

The Role of Social Media in Promoting Tourism Services: A Field Study of Farouk Land Entertainment institution of (Annaba)

دور مواقع التواصل الاجتماعي في ترويج الخدمات السياحية: دراسة ميدانية
لمؤسسة التسلية والترفيه فاروق لاند (عنابة)

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Received :17/07/2024

Accepted:14/10/2024

Published:31/10/2024

Abstract :

This study aimed to identify the role of social media in the digital promotion of tourism services. It relied on the descriptive-analytical method through conducting an interview at the Farouk Land Entertainment and Leisure Institution in Annaba.

The study found that social media platforms, such as Facebook, Instagram, YouTube, and TikTok, significantly contribute to the promotion of tourism services. These platforms enable the institution to communicate with its clients, improve its image, and help meet their needs, thereby encouraging repeated visits. The most important recommendation of the study is the necessity of creating multiple pages on various social media platforms to face competition on one hand and expand the brand on the other.

Keywords: digital promotion social media Facebook, Instagram,

JEL classification codes: L83

1. Introduction.

The swift advancement and growing utilization of information and communication technologies, such as the internet, by both persons and organizations have brought about radical changes in traditional promotional methods, transforming them into a more dynamic and effective electronic concept. One of the latest extensions of this digital technology is social media, which has emerged as a powerful tool in marketing and tourism promotion. The massive increase in individuals using social media has turned these platforms into virtually unlimited communities, creating opportunities to exploit these communities for service promotion and attracting customers' attention. With the growing number of social media users, these platforms have become an effective means to reach potential customers, leading many tourism institutions to adopt them as a source for promoting their services to attract more visitors.

Multiple studies have attempted to determine the role of social media in promoting tourism services. Some of these studies were relied upon in building the current study, including:

The study of Lajla Ibrahim and Krayis Jilali: *The Impact of Using Social Media Networks in Promoting Tourist Resorts in Tissemsilt Province*. This study utilized a questionnaire and SPSS software to highlight the importance of using social media as a new method for promoting tourism services and resorts in Tissemsilt Province. The research confirmed the effectiveness of using social media in promoting recreational and entertainment resorts, attracting a larger number of tourists.

The study of Mahmoud al Hizzawi Said A. Salloum Mohammed Habes: *The role of social media in tourism marketing in Jordan*. The study relied on questionnaires. The study population consisted of a sample of tourists in Jordan, using appropriate samples by visiting targeted tourist sites, including the Dead Sea and Petra. The study targeted tourists of all nationalities, not limited to a specific nationality. This study aimed to obtain results regarding the impact of social media networks on tourism promotion in Jordan. The results concluded that communicative language in social media sites has a significant effect on attracting tourists, and social media networks are essential and effective tools for obtaining rapid and detailed information to determine tourist destinations.

This current research combined two variables: social media platforms with digital promotion, while the first study combined social media marketing variables with promotional methods. The second study gathered social media platform variables with information efficiency and accuracy variables. Both studies relied on questionnaires and our study distinguished itself by relying on interviews at Farouk Land Annaba to understand the role of social media platforms in promoting tourism services.

Research Problem:

From the above, we could specify the research problem in the form of the following question:

- **Do Social Media Platforms Play a Role in Promoting Tourism Services in Farouk Land Entertainment Institution?**

From this main question, a number of sub-questions can be derived as follows:

- Does Farouk Land Entertainment Institution rely on social media platforms to promote its services?
- What are the main social media platforms that Farouk Land Entertainment Institution relies on to promote its services?
- Does Farouk Land Entertainment Institution use the elements of the digital promotional mix to promote its services through social media platforms?

Research Hypotheses

As an initial answer to the problem of study and raised questions, we suggest the following main hypothesis:

- **Social media plays a role in promoting services in tourism in Farouk Land Entertainment Institutions.**

This, in itself, is divided into 3 sub hypotheses:

- **First Hypothesis:** Farouk Land relies on social media platforms to promote its services;
- **Second Hypothesis:** Farouk Land relies on Facebook and Instagram to promote its tourism services;
- **Third Hypothesis:** Farouk Land relies on elements of the promotional mix to promote its tourism services.

