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# The role of tourism components in enhancing the competitive advantage of tourist destinations

(The province of Tipaza as an example)

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Received: 02/02/2026

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Accepted: 25/03/2026.

Published: 25/05/2026

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## Abstract:

This study aims to highlight the coastal tourism assets of the province of Tipaza, as a distinctive tourist destination. The study highlights the various tourism assets available in Tipaza, such as hotels, tourist apartments, and resorts, and their role in improving the visitor experience by offering a variety of services that suit the needs of different age groups and tourist categories. It also highlights the role played by tourist facilities and infrastructure in enhancing the destination's attractiveness and competitiveness. The study was based on a field survey of visitors during the summer of 2024/2025, which was distributed to 120 visitors and 62 valid questionnaires were retrieved for analysis. The results showed that the integration of natural resources with tourist facilities and services provided to visitors is the main factor in enhancing Tipaza's attractiveness and competitiveness, which is consistent with Dwyer & Kim's model of tourist destination competitiveness.

**Keywords:** Coastal tourism, tourist destination, competitiveness, Tipaza province, field study

**Jel Classification Codes:** L83, L26, M10.

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## **1. Introduction :**

In light of the global challenges facing the tourism sector, Tipaza Province is an inspiring example of how the competitive advantage of tourist destinations can be enhanced by exploiting their diverse natural and cultural assets. The Roman archaeological site is located in the heart of the city and is one of the most prominent world heritage sites, attracting researchers and tourists who want to explore the history of ancient civilizations. In addition, Tipaza has beautiful beaches and picturesque mountains, offering a variety of activities such as diving and eco-walking, which enhance the tourist experience. Cultural and artistic events play an important role in promoting cultural identity and increasing tourism awareness, while infrastructure improvements such as hotels and transportation contribute to a comfortable experience for visitors. Through these elements, Tipaza is working to achieve sustainable development in the tourism sector and strengthen its position as a leading destination both locally and internationally.

This study reviews coastal tourism in Tipaza and its various components, in terms of natural resources and tourism services, with a focus on its importance in enhancing the competitiveness of the destination compared to other destinations.

Hence, we pose the following question:

To what extent do natural assets and tourist facilities contribute to enhancing the attractiveness and competitiveness of the province of Tipaza?

### **- Sub-questions:**

- What natural resources attracted visitors to Tipaza?
- What tourist facilities and services have influenced visitor satisfaction?
- To what extent do these resources and facilities contribute to enhancing the competitiveness of the province?

### **- Hypotheses:**

- The natural attractions in Tipaza, such as beaches and mountains, contribute significantly to attracting visitors.
- Tourist facilities and services enhance visitor satisfaction, leading to increased tourist attraction to the province.
- Natural resources and tourism achievements contribute to enhancing Tipaza's competitiveness as a tourist

destination.

**- Importance of the study**

- Attracting visitors by offering unique and distinctive experiences, thereby increasing visitor numbers.
- Improving the image of the destination so that its assets enhance the mental image of Tipaza as a prestigious tourist destination.
- Tourism resources contribute to sustainable development through environmental conservation and economic development.

**- Study objectives:**

- Analyze the attractiveness of the province of Tipaza as a summer tourist destination.
- Identify the most important natural resources and tourist services that influence the visitor experience.
- To assess the competitiveness of the province according to the Dwyer & Kim model.

**- Study methodology:**

This study was prepared using a descriptive analytical approach, with data collected through a field survey of visitors during the summer of 2024/2025 in the province of Tipaza. A total of 120 questionnaires were distributed to visitors, and 62 valid questionnaires were retrieved for analysis.

The study included collecting information about the characteristics of visitors, such as age, gender, place of residence, and year of visit.

The natural features that attracted visitors.

Tourist facilities and services provided.

Assessment of the province's tourist appeal.

Competitiveness according to the Dwyer &

## **2. Coastal tourism:**

### **1.2 Definition of coastal tourism**

Coastal tourism includes all recreational activities undertaken by individuals away from their place of residence, which are centered on or directed towards the coastal environment, i.e., the area where the terrestrial and marine environments meet. This environment includes beaches, estuaries, and coastlines in general ( Lück & Orams, 2023, p p 1-2) .

