

The Qatari Experience in Creative and Innovative Digital Tourism Marketing During the 2022 World Cup

التجربة القطرية في التسويق السياحي الرقمي الابداعي والابتكاري خلال فعاليات كأس العالم 2022

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Abstract: This study aims to highlight the role of creativity and innovation in digital tourism marketing in the development and prosperity of the tourism sector, by studying and analyzing the experience of the State of Qatar, which has excelled in providing the best by applying the smart travel model to satisfy its visitors, it has been able to impose its customs and history on the entire world. The original Arab organization in organizing the 2022 World Cup events, and this was a distinctive tourism promotion for it by most countries of the world. Which made it the first pioneering country in the world of digital tourism in the Arab world.

Keywords: Creativity and innovation, digital tourism, tourism marketing, Qatari experience

Résumé : Cette étude vise à mettre en évidence le rôle de la créativité et de l'innovation dans le marketing touristique numérique dans le développement et la prospérité du secteur touristique, en étudiant et en analysant l'expérience de l'État du Qatar, qui a excellé à offrir le meilleur en appliquant le modèle de voyage intelligent. Pour satisfaire ses visiteurs et a su imposer au monde entier ses coutumes et son histoire arabes authentiques. En organisant les événements de la Coupe du monde 2022, cela a constitué pour elle une promotion touristique distinctive de la part de la plupart des pays du monde. Ce qui en a fait le premier pays pionnier en matière de tourisme numérique dans le monde arabe.

Mots-clés : créativité et innovation, e-tourisme, marketing touristique, expérience qatarienne

ملخص: تهدف هذه الدراسة إلى إبراز الدور الذي يلعبه الابداع والابتكار في التسويق السياحي الرقمي في تطور القطاع السياحي وازدهاره، من خلال دراسة وتحليل تجربة دولة قطر التي أبدعت في تقديم الأفضل من خلال تطبيق نموذج السفر الذكي لإرضاء زائريها، ولقد استطاعت أن تفرض على العالم بأسره عاداتها وتاريخها العربي الأصيل في تنظيم فعاليات كأس العالم 2022، فكان ذلك ترويحاً سياحياً مميزاً لها من قبل أغلب دول العالم؛ مما جعلها أول دولة رائدة في عالم السياحة الرقمية في الوطن العربي.

الكلمات المفتاحية: السياحة الرقمية، الإبداع والابتكار، التسويق السياحي، التجربة القطرية

I- Introduction

The economy of the State of Qatar has always relied on the export of its natural resources of oil and natural gas as basic income, but this energy is exposed to constant fluctuation in prices as a result of economic, political, or health crises

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on the one hand; On the other hand, her victory is one year 2010 by hosting the largest sporting event in the world for the year 2022, prompting it to adopt the comprehensive development vision for the State of Qatar, “Qatar National Vision 2030,” in order to achieve progress and prosperity for citizens.

The preparations for the Qatar World Cup 2022 has achieved a qualitative leap in the economic field, as the State of Qatar is promoted as an investment tourism destination capable of competing and facing challenges, through the advanced and innovative infrastructure that has been built and by applying digital tourism marketing with its various strategies, seeking creativity and innovation in providing various tourism services to develop competitive advantage using both effective methods of training and qualifying the workforce, and practical technical means, in addition to the use of advanced means of information and communication technology.

Based on the above, the problem of this study was adopted as follows:

How can the application of digital tourism marketing in the State of Qatar lead the process of creativity and innovation in the Arab world?

1. The importance of the study:

- Highlighting the importance of creativity in digital tourism marketing as a means to enhance the tourism sector and attract more tourists.
- Highlighting the role of digital programs and modern technologies in order to improve the expatriate experience;
- Highlighting the advantages of applying creativity and innovation in digital tourism marketing to enhance the tourism sector;
- Promoting cultural and knowledge exchange between Algeria and the State of Qatar by sharing experiences and ideas in the field of digital tourism marketing;
- Providing useful insights to stakeholders in developing innovative digital tourism marketing strategies in Qatar and the possibility of implementing them in Algeria.

