

## Tourist Attitudes Toward Digital Marketing in Algerian Hotel Establishments

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*Received: 26/11/2025*

*Accepted: 30/12/2025*

### **Abstract:**

Rapid digital transformation has fundamentally changed the landscape in which the tourism industry operates today. This study looks at four important channels—websites, email, social media, and mobile platforms—to find out how visitors view the use of digital marketing by hotels throughout Algeria. Using the Statistical Package for the Social Sciences (SPSS) to survey 50 hotel guests, we discovered strong evidence that, although Algerian hotels are excellent at utilizing websites and social media—achieving very high engagement levels—they greatly underutilize email and mobile marketing opportunities. In general, travelers view the adoption of digital marketing as moderate rather than advanced, indicating both the industry's well-established advantages and significant unrealized potential.

**Keywords:** digital marketing, website marketing, email marketing, social media marketing, mobile marketing.

**Jel Classification Codes:** M31, O33

### **1. INTRODUCTION**

#### **1.1 Setting the Scene: The Digital Transformation of Marketing**

The way businesses interact with their customers has undergone nothing less than a revolution in the last twenty years. Information and communication technology (ICT) advancements have significantly changed marketing strategies in almost every sector and geographical area (Wymbs, 2011). Instead of merely adding new channels to marketers' toolkits, the rise of internet-based platforms, mobile devices, social networking sites, and email systems has made these technologies indispensable elements of modern, competitive business strategy.

Today's consumers possess unprecedented access to information and communication capabilities. Across global digital platforms, customer engagement continues to expand at remarkable rates, creating both unprecedented opportunities and new challenges for service providers seeking to attract and retain customers. For the hospitality industry in particular—and specifically for hotel establishments throughout Algeria—this digital transformation presents a critical strategic inflection point (Bin Yamin, 2017). The Algerian hotel sector must increasingly grapple with questions about how to effectively leverage digital marketing tools to reach tourism consumers who increasingly rely on digital channels to research, book, and evaluate travel accommodations (Chandwani, 2016).

#### **1.2 Identifying the Research Challenge**

Despite the obvious strategic importance of digital marketing, fundamental questions remain unanswered about how tourists actually perceive and respond to the digital marketing efforts of Algerian hotel establishments. Are hotel guests genuinely engaging with these digital channels? Which channels prove most effective in reaching and influencing tourism consumers? Where do Algerian hotels succeed in digital marketing, and where do significant gaps exist?

By analyzing visitors' perceptions of Algerian hotels' digital marketing strategies, this study directly answers these questions. Hotel managers and industry leaders can make better decisions about resource allocation, competitive positioning, and strategic marketing priorities by knowing how customers view these important marketing channels.

#### **1.3 The Core Research Questions**

This investigation is guided by a primary research question that encompasses the entire study:

**What are tourists' attitudes toward the digital marketing practices employed by hotel establishments in Algeria?**

This overarching question branches into four specific sub-questions, each examining one critical digital marketing channel:

- How do tourists perceive website marketing as practiced by Algerian hotels?
- How do tourists perceive email marketing as practiced by Algerian hotels?
- How do tourists perceive social media marketing as practiced by Algerian hotels?
- How do tourists perceive mobile marketing as practiced by Algerian hotels?

#### **1.4 Study Objectives**

This research pursues four interconnected objectives:

- To ascertain what tourists actually think about digital marketing efforts by Algerian hotel establishments
- To understand tourist perceptions regarding specific digital marketing tools and channels
- To identify which digital marketing tools tourists find most valuable and effective
- To generate practical, evidence-based recommendations for enhancing digital marketing in Algeria's hospitality sector

#### **1.5 Research Hypotheses**

The study tests one main hypothesis and four subsidiary hypotheses:

**Main Hypothesis (H<sub>1</sub>):** Tourists perceive that Algerian hotel establishments employ digital marketing extensively and at high levels.

