



The Contribution Of Cooperative Marketing To Enhancing The Competitiveness Of Algerian Tourism

DJAAFAR Mustapha *

laboratory of DECOPILS, University of chlef
(Algeria
jadar2008@gmail.com

ENSAAD REDOUANE

laboratory of DECOPILS, University of chlef
(Algeria
r.ensaad@univ-chlef.dz

Abstract ;

Cooperative marketing is the most important and profitable type of marketing, which tourism agencies and companies in general can use to attract more customers and profits in order to impose a competitive value on the tourism market. Our study aims to highlight the competitive value of cooperative marketing in tourism agencies in Algeria and explore the influenced factors of the intention of the Algerian travel agencies to adopt cooperative marketing strategy. By clarifying the advantages and positive points of applying this type of marketing in the tourism agencies in Algeria, based on questionnaire data collected from travel agents in Algeria

Article info

Received
26/01/2023
Accepted
27/02/2023

Keyword:

- ✓ Cooperative marketing;
- ✓ joint promotion;
- ✓ travel agencies
- ✓ Algeria

*Corresponding author

1. Introduction

Today cooperation has come to stay as an instrument of economic growth and social reforms all over the world. It was introduced in European countries over a century ago. The first cooperative society which was formed in England at Rockdale in 1844, gave philosophy and procedure of work on the basis of cooperative doctrine. It was found useful and got recognition in all countries. H. Calvert defines cooperative 'as a form of organization, wherein person voluntarily associate together as human beings, on the basis of equality for the promotion of the economic interest of themselves'.

Cooperative marketing are association of producers for the collective marketing of their produce and of securing for the members the advantages that result from large-scale business which an individual cultivator cannot secure because of this small marketable surplus.

The strategies used in cooperative marketing will boost the tourism sector in Algeria.

Literature Review and Hypotheses Development

Marketing is one of the most important jobs that companies and institutions perform if not the most important at all, but the difficulty is usually rooted in the issue of paying huge sums without tangible results and this is one of the biggest disadvantages when dealing with marketing issues, because advertising, marketing parties, festivals and various marketing efforts require much money without being accompanied by a quick and appropriate return. To this end, companies and institutions have developed joint marketing methods.

Cooperative marketing, or as it is called integrative marketing, is a union between marketing and marketing strategies for two brands in order to prepare products and marketing from them, as well as services or content that are useful for an audience. Which means that he is a set of marketing measures that are shared between two companies with the aim of reaching an audience with identifying characteristics common to the two companies?

A cooperative sales association is a voluntary business organization business established by its member patrons to market farm products collectively for their direct benefits. It is governed by democratic principles and saving savings are apportioned to the members on the basis of their patronage.

The members are the owners, operators and contributors of the commodities and are the direct beneficiaries of the saving that accrue to the society. No intermediary stands to profit or loss at the expenses of the other members.

COOPERATIVE MARKETING NEEDS

1. To Eliminate malpractices

Different malpractices prevailing in the system of rural marketing, and such as arbitrary deductions from the price manipulation of weights and measures, collusion between brokers and the business buyers, are of special mention. These malpractices were regarded as nothing less than scientific theft by Royal Commission.

The impact of these was further aggravation by critical financial position where producers are indebted to traders or money-lenders. In such a situation, co-operative marketing can help the producers to reduce, if not to eradicate malpractices to a greater extent.

2. To establish appropriate reward for the efforts

There exists a large army of middlemen participating, with deep interest in collection, storage, financing insuring grading, scale and transportation of rural produce. One must appreciate their services that are vital victorious marketing. However, their charges for such services are not proportionate and hence not appropriate.

In some case, such charges are not only prohibitive but exorbitation. As a result, poor producers do not get their due share in the price paid by the ultimate users. Co-operative marketing, if efficiently and honestly organized, will be able to reduce the 'price spread' between the producer and the consumers, thereby giving fair return to the producers, without affecting the interests of the consumers.

