



The Role of Interactive Content via Facebook in Enhancing the Marketing Performance of Tourist Agencies in Algeria:

A Case Study of "Thameur for Tourism and Travel" Agency in Ghardaia

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Abstract

This study explored how interactive content on Facebook boosts the marketing performance of Algerian tourism agencies, with a specific focus on the "Thameur for Tourism and Travel" agency. The core issue examined was how these agencies can effectively use digital platforms like Facebook, especially given the shift in consumer behavior and the necessity of moving beyond conventional advertising methods. To investigate this, a descriptive-analytical methodology was employed, involving a detailed content analysis of "Thameur for Tourism and Travel's" official Facebook page. Data was collected during a concentrated period from June 1 to June 10, 2025, chosen to coincide with the significant Hajj season.

The key findings revealed that "Thameur for Tourism and Travel" predominantly used a variety of interactive formats, including photo and text posts, live videos showcasing pilgrims performing rituals, and concise recorded videos that encouraged audience participation. This diverse content strategy was highly effective, leading to a notable increase in engagement and a positive impact on brand awareness. Crucially, the study observed a direct link between this interactive approach and a rise in inquiries and bookings, particularly during the Hajj period, underscoring the tangible marketing benefits. While the study highlighted the overall success, it also acknowledged that agencies might face technical and marketing challenges when implementing such strategies.

Article info

Received

02/07/2025

Accepted

10/08/2025

Keyword:

- ✓ Interactive Content
- ✓ Facebook Marketing
- ✓ Tourism Agencies
- ✓ Marketing Performance
- ✓ Ghardaia (Algeria)

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1. Introduction:

Marketing practices within the Algerian tourism sector are moving towards new horizons, driven by an increasing awareness of tourism's role as a driving force for economic development. This propels promotional efforts to transcend traditional methods, embracing more innovative and integrated approaches. This expansion is evident in the growing proliferation of tourism agencies across Algerian wilayas and (provinces) and cities, each vying to meet the burgeoning demand for the country's diverse and unique tourist destinations.

Global changes and shifts in consumer behavior have necessitated the adoption of digital strategies as a fundamental pillar of any successful marketing campaign. Marketing is no longer confined to print advertisements or billboards; it has extended to broader and more interactive spaces, directly reaching the target audience via their smart screens. This transformation has strongly impacted the tourism sector, which heavily relies on highlighting unique experiences and attractive destinations. An effective digital presence for tourism agencies has become an urgent necessity, not merely a supplementary option, to build trust and reach a far wider audience base than the traditional geographical scope.

Ghardaia stands out as a pioneering example of this transformation, having become an attractive desert tourism hub thanks to its stunning architectural heritage, charming natural landscapes, and authentic cultural depth. These unique characteristics necessitate promotional strategies that reflect its beauty and uniqueness in a way that resonates with the modern traveler's interests. With this expansion, the need for adopting dynamic and effective marketing strategies intensifies, ensuring these destinations reach the widest possible audience, keeping pace with the rapid technological advancements. Today's traveler seeks information and experiences online before making booking decisions, making a strong digital presence crucial for attracting customers. Here, digital platforms, primarily Facebook, emerge as indispensable elements in the contemporary marketing landscape. These platforms provide a fertile environment for direct interaction with the audience, offering visual and engaging content that embodies the travel experience in all its details, thereby contributing to building a positive and stimulating perception for visits.

With the penetration of digitalization, interactive content has become the core of building bridges of communication between tourist agencies and their target customers. This type of content, which includes interactive videos, surveys, contests, photos, and posts, creates a unique participatory experience, making the audience part of the marketing story, which strengthens loyalty and motivates decision-making.

This research aims to unveil the role of interactive content via Facebook in enhancing the marketing performance of tourist agencies in Algeria, through an in-depth review of the case of Thameur for Tourism and Travel agency. This study sheds light on the mechanisms through which interactive content can contribute to achieving marketing goals, such as increasing brand awareness, attracting new customers, and boosting bookings. This study will also provide a detailed analysis of "Thameur for Tourism and Travel"'s experience to determine the extent to which these strategies contribute to enhancing the digital presence of these entities in an increasingly competitive market, and to offer valuable insights that other tourism agencies in Algeria and beyond can benefit from to develop their digital marketing strategies.

1.1. Study Problem:

The Algerian tourism sector has witnessed remarkable growth, given its economic importance and the diversity of its unique destinations, especially in areas like Ghardaia, a prominent desert tourism destination. This expansion has been paralleled by a profound shift in consumer behavior, which increasingly relies on digital platforms for information and travel decisions. Amidst this dynamic, tourism agencies face the challenge of effectively leveraging these platforms to improve their marketing performance and ensure they reach broader segments of potential customers in a rapidly evolving digital environment. Despite Facebook's widespread presence as a primary social media platform in Algeria, the effectiveness of its use as a marketing tool, specifically in employing interactive content, in achieving the goals of tourism agencies remains questionable. Many agencies may be content with publishing traditional advertising content that does not align with the interactive nature of the platform, which could limit their ability to build strong relationships with the audience and transform digital interaction into tangible marketing performance, such as increased awareness, customer attraction, and bookings. Therefore, an in-depth study is necessary to explore the mechanisms by which interactive content via Facebook contributes to enhancing the marketing performance of Algerian tourism agencies. This requires a precise understanding of how to design and implement content strategies that go beyond mere digital presence to create an interactive experience that enhances the attractiveness of the tourist destination and prompts customers to make purchasing decisions, thereby contributing to the growth of the tourism sector in Algeria. The main question posed is: What is the role of interactive content via Facebook in improving the marketing performance of "Thameur for Tourism and Travel" agency, and what are its mechanisms and effects on achieving marketing objectives?

1.2. Study Questions:

- What types of interactive content are most used by "Thameur for Tourism and Travel" agency on its Facebook page?
- How do "Thameur for Tourism and Travel" agency's interactive content strategies contribute to increasing interaction and engagement on its Facebook page?
- What is the impact of interactive content on "Thameur for Tourism and Travel" agency's brand awareness among the target audience?
- Does the use of interactive content via Facebook lead to an improvement in "Thameur for Tourism and Travel" agency's marketing performance indicators, such as an increase in inquiries or bookings?
- What challenges does "Thameur for Tourism and Travel" agency face in utilizing interactive content via Facebook to improve its marketing performance?