Importance of the Research

The importance of this study stems from the increasing role that social media plays in our daily lives. Given the widespread use and increasing adoption of these platforms by individuals in recent years, along with their growing activity and interaction through these sites, social media can be considered an effective promotional tool to reach consumers and influence their purchasing decisions in a scientific and effective manner.

Research Objectives

- To explore and understand digital promotion through social media.
- To identify the role of social media in promoting tourism services.
- To assess the level of interest and usage of social media by the institution under study.
- To determine the extent to which the institution under study utilizes elements of the promotional mix

1. The theoretical framework of the study

1.1. Definition of study variables:

a. Promotion

The word promotion comes from the English word "promote," which denotes advancement or progress. One of the elements of the marketing mix is said to be promotion. A business must use the marketing mix, which includes promotion, to sell its products in order to get recognition or acceptance in the marketplace or among the target audience. The corporation uses the promotion mix, also known as a comprehensive marketing communication program made up of public relations, sales promotion, personal selling, and advertising, to meet its marketing and advertising goals. (Ulfa, 2023, pp. 6-7)

Promotion is the process of highlighting the benefits of a specific tourism product or service to particular audience segments. It forms part of the comprehensive marketing strategy, functioning as a business plan to achieve marketing objectives through engaging with the targeted audience (Tari & Ouahrani , 2024, p. 363)

b. Digital promotion

Digital promotion encompasses a variety of techniques used to communicate with customers using digital technology. This includes numerous strategies and marketing efforts for brands, where the internet is considered the primary promotional medium, alongside traditional television and radio. Digital marketing involves using online marketing strategies such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), and the use of social media platforms;

Marketing requires a strategic plan to promote products and services to consumers. In a highly competitive environment, companies must deliver superior value and strive to exceed customer expectations compared to their competitors. Marketing is a social process that enables individuals and groups to obtain what they need and desire through creating and exchanging services and products with others. Promotion is executed according to specific objectives and involves communication activities, whether direct or indirect, conducted by individuals, groups, or organizations to exchange information. This communication aims to persuade individuals or the general public to purchase products and services offered by an organization or company. **(Melly Maulin & Tias Dwi , 2021, pp. 29-30)**

c. Promotional mix

Companies utilize the promotional mix, referred to as the marketing communication mix, which consists of direct marketing, Public relations, sales promotion, and advertising techniques to meet their marketing and advertising goals. **(Mohammad, 2016, p. 98)**

1.2. Elements of Digital Promotion:

a. Digital Advertising

Digital advertising is a modern tool in promotion that leverages the internet and the World Wide Web to deliver marketing messages to customers. The forms of digital advertising vary between videos, animated messages, and audio ads. Today, with the increasing use of digital tools and networks by consumers, digital advertising has become the most effective way to reach the target audience;

Consumers can obtain information about services and products, and interact with individuals and companies on topics related to these

products and services, making the promotional message more impactful. They can also provide feedback on products to companies and other consumers, where positive feedback is considered an effective promotional tool. As for negative feedback, marketers can benefit from it by solving consumers' problems and demonstrating the company's commitment to meeting their needs. **(Olusegun et al., 2021, pp. 327-328)**

b. Digitalpublic relations

The development ofthe internet and advancements in communication and information technologies has fundamentally transformed the nature of public relations. This comprehensive application of communication and information technologies in all aspects of modern public relations practice can be defined as the process of communicating with the public and stakeholders in an effective manner to ensure that desired information is successfully conveyed. Over the years, public relations have matured to become an industry led by professionals.

Digital public relations involve the use of digital media and online platforms. The online platforms used in the era of digital public relations vary, ranging from websites and YouTube channels, to social media platforms. Digital public relations are used in both the public and private sectors. The popularity of digital public relations is increasing due to several advantages, including its effectiveness in field observations, and its ability to track problems and issues in the cyber world relatively easily.**(Ankita & Anuhag, 2023, pp. 295-296)**

c. Digital Sales Promotion:

Sales Promotion is an activity carried out by business actors in providing customer offers in the form of promos, discounts, coupons, salespeople and resellers in the form of an invitation, or direct persuasion to buy a good or service. **(Saerang, 2021, p. 107)**