3. Concomitant of integrated program

Co-operative marketing has developed as concomitant of large-scale expansion of co-operative credit. Co-operative marketing societies will be acting as the agents to collect or to recover the loans advanced by co-operative credit societies.

Therefore, the successful working of credit co-operatives depends largely, on the development of marketing societies. That is, only co-operative marketing societies constitute a vital feature for integrated program of co-operative development, envisaged in this country.

4. To stabilize the agricultural price

If the market mechanism is completely left to the sweet will and caprice of the private intermediaries, one can hardly expect price stabilization, which is essential ingredient of a balanced economic development.

So longer private sector dominates; “profit motive” will have upper hand, where normal market conditions deviate from healthy practices to the unwanted practices of speculation; hoarding will be resorted to, resulting in price manipulation and reflection of undesirable price fluctuations.

FUNCTIONS OF COOPERATIVE MARKETING SOCIETIES

The main functions of cooperative marketing societies are:

1. Purchase and Sale of Produce

The marketing co-operatives purchase the produces from their member growers and sell it in bulk quantities, which enable them to reduce marketing cost and earn fair returns.

2. Distribution of Agricultural Inputs

The co-operatives supply the agricultural inputs such as seeds, fertilizers, pesticides, agricultural implements etc., the supply of quality materials at reasonable prices save cost of the member producers. Sometimes these inputs may be also given on credit basis.

3. Providing Storage Facility

To provide storage facilities, the societies may have their own godown or hired godown.

4. Supply of Agricultural Implements

They supply the needed agricultural implements like tractors, tillers, power sprayers etc., on rent basis to the cultivators for the purpose of production.

Provide Financial Assistance

They make credit facilities to the members against the security of the produce brought for sale. Members get advances up to 75 percent of the market value of the produce deposited.

5. Processing of Produce

Some societies undertake processing of agricultural produce, which ensures high prices to the producers after processing.

6. Providing Transportation Facility

7. The co-operative societies make arrangements for the transport of the produce of the members from the villages to the market on collective basis, which reduces the transportation costs for its members.

8. Providing Market Information

9. They provide latest information about the new techniques of production as well as the market information about the market prices from time to time, which will help the members to get a good price for their produce.

10. Stable Price

11. The societies adjust the supply of commodities according to the market demand. In this way, in long run the prices get stabilized, which helps the farmers from the evil effects of the seasonal price fluctuations.

12. Participation in Foreign Trade

These co-operative societies participate in the export trade of the country, which helps to get better prices for the growers. Through export trade, the marketing co-operatives provide wide market to the agricultural produce. The share of agricultural exports in India's total exports is around 16 percent.

TYPES OF COOPERATIVE MARKETING SOCIETIES

On the basis of the commodities dealt in, the co-operative marketing societies may be grouped into two types:

1. Single Commodity Cooperative Marketing Societies

These types of societies deal with only one agricultural commodity for example, Cotton Co-operative Marketing Society, Oilseed Growers' Co-operative Marketing Society etc., Areca nut co-operative marketing society, etc.

2. Multi-Commodity Cooperative Marketing Societies

These societies deal with more number of commodities produced by the members such as oilseeds, cotton, food grains etc.

HOW IS CO-MARKETING STRATEGY DEVELOPED?

In each instance, the company has used cooperative marketing to introduce themselves or advertise their product. By aligning themselves with other companies who share a similar target consumer, each company has reduced its marketing costs and increased its exposure.

Cooperative marketing campaigns are developed by broadening horizons, and by discovering (and sharing) common ground with other companies. For example, Delta Airlines and American Express both benefit if a salesman regularly purchases airline tickets on his or her American Express card. Therefore, both have an incentive to send direct mail offers for new credit cards to consumers who make an upper-middle class income. American Express offers “membership rewards points,” while Delta Airlines (and many others) gives free tickets for redeemed points.

Cooperative marketing campaign managers and staff can't simply work up a direct mail piece and call it a partnership; many more steps are involved. Each company must have clearly outlined responsibilities, and must agree to make a financial investment in the partnership that's equal to each partner's benefits from the campaign. This doesn't mean that each partner has an equal stake, but it does mean that each partner needs to put in its fair share for what it expects to receive out of the partnership.

