

The effectiveness of investment and reliance on digital marketing in tourism and hotel establishments, with some experiences mentioned
L'efficacité de l'investissement et de l'utilisation du marketing numérique dans les établissements touristiques et hôteliers, avec quelques exemples. Algérie

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Abstract:

This study aims to know the effectiveness of digital marketing in supporting and revitalizing tourism and hotel establishments, which has become characteristic of most commercial and economic transactions in our current juices, which represents the most important economically and socially vital sectors and has important dimensions in all sectors. Where digital marketing needs to activate mechanisms to support tourism and hotel development in its various directions through its role in developing and promoting tourist destinations, improving the level of quality of tourism services provided to customers, providing accurate and fast information for tourist destinations, stimulating tourism demand by providing the elements of tourist attractions, publishing notices via The Internet, which contains customer reviews...etc. Accordingly, this study reached a set of results, the most important of which is that in the current era, digital marketing has become an effective role in reviving and developing the tourism and hotel sector. Accordingly, this paper recommended the need to invest in information technology in all areas of the tourism marketing mix and enhance them in order to reach new forms of advanced tourism or what is called digital tourism.

Keywords: digital marketing; effectiveness; Tourism and hotel establishments.

JEL Classification Codes : M15; L81; L83

Abstract :

Cette étude vise à connaître l'efficacité du marketing numérique dans le soutien et la revitalisation des établissements touristiques et hôteliers, qui est devenu caractéristique de la plupart des transactions commerciales et économiques dans nos sociétés actuelles, représentant les secteurs les plus importants sur le plan économique et social, avec des dimensions essentielles dans tous les secteurs. Le marketing numérique nécessite l'activation de mécanismes pour soutenir le développement du tourisme et de l'hôtellerie dans ses diverses orientations, à travers son rôle dans le développement et la promotion des destinations touristiques, l'amélioration du niveau de qualité des services touristiques fournis aux clients, la fourniture d'informations précises et rapides pour les destinations touristiques, la stimulation de la demande touristique en offrant les éléments d'attractivité touristique, la diffusion d'avis via Internet, contenant des critiques de clients, etc.

Ainsi, cette étude a abouti à un ensemble de résultats, dont le plus important est qu'à l'ère actuelle, le marketing numérique joue un rôle efficace dans la relance et le développement du secteur touristique et hôtelier. Par conséquent, cet article recommande la nécessité d'investir dans les technologies de l'information dans tous les domaines du mix marketing touristique et de les renforcer afin d'atteindre de nouvelles formes de tourisme avancé, ou ce que l'on appelle le tourisme numérique.

Mots clés : marketing numérique ; efficacité ; Tourisme et établissements hôteliers

Code de classification Jel : M15; L81; L83

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Introduction

The tourism sector is considered one of the most important economic sectors in an era that is characterized by technology and information with modern means of communication and the development of devices technically. Multiple means, some of which have been used for a long time, such as: telephone and fax... and some are more modern and sophisticated, such as: computers and the imminent use of the Internet. Marketing functions have transformed into a new concept and are now taking more effective forms, so the so-called digital marketing has appeared, which has an important role in promoting tourism through the modernization of the travel and tourism industry and all tourism services provided, and this is what led to the emergence of digital tourism.

Research problem: Through the above, the problem of the study is clarified in the following main question:

WHAT ARE THE DIGITAL MARKETING MECHANISMS THAT SUPPORT TOURISM AND HOTEL ESTABLISHMENTS?

Importance of the study: The importance of this study lies in the fact that digital marketing has become an influential factor in the growth of the tourism sector and an important means in providing immediate information to customers and enabling them wherever they are in the immediate demand for tourism services. E-tourism on the Internet and working to make the most of it, and overcoming the problems and obstacles that organizations face when carrying out their marketing operations and completing them in a record period while reducing costs and working on the ability of these organizations to find new markets and increase market share and good reputation.

Research objectives: Some of the objectives of this study are as follows:

Highlighting the role and effectiveness of digital marketing in supporting and growing tourism and hotel establishments

- The need to rely on electronic marketing in the tourism sector.
- The importance of tourism organizations applying digital technology systems, techniques and applications.
- Identifying the relationship between tourism marketing and electronic marketing mechanisms.

