



Digital Marketing in Algerian Tourism: Challenges, Opportunities, and Strategic Recommendations

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Abstract:

Digital transformation in tourism marketing is a crucial driver for enhancing competitiveness in the global tourism sector; however, Algerian tourism sites face significant challenges compared to leading international platforms, highlighting a research gap on the reasons for this modest performance; therefore, this study aims to evaluate the effectiveness of Algerian tourism sites in attracting local and international visitors and comparing them with global sites. The study used tools to analyze digital performance data, focusing on traffic, interaction, and mobile adaptation. The results showed a significant decrease in traffic and interaction on Algerian sites compared to the strong performance of global sites that rely on responsive design and support for multiple languages. Accordingly, the study recommends developing comprehensive digital strategies, including improving user experience, enhancing search engine optimization (SEO), and expanding linguistic diversity to attract an international audience. These findings provide key insights to support efforts to position Algeria as a competitive tourism destination in the global market.

Keywords: Digital Tourism Marketing; Improving User Experience; SEO for Travel Websites; Tourism Marketing Strategies; Tourism Platforms

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1-Introduction :

Algeria, a country rich in cultural heritage and natural beauty, has long been an exciting tourist destination. The tourism sector in Algeria also plays a vital role in the economy and contributes significantly to urban development. Algeria has coastline extends for 2,148 kilometers and includes various tourist attractions from natural sites, archaeological wonders, and historical places (APS, 2023; Khetrou & Razin, 2020). Statistics indicate that 2023 it received about 3.3 million tourists and achieved revenues from tourism of US \$219 million in 2022 compared to US \$79 million in 2021 (Trading Economics, 2022, 2023). However, despite its abundant potential, tourism development along the Algerian coast and inland still faces many challenges, such as the absence of a comprehensive marketing strategy facing international competition.

On the other hand, the importance of digital marketing and its significant role in the tourism industry in the modern era cannot be overstated. Digital marketing strategies have become necessary to promote destinations, interact with travelers, and ensure the success of tourist destinations (Haedar, 2023). In 2023, studies showed that 72% of travelers rely on the Internet to plan their trips (Travel Perk, 2024), and 75% use social media platforms to get travel inspiration (Hinton, 2023). Digital tools such as social media, email marketing, mobile applications, and virtual reality technologies have revolutionized how tourism is marketed and experienced (Tevdoradze & Bakradze, 2023).

The Algerian tourism industry is also expected to benefit significantly from effective marketing strategies that rely on digital platforms to reach a global audience and by highlighting its diverse offerings, including pristine beaches, historical sites such as Timgade, the vast desert, and cultural monuments, Algeria can attract a wide range of tourists and boost its tourism revenues; however, to fully realize this potential, the Algerian tourism sector must face challenges such as limited marketing efforts, the need for new practices and the digitization of many sectors (Chérif, 2016; Kherrou et al., 2020). Therefore, critical stakeholders in the Algerian tourism sector, including government bodies, tour operators, and hospitality companies, play a crucial role in shaping the future of the industry, as cooperation between all of them is essential to develop comprehensive strategies that effectively promote Algerian tourism, enhance visitor experiences, and ensure the rapid growth of the sector (Ghadami, 2012; Tariq et al., 2023).

By asking many researchers and decision-makers about the dimensions of tourism development and how it can be effectively achieved, this research seeks to explore and shed light on the role of digital marketing strategies in promoting Algerian tourism and how tourism bodies and companies can stimulate awareness and active participation of actors in this field to stimulate tourism, which led to the following problem:

How can tourism in Algeria be promoted by adopting digital marketing strategies?

End the study seeks to achieve a set of objectives, which are:

- Highlight the effects of digital marketing on the promotion of Algerian tourism;
- Learn how to effectively integrate digital marketing strategies to promote tourism in Algeria;
- Studying the role of technology in improving the tourist experience and raising awareness of digital marketing strategies;
- Provide insights and suggestions for adopting digital marketing strategies in the Algerian tourism sector.