##### **Sub-Hypotheses:**

- **H<sub>1.1</sub>:** Website marketing is perceived as extensively used
- **H<sub>1.2</sub>:** Email marketing is perceived as extensively used
- **H<sub>1.3</sub>:** Social media marketing is perceived as extensively used
- **H<sub>1.4</sub>:** Mobile marketing is perceived as extensively used

## **2. UNDERSTANDING DIGITAL MARKETING: THEORY AND PRACTICE**

### **2.1 What Exactly is Digital Marketing?**

Different definitions of digital marketing can be found in academic and professional literature, but these varied viewpoints are connected by common themes. Fundamentally, digital marketing is the promotion of products and services through digital channels and technologies, including mobile devices and internet-based platforms (Kian, 2011). More formally, academics define it as the strategic use of information systems, communication platforms, and digital and interactive technologies to carry out marketing initiatives for modern business organizations (Taleb, 2013).

An important conceptual distinction emerges here: digital marketing differs from the narrower concept of e-commerce or e-marketing, which typically refers exclusively to internet-based transactions and online commerce. Digital marketing casts a wider net, encompassing not only internet-based channels but also mobile phones, interactive television, tablets, and emerging digital platforms yet to be fully exploited by marketers. This broader conceptualization recognizes that the digital ecosystem extends far beyond traditional websites and online storefronts.

From a functional perspective, digital marketing is the development of integrated, focused, and quantifiable communication channels that facilitate customer acquisition, retention, and the formation of long-lasting connections between businesses and customers (Wymbs, 2011). In ways that traditional marketing channels find difficult to match, this all-encompassing strategy uses digital capabilities to deliver marketing messages, streamline transactions, and increase brand value.

### **2.2 Why Digital Marketing Matters: Strategic Value and Business Impact**

The strategic importance of digital marketing for contemporary organizations rests upon several foundational pillars (Taleb, 2013):

**Information Transfer and Product Delivery.** Digital marketing provides highly efficient mechanisms for transmitting product information and delivering services across mobile networks, international communication infrastructures, and diverse digital media. For geographically dispersed markets—as increasingly defines international tourism—digital channels enable organizations to reach customers regardless of physical location or time zone constraints.

**Acceleration and Automation of Business Processes.** Digital technologies enable the automation and acceleration of commercial transactions, significantly reducing administrative processing time and burden. For the hospitality industry, this capability translates to faster booking confirmations, streamlined reservation management, and reduced operational friction.

**Enhanced Efficiency and Market Expansion.** Digital marketing simultaneously reduces the total cost of service delivery while improving service quality and speed of delivery. Beyond cost management, digital channels create opportunities for business organizations to transcend local market boundaries and access international markets previously unreachable through traditional marketing methods.

**Competitive Advantage in Emerging Markets.** For organizations operating in developing markets like Algeria, digital marketing tools level the competitive playing field, enabling smaller properties to compete with larger hotel chains by reaching customers directly without requiring expensive traditional advertising infrastructure.

### 2.3 Strategic Objectives Organizations Pursue Through Digital Marketing

When organizations adopt digital marketing strategies, they typically pursue multiple interconnected objectives (Al-Istal, 2009):

- **Image Enhancement:** Building stronger, more positive brand perception among consumers
- **Customer Focus:** Demonstrating increased attention to customer needs and improving service quality
- **Acquisition and Satisfaction:** Developing innovative approaches to attract new customers and fulfill their needs and preferences
- **Product Promotion:** Leveraging digital media to promote organizational products and services to targeted audiences
- **Market Expansion:** Transcending local and regional market boundaries to pursue international markets and customers
- **Cost Management:** Reducing overall marketing expenditures and improving return on marketing investment
- **Revenue Creation:** Identifying and developing novel marketing opportunities that generate new revenue streams

### 2.4 The Four Principal Digital Marketing Tools

Contemporary digital marketing practice typically deploys four primary tool categories, each offering distinct capabilities and serving particular strategic objectives.

#### 2.4.1 Website Marketing: The Foundation

Website marketing serves as the foundational element of digital strategy, centering on the design and optimization of the organizational website as the primary node for customer interaction and information seeking (Kotler & Keller, , 2016). Effective website marketing rests upon several design and functional considerations:

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User Experience and Design Appeal. The website must be designed to encourage easy use and capture consumer attention from the initial visit, fostering enthusiasm for repeat visitation and deeper engagement.

Technical Performance and Speed. Rapid page loading times and responsive design across devices optimize the overall user experience, reducing bounce rates and improving time-on-site metrics.