These offers and discounts are short-term incentives in the form of gifts or money that facilitate the transfer of products from the producing company to the end-user or consumer. Some companies send coupons via email, while others organize contests and online

games. Customers can benefit from multiple incentives online. **(Boukenes & Benahcene , 2023, p. 246)**

d. Digital direct marketing

Interactive marketing is marketing that uses one or more media to elicit a response or complete a business transaction. Recent trends indicate that the product should include an email address and a phone number, enabling dual communication between the product and the customer. **(Boukenes & Benahcene , 2023, p. 246)**

e. Definition of social media

Definition of Social Media: Social media is a collection of electronic networks that enable users to create their personal profiles and connect them through an electronic social system with others who share the same interests and hobbies, or with friends from school or college. Social media allow individuals to communicate with family, friends, and colleagues through websites and electronic services that provide fast and extensive information. These platforms do not just deliver information to the user but interact with them by providing information and content. Therefore, social media serve as a means for the immediate exchange of data and information over the internet. **(Benia & Beldjilali, 2023, p. 280)**

1.3. The most important social media:

a. LinkedIn

LinkedIn is a social networking site primarily focused on professional networking, launched in May 2003. LinkedIn users typically connect with colleagues in their field and maintain a list of contacts for people they know and trust. Trust is an important factor in this social network, as connecting with others requires either a pre-existing relationship or a mutual connection. **(Paul, 2013, p. 61)**

b. Tiktok

TikTok was launched in 2017 and quickly became one of the most popular social media platforms worldwide, especially among young people. Users use the app to create, share, and watch short videos, contributing to its widespread appeal in the digital sphere. In addition to traditional social media elements like user profiles, comments, and likes, TikTok introduces unique features and functionalities. These include a focus on creating concise, immediate, and collaborative content, an algorithm that tailors content recommendations based on user preferences, and a

predominant use of playful short videos. Together, these aspects establish TikTok as a unique digital media environment. (Alex, 2022, p. 664)

c. Instagram

Instagram was launched on October 6, 2010, as a social media platform that allows users to share photos. Starting from mid-2013, Instagram expanded its services to include sharing 15-second videos. Since then, the number of Instagram users has increased significantly. Currently, Instagram can perform several functions such as creating accounts, posting content (whether photos or 15-second videos), applying filters, adding comments and user tags, including locations and location tags, using hashtags, liking content, adding comments, and browsing and following other accounts. In general, Instagram is characterized by unique features widely used by users. (Fitri , 2015, p. 321)

d. YouTube

YouTube shared its first video in 2005 and has since grown significantly. Over 5 billion videos are uploaded daily to YouTube, with video content increasing by 40% annually. Every minute, YouTube is a social platform that helps users discover new artistic works and entertaining videos, making it a crucial avenue for businesses to reach their target audiences. (Duygu , 2019, pp. 141-142)

e. Facebook

Facebook is a social networking site that enables people to stay connected and chat with others who share the same online communities. Founded as a platform for student communication by Mark Zuckerberg and his friends while studying at Harvard University in 2004, Facebook has since become a highly successful social network. By 2006, it had expanded across the United States, and by 2011, its usage had spread globally, reflecting Facebook's popularity and global presence. (Celebi, 2015, p. 313)

1.4 The role of social media in promoting services:

Social media plays interconnected promotional roles in the market. Firstly, it enables companies to directly communicate with their customers through platforms like Facebook and Instagram, providing an opportunity for direct interaction with the audience. Secondly, it

empowers customers to communicate extensively with each other, where a dissatisfied customer can now reach millions of people with just one click, enhancing their ability to influence and spread opinions;

Social media is an extension of traditional word-of-mouth communication but on a larger and faster scale. Instead of sharing news with a few friends, users can now share it with hundreds or thousands of people quickly, posing a new challenge for managers to optimally leverage this power. Social media is a hybrid element in the promotion mix, combining the characteristics of traditional marketing communication tools and enhancing word-of-mouth communication, without marketers having direct control over the content or its dissemination;

Social media allows real-time communication and the use of multiple media formats and delivery platforms, reducing companies' control over content and placing consumers primarily in control of the information they receive and how they interact with it. This shift significantly impacts how consumers receive and interact with marketing information, pushing marketing managers towards integrating social media into their integrated marketing communication strategies, moving away from traditional communication models that rely on the classic promotional mix. (Mangold & Faulds, 2009, pp. 358-359)