## 2.2 Tourist attractions

- ✓ Natural resources (topography/climate/beaches/mineral baths)
- ✓ Tourist facilities (hotels/tourist restaurants/accommodation in residences). (Bouchenb Moussa. Boudali Mohamed. Qasib Hussein 2025)

## 2.3 Tourist facilities

### 2-4 Hotels

British Law defines a hotel as follows:

### 2.5 Tourist restaurants

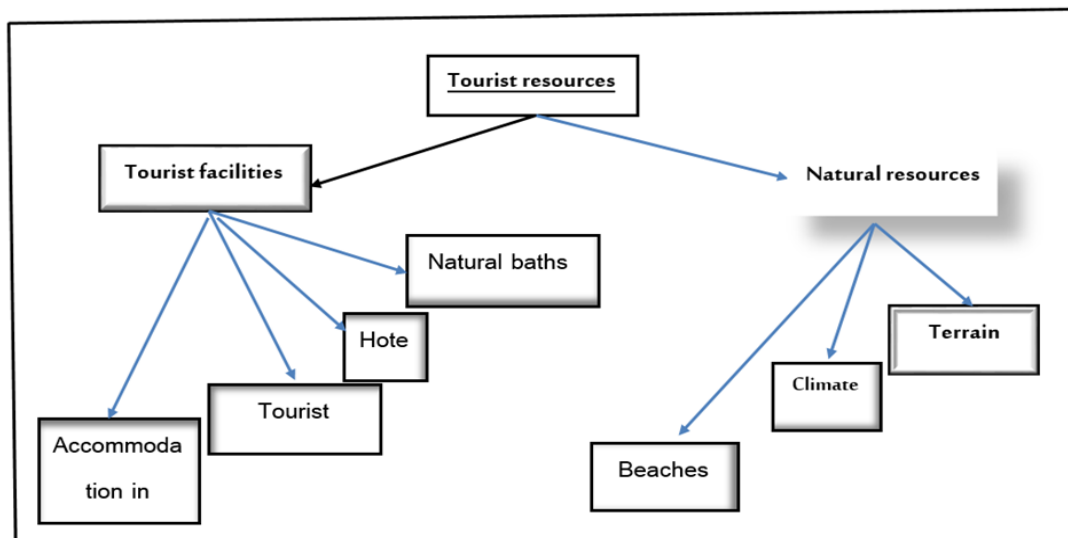
A facility classified as tourist according to state regulations that provides food and beverage services and may offer recreational, sports, and artistic services to its patrons inside or outside the restaurant for a fee. This includes tourist rest stops, tourist parks, amusement parks, and cafeterias. (Abdulaziz Abdullah Mahmoud, 2015, p. 09)

### 2.6 Accommodation

Housing is rented from intermediaries during the summer for vacation purposes. (Boushanb Musa, Boudali Mohamed, Qasib Hussein, 2025)

All of the above is summarized in the following diagram:

**Fig N° 1: Natural resources**



(Prepared by the student based on the reference. Bouchnab Moussa, Boudali Mohamed, Qasib Hussein 2025, p. 576)

### **3. Natural features**

#### **3.1 Terrain:**

The surface of the earth is uneven. Mountains, hills, and plateaus rise above plains, basins, and valleys, which are the forms we see and in which humans live, all clearly visible above the land we call continents. The continents are surrounded and separated by vast areas of huge basins filled with salt water, which we call seas and oceans. They are so large and vast that the continents appear to be floating masses. (Joda Hussein Joda. , 2016. p. 199)

#### **3.2 Climate:**

Climate is the average weather conditions in a given area over a long period of time, often calculated over 30 years. Climate includes all atmospheric elements such as temperature, humidity, precipitation, and wind, and reflects the recurring patterns of these elements in a given environment. (Abdullah Al-Masoudi. 2020, p. 45)

#### **3-3 Beaches:**

The beach is the area between land and water, where the sea or ocean meets the land. The beach consists of sand, gravel, or rocks, and is characterized by constant changes due to the tides and the impact of waves. The beach is considered a vital area where diverse ecosystems exist and is an important place for human activities. (Ahmad Al-Sharifi. 2018, p102.)

### **4. Competitive advantage:**

#### **4.1 Concept of competitive advantage:**

The concept of competitive advantage is a real revolution in business management at the academic and practical levels. Academically, management is no longer viewed as an internal concern or a temporary confrontation with problems that are not strategic in nature, but rather as a continuous dynamic process that aims to address many internal and external concerns in order to achieve the continuous superiority of the institution over others, i.e., its competitors. (Anas Refaat Abdel Hamid, 2018, p. 36).

The concept of competitive advantage refers to an organization's ability to formulate and implement strategies that

place it in first place and ahead of other organizations operating in the same field. (Adnan Muhammad Ahmad, 2014, p. 214) .

#### **4.2 Definition of competitive advantage**

According to a group of researchers and writers who address it from their own perspectives (Hoter), it is the advantages that an organization has over its competitors.

Macmalland Tampo also explains it as the means by which an organization achieves superiority in the field of competition with others.(Nasser Al-Bakri, 2004, p. 15.) .

