

Cultural Meaning-Making in Digital Media : An Analytical Study of Architectural Heritage Representations and Their Role in Promoting Local Tourism via Dar El Khamesa's Instagram Platform



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Abstract:

This study investigates how youth-led digital initiatives, contribute to the construction of cultural representations of the promotion of local tourism. The research employs a case study approach, examining the "Dar elKhamsa" page in El-Kantara (Biskra Province, Algeria). The investigation focuses on elucidating the visual, linguistic, and interactive communication mechanisms to recontextualize local architectural heritage within contemporary, digitally-mediated visual discourse.

This study employs a content analysis methodology, utilizing a purposive sampling technique to select six posts based on their engagement metrics, encompassing visual media elements, aesthetic components, interactive functionalities, linguistic features, thematic content, cultural values, symbolic representations, and audience demographics construct interactive visual cultural narratives. These initiatives contribute significantly to identity valorization and tourism enhancement

The study concludes that "Dar elKhamsa" exemplifies an innovative model of youth-led initiatives that harness social media platforms to construct interactive visual cultural narratives. These initiatives contribute significantly to identity valorization and tourism enhancement.

Keywords: Digital Media; Cultural Representations; Local Tourism; Meaning-Making; Cultural Identity.

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Introduction:

Over the past decade, the digital landscape has witnessed an unprecedented proliferation in social media utilization, particularly within visual platforms like Instagram. These platforms have assumed pivotal roles in reconfiguring cultural communication paradigms, transcending mere content transmission to encompass meaning construction and the generation of novel cultural heritage representations within interactive digital environments, all while promoting cultural identity and local heritage. Consequently, this transformation has facilitated the emergence of alternative cultural communicators operating beyond institutional frameworks, predominantly comprising digitally-native youth who spearhead autonomous initiatives, leveraging digital affordances to construct symbolic and interactive visual narratives concerning place-based identity and heritage preservation.

Building upon this foundation, the phenomenon of digital heritage representation constitutes what media theoretical frameworks conceptualize as media framing and meaning-making processes. Here, content transcends neutrality to function as communicative mechanisms that reconstitute cultural symbols and significations. Within this paradigm, architectural heritage undergoes aesthetic recontextualization through visual media-images, videos, and interactive content-disseminated via digital platforms, rather than being presented as static historical or artistic artifacts. Furthermore, contemporary scholarship in digital media studies emphasizes how user-generated content facilitates the democratization of cultural narrative construction, particularly within tourism promotion contexts.

Despite these theoretical advancements, the proliferation of research examining tourism promotion through digital media has predominantly concentrated on institutional discourses or mass tourism phenomena, systematically neglecting grassroots youth initiatives. This analytical gap is particularly pronounced within North African and Arab contexts, where limited empirical investigation exists regarding how local heritage undergoes digital recontextualization through social media platforms. More specifically, the "Dar el Khamsa" Instagram page in El-Kantara, Biskra Province, Algeria-alternatively designated as Dar al-Diaf exemplifies this oversight. Launched by a young tourism advocate, this initiative operates within urban cultural spheres, employing social media as an alternative cultural communication vehicle.

Given these considerations, this investigation seeks to address the following primary research question :

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- How does the " Dar el Khamsa " Instagram page contribute to constructing cultural representations of architectural heritage to promote local tourism ?

To comprehensively address this inquiry, several subsidiary questions emerge :

- What characterizes the visual media employed on the platform, and how effectively does it accentuate the aesthetic dimensions of the heritage site " Dar el Khamsa " site ?
- How do aesthetic elements contribute to architectural heritage presentation in ways that enhance tourist attraction ?
- what constitute the predominant thematic frameworks and cultural values emphasized within the content, and what characterizes audience-content interaction patterns in reconstructing place-based cultural meaning ?

In alignment with these research questions, this study adopts a mixed objective approach. Primarily, the research aims to examine how youth-led digital initiatives utilize Instagram to construct cultural representations of architectural heritage for domestic tourism, using the " Dar el Khamsa " page as an exemplary case study. More specifically, the research seeks to explore architectural heritage digital representations by examining platform content and exploring symbolic and cultural meanings articulated within its visual discourse. Simultaneously, it seeks to elucidate communicative and interactive mechanisms employed by youth-led initiatives to represent local heritage within interactive media spaces and their role in constructing alternative cultural narratives. In addition, the study aims to identify meaning-making processes among audiences through heritage reinterpretation in contemporary visual contexts of identity and belonging, while evaluating digital media's efficacy in supporting local tourism through pattern analysis of audience engagement.