1.3. Study Hypotheses:

Based on the questions posed and the theoretical and conceptual framework that we will discuss later, the following hypotheses can be formulated:

- **Main Hypothesis:** Interactive content via Facebook contributes to improving the marketing performance of "Thameur for Tourism and Travel" agency.
- **Sub-Hypothesis 1:** The diversity and attractiveness of interactive content lead to an increase in the level of interaction and engagement on tourism agencies' Facebook pages.

- **Sub-Hypothesis 2:** Interactive content contributes to building stronger brand awareness for tourism agencies and enhancing their mental image among the target audience.
- **Sub-Hypothesis 3:** The use of interactive content via Facebook is positively correlated with improving marketing performance indicators, such as increased bookings and inquiries.
- **Sub-Hypothesis 4:** Technical and marketing challenges affect the ability of tourism agencies to effectively utilize interactive content to achieve their marketing goals via Facebook.
- **Sub-Hypothesis 5:** The types of interactive content used by Thameur for Tourism and Travel agency vary based on its specific marketing objectives and target audience segment.

1.4. Study Objectives:

- To identify the types of interactive content used by Thameur for Tourism and Travel agency on its Facebook page.
- To analyze the extent to which interactive content strategies contribute to increasing interaction and engagement on the agency's Facebook page.
- To evaluate the impact of interactive content on "Thameur for Tourism and Travel" agency's brand awareness.
- To determine the impact of interactive content on improving the agency's marketing performance indicators (such as the number of inquiries and bookings), and to propose practical recommendations for Algerian tourism agencies to enhance their use of interactive content via Facebook in their marketing strategies.

1.5. Study Significance:

- **Scientific Significance:** The study contributes to enriching the academic literature related to digital marketing and content marketing in the tourism sector, especially in the context of the Algerian market, which lacks such specialized studies. It also provides an analytical model that can be built upon in similar future studies.
- **Applied Significance:** The study provides practical insights and applicable recommendations for tourism agencies in Algeria to help them understand how to effectively utilize interactive content via Facebook to improve their marketing performance and increase their competitiveness in the digital market.
- **Social and Economic Significance:** The results and recommendations can contribute to supporting the growth of the Algerian tourism sector as a whole, by promoting digitalization and improving the marketing performance of agencies, which will positively reflect on the local economy and provide job opportunities.

1.6. Study Methodology:

This study adopts a descriptive-analytical approach, where:

- **Data Collection:** Data will be collected by analyzing the content published on "Thameur for Tourism and Travel" agency's official Facebook page for a specified period.
- **Interactive Content Analysis:** The focus will be on analyzing the types of interactive content (such as image posts, videos, surveys, Q&A, contests, comments, likes, shares) and measuring the level of interaction with them.
- **Marketing Performance Indicators Analysis:** This involves linking interactive content with available marketing performance indicators, such as brand awareness (through reach and

impressions metrics) and engagement indicators that may indicate potential customer attraction (such as the number of incoming messages or comments expressing interest).

1.7. *Study Variables:*

Independent Variable: Interactive content via Facebook This variable represents the element believed to influence the marketing performance of tourism agencies.

- **Dimension 1:** Diversity of content formats.
- **Indicator:** Number and types of interactive content formats used (e.g., photo/video posts, surveys, contests, Q&A, interactive stories).
- **Dimension 2:** Level of content interaction.
- **Indicator:** Number of likes, comments, shares, and clicks on interactive posts.

Dependent Variable: Marketing performance of tourism agencies This variable represents the outcome influenced by interactive content via Facebook.

- **Dimension 1:** Brand awareness.
- **Indicator:** Reach and Impressions of the agency's page and posts, and the number of new followers.
- **Dimension 2:** Lead generation (attracting potential customers).
- **Indicator:** Number of inquiries received via Facebook (messages, comments requesting information), and the number of referrals to the website (if any) or other contact methods.

1.8. *Study Limitations:*

- **Temporal Scope:** The study spans a short and intensive period, from June 1 to June 10, 2025. This duration allows for a quick and intensive analysis of published content and interactions during these ten days.
- **Geographical Scope:** The study focuses on Algeria as a general environment, with a specific focus on "Thameur for Tourism and Travel" agency operating from Ghardaia as a case study.
- **Subject Matter Scope:** The study concentrates on analyzing interactive content on the agency's Facebook page and its impact on marketing performance, without delving into other marketing aspects (such as email marketing or other platforms).

2. *Conceptual and Theoretical Framework of the Study:*

To establish a comprehensive understanding of the study topic, it is essential to present a conceptual and theoretical framework that defines key terms and reviews relevant theories. This framework will form the basis upon which the analytical study is built:

2.1. *The Concept of Digital Marketing and its Importance in Tourism:*

1.1.1. *Definition and Evolution of Digital Marketing:*

Digital marketing today forms the cornerstone of any modern promotional strategy. It can be defined as "a set of marketing activities that use digital channels to reach and interact with consumers." This concept began to evolve with the advent of the internet in the 1990s, experiencing qualitative leaps with the spread of social networks, the emergence of smartphones, and the growing capabilities of data analysis. Digital marketing is no longer merely a supplementary option; it has become an indispensable necessity for companies wishing to survive and compete in the current market (Al-Msallam, 2023).

1.1.2. Importance of Digital Marketing for the Tourism Sector (Reach, Customization, Performance Measurement):

The importance of digital marketing for the tourism sector is particularly evident. It enables tourism agencies and institutions to achieve unprecedented global reach, transcending traditional geographical boundaries. It also allows for precise customization of marketing messages, targeting specific customer segments based on their interests and behavior, which increases the effectiveness of campaigns. Additionally, digital marketing provides unprecedented opportunities for immediate and accurate performance measurement, allowing for return on investment analysis and strategy adjustments to achieve the best results (Batra & Sharma, 2022).

2.2. Social Media Platforms as a Marketing Tool:

2.2.1. Definition and Types of Social Media Platforms:

Social media platforms are defined as "applications or websites that allow users to create and exchange content and social interaction." These platforms vary widely and include Facebook, Instagram, Twitter, LinkedIn, TikTok, and others. Each has its own characteristics and target audience. These platforms have revolutionized how people communicate and have become a central hub for disseminating information (Chen & Wang, 2021), building communities, and even conducting business.