2. The experimental framework for the study

2.1. Methodology

- a. **Temporal and spatial scope of the study:** The study was conducted in the state of Annaba, specifically at Farouk Annaba Institution, at 9:30 AM on May 23, 2024.
- b. **Methods and Tools:** We relied on the descriptive-analytical approach aimed at revealing the role of social media in promoting tourism services at Farouk Land Annaba. The aim of this study is to understand the role of social media in promoting tourism services at Farouk Land Annaba. To obtain information, we used the interview as an important and essential tool in scientific research. We conducted the interview with Ms.Chelia Ines, the Marketing and Communication Officer at Farouk Land Annaba. The interview included a set of questions focusing on personal

information about the institution and the role of social media in promoting tourism services.

2.2.Results and Discussion:

a. Technical card of the Farouk Land Annaba

Location: SidiAchour, Annaba, Algeria, 23000

Year of foundation: 2008

Privately Property

Mobile Phone:0561 98 46 81

Email:farouklandannabaparc@gmail.com

Website:faroukland-annabaparc.com

b. The interview

Q1: What are the most importservices provided by Farouk Land Institution?

A1:Farouk Land offers many services, such as catering and renting halls for birthday parties and events. However, the most important services provided by the corporation are gaming, amusement, and entertainment services.

Q2: How does the Institution communicate with its customers?

A2: The Institution communicates with its customers through mobile phones, email, or social media platforms. Most customers get the phone number and email address from our social media pages.

Q3: Does the Institution have a dedicated marketing department and a media and communication department?

A3: Yes, the Institution has a dedicated marketing department staffed by specialists in marketing and digital marketing. It also has a media and communication department. Each department has its own tasks and goals that they strive to achieve each month.

Q4: Does the Institution have accounts on social media platforms and what are they?

A4: Yes, the Institution has pages on social media platforms. The corporation has a page on Facebook and Instagram, as well as a YouTube channel. In the past few months, a page was created on TikTok and LinkedIn. Additionally, the Institution has a dedicated Facebook page for Farouk Land Restaurant.

Q5: Does the Institution rely on social media platforms to promote its services?

A5: Absolutely, Institution the heavily relies on social media platforms to promote its various services daily by posting pictures and videos of the services, offers, and discounts it provides on our different social media pages. Additionally, the Institution uses street marketing to promote special events and occasions by distributing flyers and advertisements in public places and streets while simultaneously promoting them on social media platforms.

Q6: Does the Institution rely on all elements of the promotional mix to promote its services?

A6: Yes, it relies on all elements of the promotional mix, including advertising, sales promotion, personal selling, and direct marketing. However, it places a significant emphasis on advertising, sales promotion, and personal selling.

Q7: Does the Institution rely on highly experienced employees to promote its services on social media platforms?

A7: Of course, it definitely relies on highly experienced employees. All our employees, whether in the marketing department or the advertising department, have university degrees and high professional experience of no less than two years in the field of social media marketing or graphic design. They were carefully selected by the human resources department.

Q8: How have social media platforms contributed to promoting the Institution services?

A8: Social media platforms of various kinds, whether Facebook, Instagram, TikTok, or YouTube, have contributed to marketing and promoting our services, making customers aware of them, and establishing relationships with customers by allowing them to express their opinions and respond to their inquiries and problems. This is an important factor in creating desire and attracting customers to the Institution. Social media platforms have also enabled customers to talk to each other, share news, and share their experiences after purchasing the Institution products and services. Positive experiences allow consumers to tell hundreds or thousands of people, contributing to the widespread promotion of our services. As for negative experiences, the Institution tries to address the

problem as much as possible. These experiences have significantly contributed to improving the Institution services.

Q9: What is the Institution goal in using social media platforms?

A9: The primary and fundamental goal is to make our services known and to promote the offers and discounts we provide throughout the year, aiming to reach the largest possible group of customers, whether inside or outside the city. However, the main goal of our Institution use of social media platforms is to satisfy our customers

Q10: What is the Institution goal in using Facebook, Instagram, TikTok, YouTube, and LinkedIn?