Once the parameters of the partnership have been established, project research begins. Extensive research, through credit card purchasing history, public home sales reports, credit reports, and other research tools such as Nielsen consumer data, determine who might be responsive to such campaigns (business travelers, upper-middle class, mortgage holders of certain neighborhoods, etc.). Armed with that knowledge, the marketing team will craft an offer which will be too appealing to be dismissed by consumers, while still being profitable for the companies involved.

Once the agreement has been put into contract, the consumer identified, and the offer conceptualized, it's time to implement the plan. To accomplish this, marketing staff from both corporations will divvy up responsibilities, ideally playing to each partner's strengths. The overall cooperative marketing effort will also require extensive cooperation and interaction with contract negotiators, lawyers, creative designers, social media specialists,

and especially management on both sides. This can be very delicate, as each company will have a hierarchy which expects to be acknowledged, as well as its own corporate culture, style of management, and work flow. Partners who can respect and play to those different perspectives and strengths will have the best chances at achieving a successful campaign.

HOW TO FIND CO-MARKETING PARTNERS?

In case you thought that you could not unite with any company that was just to expand the reach of your brand, we can tell you that you are right!! When looking for co-marketing partners to establish co-marketing, you need to consider the following factors:

1. Audience target

Ensure that your affiliate audience has similar characteristics to yours. It is never helpful to do collaborate marketing with a company that talks to an audience that is completely different from yours, in this case, there may not be any interest in what you have to offer. Do not just partner with anyone because this person has more audience than yours.

2. The brand authority online

Select partners to be considered references in the areas in which you work. If your goal is to reach an interactive audience, it is important that the brand you wish to establish co-marketing with is known!

In conclusion, it becomes much easier to talk to an audience who follows and believes what the company says.

3. The product or the content that is presented

Indicate well what type of product or content you will provide, and understand well what the other person will provide. A very organized strategy in collaborate marketing is one in which content preparation is equal for both parties. You will not need a partner who does not cooperate with you in the planned marketing procedures, as well as someone who leaves you with all the work to do.

In addition, make sure that what the partner offers in subject have the same standards of your subject in terms of quality. Thus, you avoid your audience getting any bad content, are not accustomed to receiving it, and also you avoid your name being attached to a product or content that has low quality.

4. *Communication*

Every time you search for new brands to forge partnerships, make sure that communication is clear. If from the beginning you have noticed difficulty talking to your partner, think better if you really want to follow a co-marketing strategy.

The more difficult the communication, the more complicated it is to determine the actions that you will take together. This takes more time that you will use to prepare the product or contents and promote them.

5. *Knowing the market*

Make sure that the people with whom you want to co-marketing know their market well, as well as the market in which you work. It is important to give them ideas that can be used by another company; likewise they can provide possible solutions for you.

When the two parties know very well the area that will be affected by the marketing procedures of the two brands, it becomes much easier to find the promotional strategies that are really right.

THE ADVANTAGES OF COLLABORATE MARKETING

Now that you know how to find good partners for establishing cooperative marketing, you will learn about the main advantages of this strategy:

➤ **More access:**

Every marketing strategy aims to promote and market your business. From the moment you unite with another brand to think about common marketing measures, if the two parties correctly apply what was planned, the two business activities will be greater.

If you make cooperative marketing contracts with companies that complement your products on content, you can make your audience know the solutions they offer, and in the same way their own audience knows you;

➤ **Reaching a new audience:**

By reaching more automatically, more people get to know you and your brand. From the moment you jointly plan promotions related to products and services, the two companies reach an audience that they did not know before and did not reach.

People who have never heard of your business may notice that you have a solution to something they need. The more people you care about what you offer, the more opportunities you will have to increase sales;

➤ Recognizing you as an authority in the field

When co-marketing is established with well-known and well-known brands in the market, it can appear as a reference in the topic that you are in. If people partner with you, this is because they believe that you are an authority in the market sector in which you work.