Therefore, the importance of the study lies in clarifying how to promote tourism in Algeria through digital marketing strategies and the use of technology and innovation to contribute to promoting the destination and maintaining Algeria's position amid global and regional competition, in addition to increasing tourism awareness and stimulating innovation in the tourism industry, and working to achieve a balance between the continuity of tourism and maintaining the quality of service, thus enhancing the reputation of the tourist destination and directing consumer interests towards it.

To conduct this study, a descriptive and analytical research approach was adopted. It started with a review of previous research, digital marketing trends, and innovation in Algerian tourism, as well as a case study of the effectiveness of a group of official websites in the tourism field.

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2. The Conceptual Framework:

2.1 Digital Marketing in Tourism:

Digital marketing in tourism refers to the strategic use of digital channels and technologies to promote travel-related services, connect with potential travelers, and enhance the overall customer experience. This includes a variety of online platforms and tools aimed at reaching and influencing consumers throughout the travel planning and booking process (Mustafa et al., 2024); it relies on data analytics and consumer insights to design marketing strategies and enhance engagement and conversion rates. In addition, it includes integrating innovative technologies such as augmented reality and interactive to create immersive experiences that attract and help maintain customers. It builds brand awareness, directs visits to tourist websites, and facilitates online reservations through targeted advertising and content marketing strategies (Baran, 2021; Hassan & Rahimi, 2019).

Digital marketing in the tourism field also includes several key components, including content marketing, which includes the creation of relevant, valuable content that provides information to travelers and encourages them to participate, such as blogs, videos, and destination guides; social media marketing, which uses platforms such as Instagram, Facebook, and TikTok to communicate with travelers, share user-generated content and promote special offers; on the other hand, search engine optimization (SEO) includes improving online content to increase visibility in search engine results, making it easier for potential customers to find tourism-related services; and email marketing, which includes sending targeted email campaigns to develop potential customers and encourage repeat bookings (Mustafa et al. et al., 2024); as well as data analytics that is used to understand customer preferences and behaviors, allowing for more personalized marketing efforts (Berkova& Borisyuk, 2024).

The transformation of consumer behavior evidences the importance of digital marketing in tourism, as travelers increasingly rely on online resources to plan and book their trips, making digital marketing necessary to reach this audience (El Mattichi et al., 2024) also by providing a competitive advantage for tourism companies in a crowded market, attracting new customers, and retaining existing customers (Mustafa et al. et al., 2024); It also contributes to improving the customer experience by making use of digital tools to provide a smooth and attractive journey, from initial search to booking and participation after travel (Alnajim&Fakieh, 2023); Digital marketing in tourism is an integrated approach based on employing diverse digital strategies aimed at effectively enhancing traveler interaction and motivation, which contributes to improving the overall tourism

experience and enhancing the success of tourism activities.

2.2 Digital Marketing Strategies in Tourism:

Digital marketing has become an essential component of the tourism industry, as it allows destinations and companies to reach a wider audience, connect with potential travelers, and enhance the effectiveness of their marketing in general. Among the leading digital marketing strategies is social media marketing, which is necessary to attract travelers, as nearly 80% of travelers use social media to plan their trips, according to a study conducted by the Travel Industry Association (Pop et al., 2022), and platforms such as Instagram, Facebook, and TikTok are especially effective in displaying destinations through visually attractive content. Search engine optimization (SEO) is also essential to increase visibility on search engines, with research indicating that 61% of travelers start the planning process using a search engine, making it necessary for tourism companies to optimize their websites for relevant keywords (Fesenmaier et al., 2011). Content marketing, which includes high-quality content such as blogs, videos, and guides, can significantly influence travel decisions and lead to a 13-fold increase in ROI compared to traditional marketing methods (Tomas, 2024). A comparative analysis between traditional and digital marketing strategies in the tourism industry has shown that digital marketing strategies are more effective in reaching and engaging potential travelers (Sweta, 2023). Email marketing through targeted campaigns can boost customer engagement and retention, with studies suggesting that personalized email marketing can increase transaction rates by up to 600% (Suzanne, 2014). Influence marketing, which involves collaborating with travel influencers, is an effective way to reach niche markets, as about 49% of consumers rely on being influenced by recommendations when making travel decisions (Samantha, 2024). With mobile usage on the rise, improving mobile marketing strategies has become critical, with research showing that more than 58% of all website traffic comes from mobile devices, highlighting the need for content compatible with modern technologies (Laura, 2024).