A10: The goal of using Facebook and Instagram is to showcase, in detailed form, the services offered by the corporation, the promotions and discounts we provide, display our working hours and the exact location of the amusement park, and respond to customer questions and inquiries.

For TikTok, the goal, besides promoting our services, is to face competition, establish our presence, reach as many customers and audiences as possible, expand our relationships, and target the largest possible audience.

LinkedIn is a professional platform aimed solely at businesses where we publish our agreements and partnerships with other institutions, such as our agreements with Mobilis and the Chamber of Commerce.

YouTube is used for videos, primarily targeting children. Our Institution main service is entertainment, and our primary target audience is children, who are significantly present on YouTube. When they watch our videos, they influence their parents to take them to the amusement park.

Q11: Which platform does the Institution consider the most effective for promotion?

A11: The most effective platform for the Institution is Instagram because it is the most interactive site among all the platforms where the Institution has pages. It is also the site where we receive the most

questions and inquiries from customers. Although the corporation has a larger number of followers on Facebook compared to Instagram, the interaction on Instagram is higher. Meanwhile, the platform that spreads and reaches the audience the fastest is TikTok. Despite having created our page only a few months ago, the growth in the number of followers and the page's reach has been significant and widespread.

Q12: What are the advantages of using social media platforms to promote the Institution services compared to traditional methods?

A12: Promoting our services via social media allows us to target the largest possible number of customers across different regions of the country. The speed of spreading advertisements is much higher than with traditional methods. Social media platforms enable us to communicate directly with our customers, respond to their inquiries and questions quickly, and provide them with immediate answers, unlike the traditional methods the Institution uses, such as radio advertisements and billboards. Social media saves time and effort and is less costly than traditional methods.

Q13: Do social media platforms increase the demand for the Institution services?

A13: Yes, definitely. Social media platforms significantly contribute to increasing the demand for our services, especially from neighboring provinces such as Skikda, Guelma, Constantine, and El Tarf.

Q14: What are the benefits the Institution gains from using social media platforms?

A14: The Institution gains many benefits, the most important of which is reaching the largest possible number of customers from various regions of the country, especially the neighboring provinces. Another benefit of social media platforms is the ability to communicate with customers quickly and effectively, which helps build a relationship between the Institution and its customers.

Q15: Does the Institution address its customers' concerns and solve their problems by responding to them through social media platforms?

A15: Absolutely, the Institution cares about the concerns and problems of its customers and works to solve their issues and respond to their questions and inquiries. There are some complaints that the marketing team takes to the corporation's manager for review and resolution. These complaints and concerns help us improve our services because our goal is to satisfy our customers.

• **Interview analysis:**

1: Farouk Land Institution offers core services such as gaming, entertainment, and leisure, as well as supplementary services like food service.

2: The organization communicates with its customers through telephone, email, and its pages on social media platforms.

3: The Institution has a dedicated marketing department and a department for advertising and communications. The company relies on highly experienced professionals in marketing and graphic design, who possess university degrees emphasizing the importance of human resources in the marketing process.

4: Farouk Land Institution owns pages on Facebook, Instagram, a YouTube channel, a page on TikTok, and LinkedIn.

5: Farouk Land Institution uses social media platforms to market and promote its services by advertising on its pages, showcasing services, prices, and discounts through photos and videos that include information about the services offered.

6: Farouk Land Institution relies on all elements of the promotional mix, but emphasizes advertising, sales promotion, and personal selling to a greater extent.

7: Social media platforms in their various forms contribute to promoting and introducing Farouk Land Institution services. They also strengthen the relationship between the Institution and its customers by responding to their comments and inquiries.

8: Farouk Land Institution aims to achieve several objectives through the use of social media platforms. These include promoting its services, enhancing its public image, and satisfying its customers. It seeks to promote and introduce its diverse services to the largest possible audience, particularly in various states and neighboring regions. Additionally, the Institution aims for long-term goals of improving its overall image, ultimately focusing on its primary goal of customer satisfaction.

9: Farouk Land owns pages on several platforms, reflecting its promotional strategy, each tailored to the characteristics and advantages of the platform and the target audience it aims to reach. Each page on a platform has a specific goal and targeted audience:

YouTube Channel: Targets children as the primary audience, considering them the main target audience for the amusement park experience.