This is important for your audience, who notices that what you offer have a great value, and also important for the market, which recognize you as a specialist in the field;

➤ Mentioning you in other locations

In the previous paragraph, we talked about the importance of being seen as a reference for your audience, and also for your market. But even, it is very important for search engines to notice that your business is the most requested business in your market segment.

Every time you are mentioned in blogs that belong to other people, search engines like Google notice that the content you provide is comprehensive and important for the market.

This is a great SEO strategy, which can help you appear in the first results or your search using keywords;

➤ Share costs and labor

Depending on the marketing strategies you use, there may be some costs that you will need to spend, mainly if we consider preparing a funded ad or a new project. When establishing cooperative marketing, these costs should be shared between the two companies together.

However, in addition to sharing costs, consider a strategy for preparing a digital book related to the market in which you work.

For the content to be comprehensive, you will definitely need to give yourself enough time while writing. If you have a partner, you can share the work with him, which make the two parties spend less on preparing the digital book.

In addition, you may have more information more than if you were writing separately.

After finding new partners and understanding the benefits of collaborative marketing, if you are not using this strategy, you might be wondering:

HOW DO I PREPARE A CO-MARKETING STRATEGY?

There are many ways to do this, but there are a few steps that are essential to any action when it is implemented with other people:

- To have a goal

Do not suggest any idea of a partnership if you do not know what you want to reach through it;

- Plan your business and procedures

Think about the format of the content or product you want to prepare, and draw the steps before you suggest cooperative marketing to the partners;

- Choose your partners well

After you realize what you want to reach and the type of materials you want to promote, think about the partners who can contribute positively through their ideas, and they can also benefit from the measures that are being planned;

- Think about the typical client that is appropriate for your business

Never think about the client aside and think about it later, always think about what he needs and what aspects can add value to your audience's experience;

- Keep your values

Never do any co-marketing strategy with any other brand that contradicts the prevailing values in your company. Always carry in your mind the image you want to pass and convey to your audience;

- Divide marketing actions

Do not do it all at once, divide all actions in your strategy in an equal manner so that this division is fair for you and for the company with which you partner;

➤ Evaluate your result

After you have worked out the strategies that you have chosen, evaluate the results of your work to ensure that everything that has been planned achieves the results and the desired return.

COOPERATIVE MARKETING GOALS

- Providing basic commodities with cooperative prices;
- Increase the purchasing power of members and shareholders;
- Providing goods to consumers with the right time, price and quality for members without exaggeration;
- Protecting consumers from some commodity monopolies;
- How goods and services flow from the product to the consumer.

Research Methodology

This study is based on a quantitative method where the deductive approach is employed to investigate cooperative marketing and its contribution to enhance the competitiveness of Algerian tourism agencies.

Data were collected through a questionnaire form that was answered by travel agencies owners, commercial directors, sales aid. The questionnaire form has some parts, the first one asks about the demographics and background of the respondents, the second looks at the adopted marketing strategies, the used promotion tools, level of cooperation, and reasons of adopting direct selling to market strategy. The third part is about the main constructs of the study: benefits of adopting cooperative marketing, environmental pressures. The last part looks at the facilitating factors, inhibiting factors, and behavioral intention toward adopting cooperative marketing. The used statements in the questionnaire form were taken based on the reviewed literature; afterwards, it was piloted on respondents (43 questionnaires on travel agents).

Findings

Table (1) shows that 81.40% of travel agencies respondents are males. The majority of respondents (72.09%) have university education, and the rest of respondents are undergraduates. Most respondents in travel are aged between 31 and 40 years (41.86%),

while 30.23% are between 41 and 50 years old, and 20.93% aged between 21 and 30 years old. Of travel agencies' respondents, 30.23% have expertise for 5 to 10 years, 51.17% of respondents are experienced for more than 10 years.