According to a report by Statista, global digital advertising spending in the travel and tourism sector rose to 19% in 2023 (Julia, 2023). A study also confirmed a positive relationship between digital marketing strategies and the performance of tour operators' supply chains, suggesting that effective digital marketing can increase visitor numbers, sales, and profits in the tourism sector (Mwalukasa, 2024). Research on digital marketing strategies in the tourism public sector confirms the effectiveness of social media campaigns and targeted email marketing in enhancing engagement and promotion within the industry, as the analysis of various digital marketing campaigns revealed that effective strategies significantly enhance the promotion and participation in the tourism public sector, which shows the importance of digital platforms in this field (Haedar, 2023).

On the other hand, the growth of digital statistics in Africa has opened opportunities for the tourism sector, with digital media and content marketing identified as key trends that can boost tourist arrivals (Mkwizu, 2019); the digital marketing strategies adopted by the National Tourism Authority of Portugal illustrate the shift towards online communication and marketing, which has led to significant growth in tourism (Dinis et al., 2021). Digital marketing strategies are essential for the tourism industry to thrive in a changing competitive landscape. By leveraging social media, SEO, content marketing, and other digital tools, tourism companies can positively interact with potential travelers and increase bookings. Recent research indicates that digital marketing strategies have shown flexibility in influencing tourists' decisions to engage in domestic tourism. This highlights the effectiveness of digital platforms in shaping consumer behavior (Chamboko-

Mpotaringa&Tichaawa, 2023). Statistics and research results highlight the importance of these strategies in enhancing visibility and customer loyalty in the digital age.

3. Digital services and tourism transactions:

The integration of digital services into the tourism sector represents a transformative opportunity that enhances operational efficiency, customer experience, and overall market competitiveness. Tourism digitization not only simplifies transactions but also enriches tourists' travel experiences.

3.1 Integrating digital services into the tourism sector:

Integrating digital services into the tourism sector includes many technologies and platforms facilitating smoother interactions between service providers and consumers. Key aspects include, for example, automation and simplification. Digital tools such as mobile applications and automated check-in systems reduce the need for manual operations, allowing for faster service delivery. For example, hotels can implement mobile-first management programs that enable guests to check in, request services, and even open their rooms via smartphones, enhancing convenience and efficiency (Aqsanoor, 2024). Digital services allow customer data to be collected and analyzed, enabling companies to tailor experiences and offerings to individual preferences; this data-driven approach helps create tailored travel offerings and services that are tailored to specific customer segments, thereby gaining satisfaction and loyalty (Aqsanoor, 2024; POP? A, 2023). Digital platforms also facilitate targeted marketing efforts, allowing businesses to reach potential customers through social media, email campaigns, and personalized advertising; this capability is critical in a competitive market where excellence is essential to attract tourists (Kumar et al., 2024; POPA, 2023). On the other hand, virtual, augmented, and even mixed reality technologies provide immersive experiences that can enhance the planning phase of travel and enable tourists to explore destinations virtually, which may affect their travel decisions positively by providing a glimpse of what to expect (Aqsanoor, 2024; Gutierrez et al., 2023).

3.2 Facilitating digital transactions for tourists:

Facilitating digital transactions in the tourism sector offers many advantages that significantly enhance the tourism experience, providing convenience and accessibility. Digital transactions allow tourists to book services and make payments anytime and anywhere, eliminating the need for physical presence; this flexibility benefits travelers on the move or in different time zones (European Commission, 2021; Natarajan, 2023). Digital systems also often come with advanced security features, reducing the risk of fraud and providing tourists with peace of mind when making transactions. This is crucial in building trust in online platforms, especially for international travelers (Natarajan, 2023). On the other hand, it also provides real-time information and updates to tourists, especially regarding their bookings, travel itineraries, and local events. This speed helps tourists make informed decisions and adjust plans as necessary, enhancing their overall experience (European Commission, 2021; Gutierrez et al., 2023). Digital transactions can also reduce businesses' operational costs, translating into better prices for consumers; in addition, tourists can easily compare prices and find the best offers online, ensuring that they get value for their money (POP? A, 2023). Integrating digital services into the tourism sector not only simplifies transactions but also enhances the overall travel experience for tourists; as the industry continues to evolve, embracing digital transformation will be essential for businesses seeking to remain competitive and meet the changing needs of travelers.

