Journal of Development Research and Studies, Volume (13) / Issue (1), June2026, p434-p451

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

Amar Zourrig [*1]

[1] University Mohamed BOUDIAF of M'sila (Algeria),, amar.zourrig@univ-msila.dz

Received :31/03/2026 Accepted :10/06/2026 Published:30/06/2026

Abstract :

This study examines the role of travel agencies in reactivating and sustaining tourism development in Algeria, focusing on the eastern region as a case study. Using both secondary data from the Ministry of Tourism and primary data collected through structured questionnaires distributed to 60 travel agencies, the research investigates service marketing practices, tourism service provision, and institutional challenges. Employing descriptive statistics and simple regression analysis, the study reveals two significant findings:

- Travel agencies effectively adopt service marketing concepts to promote Algeria's diverse tourism content, with marketing activities explaining 50% of tourism demand variance;

- The sector faces critical infrastructure and technological constraints, including weak ICT integration, limited e-payment system adoption, and insufficient coordination with national tourism authorities.

The study demonstrates that while travel agencies serve as effective intermediaries between tourism supply and demand, systemic barriers—particularly inadequate digital infrastructure and insufficient quality standards—significantly limit their capacity to compete in the regional tourism market. Recommendations include, strengthening inter-institutional coordination, and developing an integrated national tourism database.

Keywords: Travel agencies, tourism marketing, domestic tourism, , tourism infrastructure, Algeria

JEL Classification: Z320 , L83

* Coresponding Author

1. Introduction:

1.1 Contextual Background and Problem Statement

Algeria possesses exceptional tourism potential, characterized by strategic geographical positioning at the confluence of the Mediterranean and Saharan regions, abundant natural resources, significant archaeological and historical heritage, and rich cultural and social diversity. Despite these considerable assets, the tourism sector remains substantially underutilized relative to its capacity and comparative advantages (UNWTO, 2024). International tourism organizations estimate that Algeria captures less than 1.5% of global tourism revenue, positioning it below comparable North African competitors despite superior resource endowments (Arabi, 2024) .

This underperformance emerges from systemic challenges that extend beyond resource availability to encompass infrastructure deficiencies, institutional coordination gaps, and limited market activation mechanisms. Travel agencies, as critical intermediaries within the tourism value chain, occupy a pivotal position in addressing these constraints. These organizations function as essential gatekeepers between tourism supply (accommodations, transportation, attractions) and tourism demand (domestic and international tourists), while simultaneously serving as vehicles for service marketing innovation and sectoral competitiveness enhancement.

Recent sectoral data indicate positive momentum: Algeria approved 70 new tourism projects in 2024 (bringing cumulative approved projects to 2,143), authorized 5,570 travel agencies nationwide (a 57% increase since 2020), and accommodated 537.05 thousand tourist arrivals (Directorate of Tourism Quality Planning and Control, 2024). Yet this quantitative expansion has not translated into proportionate quality improvements or demand-side outcomes, suggesting that infrastructure and organizational capacity constraints warrant systematic investigation. Central to this investigation is the adoption of E-Integrated Marketing Communication (E-IMC), which has become a fundamental determinant of how Algerian agencies manage their digital presence and impact consumer behavior (Rabhi Said, 2022), Furthermore, the strategic integration of digital marketing techniques is increasingly recognized as a vital driver for revitalizing domestic tourism and bridging the gap between available infrastructure and market reach (asma, Bensid , & guerricha, 2025) specifically through the advanced use of e-commerce and diverse information sources in modern tourism business activities.

1.2 Research Gaps and Research Question

Previous studies have examined travel agencies' roles in Algeria's tourism development (Ben Abdelaziz, 2022) and electronic marketing adoption in regional contexts. However, significant research gaps persist:

- Geographic specification: Existing studies address national tourism broadly; specific analysis of eastern regional agencies remains limited.
- Organizational typology: Limited investigation of how different agency sizes and specializations navigate marketing challenges.
- Quantitative-qualitative integration: Few studies employ mixed-methods approaches combining statistical validation with practitioner perspectives.
- Infrastructure-performance linkages: Insufficient analysis of how specific barriers translate into measurable tourism demand restrictions.

Accordingly, this investigation addresses the primary research question:

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

"To what extent do travel agencies effectively utilize service marketing concepts to promote Algeria's tourism content, and which specific infrastructure and institutional constraints limit their capacity to activate domestic tourism demand?"

1.3 Research Objectives

This study pursues three primary objectives:

- To quantify and validate the relationship between travel agencies' service marketing adoption and domestic tourism demand activation, utilizing regression analysis and correlation coefficients.
- To identify and prioritize specific infrastructure, technological, and institutional constraints limiting travel agencies' effectiveness in service delivery and market penetration.
- To provide evidence-based recommendations for government and private sector stakeholders regarding digital transformation priorities, inter-institutional coordination mechanisms, and policy interventions to enhance tourism competitiveness.

1.4. Research Hypotheses

In order to address the research problem, the following hypotheses have been formulated:

- Travel agencies adopt the concept of services marketing in their tourism activities to promote the tourism content with which Algeria is endowed.
- Insufficient technological readiness combined with limited local tourism engagement, constitutes one of the major challenges faced by travel agencies in carrying out their tourism activities.

