

Do tourism agencies in Algeria promote enough the local tourist destination?

- Studying a sample of tourism agencies in the province of Setif-

مدى ترويج الوكالات السياحية في الجزائر للوجهة السياحية المحلي - دراسة عينة من الوكالات السياحية في ولاية -سطيف-

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Abstract:

Our study aims to diagnose the extent to which the local tourist destination is promoted by a sample of tourism agencies in Setif province, this study based on a questionnaire designed and distributed to 60 agencies organize local trips. it was an estimated response rate of 86%. In testing and analyzing the hypotheses, we relied on spss20 using the sample arithmetic mean and the T- test.

The results of the study showed that most of tourist agencies in this sample promote the local tourist destination, through its approved tourism promotion mix activities, organize offers and tours to local destinations in Algeria, and provide accompanying tourist services at the local tourist destination during trips.

Keywords: tourism promotion, tourism agencies, local tourist destination.

JEL Classification Codes: M31, M37.

ملخص:

تهدف دراستنا إلى تشخيص مدى ترويج الوجهة السياحية المحلية لدى عينة من الوكالات السياحية في ولاية سطيف، وقد تم الاعتماد على استبيان تم تصميمه وتوزيعه على 60 وكالة تنظم رحلات محلية، حيث كان معدل استجابة يقدر ب 86%. اعتمدنا في اختبار فرضيات الدراسة على برنامج spss20 باستخدام المتوسط الحسابي للعينة، واختبار t.

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أظهرت نتائج الدراسة أن أغلب الوكالات السياحية محل الدراسة يقومون بترويج الوجهة السياحية المحلية، من خلال أنشطة المزيح الترويج السياحي المعتمدة بها، تنظيم عروض ورحلات سياحية إلى الوجهات المحلية في الجزائر، وتوفير الخدمات السياحية المرافقة في الوجهة السياحية المحلية. كلمات مفتاحية: الترويج السياحي، الوكالات السياحية، الوجهة السياحية المحلية. تصنيفات JEL : M31، M37.

1. INTRODUCTION

Nowadays the travel and tourism industry is one of the biggest and the most dynamic industries in the world. Tourism can be an effective development tool through creating economic development, expanding the economy, contributing to poverty improvement and also creating backward and forward relations to other manufacture and service sectors. (Aurelien & Zhao, 2014, p. 792). In Algeria tourism sector has become a sectors that the government relies on as an alternative to the hydrocarbons sector, Algeria harnessed huge financial resources for this sensitive sector and recruited many actors to improve Algeria's image and promote it as an excellent tourist destination. Tourism agencies are considered one of the most important actors in improving the image of Algeria as a tourist destination. The travel agencies' role is to create a link between the travellers and the principle suppliers in the tourism sector, as primary service providers such as tour wholesalers, hotels, airlines, restaurants, etc. Travel agency is the first stop for anyone considering travel and entertainment toward many tourist destinations, in order to make travel arrangements.

According to the expert in tourism "**Said Boukhelifa**" (the **President of the National Union of Travel Agencies in Algeria**), the number of foreign tourists did not exceed three thousand tourist annually in the last 20 years. In 2017, tourism-related revenue in Algeria was estimated at 1.4 percent of GDP, and The Algerian tourism ministry announced that the number of tourists ranges between two million and 300 thousand and two million and 700 thousand annually, but this number includes more than a million Algerians living abroad who "return to their homeland for family visits" as well as other foreign workers, This number also includes Syrians exiled in Algeria, and some of foreigners residing and not residing in Algeria. According to the same source, the number of tourists coming to Algeria through travel agencies in 2018 did not exceed two thousand tourists. "In reality, the number of tourists has not exceeded three thousand annually over the past twenty years".

In tourism agencies, to promote the tourist destinations it's important to practice some activities inside, promote to the local and foreign tourists the local destinations through organizing trips into famous Algerians regions, and providing all services desired by tourists.

Depending on the above, the study represents here aims to answer the main question which is: **do tourism agencies in Algeria promote the local tourist destination?**

Hypothesis to test:

To answer this problem, our study is based on the following hypothesis:

tourism agencies in our study can promote local tourism destination through some organized offers and trips toward domestic destinations, approved tourism promotion techniques for Algerian destinations, and providing accompanying tourism services that benefit positively local's Images destinations.