Methodologically, this study formulates analytical tools for the examination of visual content within Instagram's multimedia environment, combining quantitative engagement metrics with qualitative content analysis approaches. Contextually, the research aims to bridge critical gaps in Arab and Algerian studies, most notably in digital media, where there is a missing extensive examination of architectural heritage digital representation and its relationship to tourism activation. Consequently, this study represents a substantive contribution to regional scholarly literature, along with documenting

successful regional digital initiatives that provide transferable models for respective contexts.

1. Conceptual Framework

The theoretical precision of this research necessitates systematic conceptual delineation to ensure methodological rigor and analytical coherence. The following section establishes definitional parameters for key theoretical constructs employed throughout this research :

1.2 Meaning-Making :

The concept of meaning-making requires a thorough examination across linguistic, theoretical, and operational dimensions to establish its analytical utility within this research context.

From a linguistic perspective, the Arabic conceptualization of "manufacturing" (صناعة) stems from the triliteral root صنع. This root inherently denotes a deliberate process characterized by skill, mastery, and creative expertise, demanding extensive experience and technical proficiency. As articulated by Ibn Manzur in *Lisan al-Arab*, the verb form "صَنَعَ" fundamentally signifies "to demonstrate skillfulness in a particular domain and to exhibit meticulous precision in mastering it." The nominal form "الصناعة" (craft or industry) further encompasses "the perfection of action" and "the mastery of creation," underscoring the deliberate and sophisticated nature of this process (Ibn Manzur, 1994, p. 407).

Meanwhile, Al-Jawhari's authoritative lexical documentation in *Al-Sihah fi al-Lughah* defines meaning as the representational essence embodied by objects and symbols within specific communicative contexts (Al-Jawhari, 2009, p. 1086).

Within the disciplinary boundaries of media and communication studies, meaning-making is understood as an interactive process. Meaning, in this context, emerges from the interplay between textual encoding and audience decoding practices, involving the reader, viewer, or audience. As famously articulated by Hall (1980), meaning is neither fixed nor predetermined; instead, it undergoes continuous reinterpretation based on the intricate interplay of cultural, linguistic, and social contextual factors (Hall, 1980).

This operational framework defines meaning-making as the multifaceted process through which cultural symbols, architectural representations, and heritage narratives are constructed, framed, and interpreted within the digital content ecosystem of the "Dar el Khamsa" Instagram page. This involves presenting architectural heritage elements in a manner that conveys aesthetic

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values, local identity, and implicit messages. This process actively reshapes collective consciousness and influences the audience's perception of this heritage.

Ultimately, this manufacturing of meaning is achieved through the creative use of visual, linguistic, and interactive media on the page, thereby reinforcing a sense of connection to the place and contributing to the promotion of local tourism in the city of El-Kantara, Biskra Province.

1.2 Digital Media :

Within contemporary communication theory, digital media encompasses the full spectrum of communicative forms built upon advanced digital technologies. These technologies facilitate the production, dissemination, and distribution of content, enabling audience engagement through internet-mediated platforms, thereby fostering interactivity and extensive reach (**Abdel Hamid, 2007, p. 51**).

For the analytical purposes of this study, digital media is operationally defined as the digitally-mediated communication platforms utilized within social media ecosystems. Specifically, this includes the technological instruments and methodological approaches employed by the administrators of the "Dar el Khamsa" Instagram platform. These digital mechanisms enable the systematic production, publication, and circulation of visual and interactive content designed to articulate local architectural heritage representations. The strategic deployment of these digital media tools ultimately aims to influence audience perception, construct novel cultural representations, and contribute substantively to local tourism promotion within the regional context under investigation.

1.3 Cultural Representations :

Cultural representation, as conceptualized by Stuart Hall, constitutes the systematic process through which societies and social groups generate and exchange meaning structures, visual imagery, cognitive patterns, perceptual frameworks, and belief systems concerning specific topics, symbols, or cultural values. This representational process facilitates a collective understanding of social environments and circulates through discursive practices, linguistic mechanisms, media platforms, and visual symbolic systems. These representations not only reflect how cultural reality is perceived but also actively shape the construction of social and cultural identities. Hall elucidates that representation transcends a mere reflection of reality ; rather, it actively

constructs social understanding, whereby linguistic and cultural symbols fundamentally influence how reality is comprehended (Hall, 1997).