1. THE CONCEPTS OF DIGITAL MARKETING

The concept of digital marketing The concept of digital marketing is one of the new and innovative concepts in the marketing factor, and it is noted that its concept has a kind of ambiguity, and this is due to the belief that marketing takes place through the Internet, and this should emphasize the following data before giving an accurate definition of digital marketing: - Digital shopping and its functions through all digital technologies, there are those who believe that electronic commerce is digital marketing, and according to these data, and based on the nature of marketing, its dynamics, and the mechanisms of its practice, we see that the following definition gives a comprehensive and accurate picture to the reader¹.

It is the ideal use of digital technologies, including information and communication technologies, to activate marketing productivity and its operations represented in organizational functions, operations, and activities directed to determine the needs of target markets and to provide goods and services to customers and stakeholders in the organization. In short, it means: the correct use of the Internet and Communication networks, the Internet, and wired and wireless communications in the pre-production of goods and services, with the aim of achieving consumer satisfaction. The correct use of technologies.

This definition somewhat includes the vitality of digital marketing in an accelerating growth and increase in use, so that it has become a new force for globalization, and the impact of this development has reached most countries of the world and has become an urgent and necessary need that many business companies, international organizations and others rely on in communications,

transactions and deals. And the exchange and transfer of information and other activities via the Internet. With the increasing importance of digital marketing and the increased demand for the use of modern communication networks and the Internet, the spread of the latter is the main factor behind the progress and development of digital marketing².

Digital marketing includes direct marketing (which deals with customers or the customer and defines their individual characteristics and how they behave) and interactive marketing (is the ability to obtain information from customers that draws a clear picture of reflections and customer perceptions of the product or service provided). Digital marketing also includes Counting wireless data on the application of digital technology, such as websites, e-mail, and digital screens to support marketing, as it aims to acquire large numbers and keep customers within the multiple channels in the purchase process and the customer life cycle. The Internet is one of the technologies used in digital marketing, but this type Marketing takes different forms as a service provided to customers. The term digital marketing is defined by some as Internet marketing only, and this opinion does not give the correct perception of the forms of digital marketing, as the current trends indicate that digital marketing is also represented by mobile phones and networks. Digital marketing creates the social media bridge between the digital customer touch point and the digital contacts that companies use to provide meaningful content Relevant to the customer, after all of the above, we can say that digital marketing is a new approach to marketing that is supported by digital elements that have their own characteristics and driving forces, which should be understood in order for organizations in the light of them to be able to choose effective marketing tactics and strategies and the difference between digital marketing Traditional marketing is to use digital technologies that are measurable, as they allow the company to communicate with the target entity by knowing full details about customers to facilitate the formation of a relationship between it and its customers. While traditional marketing depends on mass communication directed to a large number, which results in difficulty in creating a relationship with customers quickly, except by using rapid means, as is the case using digital means³.

1.1 Understanding Digital Marketing

After reviewing the existing literature digital marketing can be understood as Internet marketing and online advertisement, also called e-marketing, web follow:

marketing, online marketing, or e-marketing, is the advertising of products and “The application of the Internet and related digital technologies in conjunction with services over the Internet.

Internet marketing is the use of the Internet and other digital technologies with traditional communications to achieve marketing objectives.”

traditional methods in order to achieve marketing goals. Marketing using electronic media such as the web, email, interactive TV, IPTV and wireless media in conjunction with digital data about customers characteristics & Traditional Marketing involves collecting data through the process of market behaviors.

research and then analyzing the same to help understand the audiences better. The digital nature of the Internet technology provides a comprehensive and detailed insight into the characteristics of consumers and their behaviour in the electronic environment.

1.2 The importance of studying digital marketing

There are many reasons behind the study of this concept, as digital marketing can help companies on an equal basis with larger competitors, and due to the small competition for more widespread customer reliance on computers, mobile phones, smart phones and other digital devices, so Companies have sought to promote their products through global electronic channels, as digital marketing is the most appropriate way to communicate with customers. One of them is marketing to study many reasons there. Therefore (the importance of studying digital marketing can be shown as follows⁴:

- Bypassing traditional digital channels, which helps to quickly reach customers, expand your marketing reach, limit attention, and bypass traditional restrictions such as geographical areas and time, and communicate with a wider audience.
- Delivering the marketer's marketing message with laser accuracy, such as targeting specific segments in a specific market and on a large scale
- Provides a means of communication and participation with customers in order to make your marketing process a success
- Helps in choosing the appropriate strategies to maintain focus and ensure that your marketing activities are in line with the business and the goal you seek decisively and targets the appropriate ones. always
- Small and medium-sized companies benefit from it through lower costs.
- Improving the efficiency of the products and services provided and facilitating both internal and external communications.