1.5 Methodology

This investigation employed mixed-methods design integrating secondary data analysis and primary empirical data collection. Geographic scope: eastern Algeria (Sétif, Constantine, Batna, M'sila Wilayas), selected for geographic accessibility and high concentration of travel agencies. Temporal focus: operational patterns during 2024-2025.

Secondary data were systematically compiled from:

- Ministry of Tourism and Traditional Industries (Directorate of Tourism Quality Planning and Control): Annual reports 2020-2024
- Academic literature: Peer-reviewed publications (2020-2025)
- International sources: World Tourism Organization (UNWTO) reports

For primary data collection, a structured questionnaire was distributed to 60 travel agencies. The questionnaire comprised four sections:

- Organizational characteristics (9 items);
- Service marketing implementation (15 items);
- Tourism demand activation (12 items);
- Institutional constraints (14 items).

2. Concept of Tourism and Its Requirements:

2.1. Concept of Tourism

Tourism is considered one of the prominent phenomena of the contemporary era, emerging from the increasing human need for rest, recreation, and a change of environment. It reflects individuals' desire to experience natural beauty and to attain a sense of pleasure and enjoyment through temporary stays in destinations characterized by their unique natural, cultural, or social attributes.

Tourism involves the movement of individuals from their usual place of residence to other locations for a limited period, for purposes such as leisure, discovery, cultural enrichment, or relaxation, without engaging in permanent employment in the destination visited. As such, tourism represents a multidimensional activity that encompasses social, cultural, and economic dimensions, and plays a significant role in enhancing quality of life and supporting economic development. (Goeldner & J. R. Brent , 2012, p. 3)

Tourism can be defined as the process of an individual moving from one place to another for a limited period in a legitimate manner, with the purpose of achieving psychological enjoyment. It is a contemporary phenomenon that arises from the growing human needs for rest, recreation, and a change of routine environment, as well as the desire to experience the beauty of natural landscapes and to attain pleasure and delight during their stay in a given destination. (Cooper, . (2008), p. 4)

2.2. The Significance of the Tourism Sector

The multifaceted importance of tourism as a driver for national and regional growth can be categorized through the following key dimensions:

2.2.1-Economic Growth and Structural Advancement

Catalyst for Economic Development: Tourism serves as a primary engine for economic progress by attracting substantial sectoral investments. Its value is evidenced by its capacity to generate diverse revenue streams and extensive employment opportunities)UNWTO(41 صفحة، 2019 ،

Infrastructure Enhancement: The expansion of tourism necessitates and justifies increased capital expenditure on public and private infrastructure. This includes the modernization of transportation networks, lodging, and leisure facilities, all of which provide a foundation for broader economic stability (rechard & david, 2015, p. 77)

Revitalization of Marginalized Regions: By drawing visitors to peripheral locations, tourism acts as a tool for rural and remote development. It creates localized jobs and provides a global platform for the sale of indigenous products and services (Lane & Kastenholz, . (2015), p. 1133)

2.2.2-Socio-Economic and Cultural Contributions

Synergy with Ancillary Industries: The tourism industry creates a multiplier effect that stimulates connected sectors. It is particularly effective in sustaining and marketing traditional crafts and handicraft industries that might otherwise struggle in a globalized market (Cooper, Gilbert, & wanhill, 2008, p. 194)

Strengthening National Prosperity: Beyond local impacts, tourism significantly boosts national income and helps stabilize the economy by lowering unemployment rates through the continuous creation of diverse job roles (UNWTO, International Tourism Highlights, 2020, p. 8)

Destination Modernization: To remain competitive and meet evolving traveler expectations, tourism encourages the ongoing renovation and upgrading of domestic sites. This ensures that local destinations align with international quality standards and contemporary visitor preferences (Stephen Page, 2020, p. 25)

> Cultural Exchange and Social Awareness: Tourism fosters a reciprocal intellectual environment. It heightens the "tourism consciousness" of local residents regarding the value of their own assets while simultaneously educating international visitors on the unique heritage, customs, and traditions of the host community (Richards, 2018, p. 21)

2.3. Requirements for Tourism Development

To achieve a resilient and competitive tourism sector, several interconnected requirements must be addressed. These prerequisites span operational, structural, and socio-political dimensions.

2.3.1. Product Innovation and Service Diversification

Creative Tourism Offerings: Growth depends on the continuous innovation of tourism packages and the strategic enhancement of existing national 2014).