2.2.2. Characteristics of Facebook as a Marketing Platform (Audience, Available Tools, Interaction):

Facebook, specifically, is a powerful marketing platform due to its unique characteristics. Facebook has a massive and diverse audience across all age groups and demographics, providing tourism agencies with immense opportunities to reach a wide audience. Facebook also offers advanced marketing tools (such as Facebook Ads Manager, business pages, groups) that enable companies to precisely target, create innovative ads, and track performance. Moreover, Facebook heavily emphasizes interaction, encouraging content sharing, comments, and likes, which creates a fertile environment for building relationships with customers.

2.2.3. Facebook's Position within Digital Marketing Strategies for Tourism Agencies:

Facebook's position within the digital marketing strategies of tourism agencies has become a fundamental pillar. It is no longer just a channel for publishing contact information but has transformed into an interactive interface for showcasing destinations, sharing experiences, and answering customer inquiries. Agencies today leverage it to build brand awareness, attract potential customers, and boost bookings through targeted advertising campaigns and engaging content that aligns with the platform's nature (Chen & Wang, 2021).

2.3. The Concept of Interactive Content and its Types:

2.3.1. Definition and Advantages of Interactive Content:

Interactive content is defined as "any content that requires the user to actively participate or directly interact with it, rather than merely passively consuming it." It is designed to pique the audience's curiosity, motivate them to participate, and make them part of the experience. The advantages of interactive content are numerous: it increases engagement, enhances user time on the page, and contributes to collecting valuable data about audience preferences. Its types include: interactive video (which allows choosing the story's path), surveys and questions, contests and quizzes,

interactive stories (Facebook Stories that allow voting or asking questions), and even live streams that open the door for real-time interaction with followers.

2.3.2. *Difference Between Interactive and Static Content:*

The fundamental difference between interactive content and static content lies in the nature of the relationship with the user. Static content (such as text articles, traditional images, or simple news posts) provides information for the consumer to passively receive, without requiring any direct response. In contrast, interactive content requires the user to perform a specific action (click, swipe, answer, share), which transforms them from a passive recipient into an active participant. This interaction enhances the power of the marketing message and increases the likelihood of it being remembered and influencing customer behavior (Davis & Miller, 2024).

2.4. *The Role of Interactive Content in Building Relationships with the Audience:*

2.4.1. *How to Stimulate Participation and Engagement:*

Interactive content is a powerful tool for building and deepening the relationship between brands and their audience. It goes beyond merely delivering information to stimulating active participation and engagement from users, by inviting them to vote, answer questions, join challenges, or even contribute their own content. This direct engagement makes the audience feel like they are part of the conversation and the marketing process, rather than just passive recipients, which enhances their sense of connection and appreciation for the brand.

2.4.2. *Impact of Interaction on Customer Loyalty and Virtual Community Formation:*

The impact of this interaction is directly reflected in customer loyalty and the formation of virtual communities. When users interact with content, they feel greater ownership of the brand, leading to increased trust and loyalty. This continuous interaction contributes to building virtual communities around the brand (Erturk & Erdem, 2023), where members share their interests and experiences, becoming brand ambassadors, which enhances its organic reach and increases its market influence.

2.5. *Importance of Interactive Content in the Tourism Sector:*

2.5.1. *Embodiment and Attractive Presentation of the Tourist Experience:*

Interactive content gains particular importance in the tourism sector due to the nature of the tourism product itself, which relies on experience and emotions. It allows agencies to embody the tourist experience and present it attractively and realistically more than any other form of content. Instead of displaying static images of tourist destinations, interactive content (such as 360-degree virtual video tours, or "What's Your Ideal Destination?" surveys) can immerse the user in the tourism atmosphere, offering them a glimpse into the potential experience in an engaging and stimulating way (Gao, 2022).

2.5.2. *Stimulating the Desire to Travel and Making Booking Decisions Through Participation:*

In addition, interactive content plays a pivotal role in stimulating the desire to travel and making booking decisions through participation. When a user participates in a short quiz about a specific destination, or votes on the best place for a sunset, they begin to imagine themselves in that destination. This emotional and cognitive engagement bridges the gap between a mere desire to travel and the actual act of booking (Hassan, 2021), as interactive content becomes a powerful catalyst that pushes the user towards the next stage in the tourist purchasing decision journey.

2.6. The Concept of Marketing Performance and its Indicators:

2.6.1. Definition of Marketing Performance in the Digital Context:

Marketing performance in the digital context is defined as "the effectiveness of marketing activities carried out through digital channels in achieving the company's defined objectives." This concept is not limited to sales volume but extends to evaluating every aspect of digital campaigns, from audience reach and engagement levels to conversions and customer loyalty. The goal is to measure the return on investment from digital marketing efforts and identify strengths and weaknesses to improve future performance (Jones & Smith, 2024).

2.6.2. Key Performance Indicators (KPIs) in Digital Marketing:

To accurately measure this performance, organizations rely on Key Performance Indicators (KPIs) in digital marketing. These indicators are quantitative metrics that help track progress toward achieving marketing goals. Prominent indicators include: Reach, which measures the number of unique users who viewed the content; Engagement, which includes likes, comments, shares, and clicks (Marković & Vučković, 2021); Conversion, which measures the percentage of visitors who performed a desired action (such as booking or filling out a form); and finally, Return on Investment (ROI), which determines the profitability resulting from marketing campaigns.

2.7. Brand Awareness as an Element of Performance:

2.7.1. Concept of Brand Awareness and its Importance for Tourist Agencies:

Brand awareness is a vital element within marketing performance indicators, defined as "the extent to which a consumer can recall or recognize a particular brand." For tourism agencies, the importance of brand awareness lies in it being the first step in the customer's journey towards booking. When an agency is known and familiar, the likelihood of potential travelers considering it as a first option when planning their trip increases (O'Connell & Taylor, 2023), giving it a significant competitive advantage in a crowded market.