It should be noted here that digital marketing has many advantages and disadvantages at the same time. If it is used correctly, it becomes a blessing for the company that uses it, and it may become a curse if it is misused, because it is characterized by reaching a large number of customers in a very short time, low cost, and maintains a record of customers. Therefore, it helps companies to adopt sound marketing strategies based on customer behavior. It allows feedback and deciding whether the service provided pleases customers or adopting digital marketing as well and interacting with each other because they will get customers to communicate with the company as well as communicate information about its products and services, but through their conversation with each other they will get each other's opinions about their experiences. Companies seek to use digital marketing to help them maintain their good image in the market by conveying quick news about what they offer through these technologies. As this helps her to make customers close to the company, which leads to attracting them and attracting more customers⁵.

1.3 Factors of the spread of e-marketing

The tendency of many small and large companies and organizations towards internet marketing is increasing, "digital marketing to benefit from it as follows:

Achieving an electronic presence on the Internet: It means the availability of a website for the organization that includes a lot of data about the company and its activities, as well as means of communication

Providing information about the organization: the presence on the Internet enables the company to obtain many answers to the questions of visitors to the company's website via the Internet without the company incurring the time that its employees may waste in responding to various questions⁶.

Access to the global market: In the Internet, there are no geographical borders that restrict the movement of information, and this enables the institution to reach consumers in places that it would not have thought of reaching with the traditional party.

Providing images, videos and sounds on the site, without any additional costs.

- Doing consumer service 24 hours a day.
- Making modern and frequently changing information readily available to the consumer.

The Internet allows interaction between the producer and the consumer and provides an organization with the opportunity to obtain feedback from customers about the product.

The development of communication technology and the ease of connecting all countries of the world to an integrated network.

2. Types and characteristics of digital marketing

2.1 Types of digital marketing:

Some experts in marketing believe that marketing practiced by organizations can be classified into three main types⁷:

Marketing External: It is related to traditional marketing functions such as designing and implementing the marketing mix (product, price, distribution, promotion).

Marketing internal: It is related to the employees within the organization, as the organization must follow effective policies to train employees and motivate them to communicate well with customers and support employees to work as a team that seeks to satisfy the needs and desires of customers. In institutions, it is special to carry out the traditional work of the marketing function and the rest of the individuals or departments, each in another direction.

Marketing interactive: which is linked to the idea of the quality of services and goods provided to customers depends mainly and intensively on quality and the relationship between the seller and the buyer.

. The concept of digital marketing does not differ from these traditional concepts of marketing except with regard to the means of communication with customers. E-marketing relies on the Internet as a fast, easy and low-cost means of communication in order to implement these works, which constitute the main types of the marketing process in its traditional form.

There are other types of e-marketing, including⁸:

- E-marketing directed to the final consumer: It is marketing that is based on electronic means, and the goal of which is the consumer.

- E-marketing between establishments: This type of marketing that focuses on electronic means, which achieves an interdependent relationship between establishments and each other, in a way that maximizes the benefits of these establishments.

- Double e-marketing: It is marketing that is done by electronic media, which achieves the goals of e-marketing directed to the consumer, as well as the goals of e-marketing for establishments.

Government e-marketing: This type of marketing that uses electronic means to achieve services, whether for business establishments, individuals or government agencies between them and each other, in a way that benefits both saving time, effort and routine procedures.

2.2 Characteristics of digital marketing:

E-marketing is characterized by the most important characteristics⁹:

A- Extensive service: E-marketing is characterized by the fact that it provides a wide service and customers dealing with the marketing site can deal with it at any time and without the company owner of the site knowing the decision of its e-mail unless the customer contacts A and it can also monitor visitors to its site.

B - Universality of e-marketing: The means used in marketing do not know geographical borders, so that marketing can be done from wherever the customer is located through his personal computer on the company's website, with a caveat that the laws governing e-commerce have not crystallized, especially those related to the security of deals. Commercial.