TikTok Page: Aims to compete and reach the widest possible audience.

Instagram and Facebook Pages: Focuses on showcasing detailed information about the services offered and the year-round promotions and offers.

LinkedIn Page: Targets businesses and institutions, aiming to attract them to sponsor events or establish a partnership

10: Instagram is considered the most effective platform for promotion by the Institution, while TikTok is regarded as the most widely spread and fastest-growing platform in terms of follower count.

11: Social media platforms offer multiple advantages to Farouk Land Institution, including reaching a larger audience and faster spread of advertisements compared to traditional methods. Another significant advantage is the immediate and rapid interaction with customers. However, the most important benefit that social media platforms provide to the Institution compared to traditional methods is lower costs and reduced time and effort in the promotional process.

12: Social media platforms increase the interest in Farouk Land Institution, especially from neighboring states to Annaba.

13: Social media platforms help Farouk Land Institution reach the largest possible number of customers and also contribute to building a strong relationship between customers and the corporation.

14: The Institution prioritizes responding to customer inquiries and strives to resolve their issues and concerns because its primary goal is customer satisfaction and building a strong relationship with them.

- **Test the Research Hypotheses**

Based on the results of the interview as follows:

Main Hypothesis: We accept the hypothesis that social media platforms play a role in promoting tourism services at Farouk Land Annaba. Social media platforms play a dual role in promoting tourism services: the first role enables the institution to speak and communicate directly with its customers, and the second role allows customers to talk to each other and exchange their experiences and opinions.

First Hypothesis: We accept the first hypothesis that Farouk Land relies on social media platforms to promote its services because it has pages on various social media platforms such as Instagram, TikTok, LinkedIn, Facebook, and a YouTube channel.

Second Hypothesis: We reject the second hypothesis that Farouk Land relies on Instagram and Facebook to promote its services because the institution relies on several platforms such as YouTube, TikTok, and LinkedIn, not just Instagram and Facebook.

Third Hypothesis: We accept the third hypothesis that Farouk Land relies on elements of the promotional mix to promote its services because Farouk Land Annaba relies on promotional mix elements, especially advertising and sales promotion, to promote its services.

3.Conclusion :

Social media platforms are the optimal choice for tourism establishments to quickly and effectively promote their services, thanks to their features that allow for rapid and cost-effective promotion. Their use has become an essential necessity, especially in a highly competitive digital environment and through this following results were reached:

The most important findings:

Farouk Land Institution relies on social media platforms to promote its services and products, playing an active role in attracting customers and reaching as many consumers as possible compared to traditional methods.

Farouk Land Institution relies on the elements of the promotional mix to market and promote its products and services. This includes

presenting advertisements containing information about its services. Additionally, sales promotions through discounts and competitions on social media platforms are considered important factors in boosting sales.

Social media platforms contribute to Farouk Land Institution improving its services and products by enabling customers to share their experiences and opinions with each other on these platforms.

The Institution is active on multiple social media platforms such as Facebook, Instagram, TikTok, YouTube, and LinkedIn, each with specific goals the corporation aims to achieve and targeted demographics it seeks to reach.

Public engagement on social media platforms is much more important than the number of followers. The effectiveness of a platform in promotion is determined by the level of audience engagement rather than the number of followers it has.

TikTok is considered the most widespread and fastest-growing platform among the public, due to the algorithms used by the platform.

Diversifying the platforms where the corporation is active helps it to compete effectively and achieve broader brand awareness.

Social media platforms play two roles in promoting services. The first is enabling organizations to communicate with their customers through promotional mix tools such as advertising, public relations, and personal selling. The second role is enabling customers to interact with each other through features like comments provided by social media platforms.

Recommendations

- The necessity for tourism institutions to adopt promotion strategies using social media sites, given the new marketing concept, reflects positively on strengthening the relationship with customers, getting closer to them, and satisfying their needs.
- The necessity of creating multiple pages on various social media platforms to face competition on the one hand and expand the brand on the other.

- The necessity of moving towards viral marketing to keep up with developments in the marketing field and to target and reach the largest possible segment of the target audience.
- The need to engage social media influencers, as they have a great ability to achieve distinguished marketing performance.

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