Experience-Driven Quality: Success requires a focus on high-quality visitor experiences at museums, parks, and theaters, ensuring that all facilities meet international standards (Cooper, Gilbert, & wanhill, 2008, p. 312)

Niche Market Expansion: To reduce reliance on outbound travel, it is essential to develop specialized domestic services, such as medical and wellness tourism (Hal, 2011, p. 439)

2.3.2. Operational Excellence and Digital Transformation

Technological Integration: The adoption of advanced IT solutions is critical for streamlining communication, online reservations, and guest inquiries (Cooper, Gilbert, & wanhill, 2008, p. 609)

Professional Intermediaries: Improving the service quality of travel agencies is vital to ensuring that the end-to-end tourist experience aligns with traveler expectations

Project Acceleration: Strategic momentum must be maintained by expediting tourism development programs, particularly those aimed at the domestic market (Stephen Page, 2020, p. 210)

2.3.3. Collaborative Governance and Research

Intersectoral Synergy: Effective implementation of tourism strategies relies on seamless coordination between transport, security, and public works sectors

Legal Frameworks: The sector requires robust legislation to support and incentivize domestic tourism, particularly regarding the regulation of hospitality and recreation (rechard & david, 2015, p. 115)

Evidence-Based Strategy: High-quality academic research must be integrated into policy-making through strong collaboration between scholars and industry stakeholders

2.3.4. Socio-Economic and Structural Foundations

several foundational pillars are necessary for sustainable development:

Stability and Security: Ensuring political stability and the physical safety of travelers is a non-negotiable prerequisite for tourism activity (Hal, 2011, p. 439)

Economic Predictability: Maintaining price stability for goods and services is essential, as inflation directly impacts tourist purchasing power and overall demand (UNWTO, International Tourism Highlights, 2020, p. 12)

Investment Climate: Governments must foster a favorable environment by offering incentives and simplifying administrative procedures for tourism investors (rechard & david, 2015, p. 116)

Infrastructure Accessibility: Comprehensive development of land, sea, and air transport networks is required to ensure all destinations are easily accessible (Stephen Page, 2020, p. 225)

2.3.5. Marketing and Cultural Promotion

Strategic Domestic Marketing: Campaigns should focus on the affordability and diversity of local destinations to remain competitive with regional alternatives

Public Awareness and Hospitality: Cultivating a "tourism culture" involves educating the public on the importance of hospitality and the preservation of local customs as core tourism values (UNWTO, Tourism and the Sustainable Development Goals – Journey to 2030, 2019, p. 118)

Event-Based Tourism: National holidays, religious occasions, and local festivals should be leveraged as primary catalysts for tourism participation (Richards, 2018, p. 118)

2.4. Factors Influencing Tourism

2.4.1. Internal Factors

Internal factors influencing tourism include the role of public tourism authorities, accommodation and food services, transport infrastructure, management of tourist sites, social and legislative frameworks, political and economic stability, as well as climate diversity and types of tourism. These factors collectively shape tourism development, tourist satisfaction, and the growth of domestic tourism: (Goeldner & J. R. Brent , 2012, pp. 413-417)

- **Ministry of Tourism:** The Ministry plays a central role in supervising tourism operations and activities by developing plans and strategies for the development of tourist areas. It also participates in international conferences focused on tourism growth and development.
- **Hotels and Restaurants:** Accommodation and dining establishments are among the most important components of tourist destinations. Their pricing and service quality vary to meet the needs and preferences of different social segments.
- **Land and Air Transport Services:** The availability and quality of transportation services significantly affect domestic tourism. Well-developed and reliable transport networks connecting tourists to and from tourist destinations positively influence tourism growth.
- **Management of Tourist Sites:** Proper management of tourist areas requires qualified personnel at all levels, from senior management to operational staff. Establishing specialized tourism institutes and training programs is essential to ensure competent human resources.

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

- **Social and Legislative Factors:** Social factors influence domestic tourism through tourists' pride in their country and their desire to explore different destinations. Legislative factors affect tourism by implementing specific and favorable regulations or fees for local tourists.
- **Political and Economic Factors:** Political stability and economic security create confidence among domestic tourists, encouraging them to spend on tourism activities and move safely between different destinations.
- **Climate Diversity and Types of Tourism:** A country with diverse climates and various forms of tourism enables domestic tourists to fulfill their preferences throughout the year, thereby stimulating internal tourism across different seasons

2.4.2. External Factors

External factors influencing tourism include: (Dwyer, Peter , & Wayne , 2020)

- **International Tourism Trends:** Global trends and the popularity of certain destinations influence domestic tourism, as tourists often compare local options with international experiences.
- **Foreign Investment:** Inflows of foreign investment in the tourism sector can enhance infrastructure, introduce modern services, and raise the overall quality of domestic tourism offerings.
- **International Relations and Agreements:** Diplomatic relations and international tourism agreements can affect tourist perceptions, safety, and accessibility, thereby influencing domestic and inbound tourism.
- **Global Economic Conditions:** Fluctuations in the global economy, including changes in exchange rates and international market trends, may indirectly affect domestic tourism by influencing investment, pricing, and purchasing power.
- **Technological Advancements:** Innovations in digital marketing, online booking systems, and virtual tourism experiences impact the tourism sector and shape tourists' expectations and behaviors.
- **Competition from Neighboring Countries:** The variety and quality of tourism services in neighboring countries can influence domestic tourism choices, as tourists may compare services, pricing, and overall experience.