C- The speed of changing concepts: E-marketing is characterized by the rapid change of concepts and the activities it covers and the rules that govern it, because e-commerce is linked to the means of electronic communication technologies and information technologies that change and develop rapidly. Therefore, the legal arrangements to which they are subject are subject to rapid change in a manner compatible with Trade union developments, communications and information.

D- The importance of advertising on the international network: the element of excitement and user attention must be used for e-mail messages, as is the case in television advertisements due to the multiplicity of companies that present their electronic messages.

E- Deception and fictitious companies: It is increasingly important to beware of insincere marketing that does not carry a real content, because it is easy to publish this information about the company via the Internet and that a customer may be exposed to a situation from this fictitious or non-compliant company, such as dealing with a stolen credit card or Providing guarantees for post-manufacturing services without committing to actual implementation, or by claiming the capacity of the bank to collect funds and offering inducements to obtain attractive returns and other methods, because the issue of paying purchase amounts for goods and services by sending credit card numbers over the network is still not safe.

F - Narrowing the distance between companies: E-marketing classifies the distances between giant and small companies in terms of production, distribution and human competencies, so that small companies can access the international market via the Internet without having the infrastructure of large multinational companies.

H- Absence of paper documents: In electronic marketing, deals are executed electronically without the need to use paper, especially products that accept numbering, from the negotiation process until the delivery of the goods until the price is received. This raised the issue of proving contracts and validating digital signatures, which called on international organizations to put legal framework for electronic commerce, signature and electronic payment of value¹⁰.

2.3 Elements of the electronic marketing mix:

The marketing mix means a group of integrated and interrelated marketing activities, which depend on each other for the purpose of performing the marketing function as planned. From the above, are the elements of the e-marketing mix the same as the four that we mentioned earlier? Or is e-marketing characterized by its own marketing mix? Here we find in the specialized literature many models, but it can be said that this multiplicity reflects the disagreement of scholars originally about the elements of the traditional marketing mix, even if the previous four elements model is considered the best known. There is also an ongoing discussion about whether there is a need to change the elements of the marketing mix originally in The case of e-marketing, or is it nothing more than an attempt to change practice and application while keeping the same elements¹¹.

Whereas, the two researchers, "Kaliana and Mac Intaber," presented a different model for the elements of the electronic marketing mix. Website + security + product and its classification + promotion + virtualization + distribution - location + customer services + price + privacy + personalization"¹².

3. The effectiveness of investing in digital marketing for tourism and hotel establishments

3.1 Advantages in digital marketing for tourism and hotel establishments

There are other advantages that differ according to the sectors and destinations directed to digital marketing, including the following:

✓ Advantages directed to the individual and customer sectors:

- Availability of market spaces non-stop and provision of information throughout the hour of the day.
- Improving the quality of purchasing decisions among the segments of consumers and customers, as a result of the opportunities provided by electronic commerce in terms of searching and browsing through the widespread websites and choosing the best ones in proportion to the ability to satisfy the needs and desires of consumers, stopping the price, quality and required.
- Imposing a job for the sectors of individuals, and it also contributes to the development of human skills and the acquisition of known capabilities for electronic work. Reduce waiting time for buyers to obtain catalog information to determine product specifications.

✓ Advantages directed to organizations and institutions:

- Improving the competitiveness of business organizations, and supporting their ability to create a competitive advantage that helps them achieve a strategic position. Achieving great benefit for small and medium-sized enterprises by allowing them to appear and be present in the electronic market.
- Advantages oriented to the government and decision-making centers: - Supporting the validity of the trade balance of countries and developing exports through the ability to access global markets in an easy way.
- The ability of the government to provide educational, health, communication services, licensing and documents ... and others in an easier way and with less effort and time for its citizens.
- Supporting the information and technology industry, which contributes to opening new electronic markets, and reducing unemployment from which the country suffers.

Advantages of e-marketing: The most important advantages brought about by the application of digital marketing when the marketing plan includes achieving integration between the organization's website on the Internet and the rest of the other marketing tools are as follows:

- Expansion of the customer base as a result of instant and permanent access. The site is always open and can be accessed by the international client as well.
- Reducing costs and helping to achieve flexibility in the marketing budget.
- Humanity in the relationship between the seller and the buyer through simple channels of communication and direct interaction, which achieves a strong relationship between them.
- Reducing paperwork to take more care of the client's needs.
- Reducing the time for completing transactions, as all stages of marketing can be done through the direct service on computers and the Internet.
- Providing access to all global markets, identifying its products, and reaching customers anywhere without being restricted by geographical borders.