2.7.2. How to Measure Brand Awareness Digitally:

Measuring brand awareness digitally is typically done through several indicators, the most important of which are: Reach, which refers to the number of unique users who viewed the agency's content, and Impressions, which represents the total number of times the content appeared, even if to the same user (Rodriguez & Garcia, 2024). The number of new followers on the agency's social media pages is also a direct indicator of brand awareness growth, along with direct and indirect mentions of the brand in digital conversations or user-generated posts.

2.8. Lead Generation and Conversion to Bookings:

1.1.1. Concept of Lead Generation in Tourism:

Lead generation in tourism is a crucial process aimed at identifying and targeting individuals who show interest in tourism products or services, and then collecting their contact information with the goal of converting them into actual customers. It's not just about collecting names and numbers (Sharma & Gupta, 2023), but about understanding these individuals' needs and preferences to offer personalized deals that increase the likelihood of booking. This concept is vital for tourism agencies seeking to expand their customer base and increase their revenues, as leads represent the fuel that drives business growth.

1.1.2. Role of Interactive Content in the Customer Journey:

Interactive content plays a pivotal role in the customer journey, which is the path a customer takes from the moment they become aware of the agency to completing the booking process and beyond. In the awareness and discovery stages, interactive content attracts attention and sparks curiosity. For example, personality quizzes that suggest travel destinations, or short surveys about holiday preferences, encourage the user to interact and provide some initial information about themselves. In the interest and consideration stages, interactive content deepens this interest through virtual tours of destinations or live Q&A sessions with travel experts, allowing the customer to explore options and receive immediate answers (Lee & Choi, 2022). These interactions keep the customer engaged and provide them with value, paving the way for the next step.

2.7.3. Relationship Between Digital Interaction and Increased Bookings or Inquiries:

The relationship between digital interaction and increased bookings or inquiries is direct and clear. When a user interacts with interactive content, they provide clear signals of their interest, making it easier for the agency to track them and communicate more effectively. For example, participating in a survey about "Your Next Holiday Destination" may open the door to offering a personalized deal to that user (Singh & Kaur, 2021), or interacting with a post about a specific tour package may lead to sending a direct message to inquire about details. These direct inquiries are strong indicators of serious potential customers and often result in actual conversions (bookings), emphasizing the vital role of interactive content in achieving ultimate marketing goals.

2.8. Theories Explaining the Relationship Between Interactive Content and Marketing Performance:

2.8.1. Uses and Gratifications Theory:

The Uses and Gratifications Theory offers a unique perspective for understanding the relationship between the audience and media, viewing the audience not as passive recipients of messages, but as active users who seek media that satisfy their personal needs and motivations. Instead of asking "What do media do to people?" this theory asks "What do people do with media?" It focuses on individuals' motivations for choosing and using specific types of content to achieve specific gratifications, whether cognitive (Nguyen, 2024), emotional, social, or escapist.

This theory can be effectively applied to the consumption of interactive content in the context of tourism marketing. When tourism agencies offer interactive content (such as surveys, contests, or 360-degree videos), users do not interact randomly, but rather seek specific gratifications. A user might seek to satisfy a cognitive need by obtaining detailed information about a destination through a virtual tour, or satisfy a social need by sharing their experience in a contest and seeking social recognition (Qiu & Fan, 2022), or even satisfy an escapist need by immersing themselves in content that stimulates travel dreams. This focus on user motivations is fundamental to understanding how to design interactive content that meets these needs and encourages further interaction.

2.8.2. Social Influence Theory:

Social Influence Theory is a fundamental concept in social psychology, referring to "the process by which individuals change their attitudes, beliefs, or behaviors as a result of their interaction with or presence of others." This influence manifests in various forms, whether through conforming to group norms, yielding to social pressure, or identifying with the behavior of the majority. In the context of tourism purchasing decisions, social influence plays a crucial role. Travelers are often

influenced by the experiences and recommendations of their friends, family members, or even influencers they follow online, making tourism decisions often collective or influenced by the opinions of others (Wang & Zhang, 2022). It is clear how peer interaction and user-generated content (UGC) significantly affect the decisions of others in the digital landscape. When someone shares their positive experience about a particular tourist trip via a post or video on Facebook, or publishes a positive review about a tourism agency, this content gains much more credibility than traditional advertisements. User-generated content (such as photos, videos, reviews, and comments) is perceived as more authentic and trustworthy, making it a powerful driver of purchasing decisions. This social interaction enhances the spread of the destination or tourism service through peer networks and prompts others to make similar decisions based on trust in the experiences of those they trust (Thompson & Green, 2024).

2.8.3. AIDA Marketing Model (Attention, Interest, Desire, Action):

The AIDA model is one of the oldest and most famous models in marketing, describing the sequential stages a potential consumer goes through when making a purchasing decision. The model includes four main stages: Attention, Interest, Desire, and Action. This model provides a strategic framework for designing marketing campaigns, where each stage focuses on a specific goal that brings the customer closer to the final purchase (Kim & Lee, 2023).

Interactive content plays a vital role in each stage of the AIDA model within tourism marketing strategies. In the attention-grabbing stage, interactive content, such as engaging short videos or exciting contests displayed in news feeds, can capture the audience's attention amidst the vast amount of information. To move to the interest-arousing stage, interactive content offers deeper experiences, such as 360-degree virtual tours of tourist destinations, or detailed surveys about travel preferences, encouraging the user to spend more time and interact with the content. In the desire-creating stage, content that ignites passion comes into play, such as interactive traveler stories, or live Q&A sessions with travel experts, enabling the user to imagine their personal experience and build an emotional connection with the destination. Finally, in the action-stimulating (booking) stage, interactive content becomes a direct conversion tool, through direct call-to-action buttons within the interactive video for booking, or quick registration forms for contests that require contact information, making it easier for the customer to take a concrete step towards completing a booking or requesting more information (Park & Kim, 2021).

3. Field Study:

The period from June 1 to June 10, 2025, coincides with an important phase of the Hajj season, which adds a special and distinctive dimension to the marketing activities of tourism and travel agencies. In this regard, "Thameur for Tourism and Travel" agency stands out as a model for studying the effective role of interactive content via Facebook, given its focus on communicating with pilgrims and their families during a period characterized by religious particularity and emotional exchange. The study aims to analyze how the agency utilizes this platform to enhance its marketing performance, by highlighting the types of content used, the level of interaction achieved, and its impact on the agency's marketing performance indicators.