4. Algeria Tourism Online Presence:

Algerian tourism authorities are actively leveraging digital platforms to promote the country's diverse attractions and experiences. They are also establishing a solid online presence on official tourism websites, social media accounts, and online travel platforms to interact with potential visitors.

4.1 Official Tourism Websites:

The Algerian Ministry of Tourism and Handicraft operates a range of official websites to showcase the country's main tourist attractions and facilitate travel planning, including:

- Algeria Tourist Routes: This user-friendly website, hosted on the Algeriatours.dz domain, highlights the most important Algerian tourist sites and provides diverse routes across cities, regions, the Mediterranean coast, the Atlas Mountains, and the Sahara Desert; it also offers online services to find hotels, restaurants, and tour operators (Algerian embassy, 2022).
- Algerian Tourism Promotion Portal: It is a comprehensive electronic platform hosted by Visitalgeria.dz domain that aims to highlight Algeria's beauty and tourist diversity and provides rich information about the country's historical, natural, and cultural sites. The portal focuses on prominent landmarks such as Roman monuments, desert palaces, charming beaches, and picturesque mountain ranges. The portal provides advanced services to users, including tour proposals, trip scheduling, and communication with local travel agencies (MTA, 2023a).

The Public Service Portal for the Tourism Sector: The Public Service Portal for the Tourism Sector is a digital platform hosted on the portail.mta.gov.dz domain that aims to facilitate administrative procedures related to tourism. It also provides services such as issuing licenses to tourism institutions, reviewing the laws and regulations of the sector, and assisting in complaints related to tourism services. It also represents a tool to enhance transparency and achieve effective communication between the Ministry and citizens, which contributes to improving the tourism environment in Algeria (MTA, 2024b).

4.2 Social Media Pages:

Algeria's tourism authorities have relied on social media to connect with a broader audience and promote the country's offerings by:

- Public tourism pages: The official pages of the Algerian state on social networking sites, usually managed by government agencies responsible for tourism, such as the Ministry of Tourism and Handicrafts. The most prominent of these pages is the page of the Ministry of Tourism and Traditional Industry on the Facebook platform hosted on the domain www.facebook.com/algeriemta, and a page on Instagram with the domain www.instagram.com/ministere_tourisme_artisanat, each of which displays promotional images about Algeria and information about tourism events. The official page on the X platform (formerly Twitter) with the domain www.x.com/TourismeArtisan is used for official announcements and sharing tourism-related news. As well as the page of the National Tourism Office (ONAT) on Facebook, which provides content about tourism programs organized by the Office and details about tourist destinations; the page of the Touring Algeria Agency on Facebook, which provides information about tourism offers and

programs targeting local and foreign tourists; as well as the regional pages of tourism directorates, as most Algerian states have official pages dedicated to promoting local tourism, such as the page of the Directorate of Tourism and Traditional Industry of the Wilayat of Tamanrasset or Ghardaia, which provides details about tourist events and attractions in these areas.

- Influencer pages: Influencer pages on social media play an essential role in promoting tourism in Algeria by sharing personal experiences with followers. Many influencers also cooperate with tourism bodies or private companies to promote tourist destinations and travel services, which contributes to reaching broad audiences, especially young people. Their posts, which include high-quality photos and videos, help create local and international interest in traveling to Algeria, making them an influential element in the tourism sector.

These pages try to contribute to promoting Algeria as a distinguished tourist destination and provide diverse content aimed at attracting tourists and introducing them to the country's natural and cultural diversity.

4.3 Online Travel Platforms:

Tourism offers within Algeria are offered through public online travel platforms, which allow visitors to plan and book their trips through them, which we review below:

- Algeria Tourism and Travel Agency (Touring): The Algerian Tourism and Travel Agency, through its official website (Touring-Algeria.com), highlights the most important tourist destinations in Algeria and is one of the most prominent national tourism agencies, providing a variety of services directed to local and international tourists. The agency specializes in organizing tourist trips within Algeria and provides innovative research tools to see travel packages, hotels, and the best tour operators while providing the possibility of electronic booking to ensure a comfortable and easy experience for users (TVA, 2024).