3.2 Methods of digital marketing for tourism services:

Digital marketing has become necessary in any tourism establishment working to reach quality¹³:

- Using the Web to Achieve Digital marketing: Digital marketing as an activity on the Web must occur as a response to the interest of customers and visitors to other websites.

This is considered one of the most powerful marketing strategies on the web, and thus provides support services that reflect the level of quality and experience of the tourist agency. The web can be used to implement the marketing program for the tourism organization;

- Public Relations: Many PR activities can be done on the Internet and the Web. Newsletters can be distributed, sponsorship events and flyers.
- Press releases: Press releases can be distributed online, giving information about new products and services, and these newsletters are sent by mail to discussion groups and relevant mailing lists and archived on a web server for access at later times.
- Sponsorship: It means sponsoring a page for a conference, a governmental front, or general information, thus highlighting the organization's products and services. Direct sales and purchase orders on line: The website of the institution or tourist agency can accept the entry of information and allow the possibility of direct sales. This will be via e-mail.
- The effective design of the website and its relationship to quality: The business organizations that conduct their business via the Internet look at their customers through the website and can look at it from multiple angles, as part of the promotional and advertising activity, as a distribution outlet, as part of the process of presenting the product and playing.

The role of electronic messages and business cards, the main success factors for the website design strategy are: - Attracting attention: Given the existence of more than a billion web pages, it is difficult for an Internet user to visit a website by chance, and therefore web designers should delve into the study, analysis and How to promote it to attract and retain customers, which requires tourism organizations to find new methods to ensure customer loyalty, and **Kotler** believes that an effective website requires the availability of a number of basic conditions.

- ✓ First-class innovative and dynamic design capabilities.
- ✓ High-end marketability capabilities to activate the website.
- ✓ Integrated promotional strategy.
- ✓ Solidarity of all workers in the tourism establishment without exception.

Marketing experts confirm that the customer is no longer the master of the market only, but rather a participant and owner of tourism facilities, but in light of Internet marketing, the customer is the vital artery of tourism business and others, and the concept of customer orientation is based on the organization providing tourism services that are fully compatible with the most accurate needs and The customer's desires, but rather exceed his expectations, so that he feels that he has obtained an added value that its competitors cannot match¹⁴.

3.3 Digital marketing of tourism services and customer satisfaction:

The growing technological developments have provided tremendous opportunities to provide self-services to customers that have achieved their satisfaction and thus reach building electronic loyalty¹⁵.

- The technological interaction interface for the customer: The developments provided great opportunities to provide web-based services and wireless means, which allowed self-service to grow, which reduced costs compared to services provided by traditional means.
- Many service offerings are based on self-service techniques, which made customers tend to quickly adopt some types of these technologies and their satisfaction with it. Electronic service technologies can be defined as: “a type of interaction interface technology that enables the customer to produce and consume tourism service without obtaining direct assistance from the workers.”
- Customers but the most important issue lies in whether these characteristics can positively affect customer satisfaction with self-service techniques, and the level of self-service affects the interrelationships of customers with tourism service providers, because the main goal of electronic service is to increase customer loyalty, and so on Developing a good design for the tourism service mix would contribute to building a solid base of customers. This means that self-service technologies represent interaction points that are able to deliver services to customers without the mediation of human contact elements. The customer plays the role of both producer and consumer of the service.
- Customer loyalty: The existence of an appropriate strategy for tourism service and scientific methods for its implementation would certainly be sufficient to move from 3 characteristics of the electronic channel to build electronic loyalty, through technology-based factors, namely: Designing user-friendly websites.
- Cases of customer satisfaction/dissatisfaction with the electronic tourism service: Most researchers today are trying to delve deeper into the study of the interactive relationships between the service and the beneficiary in a technology-based environment. Among these studies are the following: (Dabonolkar (2000) conducted investigations about what If the use of self-service techniques contributes to increasing or decreasing customers' perceptions about control and whether this perceived control has affected the customer's perception of quality, what is meant by control here is the actual control in the field of electronic self-service to obtain what he wants himself. In light of the development of tourism services On-line The focus of most cases of evaluating (electronic) self-service technologies has focused on how customers evaluate the mutual interactive relationships between the on-line service provider.