2. Objectives of the study:

- Understanding the role of creativity in digital tourism marketing and analyzing how it is applied in the State of Qatar;
- Evaluating the impact of creativity in digital tourism marketing on attracting tourists and enhancing the tourism sector in the State of Qatar;
- Analyzing the factors that influence the success of innovative digital tourism marketing strategies in the State of Qatar;
- Proposing appropriate recommendations to be implemented by the Algerian tourism sector, based on the experience of the State of Qatar in implementing innovative digital tourism.

3. Research structure: In order to become familiar with the topic and achieve the desired goals, the research was divided into three parts

Part One: Introduction to Creativity

Part Two: What is digital tourism marketing

Part Three: The Qatari experience in digital tourism marketing

II- Introduction to creativity and innovation:

1. Definition of creativity and innovation:

The first precise definition of creativity was provided as: “the result produced from the creation of a new method or method of production, as well as the change in all components of the product or the way it is designed” (Boutgan, Litim, Bouchareb, and Bouloudani, 2019, p. 287).

Creativity is also defined as: “The process of producing real or imaginary ideas or things and putting them in new and useful ways. It is intended to develop innovative ideas that reflect perceived needs and respond to opportunities in the organization. It is considered the first step to innovation and contributes to the organization’s long-term success (Al-Sakarna, 2008, p. 89).

Thus, creativity is the part related to the new idea, while innovation is the tangible part related to the putting into practice or makeover of the idea into the product.

It is also defined as the strategy adopted by an organization in designing a new product, or a new way of investing in skills and knowledge, as well as a material or competitive advantage or a well-known brand” (Salah El-Din, 2013, p. 210).

It was also defined as: “Everything new or every improvement, small or large, that occurs in products or production methods through collective or individual effort and proves its success from a technical or technological standpoint, as well as its effectiveness from an economic standpoint. The changing needs of customers and technological progress in the digital environment, in addition to the pressure Competition forces organizations to search for new sources to gain competitive advantages” (Kara and Masnoua, 2021, page 44).

From the previous definitions, it can be concluded that “creativity” is the ability to collect information and ideas and apply new ideas to add value and achieve competitive advantage. This is done by producing new products, developing existing products to meet consumer needs, searching for new sources of raw materials, or discovering new and effective production methods that contribute to reducing production costs, in addition to finding new outlets for marketing products.

It is worth noting that the relationship between creativity and innovation is considered a complementary relationship, as it includes inputs specific to the creative institution, including ideas, labor, and financing, which results in unconventional ideas and outputs that include creativity, growth, and investment returns. This leads to innovation through continuous improvements in production processes and material gains. Thus, it means that creativity is about discovering a new idea, while innovation is about applying that idea and turning it into reality through a logical chain.

2. The importance of creativity and innovation:

The importance of creativity and innovation lies in the following: (Ouanoughi, 2011, p. 266)

- * It turns ideas and knowledge into tangible values, because the idea is not embodied, despite its novelty, it remains just a dream.
- * It helps businesses in the market grow, flourish and survive in light of intense competition, globalization and the information revolution.
- * It leads to wealth creation because it is one of the most prominent sources of excellence and creating a new competitive advantage for the organization.
- * It increases the degree of the organization's adaptation to changes and increases flexibility in its administrative and production processes.
- *It contributes to discovering the talents and capabilities of individuals in the organization.

3. Dimensions of creativity and innovation:

The main dimensions of creativity and innovation are as follows: (Dhargham, Al-Hadrawi, and Moukheef Al-Kellabi, 2019, page 14)