The National Tourism Office (Ont): The National Tourism Office in Algeria is one of the most prominent official bodies responsible for developing and promoting the tourism sector through its official website (www.ont.dz), where it provides a variety of digital services and tourism information such as reviewing proposed tourism programs, identifying tour operators, and obtaining information on accommodation and accompanying services, which makes it a reliable reference for tourists inside and outside Algeria (MTA, 2023b).

5. Case Studies and Lessons Learned:

5.1 Effectiveness of Algerian tourism websites in attracting local and international visitors:

The effectiveness of Algerian tourist sites in attracting local and international visitors can be assessed through several dimensions, including site traffic, user participation, content quality, and integration with digital marketing strategies. Recent data also indicate that tourism-related websites that are gaining momentum in Algeria on the Internet are primarily foreign sites, with booking.com topping the list with about 1.9 million visits, indicating strong interest in online booking services related to global tourism, followed in second place by goturkiye.com with more than 1.56 million visits; followed by hotel deals and flight reservations website wego.com with about 686.58 thousand visits, which, although not exclusively focused on Algeria, contribute to general interest in

travel in the region (Semrush, 2024a).

There are also three tourism websites approved by the Algerian Ministry of Tourism and Handicrafts and listed on its official website, namely "Algeria Tourism Trails", "Public Service Portal for the Tourism Sector", and "Algerian Tourism Promotion Portal", which aim to provide comprehensive information on tourist attractions in Algeria; however, traffic and participation levels compared to the most well-known international travel sites indicate that there is room for improving visibility and user participation (MTA, 2024a); we review all of this in the following table:

Table 1. Global Traffic and Engagement for October 2024

Website	Algerian Tourism Promotion Portal	Public Service Portal for Tourism Sector	Algeria Tourist Routes	All experiences in Turkey
Link	visitalgeria.dz	portail.mta.gov.dz	algeriatours.dz	goturkiye.com
Total visits	621 48.7% increase since last month	10,073 34.26% increase since last month	1100 74.35% decrease last month	10.60 million 3.19% decrease since last month
Distribution of Devices	Computer66.47% Mobile 33.53%	Computer85.50% Mobile 14.50%	Computer100% Mobile 0%	Computer1.10% Mobile 98.90%
World Ranking	15,327,134	Not available	Not available	9,607
National Ranking	60,960	Not available	Not available	146 (in Algeria)
Average visit duration	00:02:07	00:07:20	00:05:19	00:00:55
Number of pages during the visit	2.77	4.66	6.82	1.36
Bounce rate	58.43%	13.18%	00.00%	82.00%
Main countries	Algeria100%	Algeria94.70% France5.30%	Not available	Algeria24.25% Egypt11.66% Morocco8.25% Tunisia8.20% Pakistan7.49% ...
Number of website languages	3 Languages	Bilingual	3 Languages	10 languages

Source: Prepared by the researchers based on statistics from the following two sites (Semrush, 2024b; Similarweb, 2024)

Table 1. data indicate a significant variation in the performance of Algerian tourist sites compared to international sites such as "all experiences in Turkey". It turns out that the "Algerian Tourism Promotion Portal" achieved a total of 621 visits in October 2024, with a noticeable increase of 48.7% from the previous month, but still far from global levels. On the other hand, the "Public Service Portal for the Tourism Sector" website tops the Algerian tourist sites with a total of 10,073 visits, which indicates a higher efficiency in attracting local visitors. Despite this, the site of "Algeria Tourist Routes" witnessed a sharp decrease of 1,100 visits, or 74.35% in traffic compared to the previous month, reflecting significant challenges in the sustainability of performance. Compared to international websites, the "All Experiences in Turkey" website shows a significant superiority with a total of 10.60 million visits in October 2024, despite a slight decrease of 3.19% compared to the previous month. This vast difference in performance between Algerian and Turkish websites highlights the large gap in digital tourism marketing strategies and e-infrastructure. This Turkish achievement reflects the success of digital marketing efforts in attracting visitors

worldwide. At the same time, Algerian websites show continuous challenges in improving global visibility, increasing interaction, and sustaining performance on the Internet.

