the people and the country. (Sabah, Ayachi (2007-2008), p.659)

8- Field Research Procedures:

The present study adopts the descriptive analytical method, combining a quantitative survey with a descriptive content analysis of local tourism pages on Facebook. The quantitative component relies on a questionnaire administered to a stratified sample of 300 Facebook users residing in the province of Bouira, representing different age groups and both genders. The qualitative component consists of a descriptive analysis of the posts and visual content published on selected local tourism pages. Together, these components make it possible to relate users' engagement patterns and perceptions to the actual content circulated about the province's internal tourism assets.

9- Research Method:

The research method refers to the sound scientific procedures followed by researchers in order to explore, investigate, deepen, and analyze a given phenomenon, with the aim of dispelling ambiguity, doubt, and confusion surrounding it and ultimately reaching conclusions supported by evidence and proof (al-Husayn, 2021, p. 2). In light of the nature of this study and the objectives it seeks to achieve, the descriptive method was adopted. This method is based on examining

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reality or a phenomenon as it exists, paying particular attention to describing it accurately and expressing it in a qualitative manner by outlining and clarifying its characteristics.

10-Participants and Sample:

The participants in this study are families and young people who use Facebook in the province of Bouira.

- **Study population:** Families/young people who use Facebook in the province of Bouira.
- **Sample size:** 300 respondents, selected using a stratified random sampling technique according to gender and age group.
- **Sample characteristics:**
Sample distribution by gender

Table1: Distribution of the study sample according to gender

Gender	Frequency	Percentage (%)
Male	165	55
Female	135	45
Total	300	100

Table 1 shows that the study sample consists of 165 male respondents (55.0%) and 135 female respondents (45.0%) out of a total of 300 participants. This distribution reflects an almost balanced presence of both genders, with a slight predominance of males. Such a composition allows for a reasonable comparison of Facebook usage patterns and the following of tourism pages between men and women, without one gender being overwhelmingly over-represented in the sample.

Sample distribution by age group

Table 2: Distribution of the study sample according to age group

Age group	Frequency	Percentage (%)
Under 20 years	60	20
20 to under 30 years	150	50
30 to under 40 years	60	20
40 years and above	30	10
Total	300	100

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Table 2 indicates that the most represented age group in the study sample is young adults aged 20 to under 30 years, with 150 respondents, representing 50.0% of the total sample. The group under 20 years accounts for 20.0% of the sample and also consists of young people who are generally in secondary or university education. The remaining respondents are distributed between the 30 to under 40 age group (20.0%) and the 40 years and above group (10.0%). This distribution shows that the study focuses primarily on younger age categories, which are the most active on social media platforms, in line with the research objective of measuring the extent to which young people and families use Facebook for tourism-related purposes.

11- Research Instruments:

The main instrument to collect data in this study is a structured questionnaire, complemented by a content analysis grid used to describe the posts and visual materials published on local tourism pages. The questionnaire used in this study was designed to cover a set of main dimensions related to the use of Facebook in promoting the internal tourism assets of the province of Bouira:

-The first section included respondents' demographic data, comprising variables such as age, gender, educational level, occupation, and place of residence, with the aim of constructing a clear profile of the sample's characteristics and linking these characteristics to usage patterns and tourism-related attitudes.

-The second section was devoted to measuring Facebook usage patterns, through questions on the length of time the account had been used, the number of hours spent daily on the platform, and the types of pages respondents generally prefer to follow.

-The third section focused on the extent to which local tourism pages in Bouira, as well as other tourism-oriented pages, are followed, in terms of degree of followership and frequency of interaction.

-The fourth section examined the perceived role of these pages in promoting the internal tourism assets of the province, using a set of statements measured on a five-point Likert scale to capture the level of agreement with the effectiveness of published content in building a positive image of domestic tourism destinations.

-The fifth and final section aimed to measure travel or visit intentions after exposure to tourism content on these pages, through questions assessing the extent to which images, videos, and information seen by users influence their actual decision to visit the sites being promoted within the province of Bouira.