- Creativity and innovation in the product:** It is defined as “creating new products that have creative functional features, directed towards improving their performance and characteristics in a new way.” Therefore, product creativity is a group of marketing activities that aim to generate new ideas based on the creative inspiration of the creator himself, carried out by the organization in designing products in an innovative way by introducing a new product or continuously improving the characteristics of the current product in a way that satisfies customers' needs and desires and matches their expectations, which gives the products a distinctive and special look that attracts the largest number of them. (Medrano-Sáez, Olarte-Pascual, 2016, page 2)
- Creativity and innovation in the process:** The senior management is moving towards introducing further improvements to all marketing organizational processes on an ongoing basis, with the aim of enabling the organization's management to develop its business in a way that allows it to reduce the costs, time and effort expended by its employees in performing work and daily tasks, which is reflected in achieving important returns for the development of all enterprise operations. (Hjalager, 2001, page 466)
- Creativity and organizational innovation:** It is a creative, radical and gradual dynamic that is based on multiple individual, collective and organizational levels, subject to motivating factors, to respond to the motivations of individuals, with the aim of overcoming the obstacles facing this process. Achieving organizational creativity depends on the availability of the main components of creativity, represented by the level of new and creative ideas and innovative methods generated by individuals, and on the leadership of the organization in supporting and adopting those ideas, and having the ability and skill to distinguish human creativity to enhance the spirit of initiative, and to stimulate and activate individual creativity to achieve organizational creativity. (Tbeichat, 2020, page 82)

4. Elements of creativity and innovation:

Creativity and innovation are formed from a group of elements, the most important of which we summarize as follows (Kerrouch and Lahrech, 2020, page 8):

- **Fluency:** It is the ability to have fluid ideas and the ease of generating them, and it can be measured in several ways, among which we mention speed of thinking by giving words in a specific format.
- **Flexibility:** It means the ability to look at the thing of interest from multiple angles and not think within a specific framework. Guilford distinguished between spontaneous flexibility, which suggests the extent of the individual's flexible thinking, and adaptive flexibility, which suggests the individual's ability to make appropriate changes.
- **originality:** It represents the main characteristic of creativity, as it is intended to produce new and unusual ideas. Original and new ideas are those that have never been seen before and are characterized by zeal, uniqueness, and intelligence in linking.
- **Expansion:** Demonstrates an individual's ability to enrich ideas or methods presented by others in a way that makes them more complete, useful, and easy to apply.
- **Ability to analyze problems:** This ability reflects the essence of creativity in using one's mental and experimental abilities, including identifying issues and problems that can be dealt with innovatively to find creative solutions.
- **Analytical ability:** The creative person is distinguished by his ability to analyze elements of things and understand the relationships between them, and the ability to collect and organize information systematically and rearrange.

III- What is digital tourism marketing:

1. Definition of digital tourism marketing:

Before discussing the concept of digital tourism marketing, we must highlight the concept of e-tourism related to e-commerce. E-tourism is defined as “those services provided by information and communication technology in order to provide, develop and promote tourism services, based on the principles and foundations of electronic commerce.” It is important to understand that digital marketing is not very different from traditional marketing, but rather integrates and complements it. (Gregory, 2020, p. 9), The organization defines its goals, chooses its strategies, and applies strategic analysis tools in accordance with the principles of traditional marketing, but digital marketing “enriches it and makes it more powerful thanks to new tools such as natural references” (SEO, backlinks, and social media)” (Claire & Marrone, 2023, p. 8).

The process of planning and implementing marketing activities for the tourism service to meet the customer's needs and desires and achieve the goals of the tourism organization is carried out through modern technologies for communication via the Internet.

Digital marketing is centered around the tourist as it puts him at the center of the conversation (a multi-party conversation), which makes the consumer

communicate with the brand, exchange it and share it with other consumers and bloggers, thus becoming two-way feedback (Lejealle & Delecolle, 2022, p. 7)

Digital marketing is the process of planning, implementing, pricing, promoting and distributing an idea, product or service through the partial or total use of digital technologies (Gregory, 2020, p. 9)

Digital tourism marketing is a general term given to the use of information and communication technology in marketing tourism services, when interactively linking sellers, representatives of the tourism sector (sellers), and tourists (customers). This includes all known tourism operations, including offers about tourism programs, booking and organizing tourist trips via... Through the Internet and services after obtaining the product, as well as managing the relationship with electronic customers (Baali, Benjaloul, and Falfoul, 2019, page 19).

The tourism organisation should have an “Innovative vision”, of what the internet can achieve, and secondly, a competency defined by Durkin and McGowan (2001) as “value”. which implies that the owner-manager takes the innovative vision further and actually acquires the technology and technical competencies to utilise the medium, the third competency is that of ‘technical ability’ and the last com-Marketing Innovation in Tourism competency proposed that of “innovation in control”. This competency-based model implies that the tourism business manages the internet within the context of the marketing activities on a continuous basis (Nadda, and Arnott, 2019, page 406)

Thus, it seeks to use the Internet to promote the tourism product in various parts of the world on the largest scale and the possibility of information or image reaching everywhere and the speed of its reception and speed of transmission, which facilitates purchasing decisions by tourist consumers.