Table 1 Descriptive statistics

		Travelagencies
Gender	Female	18.60%
	Male	81.40%
Education	Secondary	27.91%
	University	72.09%
Age	21- 30	20.93%
	31- 40	41.86%
	41- 50	30.23%
	51- 60	6.98%
Expertise	1-5	18.60%
	5-10	30.23%
	10- 15	23.26%
	15-20	11.63%
	20- 25	16.28%

It is revealed that 16.28% of travel agencies adopt cooperative marketing strategy. However, 46.51% of travel agencies still adopt direct selling to market strategy.

Furthermore, 37.21% of travel agencies do hybrid strategies (i.e. cooperative marketing and direct selling to market),(Table 2).

The majority of travel agencies 78,38% adopt both strategies business-to-business and business-to-consumer marketing. Only 8,11% of the agencies prefer to sell products and services to customers for personal use, The rest sell products and services directly to other businesses.

For levels of cooperation, 32.56% of travel agencies adopt Cooperative product strategies, Cooperative promotional strategies, Cooperative sales strategies, and Cooperative pricing strategies, simultaneously. Cooperative sales strategies and cooperative pricing strategies are adopted together by 11.63% of travel agencies. The cooperative product strategies and cooperative sales strategies are adopted separately by 9.30% of travel agencies.

Travel agencies use Social media as the main tool of promotion (20.93%). Using Website, Social media, TV/ Magazines/radio and other agents are other tools of promotion.

Table 2 Marketing strategies, Promotion tools, and Level of cooperation

		Travelagencies
Marketing strategy	Cooperative marketing	16.28%
	Direct selling to market	46.51%
	Do hybridstrategies	37.21%
Promotion tools	Social media	20.93%
	Other agents	2.33%
	Social media, Other agents	9.30%
	Social media, TV/ Magazines/radio	4.65%
	Website	11.63%
	Website, Other agents	6.98%
	Website, Social media	13.95%
	Website, Social media, Other agents	6.98%
	Website, Social media, TV/ Magazines/radio, Other agents	11.63%
	Website, Social media, Other agents	6.98%
	Website, TV/ Magazines/radio	2.33%
Level of cooperation	Cooperativepricingstrategies	4.65%
	Cooperativeproductstrategies	9.30%
	Cooperative product strategies, Cooperative promotional strategies	4.65%
	Cooperative product strategies, Cooperative promotional strategies, Cooperative pricing strategies	4.65%
	Cooperative product strategies, Cooperative promotional strategies, Cooperative sales strategies, Cooperative pricing strategies	32.56%
	Cooperative product strategies, Cooperative sales strategies, Cooperative pricing strategies	2.33%
	Cooperative promotional strategies, Cooperative pricing strategies	6.98%
	Cooperative promotional strategies, Cooperative sales strategies	4.65%
	Cooperative promotional strategies, Cooperative sales strategies, Cooperative pricing strategies	6.98%
	Cooperative sales strategies	9.30%
	Cooperative sales strategies, Cooperative pricing strategies	11.63%

Asking travel agencies about the reasons to not deal with cooperative marketing, Table (3) shows that travel agencies have ‘agreed’ to reasons of avoiding risks or conflicts may occur 19%, flexibility in working with all parties 14%, keeping my business privacy 14%.

Table 3: Reasons of adopting direct selling to market strategy

Reasons of adopting Direct selling to market	Travel agencies
Avoiding risks or conflicts may occur	19%
Flexibility in working with all parties	14%
Independence	5%
Keepingmy business privacy	14%
Identifying the price range suitable to my services	3%

Discussion of Findings

Our study focuses on the perception of Algerian travel agencies towards cooperative marketing strategies and its competitiveness contribution.

We found out that more than the half of travel agencies adoptsdirect selling to market, the reason why is to avoid any risks or conflicts may occur, and may affect the business privacy and their flexibility because of different priorities.Independenceand determination of the suitable price are other reasons, which are in line with findings of previous papersas negative effects of the cooperative marketing.

THE INTERACTION OF TOURISM WITH THE ECONOMIC ENVIRONMENT

Tourism is one of the areas that has witnessed increasing interest in recent times, as it has become one of the reliable and comprehensive development resources in raising economic growth.