As for the distribution of devices, Algerian sites show greater reliance on desktop devices, ranging from 66.47% to 100%, unlike international sites such as the "All Experiences in Turkey" site, which relies heavily on mobile devices by 98.90%. This variation indicates a fundamental difference in web design strategies. The heavy reliance of Algerian websites on desktop devices may reflect a weakness in improving the user experience via mobile devices, which reduces their ability to attract young users who are always connected to the Internet via smartphones. On the other hand, the significant reliance on the "All Experiences in Turkey" website on mobile devices shows an advanced understanding of users' needs, focusing on designing responsive and easy-to-use websites via phones, which enhances its ability to reach a wider audience and increase interaction rates. This difference highlights the urgent need to develop Algerian digital strategies that keep pace with technological developments.

In terms of ranking, the Algerian site "Tourism Promotion Portal" ranks 15,327,134 globally and 60,960 locally, while the Turkish site "All Experiences in Turkey" ranks 9,607 globally and 146 within Algeria. This global and national ranking gap reflects a significant disparity in performance and spread between the two sites. The location of "All Experiences in Turkey" ranks this position globally and even within Algeria, indicates its strength in attracting an international audience, in addition to its influence within the Algerian markets as it is the first tourist site in terms of visits within Algeria, reflecting integrated and effective marketing strategies. On the other hand, the website "Tourism Promotion Portal" ranks low globally and locally, reflecting its limited reach and influence even within the Algerian market. This low ranking highlights the weak competitiveness of Algerian sites, which calls for the development of digital marketing efforts, improving search engines, and increasing interaction with the target audience to enhance its position locally and internationally.

Regarding the average duration of the visit, the performance of the Tourism Sector Public Service Portal stands out with a relatively high visit rate (7:20 minutes) compared to other sites, which indicates better interaction with users. The variation in the average duration of the visit and the number of pages during the visit also indicate significant differences in the quality of content and user experience between sites. Whereas the website of the "Public Service Portal for the Tourism Sector" surpasses the average duration of the visit by (7:20 minutes) and the number of pages (4.66 pages), as well as the website of "Algeria Tourism Routes", which features the highest number of pages during the visit (6.82 pages), may reflect the provision of unclear content that retains users for a more extended period in the search process. On the other hand, the low average duration of the visit to the "All Experiences in Turkey" website (55 seconds), depending on its high ranking, may indicate that users find the required content quickly. The bounce rate is mixed, with the Tourism Promotion Portal registering 58.43%.

In comparison, it was much lower for the Tourism Public Service Portal (13.18%), which is a positive indicator of users' interest in the content of this site. However, Algerian websites suffer from poor linguistic diversity compared to international websites, as they support only 2 to 3 languages, while the "All Experiences in Turkey" website provides ten languages, which gives it a more remarkable ability to reach a global audience. This explains why the central countries that visit these sites are highly concentrated within Algeria Algerian sites, with the simple exception of the "Public Service Portal for the Tourism Sector", which witnessed visits from France at a rate of

5.30%. The "All Experiences in Turkey" website, which supports ten languages, is characterized by multinational visits, which reflects the comprehensiveness in targeting a wider international audience. These differences illustrate the need to improve Algerian websites in terms of linguistic diversity to attract a more significant number of international visitors.

5.2 Results of the study:

Based on the aforementioned indicators, Algerian websites need a comprehensive review of digital marketing strategies to enhance their competitiveness locally and internationally. One of the most important aspects that needs to be improved is the user experience, as it is possible to focus on designing user-friendly and mobile-responsive websites, given the increasing global reliance on smartphones to access the Internet.

Increasing linguistic diversity is also an essential step in attracting international visitors. Presenting content in multiple languages, such as Spanish, Italian, Russian, and others, along with available languages, enhances the comprehensiveness of sites and increases opportunities to attract a global audience. In addition, improving the quality of content to make it more attractive and inclusive plays a crucial role in keeping visitors longer and reducing bounce rates. This can include adding videos, high-quality images, and interactive experiences such as virtual tours of tourist sites.