2. Characteristics of digital tourism marketing:

***Interactive:** Digital marketing is characterized by the tourist’s interaction via the Internet, as the tourism organization tracks his interactions through cookies (cookies) and use a database containing information about current and potential customers. Dialogue is back-and-forth, and feedback is immediate, attracting the consumer's attention and increasing their chances of persuasion.

*** Knowing the tourist:** Digital technologies facilitate this process by tracking site visits, giving the tourism enterprise the opportunity to discover the needs and desires of the tourist, and understand his tastes and aspirations.

*** Customize services personally:** Digital technologies can personalize offers and services to potential tourists by building personal relationships with them via social media platforms, at very low costs

3. Digital tourism marketing tools:

Tourism digital marketing tools and methods vary as required by the modern tastes and thinking style of tourists.

*** website:** It is a collection of files and related resources that can be accessed via the World Wide Web, where these files and resources are organized and combined under a single domain name (Domain Name), and the website can consist of an HTML file or thousands of related files (Al-Kiswani, 2018); It is an instrument

that allows the organization to introduce itself and its products, as events and stories related to its identity, history, personality, and image are presented to tourists inside and outside the country, in a way that attracts their attention and draws their interest to learn more about the advertised tourist destination. On the other hand, the site must represent the reflective mirror of the organization's digital strategy, and its design requires choosing a title for the site and registering it on search engines according to the goal for which it was designed. It must include the name of the hotel or product, along with website addresses, pictures, phone numbers, and prices, allowing the tourist to identify the place to facilitate reservations.

*** Content marketing:** It is the production of high-quality content for the purpose of attracting and retaining tourists, and convincing them of the credibility of the institution. It is related to inbound marketing Inbound Marketing, which can be used for customer prospecting, advertising campaigns, and exhibitions. Among its tools are: introductory videos, info graphics, articles, and partnerships with content creators of common interest.

***Partnership:** It is considered an indirect means of communication based on cooperation between two sites. It is a marketing practice that comes in many forms, including linking campaigns. (Claire & Marrone, 2023, p. 180)

*** Using search engines:** They are programs or pages connected to a huge database distributed throughout all regions of the world, designed specifically to help the user search for information easily and in a time-saving manner. They include videos, pictures, articles, and even scientific articles written by individuals. Search engines are designed based on the classical library ranking mechanism.

*** Automated marketing:** The concept combines software platforms that automate the deployment of pre-defined marketing scenarios through an automation process marketing campaigns resulting from a set of pre-determined conditions based on the tourist's behavior. If he is in the process of searching for a specific tourist product, he will receive a number of promotional campaigns for that product, and by different institutions, with the aim of providing a response of his own, and thus he will receive a personalized message. Automatically at the appropriate time and place. (Trupheme & Gastaud, 2017, p. 87).

*** Email and newsletter mailing & newsletter:** The organization adopts a strategy to maintain customers and ensure their loyalty by sending e-mail and newsletters to promote its brand and provide special offers on an ongoing basis. This requires building a qualified customer database, designing and managing messages, and analyzing their performance. In the tourism sector, this strategy can be used by creating a tourism agency email to facilitate communication with customers and provide offers and services efficiently. (Trupheme & Gastaud, 2017, p. 92.94)

*** The reviewer Referencing:** It allows to improve the appearance of sites in search engine results (topping the first results), and the process takes two main forms:

-Technology allows SEO improves the search engine on Google through targeted keywords or searches, which helps increase the number of business and improve the organization's visibility.

-Technology allows SEA purchases keywords displayed by sites in the form of advertising links on search engines, which is a paid referral, where whenever the user clicks on the ad, payment is made to the organization.

* **Marketing via social media sites:** Sites formed through the Internet allow individuals to provide an overview of their public life and provide the opportunity to contact the registered list and express the point of view of individuals or groups through the communication process. The nature of communication varies from one site to another, and includes the use of social media platforms to create and share content and build relationships with potential tourists, so that it enables a variety of goals to be achieved including brand awareness, attracting potential customers and increasing sales.