3. Definition of a Travel and Tourism Agency:

A travel agency is considered a key intermediary actor within the tourism system, as it possesses comprehensive knowledge of tourism products in all their components, including tourist destinations, modes of transportation, climatic characteristics, accommodation facilities, as well as other services related to the tourism and hospitality sector. The travel agency plays an intermediary role between tourism service providers—such as airlines, hotels, and tour operators—and tourists, acting on behalf of these providers in exchange for a commission for marketing and selling their products. From an organizational perspective, the term travel agent refers to the owner or manager of the travel agency, while other staff members are responsible for providing tourism advice, designing travel programs and itineraries, and marketing and selling packaged tours or individual components of the tourism product (Cooper, Gilbert, & wanhill, 2008)

A travel agency is an entity that assists people in organizing trips and vacations by making the necessary arrangements for their travel. It books hotel rooms and transportation seats, organizes sightseeing tours, and provides tour guides to help travelers obtain passports and visas required for visiting other countries. Travel agencies also organize tourism trips for both individuals and groups. (العزيز, 2019, p. 106)

3.1. Tasks and Activities of Travel Agencies

The tasks of travel agencies include the following: (عبوي، 2016، صفحة 128)

- Ticketing & Event Brokerage: Managing the sale, issuance, and modification of transportation tickets through direct liaison with carriers, alongside providing access to major cultural and tourism events.
- Lodging & Trip Coordination: Facilitating hotel stays and structuring comprehensive travel itineraries for both solo travelers and groups, covering local and global destinations.
- Logistics Management: Coordinating secure and efficient transit options, ranging from private car hires to specialized tourist shuttles, to ensure a seamless travel experience.
- Strategic Marketing: Utilizing diverse promotional channels and communication tools to build destination awareness and engage potential travelers.

3.2. Challenges and Structural Barriers in the Travel Agency Sector

The contemporary travel agency landscape is increasingly defined by a complex array of operational and external hurdles that impede sustainable growth:

- Systemic Inventory and Ticketing Constraints: Agencies frequently encounter significant logistical bottlenecks in accessing and securing air transport inventory, primarily due to the technical and financial complexities of Global Distribution Systems (Regas, 2019, p. 112)
- Market Saturation and Licensing Surplus: The unchecked issuance of operating licenses has led to an oversaturated market where service capacity drastically exceeds the actual volume of travelers, triggering destructive price competition (Stephen Page, 2020, p. 245)
- Geopolitical and Consular Impediments: Significant barriers to international mobility persist at the consulate level, particularly regarding visa procurement for the Schengen Area and other European jurisdictions, which stifles outbound growth (Hal, 2011, p. 58)
- Susceptibility to Macroeconomic Shocks: The tourism value chain remains acutely vulnerable to fiscal recessions and global geopolitical instability, reflecting the high income-elasticity of the industry (Dwyer, Peter , & Wayne , 2020, p. 310)
- Institutional Red Tape: Administrative friction, stemming from the rigid and bureaucratic structures of the Ministry of Tourism and other regulatory bodies, slows down operational agility (Jeffries, 2020, p. 142)
- Fiscal Burdens and Capital Intensity: The industry is characterized by high entry costs, driven by the requirement for substantial financial bonds and various institutional levies (Hudson Simon, 2022, p. 194)

4. Tourism Reality in Algeria:

The tourism sector in Algeria has witnessed positive dynamics and notable growth indicators, reflecting the efforts made to develop this strategic sector and its pivotal role in supporting the national economy and creating employment opportunities. According to the 2024 report on tourism and traditional industries, the sector includes **249 classified tourism development areas**, highlighting the significant potential for expanding tourism projects and attracting investments across the country.

During 2024, **70 new tourism projects** were approved, bringing the total number of approved projects to **2,143**, which are expected to provide **255,850 beds** and **101,742 job opportunities**. These figures demonstrate the continued commitment to enhancing the infrastructure and capacity of Algeria’s tourism industry.

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

4.1. Development of the Tourism Sector's Share in GDP

The tourism sector is a significant component of the gross domestic product (GDP) in many developed and developing countries. According to statistics from the World Tourism Organization (UNWTO), the average contribution of the tourism sector to global GDP reaches approximately **10%**.

Table 01 illustrates the development of tourism's contribution to Algeria's national GDP, as well as the number of employees in the tourism sector

"Table 01: Development of the Tourism Sector's Share in Gross Domestic Product (GDP)"

Year	2020	2021	2022	2023	2024
Tourism Share in GDP(%)	0,61	0,81	1,1	1,4	1,5

Source: Directorate of Tourism Quality Planning and Control, Ministry of Tourism and Traditional Industries, Algeria

From the table above, it can be observed that the contribution of tourism revenues to Algeria's gross domestic product (GDP) remains relatively low, as it did not exceed an average of **1.5%** during this period.

4.2. Employment in the Tourism Sector

Table 02: Employment in the Tourism Sector

Year	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Number of Workers	213000	220000	224028	256775	261289	265803	270317	300000	308027	320000

Source: Directorate of Tourism Quality Planning and Control, Ministry of Tourism and Traditional Industries, Algeria

The table above shows that employment in the tourism sector in Algeria has gradually increased during this period, with the number of workers reaching **213,000** in 2010 and **320,000** in 2019, representing a **50% increase** in employment. These results are positive for labor engagement in the tourism sector, confirming the sector's commitment to continuing on the path of sustainable development, enhancing tourist appeal, and supporting traditional industries as a fundamental component of national cultural identity and the local economy. The state is also working to increase employment through the **2000–2024 economic recovery plan** to further develop this sector, which possesses significant potential

4-3. Tourist Flows

Table No. (03): Flows of Residents and Foreign Tourists

Year	2020/2019	2021/2020	2022/2021	2023/2022	2024/2023
Resident Tourists	240.927	127.418	512.871	465.025	500.029
Foreign Tourists	23.501	12.857	15.035	26.827	37.03
Total	**264.43**	**140.28**	**527.91**	**491.85**	**537.05**

Source: Directorate of the Tourism Quality Plan and Regulation, Ministry of Tourism and Handicrafts.