✓ Validity and reliability:

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Table 3: Validity and reliability coefficients of the study instrument

Instrument	Validity coefficient	Reliability coefficient
Questionnaire	0.80	0.88

The results of the validity and reliability analysis show that the overall validity coefficient of the questionnaire reached approximately 0.80, while Cronbach's alpha reliability coefficient was 0.88. These values fall within the methodologically acceptable range in social research, indicating that the instrument enjoys a good degree of internal consistency and is suitable for measuring the dimensions of the topic under study.

✓ **Presentation and analysis of results:**

1. General hypothesis:

To what extent do social media platforms, particularly Facebook, contribute to showcasing the internal tourism assets of the province of Bouira, and how does users' interaction with local tourism pages on this network affect their intentions and tourism behavior?

Table 4: Pearson correlation coefficient

Variables	Correlation coefficient (r)	Significance level (p)	Sample size
Interaction with tourism pages and visit intention	0.47	0.000	300

The results of the statistical analysis using Pearson's correlation coefficient indicate the presence of a positive, statistically significant correlation between the level of users' interaction with tourism pages on Facebook and their intention to visit internal tourism sites in the province of Bouira. The correlation coefficient reached a moderate positive value ($r = 0.47$), with a p-value less than 0.05, confirming that increased interaction (likes, comments, and shares) is associated with higher intention to undertake actual tourism visits within the province.

This means that Facebook does not merely function as a media channel for transmitting images and information about tourism assets; it also influences users' behavior by encouraging them to make visit decisions and plan trips. These findings are consistent with international studies showing that following destination pages on social media strengthens visit intentions and helps convert digital engagement into real tourism behavior.

. **First sub-question:** To what extent do young people and families in the province of Bouira use Facebook and follow locally oriented tourism pages?

Table 5: One-sample t-test for level of engagement with Facebook

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Variable	Mean	Theoretical mean	t-value	Significance level (p)	Result
Engagement with Facebook and following tourism pages	3.68	3	25.41	0.000	Statistically significant

The one-sample t-test shows that the mean level of engagement of young people and families in Bouira with Facebook and with local tourism pages is higher than the theoretical mean of the Likert scale (3), with a statistically significant difference, as indicated by the high t-value and a p-value below 0.05. This suggests that engagement with Facebook in the tourism domain exceeds the assumed average level. This finding indicates that Facebook has become part of the daily communication routine of broad segments of the province's population and that a significant proportion of them integrate the following of local tourism pages into their digital activities. This provides a substantial audience base for any promotional strategy aimed at showcasing internal tourism assets through this platform.

. Second sub-question:

What types of content (images, videos, texts) are most prevalent on local tourism pages, and which types are most preferred by users?

Table 6: Distribution of content types on local tourism pages

Type of content	Percentage (%)	Rank
Images	45%	First
Videos	35%	Second
Texts	20%	Third

Descriptive results indicate that visual content (images and videos) accounts for the largest share of posts on local tourism pages, with images being particularly prominent. At the same time, one-sample t-test results show that the mean score for users' preference for video content on these pages exceeds the theoretical mean of the scale (3) by a statistically significant margin, as reflected in a high t-value and a p-value below 0.05. This indicates a high level of preference for videos compared with other types of content.

These results suggest that users tend to favor content that combines image, movement, and sound, as it provides a more realistic and immersive experience of the tourist site. This finding is consistent with recent research in digital tourism, which emphasizes that moving visual content on social media platforms has a

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stronger impact on the formation of impressions and tourism decisions than text and still images.

- Third sub-question:

Do local tourism pages on Facebook help build a positive image of the province's internal tourism assets and stimulate visit intention?

Table 7: Correlation between destination image and visit intention

Variables	Correlation coefficient (r)	Significance level (p)	Sample size
Destination image and visit intention	0.52	0.000	300

The study results show that the mean scores of the items measuring a positive destination image of internal tourism assets-as shaped through following local tourism pages on Facebook-are higher than the theoretical mean of the scale, with statistically significant differences at the 0.05 level. This indicates that respondents generally hold a positive image of the beauty of nature, the richness of heritage, and the diversity of tourism offerings in Bouira as reflected in these pages.