* **Influencer marketing:** It is word-of-mouth marketing that is carried out by delivering messages intended to be marketed with the help of people who have the ability to influence consumer decisions and trends through what is published and shared in terms of video clips or pictures full of vitality and activity and adding fun and entertainment to the video content, which excites the individual to live the experience, and at the same time people who follow this content share their opinions if they have visited it or wish to visit it.

* **Affiliate Marketing:** Through it, the influencer markets a specific product through his accounts on social networking sites in exchange for a specific commission from the company with which he is contracted. The commission is agreed upon by negotiation between the influencer and the company. It is worth noting that it is not limited to influencers only, but has extended to include all activists in the digital arena (Stambouli and Zerrouki,2023, page 6).

4. Innovative digital tourism marketing:

Tourism marketing creativity and innovation has a broad concept, as it means the successful exploitation of new ideas in all aspects of marketing activity, and therefore it is not limited to a specific field in marketing, such as creativity and innovation in the product field or in the field of advertising only, but rather expands to include all other marketing fields, starting from the activities Associated with directing the tourism product from the producer to the targeted tourist. This means that any marketing creativity and innovation starts from a new idea and does not stop at the point of creating or creating a new idea, but rather goes beyond that to putting this idea into practical work. What distinguishes tourism marketing creativity and innovation - based on new marketing ideas, unlike technological innovations or marketing innovations that require new technology - is that it often does not require huge investments, which increases the degree of risk in the case of innovations that depend on new technologies, and therefore innovation In the field of marketing, from a marketing perspective, it is less risky and more effective, but on the other hand, we find that it is easy to imitate by competitors (Kamil,2021, page 291)

Innovative tourism marketing is a marketing strategy that aims to attract tourists by presenting innovative tourism offers and programs that are different from the usual, and providing unique and innovative tourism experiences. This is done using innovative marketing methods such as interactive videos, smart applications, and social media marketing.

The innovative tourism marketing strategy aims to attract attention and increase awareness of tourist destinations by offering new and innovative experiences that meet the needs of targeted tourists. This could be through offering unique tourism events, promoting cultural tourism and outdoor adventures, and presenting innovative and interesting offers.

Innovative tourism marketing is an important part of marketing strategies in the tourism industry, as it helps differentiate tourist destinations and increase their attractiveness to potential visitors.

Creativity and innovation in digital marketing for the tourism sector can be a pivotal factor in achieving the success of tourism businesses. Creativity can be achieved through the use of innovative and customized marketing strategies to meet customers' needs and attract their attention.

IV- The Qatari experience in innovative digital tourism marketing:

1.Presentation of the State of Qatar: The Gulf Arab state of Qatar is located on the Arabian Peninsula, in southwest Asia overlooking the Arabian Gulf. Its capital, Doha, has borders with the Kingdom of Saudi Arabia, the United Arab Emirates, and the Kingdom of Bahrain. It occupies an area of 11,437 km², 100 km wide and extending for approximately 200 km in the Arabian Gulf. Its population reached about 3 million people. It gained its independence in 1971 from the British occupation.

Qatar ranked sixth in the world in 2022 with a trade surplus of 85.34 billion dollars, and thus it has achieved an increase of 65%. The number of tourists arriving to Qatar in the same year, including visitors during the World Cup period, reached 2,560,000 tourists, while it reached about 2,853 tourists by the end of September 2023. 000 tourists (Qatar Tourism, 2023).

2. Qatari tourism character:

The State of Qatar has a diverse and important tourism character that can be summarized as follows:

*** Cultural tourism:** It reflects the cultural and civilizational level of a tourist destination par excellence, and one of its manifestations is visiting historical monuments, archaeological sites, and even various places of worship: such as the Katara Cultural District, Souq Waqif, and Al Zubarah Fort.