2. LITERATURE REVIEW:

In this part we will try to highlight some terms and concepts of our study which we need in the experimental part, which help us to form the items of the questionnaire related especially to the activities and tools of the communication /promotion mix, to the concept of the travel and tourism agencies and their functions before, during the trips to satisfy tourists.

2.1 Tourism communication/ promotion

According to a definition provided by the American Marketing Association (2017) (AMA, 2017), *marketing is an activity, a set of institutions and processes to create, communicate, deliver and exchange offers that have value for customers, clients, partners and society at large.* The communication variable is perhaps the most specific compared to the other three variables in marketing mix, because it plays the role of messenger of the marketing strategy (Bouazza marouf, 2012, p. 43). The means of communication help the flow of messages to tourists about products, services, prices and the advantage of the place, On the other hand, tourist companies can communicate customers and know their opinions and aspirations by interacting with them (Limbu, 2015, p. 27). Marketing communication is a set of tools used by the organization to inform, persuade and remind consumers of products, items, and services that they provide directly or indirectly. marketing communication is for (kotler, killer, & Dubois, 2006), the voice of the organization that allows it to engage in dialogue with individuals, places, events, experiences, feelings And other things. Tourism promotion is a mixture of continuous and

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interrelated activities carried out by tourism organizations/ countries of tourist destinations in order to influence and convince the target audiences (Cooper, Fletcher, Fyll, Gilbert, & Wanhil, 2008, p. 403). Tourism promotion is an element of the tourism marketing mix, as it represents various efforts Carried out by the various media, audiovisual and personal communication for clarification tourist image of the country and its visibility in front of prospective tourists and attract their attention, influence and arouse their motivation to visit the country and buy Tourism services in order to satisfy their desires and achieve their tourism's goals.

Tourism promotional mix represents a group of communication tools that interact and integrate through which programs are implemented to achieve the promotional goals of the tourism institution/tourist destination. It must combine media and non-media, off-line and on-line tools, it is therefore impossible to launch or maintain a destination without communication (Harouat, 2012, p. 97). the development of the Internet becomes a condition that any company must allow to communicate with their stakeholders, therefore Tourism is one of the economic sectors have to take into consideration the progression of digital communication (Alexandre-Bourhis, Khala , & Rouvrais-Charron, 2013, p. 195). As Social media that is becoming a platform for new supply / demand regulation spaces. We can find in tourism promotional mix, digital tools (forums, blogs, social networks, brand sites, etc.) which become the sales channels and / or supports for creating links with consumers (Alexandre-Bourhis, Khala , & Rouvrais-Charron, 2013, p. 197). Tourism promotional mix consist of the following elements:

Public Relations: according to the definition provided by (kotler, killer, & Dubois, 2006, p. 702), it is a set of activities that relate to choosing the target audience, designing messages consistent with the nature of each audience, and adopting effective programs to deliver these messages to the public with the aim of creating a positive impression, improving the mental image, and accomplishing their goals. It fulfills to win confidence of a company's publics by building a good reputation and taking responsibility towards members of its community (Joly, 2009, p. 124). Public relations must use various means as News, special events, sponsoring social, cultural and sporting activities.

Personal selling: It is known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product. (EconomicTimes, 2020) Stated that It is a promotional method by

which the salesperson uses his skills and abilities in an attempt to make a sale. Its activity is based on an interaction between the seller and the buyer, and it differs according to the personality of the salesmen and the methods adopted in the selling process. This allows controlling the quality of information that the salesman exchanges with the customer, and modifying it according to the conditions of the sale situation.

Sales Activation/ promotion: It is a set of marketing techniques that are designed in a strategic marketing context in order to add value to the product in order to achieve a certain volume of sales, or to achieve a specific marketing goal (Palmer, 2003, p. 429). It includes all other promotional efforts other than advertising, personal selling, direct marketing and public relations to create an effective incentive for the customer and pushing him to take the purchasing decision and activate demand in the short term, as it pushes the product towards the customer.