In this study, cultural representations are operationally defined as the comprehensive constellation of mental imagery, symbolic elements, and belief structures expressed through the "Dar al-Khamsa" via textual content and social practices designed to promote local tourism. These representational forms function as interpretive mechanisms for understanding and articulating the regional cultural identity and social values.

1.4. Architectural Heritage :

According to UNESCO, architectural heritage represents a comprehensive conceptual paradigm, encompassing both tangible and intangible elements within urban environments. This heritage comprises the aggregate of built structures, residential quarters, designated areas, and infrastructural systems that possess demonstrable historical, cultural, or artistic value. Such heritage forms an urban legacy, embodying place-based identity and chronicling the social and architectural evolution of communities. Its preservation ensures transmission to future generations as an integral component of collective cultural memory (UNESCO, 2011).

this study, architectural heritage specifically encompasses all material and historical components of the traditional built environment within the urban context, with a particular emphasis on the architectural configuration of "Dar el Khamsa." Situated within the historic settlement of "Al-Dashra al-Hamra" in the municipality of El-Kantara, this architectural space exemplifies indigenous construction methodologies. It utilizes clay-based materials, timber elements, traditional decorative wall treatments, and historical circulation pathways that collectively embody regional identity and cultural expression. This heritage undergoes visual recontextualization through the "Dar el Khamsa" Instagram page via photographic documentation and short-form video content. This effectively articulates the aesthetic and historical values of the site.

1.4 Local Tourism :

Local tourism constitutes the systematic activity undertaken by residents within their national territorial boundaries. This category of tourism serves multiple purposes, including recreational pursuits, commercial endeavors, or social visitation, all while remaining within domestic borders without international boundary transgression (Jafari & Xiao, 2021).

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In this study, local tourism encompasses any visual or textual representational content presented through this specific page, with a particular emphasis on destinations within the municipality of El-Kantara.

2. Research Method :

This research employs a descriptive-analytical research methodology designed to examine representations of Algerian architectural heritage within digital media environments and their contributory role in local tourism promotion. The analysis encompasses a systematic examination of content samples from the "Dar el Khamsa" Instagram page, providing a comprehensive investigation of digital media components including visual imagery, linguistic elements, and interactive mechanisms. The study aims to elucidate these elements' function in generating contemporary cultural narratives concerning local architectural heritage.

The methodological rigor requisite for scientific research necessitates adherence to systematic intellectual and analytical procedures to achieve valid conclusions through adoption of appropriate research methodologies. Methodological selection is determined by the nature and objectives of the investigation rather than arbitrary preference or convenience (Al-Assal, 1997, p. 123).

Within this framework, survey methodology, specifically content analysis, constitutes the primary analytical approach for this study. This methodology demonstrates particular efficacy through its capacity for systematic and methodical data collection concerning specific digital content domains, enabling the analysis of representational characteristics, thematic trends, and narrative patterns. This methodological approach facilitates a comprehensive understanding of how architectural heritage functions in cultural meaning construction within social media contexts, thereby contributing to local tourism promotion through systematic monitoring of content published on the aforementioned digital initiative.

2.1 Study Population and Sample

The research population for this study encompasses all content published on the "Dar el Khamsa" Instagram platform. We selected the account, dar.El Khamesa, through purposive sampling due to its specialized focus as a tourism-oriented page. Its administrator strategically utilizes ancestral architectural heritage to stimulate local tourism within the El-Kantara region, Biskra

Province. The platform currently maintains a follower base exceeding 5,600 subscribers.

To ensure analytical precision and representational validity, the sample was selected utilizing a purposive sampling methodology. Our sampling framework specifically incorporated content that demonstrably embodies the visual and cultural representation of local architectural heritage within El-Kantara municipality, Biskra Province. The temporal parameters for content dissemination were set between January 1, 2025, and June 30, 2025. This timeframe was strategically chosen to coincide with peak tourist activity periods, including regional cultural events and festivals, reflecting the desert climatic conditions that facilitate winter tourism patterns.

The sampling procedure further incorporated engagement-based selection criteria, utilizing high interaction thresholds. Engagement Rate served as the quantitative measurement instrument for assessing content effectiveness and impact. A minimum threshold of 4% was established for sample inclusion, as this benchmark indicates substantial interaction levels relative to follower demographics.