*** Religious tourism:** Religion plays a vital role in the fabric of tourism in Qatar, as the majority of the country's population is Muslim. Islam is not only the dominant religion, it is also deeply ingrained in the country's culture and daily life, with visitors feeling that Qatar's rich religious heritage is an integral part of their experience. While Qatar has primarily Islamic places of worship, there are also opportunities for interfaith understanding and cultural exploration. Among the

religious sites are: The State Grand Mosque (Imam Muhammad bin Abdul Wahhab Mosque), Katara Mosque, Al-Dukhan Mosque, Al-Manaratain Mosque, Church of the Epiphany, Shri Krishna Temple, Al Fanar Islamic Cultural Center.

* **Coastal tourism:** It is seasonal tourism, usually in the summer, and the Doha Corniche is the most important coastal tourist site in it, as it is a waterfront park extending around Doha Bay over an area of seven kilometers. The Corniche provides stunning views of the city, including the high-rise towers, the city's business center, and the prominent figures of the Art Museum. Islamic.

* **Desert tourism:** This important part of the State of Qatar attracts tourists from all over the world, as the state exploits various natural and historical capabilities, and also organizes recreational and exploratory activities.

* **Conference and business tourism:** It is a new type of tourism that usually attracts businessmen and researchers, as the State of Qatar has become the cradle of businessmen and celebrities due to the transformation taking place in its economy.

* **Sports tourism:** One of the most important marketing methods that the State of Qatar has relied on is its hosting of many international sporting events that have contributed to promoting Qatar as an important tourist destination.

3. The reality of tourism in Qatar:

The State of Qatar has topped the best-performing destination in the world - according to the latest measure issued by the United Nations World Tourism Organization - which tracks the recovery of the tourism sector after the Corona epidemic over the period from January to July.2023, in terms of the growth in the number of tourists arriving during the first seven months of the year 2023, and the percentage of international tourists arriving in Qatar during that period increased by 95%, which is the best percentage ever, compared to the same period in 2019. In the following table Ranking of the countries that achieved the best tourism performance for the year 2023 according to statistics from the World Tourism Organization.

Figure(01): Ranking of countries that achieved the best tourism performance for the year 2023

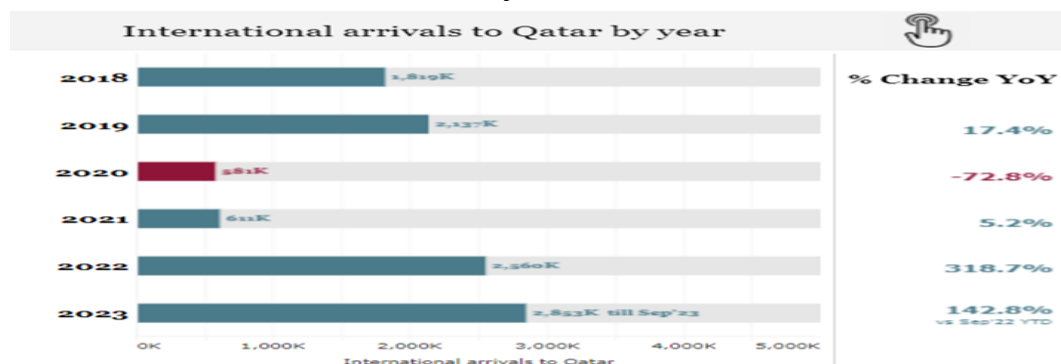


The source: <https://sawahegy.com/news/>

The figure shows us the number of tourists arriving to the State of Qatar through all air, land and sea ports, which amounted to more than 2.8 million tourists

until September 30, 2023, while the Kingdom of Saudi Arabia occupied 26% of the total arrivals, India occupied 11%, and the number of tourists reached 4% of the total tourists, and this is due to the efforts made by the Qatari state for many years within the framework of Achieving Qatar National Vision 2030; While the percentage of arrivals through airports reached more than 70%, after reaching its peak in 2020 at approximately more than 95%, the percentage of arrivals through land ports reached 25%, which is a weak percentage compared to last year 2022, in which it reached about 50%. While the entry rate through sea ports hardly reaches 5%, which is a very small percentage.