There is an organic correlation between tourism activity and the economic environment. For the economy, tourism is an important economic area, and this is manifested through the following elements:

- ✓ Production of goods and services of a tourist nature used by this sector, such as sports equipment, entertainment and recreational facilities, tourist buildings of all kinds, tourist transport equipment, camping facilities, furniture intended for the supply of hotels, vehicles, and tourist villages. As for services, they include the provision and organisation of transportation, food, activation, entertainment, Tours, etc.;
- ✓ Tourism stimulates the production of non-tourism goods, as they are used or consumed by tourists, such as building basic structures, building public facilities, developing

traditional industries, producing foodstuffs and various industrial products used by the tourism sector.;

- ✓ The emergence of some tasks related to tourism, such as the travel and tourism agency, tour guides, folkloric groups, craftsmen, activists, etc.;
- ✓ The impact of tourism on the balance of payments in terms of financial flows related to revenues and expenditures;
- ✓ The contribution of tourism as an economic and social phenomenon internationally in the development of many countries and regional regions and in the redistribution of incomes;
- ✓ The influx of foreign capital

There are many areas of investment, all of them aim to serve the tourist and achieve the desired luxury for him, from choosing the tourist destination to his coming to the hosting country, and then establishing him and all the accompanying services for the residence service, as well as transportation and renting cars and buses to the agencies that do tours in order to achieve what the tourist desires, so it is also an investment in the tourism product, such as establishing recreational cities, and carrying out cultural festivals and religious activities without forgetting communication services. One of the most important investments is investment in human resources that pertain to the tourism sector, because of its direct impact on the services provided for tourists.

THE BENEFITS OF COOPERATIVE TOURISM MARKETING

Cooperative marketing to the greatest destination results in a number of advantages:

- ✓ Forming large tourism blocs so that they can face the tide of global competition;
- ✓ Achieving better results than individual marketing for each country separately, and this is through the capabilities monitor marketing available in the countries of the major tourist destinations;
- ✓ Increasing the volume of tourist movement and attracting the attention of the largest possible number of tourists as a result of the multiplicity of tourism features available in the countries of greatest destination;
- ✓ Achieve tourism leadership by offering an integrated tourism destination that cannot be achieved through a single tourist destination;

- ✓ The possibility of achieving greater tourism returns to benefit from the experiences of the constituent countries of the greatest tourist destination;
- ✓ Activate marketing efforts in foreign markets and penetrate them efficiently and effectively successfully.

THE FACTORS OF SUCCESS OF COOPERATIVE TOURISM MARKETING

The success of this trend depends on many factors, the most important are:

- ✓ The availability of strong political relations between the countries of greatest destination or tourist agencies among them in each country and the absence of fundamental differences between them;
- ✓ The diversity of the tourism potential between the countries of the greatest destination and their difference in order to achieve effective integration;
- ✓ There is a conviction among the countries of greatest destination of the importance of tourism and its role in socio-economic development and environmental;
- ✓ Geographical convergence between the countries of greatest destination;
- ✓ Full tourism cooperation and coordination between the countries of greatest destination in all tourist activities and activities introduction;
- ✓ Establishing unified tourism marketing policies to which all countries of greatest destination adhere effectively market their products in its foreign tourism markets

After the two companies, agencies or organizations adopted cooperative marketing, they can now adopt some strategies to enter the market strongly and make profits, which are:

MARKET PENETRATION PRICING STRATEGY

Market penetration pricing is one of the pricing methods that rely on setting a relatively low initial entry price on products, often below the final market price, with the goal of attracting as many new customers as possible. The strategy is based on the expectation that customers will switch to the new brand due to its lower price. Pricing for market penetration is usually associated with a marketing objective that seeks to increase market share or sales volume rather than generate short-term profits.