In their study and others used questions addressed to the respondents to describe the state of special interaction between customers and providers of self-service technologies. A web-based survey method was used for this purpose. The study reached several conclusions, the most important of which are the following:

The presence of different influencing factors or driving forces that lead to the achievement of cases of satisfaction compared to cases of dissatisfaction, and this is different from the conclusion of previous studies on traditional service, where satisfaction and dissatisfaction are reflected.

Customers were found to be at the highest levels of satisfaction when they obtained unique benefits from self-service technologies compared to those they could obtain from traditional alternatives.

Customers also expressed their dissatisfaction with the failures they encounter, regardless of their source (whether it is related to technology, the customer himself, or the service delivery process).

- It was also shown that Internet-based self-service techniques are particularly suitable for cases that require a high degree of preference towards superiority and individuality that leads to achieving customer satisfaction.

3.4 Digital marketing as an imperative in tourism establishments (agencies):

Digital marketing has become an imperative to prepare any organization that aspires to reach a high degree of quality, and there are three main reasons that support this saying

First of all, and like any new service, procedures based on information and communication technology needs to gain fame and a positive image in order to advance quickly. In this regard, Dominquez Collect saw that it is common if a customer is satisfied with a service, so he tells twelve other people about it. This means that the spread of the Internet in any country increases the effectiveness and spread of any tourism service through its users, and this leads to gaining fame and giving a positive image to the tourism establishment, just as the nature of the Internet in itself, represented in the rapid spread of information by its users, especially the problems that these users suffer from.

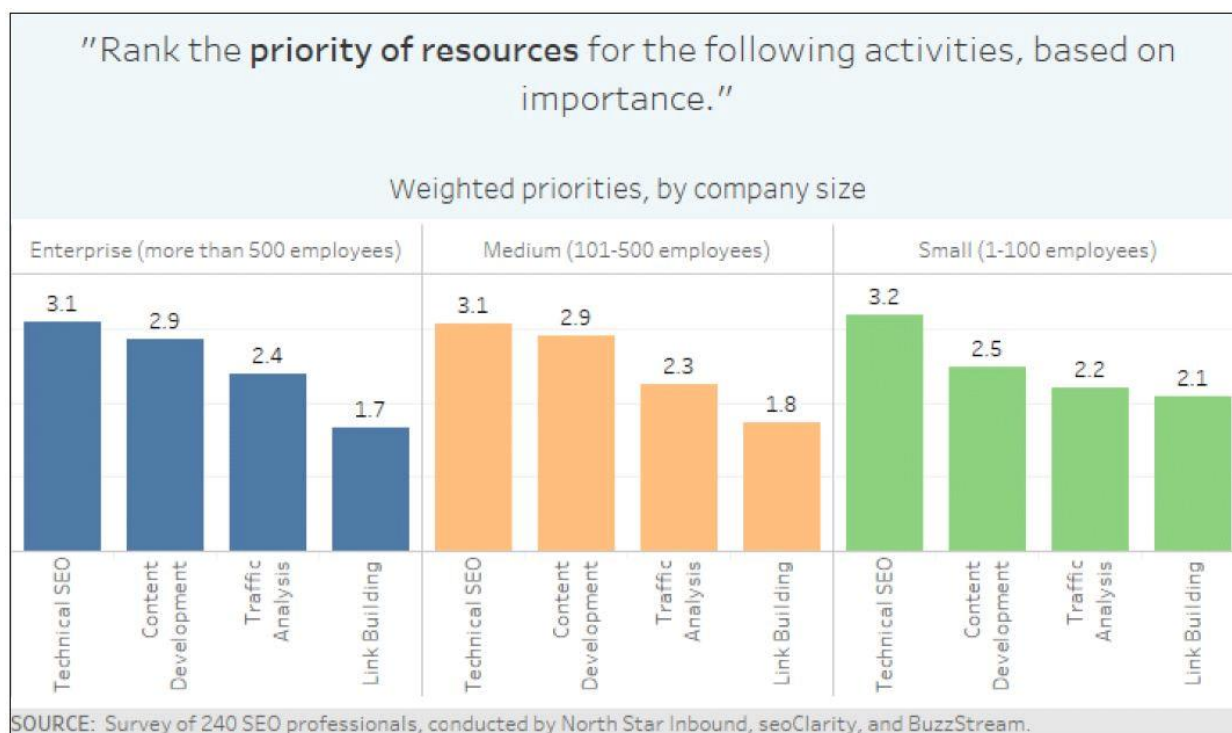
Automated remote information systems require high quality in an amount that is more necessary because it is devoid of human relations, for example: apologies and smiles. Specialized discussion groups may use it as an effective weapon to touch.