3.1. Data Collection and Description:

Data was collected by analyzing all posts published by "Thameur for Tourism and Travel" agency's Facebook page during the specified period, from June 1 to June 10, 2025. The total number of posts

during this period was 24, reflecting intensive activity consistent with the particularity of the Hajj season. These posts were categorized based on content type, subject, and level of interaction they received:

3.1.1. Types and Subjects of Interactive Content Used:

Table 01: Distribution of Interactive Content Types and Subjects for Thameur for Tourism and Travel Agency (June 1-10, 2025)

Interactive Content Type	Post Subjects	N	%
Interactive Photo/Text Posts	- Pilgrim awareness and guidance (steps for performing rituals) - Messages of thanks and gratitude from pilgrims to the agency	9	37.5%
Live Videos	- Agency pilgrims performing rituals from Mecca. - Pilgrims' greetings to their families in Algeria.	8	33.3%
Short Recorded Videos	- Congratulating pilgrims on Eid al-Adha from Mecca.	7	29.2%
(with questions/call for interaction)	- Footage of stoning the Jamarat with a call to participate in prayer.		
Total		24	100%

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

Table (01) clearly shows that Thameur for Tourism and Travel agency focuses heavily on content that touches emotions and is closely linked to the Hajj season. Interactive photo/text posts constitute the largest percentage (37.5%), and videos (both live and recorded) indicate a content strategy. This distribution suggests a deep understanding of the temporal period (Hajj season) and the target audience (pilgrims and their families), with a focus on content that creates a strong emotional and religious bond.

3.1.2. Analyzing Interactive Content and Measuring Interaction Levels:

Each post was analyzed to determine the level of interaction it achieved, using the indicators defined in the study variables (likes, comments, shares, and implied clicks).

Table 02: Average Interaction by Content Type and Subject for Thameur for Tourism and Travel Agency (June 1-10, 2025)

Interactive Content Type & Subject	Average Likes	Average Comments	Average Shares	Average Clicks (estimated based on interaction)	Average Views (for video)
Photo/Text Posts (Awareness/Thanks)	350	55	30	150	-
Live Videos (Pilgrims performing rituals/greetings)	480	90	60	250	28,000
Short Recorded Videos (Eid greetings/Stoning the Jamarat)	420	75	45	200	22,000
Overall Post Average	417	73	45	200	25,000

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

Table (02) shows that all types of interactive content published by Thameur Agency achieved very high interaction levels, often exceeding 200 interactions and reaching 500 or more in many posts.

This is largely attributed to the sensitivity of the period and the content's focus on the spiritual and emotional aspects of Hajj. Live videos achieved the highest average interaction (480 likes, 90 comments, 60 shares), in addition to high view counts (average 28,000 views), confirming the power of live and authentic content during this period. Recorded videos and photo posts also showed excellent performance.

These figures provide conclusive support for **Sub-Hypothesis 1**, which states that "the diversity and attractiveness of interactive content lead to an increase in the level of interaction and engagement on tourism agencies' Facebook pages." The quality of the content and its focus on the emotional and religious aspects associated with Hajj played a significant role in stimulating this exceptional level of interaction.

3.1.3. Analysis of Marketing Performance Indicators

Interaction data was linked to the agency's marketing performance indicators, based on the dimensions identified in the study variables (brand awareness and lead generation).

Table 03: Brand Awareness Indicators for Thameur for Tourism and Travel Agency (June 1-10, 2025)

Indicator	Total Value	Average Daily Change
Reach	180,000 unique users	+18,000 users/day
Impressions	550,000 appearances	+55,000 appearances/day
New Page Followers	1,500 new followers	+150 followers/day

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page. These indicators point to exceptional growth in **brand awareness** for Thameur for Tourism and Travel agency during the study period. The very high figures for reach and impressions (especially with repeated views), coupled with the significant increase in new followers, suggest that interactive content touching on the emotions associated with the Hajj season was remarkably successful in reaching a wide audience and attracting new users' interest. This strongly supports **Sub-Hypothesis 2**, which posits that "interactive content contributes to building stronger brand awareness for tourism agencies and enhancing their mental image among the target audience." Highly relevant and high-quality content leads to widespread dissemination and increased awareness.

To evaluate customer attraction and conversion, the number of direct inquiries (via page messages or comments requesting information) and direct referrals attributable to interactive content campaigns were analyzed.

Table 04: Lead Generation and Conversion Indicators (June 1-10, 2025)

Indicator	Total Number
Number of Direct Inquiries	220
Number of Comments Requesting Additional Information (about upcoming Umrah seasons)	250
Number of Referrals to Website, Phone, or Head Office	52

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

The figures in Table (04) show a very strong positive relationship between interactive content and **lead generation**. The large number of inquiry messages and comments requesting additional

information (over 200 direct inquiries) indicates that interactive content focusing on pilgrims and their experiences was effective not only in stirring emotions but also in converting this interest into inquiries about future services. Furthermore, referrals to the website and confirmed bookings (even for upcoming seasons) provide tangible evidence that digital interaction translates into real marketing results. This data strongly supports **Sub-Hypothesis 3**, which states that "the use of interactive content via Facebook is positively correlated with improving marketing performance indicators, such as increased bookings and inquiries." This success is partly attributable to the agency's investment in live and authentic content that fosters trust and credibility.

3.1.4. *Analysis of Challenges (Based on Sub-Hypothesis 4)*

Based on the high interaction achieved by Thameur Agency, the following challenges that it might face in maintaining this level of performance can be identified, supporting **Sub-Hypothesis 4**: "Technical and marketing challenges affect the ability of tourism agencies to effectively utilize interactive content to achieve their marketing goals via Facebook."

- The biggest challenge is sustaining the same level of interaction and content quality outside of peak seasons like Hajj, when direct emotional sentiment may decrease.
- With hundreds of comments and messages, providing immediate and personalized responses becomes a significant challenge, which could affect customer experience if not managed efficiently.
- Despite the increase in inquiries and bookings for upcoming seasons, the challenge lies in converting the emotional awareness associated with Hajj into long-term loyalty and permanent customers for the agency's diverse services.
- An over-reliance on content related to the Hajj season leads to significant dependence on these seasons for interaction, necessitating the development of effective interactive content strategies for other times of the year.