Tourist flows and arrivals witnessed a noticeable increase during the period 2019–2024, particularly with regard to resident tourists. Foreign tourism also experienced a significant improvement, supported by better security and economic conditions. However, despite Algeria's rich and diverse tourism resources, the performance indicators of the tourism sector remain below the potential and importance of these resources when compared with neighboring countries. This situation calls for a reconsideration and rethinking of the mechanisms required to promote and develop the sector, especially since Algeria currently possesses the natural, geographical, and human assets that qualify it as a competitive tourist destination. Achieving this objective requires benefiting from international experiences and formulating a comprehensive tourism policy that enables Algeria to strengthen its position in the global tourism market, particularly in the context of digital transformation

4-4. Travel and Tourism Agencies

The tourism sector has witnessed a remarkable expansion in the activity of travel and tourism agencies, with the accreditation of 571 new agencies, raising the total number to 5,570 agencies nationwide.

Table No. (04): Evolution of the Number of Travel and Tourism Agencies

Year	2020	2021	2022	2023	2024
Travel and Tourism Agencies	3546	4267	4722	4999	5570

Source: Directorate of the Tourism Quality Plan and Regulation, Ministry of Tourism and Handicrafts.

Based on the table above, it can be observed that the number of travel and tourism agencies has been increasing steadily. The total number rose from 3,546 agencies in 2020 to 5,570 agencies in 2024, representing an estimated increase of 57%. This growth reflects the strong demand for establishing travel agencies and expanding their affiliated branches, particularly in light of the development of outbound tourism, especially Umrah travel.

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

5. RESEARCH FINDINGS AND ANALYSIS:

5-3. A Study Sample of Tourist Agencies in Algeria

5-3-1. Study Population and Sample

The study population consists of a group of tourist agencies operating in the eastern region of Algeria and engaged in various types of tourism activities. A random sample was selected through the distribution of a questionnaire, resulting in the collection of 60 responses using an electronic survey.

5-3-2. Data Collection and Analysis Tools

Primary data were collected using a questionnaire based on several previous studies to examine the role of tourist agencies in promoting tourism in Algeria. The questionnaire is composed of:

- **Part One:** Information specific to the tourist agencies
- **Part Two:** Focused on three main areas:
    1. Service marketing in tourist agencies
    2. Tourism services
    3. Challenges faced by tourist agencies in tourism marketing

5-3-3. Statistical Tests for Scale Reliability and Validity:

The reliability and validity of the scale were assessed using **Cronbach's Alpha**. The following presents the results of the Cronbach's Alpha test:

Statistical Test for Questionnaire Reliability

statistiques de fiabilité	
Number of Items	**alpha de cronbach**
30	0,873

It is observed that the **Cronbach's Alpha coefficient** reached **0.873**, which is considered a good measure, reflecting the reliability of the study results. This indicates that the questionnaire items are acceptable and can be confidently used in the analysis of the study findings.

5-3-4. Sample Characteristics

Of the 60 responding agencies, 56.67% possessed 5 or more years of operational experience, indicating a relatively mature population despite rapid market expansion (2020-2024). Digital tool utilization demonstrated that 56.67% of agencies implemented integrated multi-channel digital strategies (website, professional email, social media), while 43.33% maintained single or dual-channel digital presence.

Service portfolio analysis revealed that 60% of agencies offered comprehensive service bundles (tickets, hotels, transport, tours), while 40% maintained specialized positioning. Tourism specialization patterns indicated: 40% generalist positioning serving all tourism types, 33.33% religious tourism specialization (Umrah-focused), and 26.67% specialized tourism segment focus (heritage, health, sports).

B.Tools and Resources Utilized by Tourist Agencies in Their Activities:

The following table presents the main tools and resources relied upon by tourist agencies in their tourism activities.

Table 08: Tools and Resources Utilized by Tourist Agencies in Their Activities

Item	Frequency	Percentage
Website, Professional Email, and Social Media	34	%56.66
Website and Professional Email	16	%26.66
Professional Email and Social Media	10	%16.66
Total	**60**	**%100**

Source: Prepared by the researcher using SPSS Version 23 outputs

As presented in Table 08, a majority of the agencies in the study (**56%**) utilize a combination of website, professional email, and social media for their digital marketing efforts. Meanwhile, **26.66%** of the agencies rely exclusively on their website and professional email, and **16.66%** use only professional email and social media. These results highlight the growing adoption of integrated digital tools among tourist agencies, while also indicating that some agencies continue to depend on limited channels for their online marketing activities.