Utilizing platform analytics and follower demographics, approximately 90 posts published within the specified temporal framework were cataloged. Engagement Rate calculations were performed for each post according to the following formula :

$$\text{Engagement Rate (\%)} = \frac{\text{Average (Likes + Comments + Saves + Shares)}}{\text{Number of Followers}} \times 100$$

Content was then classified through engagement categorization (low, moderate, high, and exceptional). The 4% Engagement Rate threshold was designated as an indicator of significant digital interaction, a standard metric employed in digital media studies for identifying "influential content." Following the systematic application of the engagement formula across all posts and Reels, six content items were selected based on their superior engagement metrics and viewership statistics. Consequently, the final sample for this study comprises these six selected items from Dar El Khamsa's social media presence.

2.2 Data Collection Instruments :

Data collection procedures for this research employed a singular analytical instrument : content analysis methodology. This methodological approach is conceptualized as a systematic research technique utilized for

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describing both manifest content characteristics and explicit thematic elements within analyzed media materials. (Hussein, 2006, p. 233).

b)- Units of Analysis :

This study employed two primary analytical units for quantification and measurement: the temporal unit and the conceptual unit. These analytical frameworks were utilized to quantify thematic frequency and architectural heritage representations that facilitate local tourism promotion within "Dar el Khamsa" Instagram content.

3. Analytical Study Results

a)- Results by Formal Categories :

Table 1: Profile of the Dar El Khamsa Instagram Page

Account Name	Date of Creation	Number of Followers	Number of Posts	Page Administrator's Name
Dar al-Khamsa	May 2022	5,601	247 posts + Reels	Bilal Belahmer, Tourist Guide

Source: Compiled by the researcher based on publicly available data from the Instagram page.

The table above provides key descriptive characteristics of the Dar el Khamsa Instagram page. At the time of data collection, the account boasted over 5,600 followers and 274 published posts. Cultural activist Bilal Belahmer launched the platform in May 2022 as part of a non-profit, youth-driven cultural and tourism initiative in El-Kantara, Biskra Province.

This project involved restoring and adaptively reusing his grandmother's traditional heritage dwelling in Al-Dashra al-Hamra village, transforming it into a heritage revitalization center. This facility now hosts cultural programming, traditional evening events, and educational workshops for youth. It also welcomes both local and international visitors who appreciate vernacular architecture and seek authentic experiences of local heritage. Ultimately, the initiative aims to cultivate intergenerational connectivity, reinforce place-based identity, and stimulate domestic tourism development in Algeria.

Table 2: Visual Media Categories Used in Dar El Khamsa 's Posts

Visual Media Category	Frequency	Percentage (%)
Short Videos (Reels)	5	83.33%
Carousels	1	16.66%
Total	6	100%

The quantitative data in the preceding table clearly demonstrates a pronounced preference for short-form video content (Reels), which comprises 83.33% of the analyzed sample. Conversely, Carousel format utilization

represents a substantially smaller proportion at 16.66% within the digital content ecosystem of the "Dar el Khamsa" Instagram page.

The substantial proportion of short-form video utilization (83.33%) indicates a strategic communication methodology employed by the page administrator. This approach capitalizes on contemporary interactive media affordances, specifically exploiting Reels functionality to influence and persuade audiences toward local heritage promotion.

Short-form video content transcends mere visual presentation, functioning as an expressive medium that embodies both cultural and touristic dimensions. This communicative tool facilitates the construction of visual narratives concerning the "Dar al-Khamsa" location through documentation of heritage spaces, traditional attire, and indigenous practices. Moreover, it stimulates digital engagement through sharing, commenting, and content preservation mechanisms, thereby amplifying content reach and enhancing the probability of viewer conversion to actual tourists. This phenomenon is substantiated by numerous studies examining the efficacy of short-form video content in augmenting audience attention and engagement, particularly within cultural heritage and tourism promotion contexts.

This methodological approach constitutes what digital media scholarship conceptualizes as the digital embodiment of heritage. Short-form video content functions as a medium whose role transcends information dissemination and documentation, actively constructing cultural meaning and representing architectural heritage. This phenomenon aligns with Jennifer Kitching's conceptualization of the transformation from physical cultural experiences to symbolic digital encounters.