Intuitive Navigation and Structure. Clear page organization and logical navigation pathways enable users to locate desired information efficiently, reducing frustration and supporting conversion goals.

Informational Richness. Comprehensive and well-organized presentation of product and service information directly facilitates consumer decision-making and supports the customer journey from awareness through purchase consideration.

Privacy and Data Security. Organizational respect for consumer privacy through appropriate data protection measures builds consumer trust and encourages visitors to engage more openly with hotel websites.

For hotel establishments specifically, website effectiveness directly influences booking decisions and customer satisfaction throughout the reservation and service delivery processes.

### **2.4.2 Email Marketing: Direct and Personal**

Email marketing is the practice of sending informational and promotional messages via electronic mail to both current and potential clients. This allows for direct communication at a significantly lower cost than traditional postal correspondence (Kotler & Keller, 2016).

Email distinguishes itself through several capabilities that other channels struggle to match. It enables high degrees of personalization, allowing hotels to address customers by name, reference their previous stays, and offer recommendations tailored to their preferences and travel history. The channel also facilitates precise segmentation, enabling different message content for business travelers, leisure families, and special occasion guests.

Crucially, email marketing makes it possible for businesses to sustain long-term connections with clientele in incredibly economical ways. Email marketing can achieve a high return on investment and foster enduring customer loyalty when used carefully, with messages that offer real value rather than acting only as invasive advertising.

### **2.4.3 Social Media Marketing: Community and Conversation**

Social media marketing represents a fundamentally different approach to customer engagement, defined as marketing strategies that engage social platforms to

facilitate two-directional communication between organizations and consumers (Dwivedi et al., 2015). Unlike traditional broadcasting approaches where organizations transmit messages to largely passive audiences, social media marketing enables genuine dialogue, community building, and peer-to-peer information exchange.

The benefits of social media marketing prove particularly compelling for hospitality organizations (Chandwani, 2016):

- **Expanded Reach:** Marketing messages achieve exposure to dramatically larger target audiences through social platform networks and sharing mechanisms
- **Brand Loyalty:** Interactive engagement and community participation build stronger emotional connections between customers and hotel brands
- **Information Delivery:** Product and service information reaches consumers through trusted social channels where peers share recommendations and experiences
- **Cost Efficiency:** Digital targeting enables cost-effective marketing message delivery, generating superior return on marketing investment
- **Sales Stimulation:** Social media presence directly correlates with revenue generation through bookings influenced by social platform engagement
- **Customer Dialogue:** Social platforms facilitate authentic conversation and discussion between customers regarding experiences, enabling hotels to address concerns and amplify positive feedback
- **Real-Time Feedback:** Immediate feedback mechanisms enable organizations to respond to customer inquiries, complaints, and compliments in real time, demonstrating customer-centric values
- **Customer Retention and Acquisition:** Social media engagement helps retain existing customers while simultaneously attracting new customer segments through brand exposure and community participation

Social media platforms enable marketers to conduct targeted campaigns, monitor consumer sentiment, evaluate marketing message effectiveness, and engage in direct dialogue with audiences, creating opportunities for more authentic and responsive brand communication.

#### 2.4.4 Mobile Marketing: Reaching Customers Anywhere

Mobile marketing addresses the reality that consumers increasingly interact with brands through mobile devices, including smartphones and tablets, utilizing text messages, applications, and location-based services (Leppaniemi & Karjaluoto, 2008). Mobile marketing encompasses several tactical approaches:

**Text Message Marketing (SMS).** Direct transmission of promotional and informational messages to consumer mobile devices provides immediate access to

customer attention, often achieving remarkably high open rates compared to other channels.

**Mobile Advertising.** Display advertising on mobile applications and mobile-optimized websites reaches consumers during high-engagement moments when they actively search for travel accommodations and tourism information.

**Mobile Applications.** Branded applications that provide genuine consumer value—such as simplified booking interfaces, loyalty program management, or local tourism recommendations—maintain brand presence on consumer devices and facilitate repeated engagement.

**Location-Based Marketing.** Geolocation technology enables delivery of contextually relevant marketing messages to consumers in specific geographic locations, such as sending special offers to travelers near a hotel or promoting nearby attractions to hotel guests.