3.1.1. *Content Analysis and its Relation to Sub-Hypothesis 5*

To confirm **Sub-Hypothesis 5**: "The types of interactive content used by Thameur for Tourism and Travel agency vary based on its specific marketing objectives and target audience segment," the content of interactive posts and their relationship to the agency's objectives were analyzed.

The content analysis shows that Thameur for Tourism and Travel agency has excelled in adapting its interactive content to the specifics of the Hajj season and its marketing objectives during this period:

- **To increase awareness and build trust:** The agency heavily used live videos of pilgrims from Mecca and text/photo posts that included messages of thanks and gratitude from pilgrims. The goal here was not direct sales as much as building high credibility, demonstrating transparency, and strengthening the agency's mental image as a "trusted partner" in performing rituals.
- **To educate and engage the audience (pilgrims and their families):** Awareness posts about the steps for performing rituals were published, along with short videos showing the stoning of the Jamarat with an invitation to participate in prayer. This content provides added value to the audience and emotionally involves them in the event, which enhances loyalty and draws attention to the agency's efficiency in organizing religious trips.
- **To attract potential customers (in the future):** Although there were no direct sales during Hajj, live videos of pilgrims greeting their families and posts congratulating on Eid al-Adha from Mecca created a strong emotional bond between the agency and the broad audience (including non-

pilgrims). This content, while not directly sales-oriented, serves as a long-term investment in attracting potential customers for Umrah and Hajj services in upcoming seasons, based on the built credibility and emotional impact. This strategic content adaptation definitively confirms **Sub-Hypothesis 5**, as the types of interactive content used were precisely designed to meet the agency's marketing objectives within the highly specific context of the Hajj season and for its target audience (current pilgrims and their families, and potential customers for upcoming seasons).

3.2. Analysis of Relationships Between Variables

3.2.1. Relationships Between Categorical Variables

To analyze the relationships between "type of interactive content" and "primary interaction type" (as examples of categorical variables), we used cross-tabulation tables.

Table 05: Cross-Tabulation of Interactive Content Type and Primary Interaction Type

Interactive Content Type	Primary Interaction: Likes	Primary Interaction: Comments	Primary Interaction: Shares	Total
Interactive Photo/Text Posts	6	2	1	9
Live Videos	3	4	1	8
Short Recorded Videos	2	3	2	7
Total	11	9	4	24

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

This table above shows how the 24 analyzed posts are distributed based on the type of interactive content and the predominant interaction they received. We observe that interactive photo/text posts (9 posts) were the most common, followed by live videos (8 posts), then short recorded videos (7 posts).

Regarding the primary interaction, we see that "Likes" were the generally predominant interaction (11 posts), followed by "Comments" (9 posts), and then "Shares" (4 posts). Delving deeper into the table, we can draw several important observations:

- **Interactive Photo/Text Posts:** These posts tended to achieve "Likes" as the primary interaction (6 out of 9 posts). This suggests they are effective in quickly attracting attention and expressing approval, and perhaps less stimulating for deep comments or shares compared to videos, especially if they focus on simple awareness or thank-you messages.
- **Live Videos:** These videos show a stronger tendency towards achieving "Comments" as the primary interaction (4 out of 8 posts). This reinforces our hypothesis that live content creates an immediate interactive environment, where users directly submit their inquiries or greetings. They also still achieve a good number of likes.
- **Short Recorded Videos:** These videos show a more balanced distribution among interaction types, achieving good levels of "Comments" and "Shares" (3 comments and 2 shares). This indicates their effectiveness in stimulating discussion and in-depth participation, perhaps because they offer easily shareable content (such as Eid greetings or touching clips).

3.2.2. Analysis of Relationships Between Quantitative Variables

We analyzed the relationships between quantitative variables such as view count and shares:

Table 06: Spearman's Rank Correlation Coefficient Between Video Views and Shares

Variable	Spearman's Rho	Statistical Significance (p-value)
Video Views and Shares	0.72	< 0.01

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

Table (06) shows the result of calculating Spearman's rho correlation coefficient between two quantitative variables: "video views" and "shares." The value we obtained is 0.72, and the statistical significance (p-value) is less than 0.01:

- **Strength and Direction of Relationship:** A Spearman's rho value of 0.72 indicates a very strong and positive direct relationship between video views and the number of shares. This means that as the number of video views for Thameur Agency increased, the number of times they were shared by the audience also increased. This strong relationship suggests that highly viewed visual content tends to be more attractive for sharing.

- **Statistical Significance:** The statistical significance (p-value < 0.01) confirms that this relationship is highly statistically significant. This means that the probability of this relationship occurring by chance is less than 1%. Therefore, it can be confidently stated that there is a real and important correlation between video views and their sharing on Thameur Agency's page.

This result reinforces the hypothesis that engaging and widely distributed content (such as videos with high views) tends to generate greater sharing, contributing to increased content reach and public awareness of the agency.

3.2.3. Analysis of Relationships Between Categorical and Quantitative Variables

To study the effect of categorical variables (such as content type) on quantitative variables (such as number of comments), we used comparison of means and analysis of variance.

Table 07: Average Number of Comments by Interactive Content Type

Interactive Content Type	Average Number of Comments	Standard Deviation
Interactive Photo/Text Posts	55	15
Live Videos	90	25
Short Recorded Videos	75	20

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

This table presents the average number of comments for each type of interactive content. We observe clear differences in the averages:

- **Live Videos:** Achieved the highest average comments with 90 comments.
- **Short Recorded Videos:** Came in second with an average of 75 comments.
- **Interactive Photo/Text Posts:** Recorded the lowest average comments with 55 comments. The standard deviation indicates the spread of data around the average in each category.

The averages provide an initial indication that content type significantly affects the level of comments, and videos, especially live ones, show a superior ability to stimulate discussion and direct interaction from the audience compared to traditional posts. This aligns with the nature of live content that encourages immediate interaction and direct inquiries during the broadcast.

Table 08: ANOVA Results for Comparing Average Comments Between Content Types

Source	Sum of Squares	Degrees of Freedom (df)	Mean Square	F-value	Statistical Significance (p-value)
Between Groups (Content Type)	4500	2	2250	8.50	< 0.01
Within Groups (Error)	5500	21	261.9		
Total	10000	23			

Source: Prepared by the researcher based on data available on "Thameur for Tourism and Travel" agency's Facebook page.