There are many methods used by tourism organizations to stimulate their sales, such as gifts provided by tourism agencies, temporary cuts in certain seasons, competitions that they organize, rewards winners, the publicity placed in newspapers and magazines that allow certain discounts.

Advertising: organization depends on advertising in providing information about it and its services to tourists in the market. It is an impersonal, paid communication method followed by profit-making organizations with the intention of providing informations of goods, services and ideas to the target audience (Kotler & Armstrong, principles of marketing, 2006, p. 427). We can find three types of advertising according to the mediator standard. Firstly; Advertisement by the print media: It includes newspapers, magazines, posters, and direct mail. Secondly; Advertisements by audio means: It is radio ads, loudspeaker. Thirdly; Advertisements by audio-visual media: cinema, television.

Direct marketing: according to (Smith & Taylor, 2003) direct marketing is a “*theoretical shopping*”, whereby the consumer buys his needs in any place even from his home. It depends on a data base that enables the organization to contact its customers where the interaction and response is immediate via the Internet; this is through the systematic exploitation of individual information (Desmet, 2005, p. 14). Direct marketing use mail, phone, fax, e-mail to communicate directly with existing and potential customers and urge them to respond directly (Kotler, Marketing Management, 1997, p. 605).

2.2 Local tourist destination

It is complex to define the tourist destination because it is composed of several elements, and each destination has its own attractiveness; it can be a village, a city, a country, a cultural site like a museum, or natural like a natural reserve, a hotel, a fitness center, while it is the attractiveness that makes a place as tourist destination (BENHADDOU, 2017, p. 79). The transformation of all these heritage resources into a tourism product benefits much more tourism companies, tourism and travel agencies, and local population (El Gaied & Meyer, 2014). Tourist destination is only the total tourism products itself. It is a place that combines what the tourist chooses and enjoys, and the element of the supply chain offered in order to satisfy his desires (Marsat , Guerra, & Lepinay , 2010, p. 4). Tourist destination depends on its ability to adapt to the intense economic, political, technological, sociological and cultural changes (Bagaric, 2010, p. 239). (Formica & Kothari, 2008) Stated that tourist destination depends also on the willingness of destination managers to survive as a leader competitor in the tourism sector.

2.3 Tourism agencies

According to the Algerian Official Journal, which defined the rules governing the activity of the tourism and travel agency “*a travel and tourism agency is an every commercial establishment that permanently engages directly or indirectly in a tourism activity; is sale of individual or groups trips and accommodations and all types of services associated to it, as stipulated in Article 4*” (Algerian Official Journa , 1999, p. 12). It can be loosely described as a trade serving as an intermediary, selling directly a whole range of travel and vacation services to customers, offering organized stays, advising clients about administrative procedures, hotel rental, etc according to the requirements of each client.

According to the same Algerian law, it can be determine the services related to the activity of the Travel and Tourism Agency in particular as follows:

- Organizing and marketing individual and group travel, as well as tourism trips;
- Organizing visits within the cities and monuments of a tourist, cultural, and historical characteristics, Where the services of tour guides and translators are harnessed;

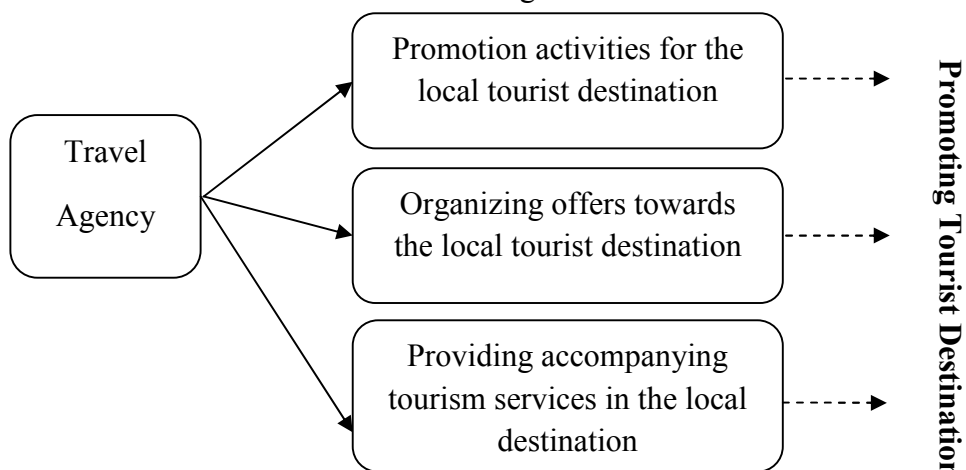
- Organizing hunting and fishing activities, as well as artistic, cultural, and sporting events, conferences and forums that complement the activities of the agency;
- Reserving the rooms in hotels, as well as providing related services;
- Transporting and selling all types of transport tickets according to the conditions and regulation in force with the transport institutions;
- Selling tickets for entertainment, cultural, and sports events;
- Welcoming, and advising tourists, and contributing to facilitate the organization of travel, both at national and international level;
- Ensuring the comfort of tourists from all potential risks of the travel trips, and working to warranty their satisfaction in the journey;
- Representing other domestic and foreign agencies in order to provide various services in their name and their reputation;
- Renting cars with or without drivers, transporting luggage, renting mobile homes, and other camping equipment.