If you are looking to outsource your digital marketing and growth to a digital marketing agency, you've landed in the right place. We've compiled a list of the 30 best digital marketing agencies spread across the globe that you can consider for your business.

List of Digital Marketing Agencies by Countries:

What Services Digital Businesses Look For?

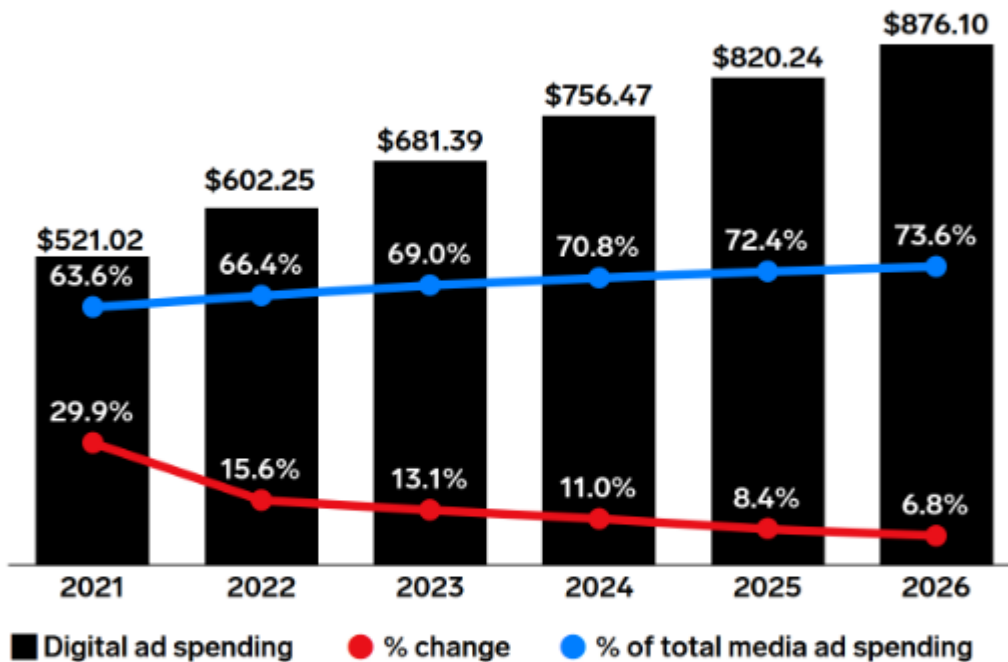
Different businesses have varying digital marketing needs, which are displayed in the graph below. Most businesses want a crisp technical SEO audit of their websites/apps as a priority. The technical SEO audit is complemented by other services, which include content development, traffic analysis, and link building services.



A report from eMarketer in 2022 shows that digital ad spending will likely increase to \$681.39 billion by next year. It also suggests worldwide ad spending will surge to \$876.10 billion by 2026.

Digital Ad Spending Worldwide, 2021-2026

billions, % change, and % of total media ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms

Source: eMarketer, March 2022

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eMarketer | InsiderIntelligence.com

Most paid marketing channels include social networks, price comparison listings, paid links, blogs, and web apps. With the help of a brilliant digital marketing agency, you can cut through the clutter and get more eyeballs and clicks on your business.

The stats above clearly show that the scale of performance marketing is rapidly rising in digital marketing. So, getting the right performance marketing strategy can help you change the game.

The recommendations are as follows:

In light of the continuous development in the field of marketing and the presence of advanced digital and technological channels and means, marketers must pay attention to how to communicate effectively with digital customers and the importance of them.

Focusing on all categories of customers is one of the important things that companies should consider starting digital marketing campaigns because it helps companies reach the largest number of customers and attract them properly.

Relying on the expertise of academics to analyze the method of using the company's digital marketing channels and knowing the means used by competing companies in order to improve the quality of marketing content.

Emphasizing the importance of the company's brand because it is the most important thing that distinguishes you from your competitors, by making your products or services unique by reducing costs, creating added value to the company's products, and launching real and exclusive logos that attract customers.

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