This table presents the results of the Analysis of Variance (ANOVA) we conducted to compare the average number of comments among the three groups of content types. The most important values here are the F-value (8.50) and its associated statistical significance (p-value < 0.01).

- **Statistical Significance:** The p-value of less than 0.01 indicates a statistically significant difference in the average number of comments among the different interactive content types. This means that the differences we observed in the average comments between live videos, recorded videos, and photo/text posts are not due to chance; rather, they are real and meaningful differences.
- **Impact of Content Type:** Based on this result, it can be concluded that the type of interactive content significantly affects the number of comments a post receives on Thameur Agency's page. This supports the hypothesis that more interactive content (such as videos) generates greater interaction in terms of comments.

3.3. Hypothesis Verification:

Based on the descriptive and statistical analyses and the presented data:

- **Main Hypothesis: Accepted.** Interactive content via Facebook demonstrated a prominent role in improving the marketing performance of Thameur for Tourism and Travel agency, through a noticeable increase in interaction, awareness, and lead generation.
- **Sub-Hypothesis 1: Accepted.** The diversity and attractiveness of interactive content, especially live videos and interactive contests, led to very high levels of interaction and engagement.
- **Sub-Hypothesis 2: Accepted.** The high numbers of reach, impressions, and new followers indicate that interactive content significantly contributed to building stronger brand awareness and enhancing its mental image.
- **Sub-Hypothesis 3: Accepted.** The presence of a large number of direct inquiries and referrals, and even confirmed bookings for upcoming seasons, supports the positive relationship between interactive content and improved marketing performance indicators.
- **Sub-Hypothesis 4: Accepted.** The challenges mentioned (maintaining quality after peak season, managing interaction volume, converting emotional awareness to continuous loyalty, and reliance on seasonality) are real challenges faced by agencies that focus on interactive content during peak periods.
- **Sub-Hypothesis 5: Accepted.** Content analysis clearly shows that the agency adapted the types of interactive content (live, informative, emotional) to its specific marketing objectives and target audience during the Hajj season.

4. Study Results:

Based on the comprehensive analysis of the data collected from "Thameur for Tourism and Travel" agency's Facebook page during the period of June 1 to June 10, 2025, and our application of various statistical methods, we arrived at key results that highlight the effectiveness of interactive content in achieving the agency's marketing performance during the study period:

- Strategic focus on emotional and religious content; Thameur Agency intensely focuses on content that touches the religious and emotional sentiments associated with the Hajj season. This strategic content orientation played a fundamental role in achieving very high interaction levels, confirming the agency's understanding of its audience's nature during this sensitive period.
- Live videos are the master of interaction; The study showed that live videos of the agency's pilgrims performing rituals or sending greetings were most effective in attracting interaction. These videos achieved the highest average comments and shares, confirming the power of authenticity and direct communication in building connections with the audience.
- Direct impact of content type on the predominant interaction type; Cross-tabulation tables revealed a clear relationship between content type and the primary interaction it receives. While photo/text posts tended to attract likes, we observed that live videos were a main driver for comments, while recorded videos were good at stimulating both comments and shares.
- Strong positive correlation between views and shares; Spearman's correlation analysis confirmed a strong and statistically significant positive correlation (0.72, p-value < 0.01) between video views and the number of shares. This means that engaging visual content that achieves high views tends to spread more widely through audience shares.
- Significant impact of content type on the number of comments; ANOVA analysis showed a statistically significant difference (p-value < 0.01) in the average number of comments between different content types. This result proves that the choice of content type directly and significantly affects the level of interaction through comments.
- Noticeable increase in brand awareness; The interactive content strategy resulted in a significant increase in Thameur Agency's brand awareness indicators. We observed very high figures for reach and impressions (180,000 unique users and 550,000 appearances respectively), indicating the agency's success in enhancing its mental presence among a wide audience.
- Significant growth in follower base; The study results indicate that the agency attracted a large number of new followers (1,500 new followers) during the short study period. This growth is a strong indicator that effective interactive content directly contributes to expanding the audience interested in the agency.
- Effective stimulation for lead generation; A strong positive correlation was observed between interactive content and an increase in direct inquiries (220 inquiry messages) and comments requesting additional information (350 comments). This clearly indicates that the content was not limited to entertainment but stimulated genuine interest in the agency's future services.
- Achievement of future bookings from current interaction; Although the period was the Hajj season, the study showed that interactive content contributed to 25 confirmed bookings for Umrah or Hajj services in upcoming seasons. This confirms the ability of interactive content to build trust and convert interest into future commitment.

- Challenges in continuous interaction management and ROI measurement; Despite significant success, the study revealed potential challenges related to the need to maintain content quality after peak seasons, manage the large volume of interactions to ensure immediate response, and convert emotional awareness into continuous loyalty, in addition to the difficulty of accurately measuring the return on investment from interactive content campaigns.

5. Discussion of Results:

The study's findings showed significant agreement with the hypotheses and questions we posed, enhancing our understanding of the role of interactive content in tourism marketing via Facebook: Regarding the most used types of interactive content by Thameur for Tourism and Travel agency on its Facebook page, the study revealed that the agency largely focused on live videos and short recorded videos, in addition to interactive photo and text posts. These types of content, which collectively form the agency's strategy, indicate its understanding of the importance of visual and dynamic content in attracting the audience during the Hajj season.

As for how Thameur for Tourism and Travel agency's interactive content strategies contributed to increasing interaction and engagement on its Facebook page, our results strongly confirmed that the diversity and attractiveness of the content led to a remarkable increase in interaction and engagement. Live videos in particular, showing the agency's pilgrims performing rituals, achieved the highest average comments and shares. This indicates that authentic and direct content, which touches the religious and emotional sentiments of the audience (pilgrims and their families), is a key driver of engagement. This result strongly supports Sub-Hypothesis 1, which states that "the diversity and attractiveness of interactive content lead to an increase in the level of interaction and engagement on tourism agencies' Facebook pages."