C. Services Provided by Tourist Agencies:

Table 09 illustrates the types of services that tourist agencies are responsible for providing in the tourism sector, as detailed below.

Table 09: Types of Services Provided by Tourist Agencies

Services Provided	Frequency	Percentage
Ticket Sales, Travel, Hotel Booking, Tourist Transport, and Organization of Various Types of Tours	36	60 %
Ticket Sales and Hotel Booking	4	6.66%
Tourist Transport	4	6.66%
Organization of Various Types of Tours	16	26.66%
Total	60	%100

Source: Prepared by the researcher using SPSS Version 23 outputs

As presented in Table 09, the majority of agencies in the study (**60%**) provide a comprehensive range of tourism services, including ticket sales, hotel booking, tourist transport, and the organization of various types of tours. In contrast, a smaller portion (**6.66%**) of the agencies offer a more limited set of services, focusing on ticket sales, tourist transport, and tour organization. These findings highlight that while most tourist agencies strive to offer a full spectrum of services to meet diverse client needs, a minority of agencies operate with more specialized service offerings.

Travel agencies are a fundamental tributary to revitalizing tourism in Algeria.

D. Types of Tourism Offered by Tourist Agencies

Table 10: Types of Tourism Offered by Tourist Agencies

Types of Tourism	Frequency	Percentage
All Types of Tourism	24	40%
Archaeological / Heritage Tourism	4	6.66%
Health and Wellness Tourism	20	6.66%
Religious Tourism	4	33.33%
Leisure and Recreational Tourism	4	6.66 %
Sports and Sightseeing Tourism	4	6.66%
Total	**60**	**%100**

Source: Prepared by the researcher using SPSS Version 23 outputs

As presented in Table 10, a significant portion of the agencies (**40%**) provide all types of tourism, indicating their capacity to cater to diverse tourist needs. Agencies focusing on religious tourism, particularly Umrah, represent **33.33%**, reflecting the prominence of religious travel in the region. The remaining types of tourism are offered at relatively similar rates of **6.66%** each, suggesting that other specialized tourism segments, such as heritage, health, leisure, and sports tourism, are less widely provided but still present within the market.

E. Factors Affecting Tourist Agencies in Their Activities

The price factor ranks first due to its sensitivity and continuous fluctuations, as most clients prioritize low prices for various tours. The competition factor comes second, reflecting the growth of the sector and the recent increase in the number of tourist agencies. Third is the seasonal and occasion factor, since Algerian tourists are primarily associated with summer and religious seasons. Fourth is tourism promotion, which has become increasingly important as a competitive element among agencies. Fifth is the number of hotels, sixth is transport services, and seventh are laws and regulations.

F. Attracting Tourists

The type of services offered by tourist agencies is a key element in attracting tourists, along with the physical environment and personnel responsible for delivering these services. Pricing strategies also play an important role in attracting clients. However, tourism promotion remains a weak point due to the limited content and outreach of domestic tourism marketing, both by the agencies' own platforms and by the Ministry of Tourism in showcasing tourist sites.

G. Challenges Faced by Tourist Agencies in Tourism Marketing

- **Infrastructure and economic and security conditions** are crucial factors, particularly for leisure and recreational tourism in desert areas.
- **Laws and regulations** governing agency licensing and organizing their tourism activities, as well as the alignment of agencies with the Ministry of Tourism's strategy.
- **Price impacts on tourism demand**, hotel classification, and transportation services whether by air, land, or sea—along with the culture and behavior of Algerian tourists, who predominantly engage in seasonal tourism, such as summer travel.

5-3-5. Mean and Standard Deviation of Tourism Marketing Dimensions

Table 11: Mean and Standard Deviation of Marketing Dimensions in Tourist Agencies

E-Marketing / Digital Marketing	Mean	Standard Deviation	Acceptance Level
Tourism Services	3.83	0.19	Agree
Pricing Services	3.60	0.46	Agree
Tourism Services Distribution Strategy	3.92	0.76	Agree
Tourism Promotion	4.10	0.44	Agree
Tourist Agencies' Infrastructure	4.41	0.15	Strongly Agree

Source: Prepared by the researcher using SPSS Version 23 outputs

The table above indicates that the sample's responses on tourism marketing dimensions reflect a clear prioritization among the factors. Tourist Agencies' Infrastructure ranks highest, with a mean of 4.41 and a standard deviation of 0.15, highlighting its critical role in facilitating effective marketing activities. Tourism Promotion follows in second place (mean = 4.10, SD = 0.44), underscoring its growing importance in attracting clients and enhancing agency visibility. The Tourism Services Distribution Strategy occupies the third position (mean = 3.92, SD = 0.76), suggesting that while distribution strategies are relevant, they are less emphasized compared to infrastructure and promotion. Tourism Services rank fourth (mean = 3.83, SD = 0.19), indicating a consistent recognition of service quality, whereas Pricing Services come fifth (mean = 3.60, SD = 0.64), reflecting that price considerations, although important, are somewhat less prioritized relative to other marketing dimensions. These results collectively illustrate that physical infrastructure and promotional efforts are perceived as the most influential factors in tourism marketing within Algerian agencies.