The increasing ubiquity of mobile device ownership creates substantial opportunities for organizations to establish direct, personalized communication channels with consumers through mobile platforms—opportunities that many Algerian hotels have yet to fully exploit.

### **3. RESEARCH METHODOLOGY**

#### **3.1 Study Design and Research Population**

This research employs a descriptive cross-sectional survey design, capturing tourist attitudes toward digital marketing at a specific point in time. The research population consists of tourists visiting hotel establishments throughout Algeria. The study sample comprises 50 tourists who were customers of Algerian hotel establishments at the time of survey administration, selected through random sampling procedures to minimize selection bias.

#### **3.2 Data Collection Instrument**

Data were collected using a structured self-administered questionnaire comprising 16 items designed to capture tourist attitudes toward four dimensions of digital marketing:

- **Website marketing** (4 items)
- **Email marketing** (4 items)
- **Social media marketing** (4 items)
- **Mobile marketing** (4 items)

All items employed a five-point Likert scale, with response options ranging from "strongly disagree" (1) to "strongly agree" (5), enabling quantification of tourist attitudes toward each digital marketing dimension.

### 3.3 Data Collection Procedures

Questionnaires were distributed randomly to 50 tourists staying at Algerian hotel establishments during the survey administration period. Random distribution procedures minimized selection bias and enhanced the representativeness of the sample relative to the broader tourist population.

### 3.4 Data Analysis Strategy

Data analysis employed the Statistical Package for the Social Sciences (SPSS) and incorporated two complementary analytical approaches:

**Reliability Assessment.** Cronbach's alpha coefficient was calculated for each questionnaire dimension to evaluate internal consistency and reliability, confirming that questionnaire items validly measured intended constructs.

**Hypothesis Testing.** Descriptive statistics—specifically arithmetic means and standard deviations—were calculated for each questionnaire item and digital marketing dimension. These statistics directly tested the main and subsidiary hypotheses by evaluating the magnitude and variability of tourist attitudes.

### 3.5 Measurement Interpretation Scale

**Table 1: Likert Scale Response Categories and Interpretations**

Response Category	Numeric Code	Mean Range	Interpretation
Strongly Disagree	1	1.00–1.80	Very Low
Disagree	2	1.80–2.60	Low
Neutral	3	2.60–3.40	Moderate
Agree	4	3.40–4.20	High
Strongly Agree	5	4.20–5.00	Very High

## **4. EMPIRICAL FINDINGS: WHAT THE DATA REVEAL**

### **4.1 Reliability Analysis: Confirming Measurement Validity**

Before interpreting substantive findings, we first confirmed that questionnaire items reliably measured intended constructs. Cronbach's alpha coefficients were calculated for each dimension, with the following results:

Dimension	Items	Cronbach's Alpha
Overall Digital Marketing	16	0.911
Website Marketing	4	0.872
Email Marketing	4	0.896
Social Media Marketing	4	0.885
Mobile Marketing	4	0.891

All coefficients substantially exceeded the standard acceptance threshold of 0.60, indicating satisfactory internal consistency (Taber, 2017). The overall scale reliability of 0.911 demonstrates excellent internal consistency, while individual dimension reliabilities (ranging from 0.872 to 0.896) all exceed acceptable standards, confirming that questionnaire items validly and reliably measured tourist attitudes.

### 4.2 Main Results: Testing the Hypotheses

Arithmetic means and standard deviations were calculated for each questionnaire item and digital marketing dimension. These results directly tested whether tourists perceive high levels of digital marketing adoption by Algerian hotels:

#### Website Marketing: A Clear Success

Website marketing emerged as a clear strength, achieving a mean score of 4.403, classified as "very high." Breaking down individual items:

- Previous website visitation: 4.411 (very high)
- Learning about services through website: 4.326 (very high)
- Website attractiveness: 4.123 (high)
- Ease of navigation: 4.755 (very high)

These consistently high scores reveal that tourists frequently visit hotel websites, utilize them to learn about services, and perceive them as well-designed and easy to navigate. Website marketing represents the strongest-performing digital marketing tool, suggesting that Algerian hotels have successfully invested in professional websites that meet customer expectations and facilitate booking decisions.