3. Research Method And Data Collection

3.1 Model of the experimental study

Depending on what was previously covered in the theoretical study (throughout promotion mix, and function of travel and tourism agencies), we developed a simplified field study model as follows, where we believe that if these variables are provided in any travel and tourism agency, it will be lead to confirm the action of promoting the local tourist destination in the sample of the study.

Fig.1. The research model: Local tourist destination promotion practices by tourism agencies



Source: By researcher based on the literature reviews
→ if the action was provided in the agencies

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-----> it confirm the promotion of local tourist destination.

3.2 Population and Sample of the Study:

The population of the study consists of (132) tourism agencies in the province of Setif. (60) Questionnaires were distributed, of which (52) were recovered.

Table 1. Sample of the study

Distributed surveys	Returned surveys	Response percentage
60	52	86%

Source: By researcher

3.3 Data collection

The questionnaire was developed by referring to the previous literature, and it based on what the tourism agencies in the province of Setif do as activities to promote domestic destination. We only took those agencies with two or more than two years of experience. The questionnaire consisted of (26) items based on Likert three point scale, in which three points was given for items with high degree of agreement, less degree of agreement was given two points and high degree of disagreement was given only one point.

3.4 Statistical Methods

Descriptive statistics were used, the questionnaire was handed out on a sample of (60) agencies organize domestic trips, in the province of Setif, whereas (52) were retrieved which represent around (86%) of the total. The researcher used the statistical package of the social sciences (SPSS.V.20) to analyze the data. The statistics technique used include; Cronbach Alpha to assess the reliability/validity, Mean and Standard Deviation for descriptive analysis. One Sample T-Test was used too, in order to test our hypotheses, so that the null hypothesis is rejected if the mean exceeds the cut point (2), or when sig is less than 0.05. Thus the alternative hypothesis is accepted.

3.5 Reliability Analysis of items

The Cronbach Alpha coefficient was used to calibrate the reliability of items that measure the study variables, which include three groups: Promotion activities for the local tourist destination, organizing offers towards the local tourist destination, providing accompanying tourism services in the local destination. The results are listed in table (2), where it was found the value of Cronbach Alpha (0.853) which is acceptable. And the value of square root of ($\sqrt{\quad}$) Cronbach Alpha used to measure the validity. It was (0.923). statistically it is significant, which suggests the

stability and validity of the items in the questionnaire to measure what we want to study.

Table 2. Rreliability/ Validity test

Reliability(Cronbach Alfa)	Element number
0.853	26
Validity^v (Square Root of Cronbach Alfa)	Element number
0.923	26

Source: By researcher from SPSS output

4. RESULTS AND DISCUSSION:

As we said before, we used the SPSS program version 20 to analyze collected data and test hypotheses by applied some of the program's techniques as well as Descriptive statistic, Mean, Standard deviation, T-test Analysis.

4.1 Descriptive analysis:

The descriptive statistics for each variable and its items, as mean and standard deviation, beside the level of importance has been illustrated in this section. To analyze the questionnaire paragraphs and interpret the results accurately, we defined the analysis scale categories of agreement as follows:

- Strongly agree 3-2.34: High Degree;
- Less agree 2.33-1.67: Mid-Degree;
- Strongly disagree 1.66-1: Low Degree.