Figure (02): September 30 statistics for the number of tourists compared to the past five years



The source : <https://urlz.fr/owum>

4. Innovative digital tourism in Qatar:

The State of Qatar aimed to achieve high returns in the coming years in the field of tourism, and coinciding with its programming of the FIFA World Cup events, it was a pioneer in the field of digital tourism marketing by innovating new technological solutions that facilitated dealing with tourists and met with their approval and satisfaction, as the State of Qatar succeeded in consolidating its position as a tourist destination. A pioneer thanks to its proven track record in security and safety, its provision of a high-quality communications network, an efficient and smooth transportation network, and its possession of a group of pristine beaches, tourist and cultural attractions, in addition to heritage sites.

In this regard, the Qatari authorities, represented by the Qatar Tourism Authority, have launched several smart platforms through which they seek to promote the State of Qatar. We mention the most important of them as follows:

***Visit Qatar application:** Designed in cooperation between the EMAKINA Group and Adobe Company with the aim of strengthening the country's efforts to double the number of tourists to the State of Qatar, more than 1000 visitors have been downloaded. 400 million times, which nominated it to win the Best Website Award at the Second Annual Travel Technology Awards 2022. It is a free application that contains eight languages, and is considered the first of its kind to use Adobe Experience Manager, which is a unique digital experience management system that processes user data and information saved in the application provides

experiences that suit their needs. This application also provides the Qatar National Tourism Council's mobile phone with many features and options about the most prominent tourist places in Qatar, in addition to information and maps about events and activities that are held in various regions of the country, thus providing distinguished services for visitors to Qatar, and also tourists from home and abroad. The "Visit Qatar" mobile application can be downloaded from the App Store by following the link designated for download, and on Android devices.

The "Visit Qatar" mobile application aims to serve as a digital travel companion for visitors to Qatar, allowing them to explore the country's heritage and cultural sites. It provides many angled panoramic views.360 degrees of the most beautiful landscapes and famous tourist attractions, with the ability to easily browse them, and provides users with the ability to use the map and recommendations provided by the application based on their needs to plan and organize their stay in Qatar; In addition to learning about sports activities in open spaces, the various menus and dishes available, in addition to the most prominent tourist attractions.

The National Tourism Council continues to cooperate with its partners to improve the tourism experience in Qatar by maximizing the use of advanced technology and transforming Qatar into a major destination for visitors (Qatartourism,2023)

*** Wqtah application:** The State of Qatar is keen to provide care and attention to its visitors and residents starting from entering Qatari territory, so the visitor receives attention and good treatment. It has provided a number of electronic applications that provide many diverse services, and thus the Qatar e-Government portal has dedicated the "Wqtah" application to people who are located inside Qatari territory or are coming to visit it with the aim of learning about the many tourist places there. It is an application available in both Arabic and English, and can be downloaded from Google Play or the App Store for Android and iPhone devices. The application offers tourist, places, trips, offers and available camps, and helps customers identify the places of visits and available trips (Ali, 2023), also comparing the prices offered and choosing the most appropriate one also facilitates the process of promoting sports activities and events.

In addition to all of this, application users receive alerts at the same time via email. This application helps carry out the reservation and electronic payment process in safe ways, and does not require any fees. Additional, it also preserves user data.

*** Haya Qatar application:** It is considered one of the super smart applications, it is an application for smartphones was launched during the 2022 World Cup, which is being held in the State of Qatar, it provides several functions after downloading the application, so the beneficiary obtains the "Haya Qatar" smart card, which contains a special number for the card along with a mobile phone chip and a quick response code, and also includes a picture of the person who owns the card, his nationality as well.

The primary goal of the application was to serve World Cup fans and visitors to Qatar during that period, as the State of Qatar has enacted a set of laws for entry into the country, the most important of which is that during the period extending from11/1/2022 to 12/2/2022 It is prohibited for any visitor to enter the State of

Qatar from any country without obtaining a Haya card, which is considered as an entry permit and an alternative to an electronic visa. The journey begins with the necessity of having a ticket for a match during that period, submitting the ticket number through the application, submitting the identification documents, and providing proof of residence, and then you will obtain a (Haya Card) through which you will be able to enter Qatar by air, sea, or land.