### **Social Media Marketing: The Strongest Performer**

Social media marketing achieved the highest overall score, recording a mean of 4.512 and classified as "very high." Individual items all scored substantially above the high threshold:

- Hotel uses social media marketing: 4.177 (high)
- Tourist interaction via social media: 4.445 (very high)
- Following hotel social media accounts: 4.814 (very high)
- Learning services through social media: 4.612 (very high)

The exceptionally high score for following social media accounts (4.814) reveals particularly strong tourist engagement with social platforms. These findings indicate that Algerian tourists are highly engaged with hotel social media content, actively follow hotel accounts, frequently interact with posts, and discover hotel services through social channels. Social media marketing represents the most intensively utilized and effective digital marketing tool in the Algerian hotel sector.

### **Email Marketing: A Significant Missed Opportunity**

In stark contrast, email marketing achieved a mean score of 1.086, classified as "very low." All four email marketing items scored dramatically below the moderate threshold:

- Knowing hotel email address: 1.314 (very low)
- Receiving hotel email communications: 1.002 (very low)
- Hotels promoting services via email: 1.018 (very low)
- Email address awareness: 1.010 (very low)

These consistently low scores indicate that tourists have minimal awareness of hotel email addresses, rarely receive email communications from hotels, do not perceive hotels as promoting services via email, and do not view email as an active hotel communication channel. This reveals substantial underutilization of email marketing—a channel that actually provides excellent opportunities for direct customer communication and relationship building at very low cost.

### **Mobile Marketing: Virtually Absent**

Mobile marketing performed similarly poorly, achieving a mean score of 1.163 and classified as "very low." All mobile marketing items scored in the very low range:

- SMS promotional messages: 1.002 (very low)
- Mobile application use: 1.117 (very low)
- Mobile phone service information: 1.013 (very low)

- Mobile phone advertising: 1.522 (very low)

These scores reveal that tourists perceive minimal mobile marketing efforts from Algerian hotels. Guests do not receive text messages, do not use hotel mobile applications, do not receive service information through mobile phones, and do not encounter hotel advertising on mobile platforms. This suggests that mobile marketing remains virtually unexploited despite growing mobile device ownership and usage among travelers.

### Overall Digital Marketing Level: The Big Picture

When combined, these dimensions yield an overall digital marketing mean score of 2.791, classified as "moderate." This middle-range score directly contradicts the main hypothesis, which predicted high levels of digital marketing adoption. The finding reveals a paradoxical reality: while Algerian hotels excel in certain channels (particularly social media and websites), they substantially neglect others (email and mobile), resulting in an overall moderate profile that masks important underlying variation.

### 4.3 Summary of Key Findings

The empirical results reveal a clear hierarchy of digital marketing tool utilization among Algerian hotels, ranked from most to least intensive use:

1. **Social Media Marketing** ( $M = 4.512$ )—Very high utilization
2. **Website Marketing** ( $M = 4.403$ )—Very high utilization
3. **Mobile Marketing** ( $M = 1.163$ )—Very low utilization
4. **Email Marketing** ( $M = 1.086$ )—Very low utilization

## **5. MAKING SENSE of the FINDINGS: INTERPRETATION and IMPLICATIONS**

### 5.1 What These Results Actually Mean

The rejection of the main hypothesis that tourists perceive high levels of overall digital marketing adoption by Algerian hotels reflects a more nuanced reality than a simple conclusion of widespread adoption. Rather, Algerian hotels have succeeded in selectively implementing certain digital channels while substantially neglecting others, resulting in an overall moderate profile of digital marketing sophistication.

The exceptionally high performance of social media and website marketing suggests that Algerian hotels have successfully recognized these channels' strategic importance and made meaningful investments in their implementation. Hotels that have committed resources to professional websites and active social media presence have achieved substantive market results, as evidenced by high consumer awareness, frequent platform visitation, and active engagement.

Yet this success in two channels masks significant underutilization of email and mobile marketing. This neglect likely reflects several intersecting factors: limited managerial awareness of these tools' potential, resource constraints that have prioritized more visible channels, technical barriers to implementation, perceived lack of consumer interest, or simple lack of knowledge regarding best practices. Regardless of underlying causes, the current underutilization of these channels represents a significant competitive opportunity—hotels that successfully implement email and mobile marketing may differentiate themselves from competitors and achieve superior market positioning.