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4.1.1. Descriptive analysis of the first axis:

Table 3. Results of Promotion activities for the local tourist destination in the sample

Items	Mean	S.D	Degree
The agency offers ticket price reductions of local trips for domestic and foreign tourists;	3	0.00	High
The agency uses personal selling (personal contact) to showcase its offers to the local tourist destination;	3	0.00	High
The agency uses billboards and posters to promote local tourism;	3	0.00	High
The agency has an official Facebook page to promote its offers to the local tourist destination;	3	0.00	High
The agency has an E-mail to contact its client;	3	0.00	High
The agency holds exhibitions and demonstrations of traditional industries to introduce Algerian wealth to foreign and local tourists;	2.96	0.19	High
The agency provides entertainment activities and gifts during local trips and tourism activities;	2.86	0.44	High
The agency offers significant reductions in travel prices in order to increase the demand of domestic tourism;	2.78	0.49	High
The agency uses the local radio to identify the local tourist destination;	1.21	0.53	Low
The agency uses satellite channels to identify the local tourist destination;	1	0.00	Low
The agency organizes exploratory trips for foreign journalists about the local tourist destination;	1.73	0.74	Low
Total	2.56	0.102	High

Source: By Researcher from Spss output

As the table above represents, the level of promotion activities for the local tourist destination is almost in a high degree of agreements. The results can be divided into three main sections as follows:

The first section as we notice was the total approval by the tourism agencies with the highest mean (3) and the lowest standard deviation (0.00), in the first five items. it is related to the fact that the sample of the study offers ticket price reductions, uses personal selling, uses billboards and posters, has an official Facebook page and an email to contact its client, these activities are all used to promote the local tourist destination.

The second section which concerned the next three items (from 6 to 8) was also in a high degree with a high mean (2.96, 2.86, 2.78) and a std dv (0.19, 0.44, 0.49) respectively, results shows that the majority of our sample do activities to promote the local destination as holding exhibitions and demonstrations of traditional industries to introduce Algerian wealth to foreign and local tourists, providing entertainment activities and gifts

during local trips, and offering significant reductions in travel prices in order to increase the demand of domestic tourism.

In the third section in the table above, we can notice that the last three items (from 9 to 11) have the lowest mean. results show that our sample had disagreed on using satellite channels and local radio to identify the local tourist destination, had disagreed too on organizing exploratory trips for foreign journalists to identify the local tourist destination (with a mean 1, 1.21, 1.73 & std.dev 0.00, 0.53, 0.74), respectively.

Generally we can say that the sample of our study highly agreed about using some tools and activities to promote the local tourist destination, as we can infer by the total mean in the table above (mean 2.56 & std.dev 0.102) which is located in the high degree of agreement.

4.1.2. Analysis descriptive of the second axis:

Table 4. Results of organizing offers towards the local tourist destination in the sample

Items	Mean	S.D	Degree
The agency organizes trips to the local archaeological sites;	3	0.00	High
The agency organizes excursions to the Mineral baths;	3	0.00	High
The agency organizes beach excursions across the national coast;	3	0.00	High
The agency organizes trips to desert areas;	2.88	0.47	High
The agency organizes excursions to the well-known mountain regions throughout the year.	2.26	0.67	Mid
The agency identify the cultural and historical wealth by organizing trips to cultural and artistic festivals;	1.26	0.66	Low
Total	2.64	0.193	High

Source: By Researcher from Spss output

The table above represents the results of organizing offers towards the local tourist destination as another method to promote it in the sample of the study, we can notice in the first three items (from 1 to 3) that our tourism agencies was totally agreed about organizing trips to the local archaeological sites, excursions to the mineral baths, beach excursions (with mean 3 & std.dev 0.00).

In the fourth item, we notice that the majority of the sample was agree about organizing trips to the Algerian desert, (means 2.88 & std.dev 0.47) which located in a high approval range too.

The fifth item was about organizing excursions to the well-known mountain regions throughout the year in these agencies (mean 2.26 &

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std/dev 0.67), which infers the mid degree of acceptance and it means that between these agencies there was many did not do it.