#### **4.3 General principles for building competitive advantage:**

There are four factors that help build and maintain competitive advantage:  
Efficiency, quality, innovation, and responsiveness to consumers. These four factors are the result of competencies.

Differentiating the services offered, thereby creating more perceived value. Reducing cost structures. These factors are considered the foundations for building competitive advantage, and there is a relationship between the four factors, as each factor has an impact on the other. For example, quality can lead to efficiency, and modernization can support efficiency, quality, and customer responsiveness. (- Charles H. and John Jones, 2001, p. 196)

### **5. The competitive advantage of a tourist destination**

The competitive advantage of a tourist destination can be explained as follows: "A tourist destination is competitive if it can attract potential tourists and satisfy their needs. However, competitiveness becomes illusory if it is achieved at the expense of sustainability. True competitiveness is measured not only by the number of visitors, but also by its ability to bring prosperity to the region's inhabitants and preserve the destination's natural capital to Future Generations (Dwyer & Kim, 2003, p:378)

### **6. Competitive components of a tourist destination through the Dwyer & Kim model of destination competitiveness:**

#### **6.1 Explanation of Dwyer & Kim's model of tourism destination competitiveness**

The model is considered one of the most comprehensive models for studying the competitive advantage of tourist destinations, as it combines the internal resources of the destination with the external factors that affect its competitiveness. It is based on five main dimensions:

## 6.2 Core Resources

These include natural elements (beaches, climate, landscapes) and heritage elements (cultural monuments, local culture).

These are the main drivers of tourist attraction, i.e., the primary "reason" why tourists choose a destination.

## 6.3 Developed Resources

These include tourism infrastructure such as hotels, restaurants, entertainment centers, events, and festivals.

These resources transform natural attractions into a complete experience and increase the length of stay and spending.

## 6.4 Resource support factors:

Such as transportation, security, health services, technology, and human resource competencies.

Without them, basic and developed resources cannot be exploited effectively.

Destination Management.

Tourism policies include marketing strategies, planning, and investment in sustainability.

Successful management turns strengths into a lasting competitive advantage and addresses weaknesses. (Current Issues in Tourism)

## 6.5 Circumstantial conditions:

These are linked to external factors such as the global economic situation, international tourism trends, and the political and legislative environment.

These circumstances may be opportunities (e.g., increased global interest in coastal tourism) or threats (e.g., economic crises or pollution).

The model shows that destination competitiveness is not achieved solely by possessing beautiful natural resources or advanced infrastructure, but requires a balance between resources, support, management, and the ability to adapt to external circumstances.

This is what allows a tourist destination (such as Tipaza) to transform from a mere place to visit into a competitive destination.

## 7. Field study to assess the attractiveness of the province of Tipaza and its competitive factors as a summer tourist destination

## The role of tourism components in enhancing the competitive advantage of tourist destinations (The province of Tipaza as an example)

As part of a study on coastal tourism and the contribution of natural resources and infrastructure to enhancing the competitiveness of the tourist destination of the province of Tipaza, and to answer the question of to what extent natural resources and tourist facilities contribute to the attractiveness and competitiveness of Tipaza compared to other destinations, we distributed a targeted questionnaire to approximately 120 visitors during the summer of 2024/2025, given that Tipaza is a prime tourist destination in the summer. Approximately 62 valid questionnaires were collected for analysis, gathering information on visitor characteristics, reasons for visiting, the most important natural features and tourist facilities, attractiveness ratings, and intention to return in the future.

The following tables show the detailed results of the survey, providing a clear picture of visitor behavior and impressions of the province of Tipaza as a unique tourist destination.

**Table 1: Distribution of visitors by age**

| Age group         | Percentage |
|-------------------|------------|
| Under 18          | 1.75       |
| 18–25             | 26.3       |
| 26–35             | 38.6       |
| 36–45             | ----       |
| 46–60             | 10.5       |
| Over 60 years old | 1.75       |

### **Analysis:**

The data shows that young age groups (18–35 years) represent the largest proportion (64.9%) of the population, while older age groups constitute a smaller proportion, indicating a focus on young people in this sample.

**Table 2: Distribution of visitors by gender**

| Gender | Percentage (%) |
|--------|----------------|
| Male   | 41.1           |
| Female | 58.9           |

**Analysis:** The data indicates that females constitute the largest proportion of visitors (58.9%) in the sample compared to males (41.1%).