Table :3 Visual Elements (Colors) Used in Dar El Khamsa 's Posts

Color Category	Frequency	Percentage (%)
Natural colors (earth tones)	32	43.83%
Warm colors	22	30.13%
Cool colors	9	12.32%
Digital color effects (Filter)	4	5.47%
Green nature colors	6	8.21%
Total	73	100%

Table 4 shows that natural earth tones are clearly predominant, making up 43.83% of the total and establishing them as the most prevalent category. Following these are warm colors at 30.13%, The least frequently used category is digital color effects (filters), accounting for just 5.47%.

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The strong preference for natural earth tones highlights the "Dar el Khamsa" page's emphasis on authenticity, heritage preservation, and historical origins. These color choices evoke traditional construction materials common in architectural heritage, such as clay bricks, adobe, timber, and sand. This palette communicates a sense of temporal depth and well-established historical foundations to the audience, fostering deep connections to both tangible and intangible cultural heritage. It cultivates feelings of familiarity and belonging, directly linking the audience to the indigenous materials and natural elements integral to the vernacular architecture of the El-Kantara region. As a result, this approach boosts local tourism appeal and attracts visitors looking for culturally immersive experiences rich with historical narratives.

Table 4: Visual Elements (Decorations) Used in Dar al-Khamsa's Posts

Decoration Category	Frequency	Percentage (%)
Intricate architectural decorations (engravings, wall art)	14	41.17%
Simple and symbolic decorations	12	35.29%
Natural decorations	8	23.52%
Total	34	100%

Table 7 shows Intricate architectural decorations are the predominant category at 41.17%, followed by simple and symbolic decorations at 35.29%. Natural decorations represent the least utilized category at 23.52%.

The predominant use of intricate architectural decorations is a deliberate visual narrative strategy by the page administrators. This approach emphasizes tangible architectural aesthetics to showcase architectural heritage. The employment of simple decorations demonstrates a strategic awareness in leveraging authentic cultural symbols while promoting them through Instagram without compromising local heritage value. Natural decorations establish visual equilibrium between architectural and environmental contexts. Consequently, the page transforms decorative elements into visual narrative instruments that communicate architectural heritage, identity, history, and local aesthetics through digital platforms to enhance regional tourism.

Table 5: Artistic Elements (Music) Used in Dar El Khamsa's Posts

Music Category	Frequency	Percentage (%)
Voiceover	3	30%
Modern cinematic/global music	1	10%
Local traditional music	5	50%
Sound effects (environmental sounds and wind)	1	10%
Total	10	100%

The table presents the distribution of artistic elements (music and sound effects) used in the "Dar El Khamsa" Instagram posts. Local traditional music is clearly the predominant category, featuring in 50% of the content. This is followed by voiceovers at 30%, while modern cinematic/global music and sound effects each represent 10% of the content.

These findings demonstrate the page's strategic emphasis on using music-related artistic elements to promote cultural identity and local heritage, aligning perfectly with the administrator's objectives. The substantial use of local traditional music is a deliberate choice to ground the visual content and strengthen connections to the place's cultural identity. This musical approach creates an atmosphere that offers audiences a sense of authenticity and belonging. Traditional music serves as a significant digital tool for interpreting and marketing cultural heritage in digital environments, building connections between audiences and local place identity while encouraging visitation.

The employment of voiceovers highlights the crucial role of spoken narrative in enriching digital tourism content. This technique fosters a deeper understanding of architectural heritage and enhances the audience's potential tourist experience.

b)- Study Results by Content Categories

Table 6: Nature of Topics in Dar El Khamsa's Posts

Topic Category	Frequency	Percentage (%)
Architectural heritage	21	21.64%
Traditional hospitality	11	11.34%
Local nature and environment	20	20.61%
Cultural activities	18	18.55%
Tourism and experience	13	13.40%
Religious holidays and events	4	4.12%
Traditional attire	10	10.30%
Total	97	100%

According to Table 11: Architectural patrimony constitutes the predominant category at 21.64%, succeeded by indigenous natural environments at 20.61%, and religious observances and ceremonial events at 4.12%.

These findings demonstrate the platform's pronounced emphasis on content pertaining to architectural patrimony and indigenous natural landscapes, which collectively comprise 42% of the total publications within the analytical sample. This distribution reflects a strategic deployment of spatial dimensions in tourism marketing methodologies. The emphasis on architectural heritage endeavors to accentuate cultural identity preservation and sustain collective memory, while the representation of indigenous natural environments highlights

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the aesthetic qualities of the region's arid ecosystem, consequently promoting domestic tourism initiatives. This approach aligns with UNESCO's (2011) findings regarding the significance of place identity in tourist attraction mechanisms. Similarly, thematic content concerning cultural manifestations and touristic landmarks demonstrates the platform's commitment to promoting cultural events and historical sites as visitor attraction instruments, a perspective corroborated by Richards (2019), who conceptualizes cultural activities as fundamental components of cultural tourism frameworks.