On the other hand, SEO strategies must be developed to ensure better visibility in global search results and to increase investment in paid digital advertising campaigns to target a specific audience. Algerian sites can also benefit from data analysis to understand user behavior and continuously improve performance, which contributes to higher competitiveness at the international level and makes sites more attractive and interactive with visitors.

5.3 Recommendations:

From the above, we conclude that the current use of digital marketing in promoting Algerian tourism is evolving, but it still faces strategic challenges that prevent its effectiveness. For example, although there is some presence on platforms such as Facebook, Instagram, and YouTube, the level of participation and content sharing is relatively low compared to other countries. Therefore, developing a unified platform that links various tourism services can significantly improve the effectiveness of online promotions and enhance visibility. Also, ensuring that official tourism sites are compatible with mobile devices, easy to navigate, and provide comprehensive information can improve the user experience. It is also clear that many local tourism sites are not well integrated with global travel platforms, which limits their exposure to international audiences. Therefore, cooperation strategies with online travel agencies and platforms can enhance visibility further.

On the other hand, there is a growing recognition of the importance of digital marketing strategies, including search engine optimization (SEO), targeted advertising, and partnerships with travel influencers. However, many Algerian tourist sites have not yet benefited fully from these strategies, leading to a decrease in communication effectiveness with potential international tourists. Therefore, cooperation with international and local travel influencers significantly raises Algeria's status as a desirable tourist destination. All this does not negate the fact that Algerian tourist sites have made great strides in establishing an online presence. However, their effectiveness can be further enhanced by addressing these areas to make Algeria a better competitive destination in the global tourism market.

6-Conclusion:

The study highlighted the pivotal role of digital marketing strategies in the advancement of the tourism sector in Algeria, focusing on the comparative performance of local and international platforms; by analyzing visitor interaction, user preferences, and technological adaptability, the research sought to bridge the gap in understanding how digital marketing strategies within the tourism sector in Algeria can be exploited to meet global standards.

The results revealed that while local platforms such as *visitalgeria.dz* and *portail.mta.gov.dz* show promising growth, they lag significantly behind their international counterparts in traffic, user interaction, and global communication; this disparity highlights the urgent need for Algeria to adopt more sophisticated digital strategies, including mobile targeting, diverse language options, and more robust SEO practices; furthermore, the study highlighted the importance of collaborating with global platforms and influencers to enhance visibility and competitiveness.

These insights form the basis for exploring innovative tools in the future, such as mixed reality tours, AI-based personalization, and data analytics in tourism marketing. Can Algeria's digital transformation redefine the global perception of its tourism potential? This question calls for a deeper investigation into how a digital-first strategy can position Algeria as a leading destination on the global stage.

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8. Appendices:

Table 1. Global Traffic and Engagement for October 2024

Website	Algerian Tourism Promotion Portal	Public Service Portal for Tourism Sector	Algeria Tourist Routes	All experiences in Turkey
Link	visitalgeria.dz	portail.mta.gov.dz	algeriatours.dz	goturkiye.com
Total visits	621 48.7% increase since last month	10,073 34.26% increase since last month	1100 74.35% decrease last month	10.60 million 3.19% decrease since last month
Distribution of Devices	Computer66.47% Mobile 33.53%	Computer85.50% Mobile 14.50%	Computer100% Mobile 0%	Computer1.10% Mobile 98.90%
World Ranking	15,327,134	Not available	Not available	9,607
National Ranking	60,960	Not available	Not available	146 (in Algeria)
Average visit duration	00:02:07	00:07:20	00:05:19	00:00:55
Number of pages during the visit	2.77	4.66	6.82	1.36
Bounce rate	58.43%	13.18%	00.00%	82.00%
Main countries	Algeria100%	Algeria94.70% France5.30%	Not available	Algeria24.25% Egypt11.66% Morocco8.25% Tunisia8.20% Pakistan7.49% ...
Number of website languages	3 Languages	Bilingual	3 Languages	10 languages

Source: Prepared by the researchers based on statistics from the following two sites (Semrush, 2024b; Similarweb, 2024)