**Table 3: Distribution of visitors by place of residence**

| Place of residence | Number of visitors |
|--------------------|--------------------|
| Oran               | 6                  |
| Naama              | 2                  |
| Mila               | 1                  |
| Medea              | 2                  |
| Mostaganem         | 1                  |
| Bejaia             | 2                  |
| French Lil         | 2                  |
| Libya              | 2                  |
| Ghardaia           | 2                  |
| Algiers            | 18                 |
| Aïn Defla          | 2                  |
| Bionan             | 2                  |
| Boumerdès          | 3                  |
| Boussaada          | 1                  |
| Ouled Djellal      | 2                  |
| Batna              | 1                  |
| Chlef              | 1                  |
| Djelfa             | 3                  |
| Blida              | 5                  |
| Laghouat           | 4                  |

**Analysis:**

The data shows that Algiers attracts the largest number of visitors (18 visitors), indicating that it is the main attraction. In contrast, many other regions, such as Oran and the municipality of Blida, receive limited numbers of visitors.

The role of tourism components in enhancing the competitive advantage of tourist destinations  
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**Table 4: Year of visit**

| Year        | Percentage (%) |
|-------------|----------------|
| Summer 2024 | 30.4           |
| Summer 2025 | 69             |

**Analysis:**

The data indicates that summer 2025 will see a notable increase in percentage (69%) compared to summer 2024 (30.4%). This analysis reflects positive expectations for growth or demand in summer 2025, which may indicate improvements or changes in factors related to tourism or activities in that year.

**Table 5: Natural features that attracted visitors**

| Facilities and infrastructure | Percentage (%) |
|-------------------------------|----------------|
| Security                      | 30             |
| Infrastructure (roads, etc.)  | 30             |
| Homes available for rent      | 28             |
| Tourist restaurants           | 27             |
| Hotels                        | -              |
| Recreational facilities       | -              |

**Analysis:**

The data shows that security and infrastructure are the most important factors for visitors, each accounting for 30%. Rental homes and tourist restaurants also score highly (28% and 27% respectively), while hotels and leisure facilities are absent from the data.

**Table 6: Assessment of destination attractiveness compared to other destinations**

| Rating         | Percentage (%) |
|----------------|----------------|
| Much higher    | Majority %     |
| Similar        | 28.6           |
| Slightly lower | 14.3           |
| Much lower     | 0              |

**Analysis:** The data indicates that most visitors rate their experience as "much higher" than their expectations, reflecting high satisfaction with the services. While a small percentage (14.3%) believe that the

experience was "slightly lower," no visitors rated their experience as "much lower," indicating an overall positive experience.

**Table 7: Visitors' perception of the contribution of natural assets and infrastructure to competitiveness**

| Rating      | Percentage (%) |
|-------------|----------------|
| Little/     | No impact      |
| Average     | 28.6           |
| Significant | 41.1           |
| Very much   | 25             |

**Analysis:** The data indicates that 41.1% of visitors felt that the impact was "significant," indicating a noticeable positive effect on their experience. Furthermore, 25% stated that the impact was "very significant," while only 28.6% considered the impact to be "moderate," indicating overall satisfaction with the services provided. The study shows that the younger age groups and the higher proportion of females indicate a broad audience receptive to tourism in the province of Tipaza, enhancing its appeal as a tourist destination. In addition, advantages such as security and good infrastructure contribute to improving the visitor experience.

In addition, the positive evaluation results from visitors confirm the positive impact of the services provided, which reinforces Tipaza's position as a competitive tourist destination. The noticeable difference in the positive impact rates is evidence of the effectiveness of tourist attractions in attracting visitors and building confidence in the destination, giving it a competitive advantage in the tourism market.

Therefore, it is clear that investing in improving services and infrastructure, and focusing on security and tourist facilities, can greatly enhance the competitiveness of the province of Tipaza as a tourist destination.

## **8. Conclusion:**

In conclusion, the province of Tipaza is a perfect example of how to use tourism assets to enhance competitiveness. Thanks to its developed infrastructure, which includes high-quality hotels and modern transportation, as well as the state's commitment to improving safety and service quality, Tipaza has succeeded in offering a comprehensive tourism experience that sets it apart from other popular tourist destinations. A commitment to continuously improving these aspects, from innovative marketing strategies to the development of tourism programs that meet the diverse needs of visitors, will enhance its future appeal,

contributing to local economic growth and creating new job opportunities. Furthermore, promoting local culture and identity through cultural events and festivals is an essential part of identity, contributing to the preservation of cultural heritage and increasing community awareness. Therefore, continued investment and development are urgently needed to achieve a comprehensive and sustainable vision for the region's tourism sector, enabling Tipaza to meet future challenges and strengthen its position as a major tourist center that supports sustainable development and improves the quality of life for both residents and visitors.

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