Table 07: Values Included in Dar El Khamsa's Posts

Value Category	Frequency	Percentage (%)
Generosity and hospitality	21	18.42%
Identity and belonging	19	16.66%
Respect and appreciation	10	8.77%
Pride in heritage	22	19.29%
Teamwork	17	14.91%
Religiosity	5	4.38%
Aesthetics (beauty as a value)	14	12.28%
Authenticity	6	5.26%
Total	114	100%

According to the data in Table 12 we found that: Pride in heritage is the predominant category at 19.29%, followed by generosity and hospitality at 18.42%, meanwhile the religiosity constituting the least prevalent value at 4.38%.

The platform's emphasis on generosity and hospitality can be interpreted as a strategic approach to highlight quintessential characteristics of Algerian societal structures, particularly within desert regional contexts. This authentic cultural marker effectively serves as a marketing tool for attracting tourists. Teamwork underscores the participatory dimensions of architectural heritage preservation and tourism development initiatives, aligning with contemporary sustainable tourism paradigms that integrate local communities into tourism planning processes. Pride in heritage and identity are fundamental pillars of the platform's communicative framework, reinforcing cultural identity and territorial belonging, consistent with tourism promotion objectives based on the symbolic capital of indigenous cultural systems.

Consequently, the incorporation of these axiological elements constitutes a deliberate communicative strategy designed to construct a touristic image that emphasizes the authenticity and visual appeal of architectural heritage.

Table 08: Cultural Symbols Included in Dar El Khamsa's Posts

Cultural Symbol Category	Frequency	Percentage (%)
Vernacular attire	18	18.75%
Traditional architecture	18	18.75%
Customs and traditions	16	16.66%
Natural landscapes	14	14.58%
Culinary heritage	9	9.37%
Folk aphorisms	1	1.04%
Traditional decorations	13	13.54%
Artisanal implements	7	7.29%
Total	96	100%

According to Table 13, vernacular attire and traditional architecture each constitute equivalent proportions at 18.75%. These are succeeded by customs and traditions at 16.66%.

These findings demonstrate that platform administrators prioritize consolidating cultural identity components by amplifying symbols intrinsically connected to collective community identity frameworks. Vernacular attire and traditional architectural forms exert profound semiotic influence on meaning construction, as both convey explicit connotations of authenticity and territorial belonging. The substantial presence of customs and traditions suggests strategic awareness regarding integrating intangible heritage and environmental contexts to enhance the touristic and cultural resonance of digital content. Culinary heritage serves to present cultural narratives through sensory dimensions, establishing emotional connectivity with audiences, particularly when contextualized within frameworks that evoke nostalgia or territorial belonging. Conversely, the diminished deployment of folk aphorisms can be attributed to their requirement for sophisticated intellectual interpretation, which may prove incompatible with the visual immediacy characteristic of Instagram's communicative medium.

Conclusion:

This study concludes that The comprehensive content analysis of the "Dar El Khamsa" page demonstrated that informal, youth-led initiatives can efficaciously deploy digital media through visual, aesthetic, and interactive methodologies to re-contextualize architectural heritage within contemporary and compelling frameworks, where cultural identity and regional tourism promotion effectively converge.

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Through the intensive use of short videos, aesthetically chosen angles, dual language, and traditional music, the page successfully built digital narratives that conceptualize architectural heritage not merely as static relics, but as dynamic cultural elements expressing territorial belonging and historical continuity. This approach thereby facilitates profound audience engagement and participatory involvement. The digital interaction between the page administrators and their followers further aided in the cultural reproduction of this meaning, transforming it into a powerful tool to promote domestic tourism and connect individuals to their place-based heritage.

These findings also underscore the significance of supporting and empowering youth initiatives that leverage digital media in the fields of culture and heritage. The research emphasizes the necessity of conceptualizing these platforms as complementary, or even alternative, channels to traditional institutional discourse for promoting architectural patrimony, cultural preservation, and tourism development. Furthermore, this study establishes foundations for future research on the impact of interactive visual media on shaping heritage awareness among different age groups or in various geographical regions, both within Algeria and internationally.

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