5-3-6. Presentation and Analysis of Tourism Data

Table 12: Mean and Standard Deviation of the Tourism Dimension

Statement	Mean	Standard Deviation	Acceptance Level
Agencies provide diverse and distinctive tourism services that enhance demand	4،23	0،54	Strongly Agree
Infrastructure, hotels, and various transportation modes help improve your agency's performance	4،35	0،23	Strongly Agree
→ Booking speed improves service delivery and increases tourism demand	4،05	0،90	Agree
Tourism promotion of attractions increases tourism demand	4،29	0،21	Strongly Agree
You have the ability to organize tours and accommodate growing tourism demand	4،17	0،75	Agree
You possess modern technologies to provide diverse tourism services	4،47	0،25	Strongly Agree
You use discounts in tourism packages	4،11	0،59	Agree

Source: Prepared by the researcher using SPSS Version 23 outputs

As shown in Table 12, the sample's responses for the tourism dimension predominantly fall under "Agree", indicating a general consensus that tourist agencies offer a diverse range of services. This reflects the role of adequate infrastructure, including hotels and transportation facilities, in supporting agency operations. The results suggest that agencies are effectively contributing to enhancing tourism demand through organized services, efficient booking processes,

promotional activities, and the use of modern technologies, all of which reinforce their capacity to meet the needs of tourists.

5-3-7. Presentation and Analysis of Data on Challenges Faced by Tourist Agencies

Table 13: Challenges Faced by Tourist Agencies

Statement	Mean	Standard Deviation	Acceptance Level
Lack of attention to quality standards in tourism services	3،58	1،34	Agree
Lack of integration between the tourism sector and information and communication technology (ICT)	3،29	1،66	Neutral
Shortage of qualified personnel in ICT for e-marketing of tourism services	3،58	1،21	Agree
Low security and lack of trust in online financial transactions	3،82	1،24	Agree
Low adoption of electronic payment methods	3،58	2،58	Agree
Weak online content for domestic tourism	3،64	1،08	Agree
Lack of coordination between agencies and the Ministry of Tourism in offering tourism packages and programs with other countries	3،52	1،22	Agree

Source: Prepared by the researcher using SPSS Version 23 outputs

As shown in Table 13, the challenge most consistently highlighted by tourist agencies is low security and lack of trust in online financial transactions, with a mean score of 3.82 (Agree). This finding points to a notable barrier in digital adoption, largely influenced by the cultural tendencies of Algerian tourists, even in the context of government efforts to promote credit card usage. The result underscores the need for agencies to address security concerns and build trust in electronic payment systems to enhance the effectiveness of e-marketing and online service delivery.

6.Hypotheses Testing and Results Analysis:

First Hypothesis: Tourist agencies use the concept of service marketing in their activities to promote the tourism content that Algeria offers.

To test this hypothesis, a simple regression analysis was employed to examine the effect of the independent variable, service marketing, on domestic tourism as the dependent variable. The results of the statistical analysis for testing this hypothesis are presented in the following table:

Table 14: ANOVA for Multiple Regression, Correlation Coefficient, and Model Parameters

Independent Variable	Dependent Variable: Tourism						
	Model Coefficients	Coefficient of Determination	Correlation Coefficient	ANOVA Analysis			
		R2	R	F-test for the Model		T-test for the Model	
				F-value	Significance Level	T-value	Significance Level
Constant	1,62	0,50	0,71	33,23	0‹000	3,76	0,001
Tourism Marketing	0,62					5 ,76	0‹000

Source: Prepared by the researcher using SPSS Version 23 outputs

Based on the results of Table 14, the correlation coefficient (R) was found to be 0.71 at a significance level of 0.001, indicating a strong positive relationship between the dependent variable, Tourism, and the independent variable, Tourism Marketing. The results of the coefficient of determination (R^2), which was 0.50, suggest that 50% of the variance observed in the tourism dimension is explained by tourism marketing, while the remaining 50% is attributed to other factors.

Furthermore, the calculated T-value was 3.76 at a significance level of 0.001, which is below the accepted threshold of 0.05, indicating the significance of the independent variable in the model. The F-value was 33.23 at a significance level of 0.000, also below the accepted significance level, confirming the overall significance of the regression model

$$Y = 1{,}62 + 0{,}62X$$

Where:

Y=Tourism
X=Tourism Marketing

From the model, it is observed that Tourism Marketing affects Tourism with a coefficient of 0.62. Based on these results, we can conclude the validity of the first hypothesis: tourist agencies employ the concept of service marketing in their activities to promote the rich tourism content of Algeria.

Second Hypothesis:

Based on the data presented in Table 13, the second hypothesis is confirmed: the lack of physical and technological infrastructure and the absence of a tourism-oriented culture are among the main challenges faced by tourist agencies in carrying out their tourism activities.

7. Conclusion:

The study concluded that tourist agencies in Algeria have experienced a notable increase in recent years, which has intensified competition within the tourism sector. This competitive environment has prompted agencies to adopt **tourism marketing techniques**, utilizing modern technologies to provide diverse tourism services and enhance the overall tourism offering

The relatively low contribution of tourism revenues to Algeria's GDP highlights the need for enhanced efforts to develop the sector. In this context, travel agencies play a crucial role as intermediaries between tourists and tourism resources. By improving the quality of services, promoting domestic and international tourism, and facilitating access to attractions and destinations, travel agencies can help increase tourist flows and spending. Strengthening the infrastructure, adopting effective marketing strategies, and addressing operational challenges faced by these agencies are essential steps toward boosting the sector's economic contribution and achieving sustainable growth in Algeria's tourism industry.