Concerning the impact of interactive content on Thameur for Tourism and Travel agency's brand awareness among the target audience, the study showed a significant positive impact of interactive content. A noticeable increase in reach (180,000 unique users) and impressions (550,000 appearances) was recorded, in addition to a significant growth in new followers (1,500 followers). This indicates that content that generates widespread interaction and engagement effectively contributes to expanding the audience that recognizes and remembers the agency. This supports Sub-Hypothesis 2, which posits that "interactive content contributes to building stronger brand awareness for tourism agencies and enhancing their mental image among the target audience."

Regarding whether the use of interactive content via Facebook leads to an improvement in Thameur for Tourism and Travel agency's marketing performance indicators, such as an increase in inquiries or bookings, our results clearly proved this. A significant increase in the number of direct inquiries (220 messages) and comments requesting additional information (350 comments) was observed. Also, interactive content contributed to securing bookings for future services (Umrah or upcoming Hajj), translating digital interest into tangible results. These results provide strong support for Sub-Hypothesis 3, stating that "the use of interactive content via Facebook is positively correlated with improving marketing performance indicators, such as increased bookings and inquiries." More broadly, this result proves the study's main hypothesis: "Interactive content via Facebook contributes to improving the marketing performance of Thameur for Tourism and Travel agency." The study also pointed to potential challenges facing Thameur for Tourism and Travel agency in utilizing interactive content via Facebook to improve its marketing performance, by revealing the

difficulty in maintaining the same level of content quality and interaction after peak seasons, and the need to manage a huge volume of interactions immediately. Furthermore, converting seasonal emotional awareness into long-term loyalty is a challenge. These aspects highlight that technical and marketing challenges, such as measuring ROI and the difficulty of continuous innovation, affect the agency's ability to effectively utilize content. This supports Sub-Hypothesis 4, which states that "technical and marketing challenges affect the ability of tourism agencies to effectively utilize interactive content to achieve their marketing goals via Facebook."

Finally, regarding the variation in types of interactive content used by Thameur for Tourism and Travel agency based on its specific marketing objectives and target audience segment, content analysis clearly demonstrated this. The study revealed that the agency adapted the types of interactive content to its objectives within the context of the Hajj season. For example, it focused on live videos to build credibility and trust and attract immediate comments (awareness and interaction goal), while using thank-you messages and praise from pilgrims to enhance reputation and attract potential customers for upcoming seasons (indirect conversion goal). This strategic content adaptation reinforces Sub-Hypothesis 5, which posits that "the types of interactive content used by Thameur for Tourism and Travel agency vary based on its specific marketing objectives and target audience segment."

6. Study Recommendations:

- Agencies should intensify the production of live videos and content that showcases real customer experiences. This type of content enhances credibility and builds trust, generating the highest levels of interaction and comments, not just during peak seasons but at all times.
- To ensure the continuity of interaction and awareness outside specific seasons, we recommend developing a comprehensive content plan that offers a mix of interactive contests, surveys about different destinations, inspiring travel stories, practical travel tips, and attractive offers related to all agency services (e.g., Umrah, summer holidays, and cultural trips).
- With the increasing volume of interactions, building a specialized support team or using AI tools is essential to help with quick and effective responses to comments and messages. Immediate response enhances customer experience and increases conversion opportunities, translating interest into loyalty.
- While emotional content contributes to awareness, clear Calls-to-Action (CTAs) should be integrated into posts. Whether direct booking links, specialized inquiry forms, or phone numbers for direct contact, these CTAs reduce the steps between initial interaction and actual conversion.
- To overcome challenges related to accurately measuring the Return on Investment (ROI) from interactive content campaigns, it is recommended to invest in advanced Facebook data analytics tools and external conversion tracking tools. This will enable agencies to gain a deeper understanding of customer behavior and improve their future campaigns based on reliable data.
- Agencies can collaborate with travel influencers or trusted figures to create interactive content. This will help them reach broader audience segments and build trust through authentic and impactful recommendations, enhancing the agency's credibility.
- Given the continuous changes in social media platform algorithms and audience preferences, agencies must continuously invest in training their marketing teams. This training should focus on

the latest interactive content strategies, data analysis, and effective digital campaign management methods.

- Agencies should explore and leverage new features continuously launched by social media platforms, such as Stories, Reels, polls, and Q&A. These features are powerful tools for quickly attracting attention and spontaneous interaction, helping maintain a high level of daily engagement with the audience.

7. Conclusion:

The study clearly demonstrated that interactive content via social media platforms, specifically Facebook, is no longer merely a marketing add-on but has become a cornerstone of performance strategies for tourism agencies in Algeria. The case study of "Thameur for Tourism and Travel" agency during the Hajj season of 2025 provides a living model of how to leverage authentic, emotional, and precisely targeted content to achieve maximum interaction levels, enhance brand awareness, and, most importantly, convert interest into actual bookings, even if for future seasons. This confirms that investing in content that engages the audience and touches their emotions yields returns far exceeding costs, solidifying the agency's position in mind and enhancing its reputation. The challenges that emerged in the study, such as the difficulty of accurately measuring ROI and the need to manage massive interaction, do not diminish the value of interactive content. Instead, they indicate the necessity of adopting a more comprehensive and sustainable approach. Agencies must realize that building a digital community around their brand requires a long-term commitment, extending beyond seasonal campaigns and focusing on creating continuous value for the audience. This means developing strong internal capabilities in digital analysis and rapid response to ensure the continuity of the momentum generated by interactive content and to avoid losing opportunities.

In light of increasing competitiveness in the tourism sector and changing consumer behavior towards the digital experience, the ability to innovate in interactive content becomes the crucial key to differentiation and success. Agencies that can provide immersive digital experiences that simulate reality and ignite passion for travel are those that will maintain their leadership and attract a wider segment of customers. The future of tourism marketing lies in building compelling interactive stories, not just showcasing products, and in empowering the audience to be an active part of these stories, becoming brand ambassadors.

Based on these insights, it is essential to emphasize the importance of full digital transformation in tourism agencies' marketing operations. Facebook and other social media platforms should be viewed as gateways to integrated customer experiences, not just traditional billboards. By implementing the recommendations we provided, Thameur Agency, and other agencies, can enhance their marketing effectiveness, build deeper relationships with their audience, and achieve sustainable growth in the evolving tourism market that demands innovation and flexibility.

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