Pearson's correlation coefficient further reveals a positive, statistically significant relationship between this positive destination image and visit intention: higher user evaluations of the destination's image are associated with stronger intentions to visit the promoted sites. This finding is in line with the literature showing that destination image is one of the key factors explaining tourists' intentions to visit or return.

- Fourth sub-question

What is the level of user satisfaction with the performance of these pages, and what are their main strengths and weaknesses?

Table 8: One-sample t-test for user satisfaction level

Variable	Mean	Theoretical mean	t-value	Significance level (p)	Result
Satisfaction with Tourism pages	3.61	3	22.89	0.000	Statistically significant

The one-sample t-test shows that the mean level of user satisfaction with the performance of local tourism pages on Facebook is significantly higher than the theoretical mean (3), with a statistically significant t-value at the 0.05 level. This indicates that overall satisfaction with these pages is generally positive. Detailed item analysis suggests that the main strengths lie in the realism and quality of the

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images and videos, and in the reasonably responsive interaction of page administrators with followers' questions and comments.

However, the main weaknesses include a lack of detailed information about the sites (precise location, access routes, available services, prices) and limited diversification of content, as well as insufficient integration of practical information that would help convert digital interest into actual visit decisions. These results underscore the need to develop a more professional content strategy that takes into account audience preferences and complements aesthetic appeal with informative and service-oriented elements.

-Conclusion:

The findings of this study show that Facebook and local tourism pages in the province of Bouira clearly contribute to promoting the province's natural, historical, and cultural tourism assets and to strengthening a positive destination image among young people and families, with a relatively high level of engagement compared with the theoretical mean of the Likert scale. Statistical tests (t and Pearson) indicate positive, statistically significant relationships between users' interaction with these pages and their intentions to visit internal tourism sites. This confirms that digital interaction (likes, comments, and shares) does not remain confined to the level of cognitive interest but also translates into actual tourism intentions and behavior, consistent with recent studies on the role of social media promotion in increasing visit intentions for tourism destinations.

At the same time, the study shows that user satisfaction with the performance of local tourism pages is generally positive but not without reservations. Strengths include the quality and realism of visual content and an acceptable level of audience engagement, whereas weaknesses center on the lack of detailed information about tourism sites (location, services, prices), limited content diversification, and insufficient use of complementary platforms such as Instagram and YouTube. These findings suggest that Facebook is a promising tool for domestic tourism promotion in Bouira, but it requires more professional and integrated use by official and local actors and community pages, so that it can move from merely displaying visual appeal to actively driving tourism demand and stimulating the local economy.

▪ Practical Suggestions:

1. Local and national authorities should strengthen the role of the Tourism Directorate in creating and managing active official pages on Facebook and other platforms by adopting a clear digital communications policy, while coordinating

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efforts with the owners of the most followed local pages to enhance the credibility of the content.

2. Administrators of local tourism pages should be encouraged to increase the production of high-quality video content and to accompany it with detailed, practical information (coordinates, access routes, approximate costs, available services, visiting tips), thereby linking visual attractiveness with guidance functions and enhancing the ability of content to turn visit intentions into actual decisions.
3. Training courses should be organized for page administrators and local actors in areas such as digital tourism marketing, engagement metrics, and destination image building, so that the use of social media evolves from individual, spontaneous practices to a professional, well-planned activity grounded in clear performance indicators.
4. Promoting family stability and renewing the health and cohesion of individuals with each other, by providing various recreational tourism services in all regions that benefit both spouses, on the one hand, and them with their children, on the other hand, at financial costs appropriate to their purchasing power to facilitate their movement and spending summer vacations, or at any time that suits them for all types of families, which contributes to the development of the national economy and achieving sustainable development in the social field.

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