The FIFA World Cup Qatar 2022 was characterized by many unique and innovative features, as its organizers sought to provide fans with an enjoyable and comfortable match attendance experience through the Qatari Haya application, which played a vital role in this experience, as it provided many important services and benefits to Haya Qatar card holders, among which we mention the following:

- Carrying out all necessary procedures to enter Qatar online without having to wait in long queues at airports and other ports.
- It allows booking and payment for many services related to the tournament, such as booking match tickets, hotel reservations, and transportation.
- It allows the holders to browse the match schedule and know its details, and also allows the fan to plan the daily program during the tournament period.
- The Haya World Cup Card provides a list of sports, entertainment, cultural activities and excursions that they can enjoy during the tournament period.
- It provides a range of practical and useful services for fans, such as the weather forecast, city map, important alerts and exclusive news about the tournament.
- The Qatari Haya application provides Qatar with an innovative and enjoyable digital experience, as it allows them to see everything that is happening around them and interact with details and events easily.
- The application provides a comprehensive tourist guide for all areas of Qatar, which includes general information about the region, activities that can be done, and the most famous restaurants and coffee shops.
- The Haya application makes it easy to obtain public bus tickets in Qatar, as users can contact service providers and choose the appropriate schedule for them.
- The application provides a car rental service in Qatar, as the application cooperates with a number of leading rental companies in this field.
- Users can benefit from the hotel reservation service in Qatar, where communication is made with reservation service providers immediately.
- Card and application holders benefit from entering all of the Qatari territories, the Kingdom of Saudi Arabia, the United Arab Emirates, Jordan and Egypt.
- The Haya Card grants its holders free health care, in addition to free transportation and visiting museums.
- Benefit from discounts on the prices of some products and free entry to some exceptional destinations.

V. Conclusion:

Through what have been presented in our study, we emphasize the fundamental role that creativity and innovation play in modernizing and

developing the tourism sector as a quality pillar for tourist destinations and the services they provide and giving them the same competitive advantage they provide, by using effective methods in training and qualifying the workforce on the one hand, and practical, scientific and technical means on the other hand, in addition to using advanced means of information and communication technology to reach a broader and more diverse audience, and providing detailed and useful information to potential tourists in a creative way to gain a competitive advantage, the tourism sector has been able to achieve its goals and significantly improve its results.

The study concluded that the success of the tourism sector in the State of Qatar and its leadership in the Arab world depends primarily on digital tourism innovation, which has given it priority and precedence, and given it a competitive advantage in improving the performance of tourism institutions, which has contributed to increasing the influx of tourists at World Cup 2022, and continued to increase after that reaching the 95%, which was nominated to lead the tourism sector in the world.

As a result, we will discuss below a group of factors that contributed to the development and leadership of the tourism sector:

- Employing augmented reality and virtual reality technologies to display tourist destinations in an exciting and attractive way.
 - Creating innovative digital content, such as short videos and storyboards that showcase customers' experiences in tourist destinations.
 - Providing interactive experiences for users through social media platforms and websites,
 - Employing content marketing strategies by creating blogs and articles that promote the attractiveness of tourist destinations.
 - Improving the user experience through smart phone applications and websites to facilitate the reservation process and the provision of tourism services.
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- Through the results obtained, we present a set of recommendations that will help promote the tourism industry in the Arab world and Algeria in particular:
 - Creating an administrative and organizational environment that encourages tourism marketing management workers to generate marketing ideas and put them into practice is an important requirement for marketing innovation.
 - Establishing a mechanism and security system that maintains the confidentiality of information related to tourism marketing innovations;
 - Increasing institutions' interest in innovation in the field of digital marketing by training their employees in this field, by enrolling them in specialized training courses with the aim of developing their abilities and skills in creativity and innovation;
 - Benefiting from the experiences of pioneering countries in developing digital tourism and applying it in Algeria.;
 - Paying attention to tourism components and creating the necessary infrastructure to provide better tourism services.

- Facilitating the system for providing visas to foreign tourists;
- Tourism companies can achieve sustainable success in the tourism market by being creative in digital marketing and attracting customers effectively.
- Encouraging entrepreneurs to invest in tourism and providing them with all support;
- Activating electronic transactions, especially electronic payment and adopting electronic digital signatures;
- Enacting laws and legislation that regulate electronic transactions on the one hand, and protect the rights of customers on the other hand.

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