The sixth item was about organizing trips to cultural and artistic festivals, it shown the lack of this offer in the sample of the study (with mean 1.26 & std.dev 0.66) which reflect the lack of interest by these agencies in organizing trips to cultural festivals.

In general we can say that in our sample there is a high agreement to offer trips towards local tourist destinations in Algeria (with total mean 2.64 & std.dev 0.193 which is located in the high approval range).

4.1.3 Analysis descriptive of the third axis:

Table 5. Results of “providing accompanying tourism services in the local destination” in the sample

Items	Mean	S.D	Degree
The agency makes the necessary reservations to carry out the activity in the local tourist destination;	3	0.00	High
The agency takes into account setting reasonable prices for many categories of tourists to encourage domestic tourism;	3	0.00	High
The agency provides adequate accommodation for all tourist destinations during all trips;	3	0.00	High
The agency provides convenient transportation for all tourists' categories to the local destinations during trips;	3	0.00	High
The agency provides adequate foods and restaurants for all categories of tourists to the tourist destination during their trips;	3	0.00	High
The agency works to provide health care during its domestic tourism trips;	3	0.00	High
The agency works to provide security and tranquility during its domestic tourism trips;	3	0.00	High
The agency provides tour guides to the local tourist destination, to introduce it more to the tourists;	3	0.00	High
The agency works to provide traditional dishes during domestic tourism trips specific to each Algerian region.	2.34	0.78	mid
Total	2.92	0.08	High

Source: By Researcher from Spss output

The table above shows us the level of providing the accompanying services in local tourist destination by the sample of our study, we can notice that eight from nine items are completely agreed (with means 3 & std.dev 0.00), this indicates that these agencies provide all these services in the local destination trough the trips.

We notice also that the ninth item is just in mid degree of agreement, it include “providing Algerian dishes during domestic trips” (mean 2.34 & std.dev 0.78) it means that these tourism agencies rarely provide traditional dishes in domestic trips.

4.2 Testing hypotheses

4.2.1. Hypothesis 01:

In order to test the first hypothesis “tourist agencies practice promotion techniques in order to promote local tourist destination in Algeria” we formed it as follow:

- **H0:** Tourist agencies do not practice promotion activities for the local tourist destination.
- **H1:** Tourist agencies practice promotion activities for the local tourist destination.

Table 6. Results of t-test for the first hypothesis of the study

Dependent Variable	Mean	Std. Dev.	T Value	Sig
Hypothesis 01	2.56	0.102	176.25	0.00

Source: By Researcher from Spss output

The results in the table above show what is concerned the first hypothesis, where the value of T-test was (176.25), with a sig level of (0.00), which is statistically significant if it is compared at ($\alpha \leq 0.05$), in the same time the mean in the table (2.56) exceeds the cut point (2), which indicates that the mean is statistically significant.

Based on these results, the first null hypothesis is rejected, and the alternative hypothesis is accepted, which emphasize that “Tourist agencies practice promotion activities for the local tourist destination”. Depending on what results have been made, it can be say that these tourist agencies as the sample of the study promote the local tourist destination in Algeria.

4.2.2. Hypothesis 02:

In order to test the second hypothesis “Tourist agencies organize offers towards domestic tourist regions in order to promote the local tourist destination in Algeria”, we formed it as follow:

- **H0:** Tourist agencies do not organize offers towards domestic tourist region;
- **H1:** Tourist agencies organize offers towards domestic tourist region.

Table 7. Results of t-test for the second hypothesis of the study

Dependent Variable	Mean	Std. Dev.	T Value	Sig
Hypothesis 02	2.64	0.193	98.40	0.00

Source: By Researcher from Spss output

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The results of the second hypothesis appear on the table above the value of T-test that was (98.40), with a sig level of (0.00), which is statistically significant at ($\alpha \leq 0.05$), in the same time the mean in the table (2.64>2) which exceeds the cut point defined previously (2), this result indicates that the mean is statistically significant.

Based on these results, the first null hypothesis is rejected, and the alternative hypothesis is accepted, which emphasize that “Tourist agencies organize offers towards domestic tourist regions”. This allows saying that these agencies promote the local tourist destination in Algeria.