## 5.2 Strategic Implications for Hotel Management

The findings suggest several strategic imperatives for Algerian hotel establishments:

**Continue and Enhance Social Media and Website Investments.** Hotels should maintain robust investment in website and social media marketing, which have already achieved substantial consumer penetration. However, these channels should not be treated in isolation; rather, they should be integrated into a cohesive digital marketing ecosystem in which website and social media channels reinforce and support one another through consistent messaging, cross-promotion, and complementary functionality.

**Develop Comprehensive Email Marketing Programs.** Hotels should recognize the substantial opportunity represented by email marketing. Despite current underutilization, email marketing offers powerful advantages—low cost of implementation relative to potential return, direct access to consumer inboxes, capability for personalized content, opportunities for segmentation, and capacity for measurement and continuous optimization. Development of email marketing capabilities should become a priority for Algerian hotels seeking competitive advantage.

**Prioritize Mobile Marketing Strategy.** Given the exceptionally high penetration of mobile device ownership among contemporary tourism consumers, hotels should prioritize mobile marketing strategy development. Mobile marketing offers unique advantages unavailable through other channels: constant connectivity with customers, location-based targeting capabilities enabling contextual relevance, integration with mobile payment systems, and opportunities for loyalty program integration. SMS marketing, mobile applications, and mobile advertising warrant evaluation and testing to determine optimal implementation approaches for individual hotel properties.

## 5.3 Important Study Limitations

This research is subject to several important limitations that merit acknowledgment:

**Sample Size Constraints.** The sample of 50 tourists represents a relatively small group, potentially limiting generalizability of findings to the broader Algerian tourist population. Future research with larger samples would provide greater confidence in findings.

**Cross-Sectional Design.** This study captures attitudes at a single point in time and does not track changes in digital marketing practices over time, limiting our understanding of trends and evolutionary patterns.

**Financial Data Absence.** The study does not incorporate data regarding actual hotel digital marketing expenditures or resource allocation to specific channels, which would provide important context for interpreting and explaining observed utilization patterns.

**Lack of Market Segmentation Analysis.** The study does not examine potential variation in digital marketing adoption across different hotel categories, price points, market positioning, or customer demographic segments. Such segmentation analysis might reveal important differences not visible in aggregate data.

### 5.4 Opportunities for Future Research

Several research directions warrant future investigation:

- **Longitudinal Tracking:** Examining trends in digital marketing adoption across extended time periods would illuminate whether Algerian hotels are increasing their digital marketing maturity or remain static in their practices
- **Market Segmentation:** Analyzing digital marketing practices across hotel categories (budget, mid-range, luxury), geographic regions, and market positioning would provide more granular understanding of sectoral patterns
- **Business Outcome Analysis:** Investigating relationships between digital marketing investments and business outcomes (occupancy rates, revenue per available room, customer acquisition costs, customer lifetime value) would demonstrate financial consequences of digital marketing choices
- **Managerial Qualitative Research:** In-depth interviews with hotel managers would illuminate strategic decision-making processes, barriers to digital marketing adoption, resource constraints, and future strategic intentions
- **Consumer Satisfaction Linkage:** Research examining relationships between digital marketing experiences and overall customer satisfaction and loyalty would clarify marketing effectiveness

- **International Benchmarking:** Comparative analysis of Algerian hotel digital marketing practices relative to regional and international standards would contextualize findings and identify best practices worth emulating.

## **6. CONCLUSIONS AND PRACTICAL RECOMMENDATIONS**

### **6.1 What This Research Tells Us**

This research confirms that digital marketing adoption by Algerian hotel establishments remains at moderate overall levels, characterized by substantial and consequential variation across specific digital marketing tools. The findings paint a portrait of a sector in transition: certain hotels have successfully embraced website and social media marketing, achieving high consumer engagement and sophistication in these channels, while simultaneously neglecting email and mobile marketing opportunities.

The high performance of social media marketing proves particularly noteworthy, as it reflects that Algerian consumers are engaged, active participants in social media platforms who expect hotel establishments to maintain visible, responsive social media presence. Similarly, the strong performance of website marketing indicates consumer expectations for well-designed, informative, and easily navigable hotel websites that facilitate decision-making and booking.