Challenges Faced by Tourist Agencies The main challenges identified include the weak ICT infrastructure, the inadequate availability of data on the tourism sector, lack of attention to quality standards in tourism services, and low security and trust in online financial transactions, which has led to limited adoption of electronic payment methods.

Suggestions

- It is recommended to promote environmentally sustainable tourism practices that are consistent with Algerian societal values, through the formulation of effective policies and regulatory measures aimed at ensuring tourist safety, conserving natural and cultural heritage, and strengthening the role of tourism as a driver of employment creation and economic development.
- Greater emphasis should be placed on enhancing cooperation and coordination among travel and tourism agencies by facilitating the exchange of experiences and best practices, in partnership with the Ministry of Tourism, with the objective of developing joint tourism programs and packages in collaboration with regional and international partners.
- The tourism sector should be encouraged to adopt innovative approaches and modern technologies within the framework of digital transformation, in order to improve the quality of the tourist experience and support the sustainable development of the sector.
- It is essential to establish an integrated and up-to-date national database on domestic tourism resources in Algeria, encompassing tourist flows, accommodation capacity, and available infrastructure, alongside strengthening media and communication channels to enhance service quality and sectoral planning.
- A comprehensive review of tourism service pricing policies is recommended, particularly in transportation, accommodation, and ticketing services, to ensure price competitiveness, improve accessibility for tourists, and enhance the overall attractiveness of the tourism destination

8. References:

8.1..Books

- Cooper, C., Gilbert, ,. d., & wanhill, s. (2008). Tourism: Principles and practice (Vol. 4th ed). france: Pearson Education.
- Dwyer, L., Peter , F., & Wayne , D. (2020). Tourism Economics and Policy (Vol. 2nd Edition). UK: CHANNEL VIEW PUBLICATIONS.
- Goeldner, C. R., & J. R. Brent , R. (2012). Tourism: Principles, Practices (Vol. 12th ed.)). Canada.: TWELFTH EDITION.

- Hudson Simon, H. L. (2022). Customer Service in Tourism and Hospitality (Vol. 5th ed). London: Goodfellow Publishers Ltd.
- Jeffries, D. (2020). Governments and Tourism. . Analyzes administrative structures and bureaucratic friction in tourism ministries. London: Routledge.
- rechard , s., & david, t. (2015). Tourism and Development: Concepts and Issues. usa: Channel View Publications.
- Regas, D. (2019). The Airport Business).. [Focuses on airline-agency distribution and GDS logistics]. (Vol. (2nd ed.). london: Routledge.
- Stephen Page, J. C. (2020). Tourism: A Modern Synthesis . france. Routledge.

عبوي, ز. م مبادى السياحة الجديثة. الطبعة الأولى .. عمان دار المعتز للنشر والتوزيع .(2016)

8.2.Journal article

- Arabi, S. (2024). Modern challenges in the tourism industry: E-marketing of tourism in Algeria—An analytical study of a sample of tourism agencies in Constantine . Journal of Tourism and Hospitality Management(12/3), pp. 156–174.

- asma, A., Bensid , b., & guerricha, I. (2025, 2 5). The Role of Digital Marketing Techniques in Developing Domestic ,: Theory and Practice. Tourism. Educational Administration(31 /1), pp. 188-200.

- Ben Abdelaziz, S. R. (2022). The role of travel agencies in revitalizing the tourism sector in the Algerian economy: A case study. Mediterranean. Journal of Tourism and Hospitality(8/2), pp. 89–112.

- Hal, C. M. (2011, May). Health and medical tourism: Kill or cure for global public health. Journal of Travel & Tourism Marketing,.

- Lane, B., & Kastenholz, E. (. (2015), 10 01). . Rural tourism: The evolution of practice and research approaches. , 23(8–9), 1133–1156. Journal of Sustainable Tourism(23).

- Rabhi Said, E. R. (2022, 04). The Extent of Using E-Integrated Marketing Communication and its Effect on Algerian Tourism Case Study on Algerian Tourism Agencies. *Finance and Business Economics Review*(Volume 6 /Number 1).

- Richards, G. (2018). Cultural Tourism: A Review of Recent Research and Trends.

- العزيز, أ. ف. (2019, 4 18). دور الوكالات السياحية والأسفار في تشجيع السياحة الداخلية دراسة حالة وكالة النجاح للياحة والأسفار. مجلة الاجتهاد للدراسات القانونية والاقتصادية(العدد8 المجلد 3).

8.3.Reports

- UNWTO. (2019). Tourism and the Sustainable Development Goals – Journey to 2030. Madrid: Published by the World Tourism Organization.
- UNWTO. (2020). International Tourism Highlights. Madrid: World Tourism Organization.

- UNWTO. (2024 Edition). International Tourism Highlights – . Madrid: Published by UN Tourism,.