4.2.3. Hypothesis 03:

In order to test the third hypothesis “Tourist agencies provide accompanying services in the domestic tourist regions, in order to promote the local tourist destination in Algeria”, we formed it as follow:

- **H0:** Tourist agencies do not provide accompanying tourism services in the domestic tourist regions;
- **H1:** Tourist agencies provide accompanying tourism services in the domestic tourist regions.

Table 8. Results of t-test for the third hypothesis of the study

Dependent Variable	Mean	Std. Dev.	T Value	Sig
Hypothesis 03	2.92	0.08	240.7	0.00

Source: By Researcher from Spss output

From table (8), results show that the value of T-test is (240.7) with a sig level of (0.00), which is statistically significant at ($\alpha \leq 0.05$), and the mean is (2.92) which exceeds the cut point (2), that indicates that the mean is statistically significant.

Accordingly, the first null hypothesis is rejected, and the alternative hypothesis is accepted, which emphasize that “Tourist agencies provide accompanying tourism services in domestic tourist regions”, this means that these agencies promote the local tourist destination in Algeria.

5. CONCLUSION AND RECOMMENDATIONS:

In this study we tried to achieve the main objective that answers the following question: **Do tourist agencies in Algeria promote the local tourist destination?** The results of this study recapitulate that:

- The tourist agencies in our study depend on multiple tools and activities in promoting the local tourist destination in Algeria, whereas they offer ticket price reduction, use personal selling, billboards and poster, and they have an official Facebook page and an email;

- Our sample of the study uses promotion tools to contact cliental and introduces Algeria as a tourist destination;
- The results showed that most of the tourist agencies do not rely on satellite and radio channels to promote the local tourist destination;
- The most of the agencies in our sample do not organize exploratory trips for foreign journalists to identify the local tourist destination;
- The sample of our study organizes tourism trips towards archaeological sites, mineral baths, coast and beaches, desert all around Algeria in order to encourage domestic tourism;
- The results show the lack of interest about mountains and artistic festivals by these agencies;
- According to previous results, the sample of the study provides all necessary of accompanying tourism services in the local tourist destination through reservation, adequate accommodation, convenient transportation, foods and restoration, health services, security and tranquility, tour guides. Providing all these services encourage the demand of tourists to these regions. This is promoting directly the local tourist destination.

Based on these recapitulations, the analysis of the data and testing the hypotheses, we conclude that tourism agencies in our sample of study (province of Setif) practice promotion activities and organize offers towards domestic regions, which help to promote the local tourist destination, in addition providing accompanying tourism services in the local destination encourage and stimulate the demand of foreign and national tourist to domestic tourism, this is also consider a real promotion for the local tourist destination all around Algeria.

Despite the satisfactory results that were reached regarding the availability of many tools and activities, and the adoption of many methods in promoting the local tourist destination in the tourist agencies in our study, and Through our contact with directors of tourist agencies during the period of distributing the questionnaire, many matters related to the process of promoting the local tourist destination were clarified. The researcher recommends the following points:

- Most of tourism agencies considered that the prices of trips is often determined by different sides, such as hotels, transport companies, and restaurants, in this case it is difficult for the agency to reduce the prices of trips, which affects the increase in tourism demand at peak times;

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- Promoting the tourist destination must be dependent on what is offered as a tourism product desired by local and foreign tourists. Thus working to improve the tourism product and its related services;
- Targeting traditional restaurants during domestic trips, because traditional food expresses the identity of the region, and explains the established culture of the indigenous, this gives the region its own character that appeals tourists;
- Avoiding fast food while organizing domestic trips;
- Working on using modern, effective and more sophisticated means of promotion to introduce Algeria as a tourist destination;
- We call all tourism agencies to intensify their efforts working with the responsible of the sector to draw up a national strategy to make Algeria as an excellent destination that competes the largest global destinations;
- Organizing press conferences for foreign journalists in order to introduce the local historical, cultural, civilization, and natural heritage abroad;
- Organizing special offers towards cultural festivals that are held across all Algeria, over many seasons;
- Give more attention to tourism of the mountain by organizing trips and camps targeting youth, especially that Algeria differentiates by a beautiful mountain chains that fulfill all that the tourist aspires to.

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