Conversely, the severe underutilization of email and mobile marketing channels suggests that Algerian hotels have either failed to recognize the strategic potential of these channels or have encountered barriers to implementation—whether technological, financial, organizational, or informational. However, this current state of limited competition in these channels creates opportunity: forward-thinking hotel establishments that successfully implement robust email and mobile marketing initiatives may achieve meaningful competitive differentiation.

### **6.2 Actionable Recommendations**

Based on these research findings, we offer the following recommendations to stakeholders at multiple levels of the Algerian tourism industry:

#### **6.2.1 For Hotel Establishments and Management**

**Develop Comprehensive, Integrated Digital Marketing Strategy.** Individual hotels should adopt comprehensive digital marketing strategies that recognize the demonstrated effectiveness of website and social media marketing while simultaneously developing robust email and mobile marketing capabilities. This integrated approach will maximize consumer engagement across multiple digital touchpoints, creating redundancy and reinforcement of marketing messages.

**Optimize Website Design and User Experience.** Hotels should ensure that all websites are professionally designed, visually attractive, easy to navigate across

desktop and mobile devices, contain comprehensive and current information about services and facilities, showcase accommodations and amenities through high-quality photography and video, and are optimized for search engine visibility. Website investment should be viewed as ongoing, continuous improvement rather than one-time development.

**Build Active Social Media Engagement Strategy.** Hotels should maintain active, engaging presence on major social media platforms (Facebook, Instagram, TikTok, Twitter), regularly posting relevant content including facility photos, guest testimonials, local tourism information, and special promotions. Social media strategy should include rapid response protocols for customer inquiries, encouragement of user-generated content, and active community building.

**Implement Strategic Email Marketing Programs.** Hotels should develop robust email marketing programs that include regular newsletters featuring news and updates, promotional offers targeted to seasonal patterns and special occasions, personalized recommendations based on previous stays and expressed preferences, and service announcements regarding room updates or new facilities. Email programs should employ segmentation strategies enabling different messaging for business travelers, families, special occasion guests, and loyalty program members.

**Explore and Implement Mobile Marketing Initiatives.** Hotels should evaluate and test mobile marketing approaches including SMS marketing programs promoting special offers and last-minute deals, development of branded mobile applications providing booking functions and customer service interfaces, mobile-optimized website experiences ensuring seamless booking on mobile devices, and location-based mobile marketing where technologically feasible. Pilot programs testing different mobile marketing approaches would enable identification of approaches most resonant with guest populations.

### 6.2.2 For Tourism Sector Associations and Government Bodies

**Establish Digital Marketing Standards and Best Practices.** Industry associations should develop and disseminate digital marketing standards, best practices, and implementation frameworks to guide hotel establishments in adopting effective digital marketing strategies. These standards should be regularly updated to reflect evolving digital technologies and consumer preferences.

**Provide Training and Capacity Building Support.** Government ministries and industry associations should provide training programs, workshops, and technical support enabling hotel managers and marketing professionals to develop digital marketing competencies, understand emerging technologies, and implement effective strategies appropriate to their property size and market positioning.

**Invest in Digital Infrastructure.** Government should continue prioritizing investments in internet infrastructure, broadband accessibility throughout the country,

and digital payment systems to support widespread digital marketing adoption across the hotel sector, particularly in regions with less developed digital infrastructure.

**Support Industry Innovation.** Government and industry associations should identify and support innovative hotels demonstrating exceptional digital marketing practices, potentially providing case studies, awards recognition, or other mechanisms to encourage industry-wide adoption of leading practices.

### 6.2.3 For Academic Researchers

**Conduct Longitudinal Studies.** Researchers should undertake longitudinal studies examining trends in digital marketing adoption over extended periods, tracking whether Algerian hotels increase their digital marketing maturity, investment levels, and strategic sophistication.

**Analyze Market Segmentation Patterns.** Researchers should examine variation in digital marketing adoption across different hotel categories, geographic regions, market segments, and customer demographics to provide more nuanced understanding of sectoral digital marketing dynamics.

**Investigate Managerial Decision-Making.** Qualitative research examining how hotel managers make strategic decisions regarding digital marketing adoption, what barriers they perceive, how they navigate resource constraints, and what future strategies they envision would illuminate the organizational and strategic context of digital marketing adoption decisions.

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