The advantages that the company obtains from market penetration pricing are the following:

- It can achieve high rates of market penetration quickly and it is something that takes competitors by surprise and does not give them enough time to act;
- It could create a good reputation among the first consumer segment;
- It creates pressure to control costs and reduce them from the start and increases efficiency and effectiveness;
- Do not encourage the entry of new competitors to the market because low prices are a barrier to entry;
- It can cause high inventory turnover in all distribution channels which greatly increases the enthusiasm and support within these channels;
- It can be based on marginal cost pricing which is economically effective.

The main flaw in the pricing strategy to penetrate the market remains that it sets long-term pricing expectations for the product and charts pre-perceptions of the brand and the company. This makes it difficult to finally increase prices. Some analysts believe that pricing for market penetration only attracts customers traveling between brands or low-price hunters, and they will stop buying once the price of the product increases. There is much debate about whether it is better to gradually raise prices over the years so that consumers do not notice this increase or apply a significant price increase only once. The best solution to this problem is to set the initial price based on the long-term market price, while providing an initial discount voucher as a type of sales promotion. In this way, perceived price indicators remain high, even though the actual selling price is low.

Another potential drawback is that low margins may not be sustainable long enough for the strategy to be effective.

Pricing for market penetration is most appropriate when:

- Demand for the product is characterized by high price flexibility;
- The product is suitable for the large and large market and there is sufficient demand for the product;
- There is insufficient demand for the product among consumers to work to reduce prices;

➤ In industries where standardization is important, a product that has a high market penetration rate often becomes the industry standard, while other products are marginalized regardless of their advantages. Standard products have a great impetus.

There is another form of pricing strategy to penetrate the market. It is the "bait and hook" model also known as the razor blade business model and the razor blade, where the initial product is sold at a very low price but needs more expensive parts like new packages that are sold at higher prices. And this tactic is almost universally applied in the trade of computer printers, where one printer is sold in the United States for only one hundred dollars, in addition to two ink cartridges and is often half full, which requires replacing each of them about thirty dollars. Thus, the company makes more money by selling ink cartridges than it does by selling the same printers.

If we move to the most extreme cases, market penetration pricing is known as the default price, as the company initially sells the product or service at a low, non-permanent price to exclude all competitors and monopolize the market.

SALES PROMOTION STRATEGY

Sales promotion is one of the four aspects of a promotional mix. Media and non-media marketing communications work at a predetermined time to increase consumer demand, stimulate market demand or improve the available product.

Sales promotion can be applied either to customers, sales staff, or distribution channel members such as retailers.

IMPORTANCE OF SALES PROMOTION

1- Internal factors:

It is the set of factors specific to the same organization that drives it to use this method of promotion and is:

➤ This activity is, from the viewpoint of senior management in the organization, the most expected of them in achieving a direct and effective impact in increasing the volume of sales;

➤ Many workers in the production management see that this method is one of the most capable of describing the manufactured product accurately and clearly, especially if the sampling method has been adopted in that;

➤ Production managers are under great pressure from the top management in the organization towards increasing current sales, which leads them to use this method to increase the volume of sales.

2- External factors:

It is the set of factors surrounding the organization that are specifically related to the market and are as follows:

- Increasing the number of brands for products on the market, which requires creating a distinct promotional effort to create a direct impact on the buyer;
- As it is the most used method by competitors, the organization must also use it to confront them in the same competitive manner;
- The results of surveys and research related to promotion activities indicate that this promotional method is the most responsive and acceptable of consumers.

SALES PROMOTION GOALS

Sales promotion is a tactical activity within the promotional tools used by the marketing department and in the implementation of its strategy. This is because the company uses this method to achieve a rapid impact on the consumer and for short-term goals that are mainly limited to encouraging it to purchase or in motivating the broker to establish a relationship with the company. As well as seeking to achieve added value for the good or service provided to the consumer, which he seeks when making the purchase.

➤ Consumer-related goals: It is a set of goals that the organization and the marketing department plan.

Examples: Motivating customers to buy back and strengthening their brand loyalty;

- Objectives related to the mediators: the mediators mean the parties that are confined between the factory and the consumer and their different forms and functional patterns. These include: building and consolidating a strong relationship with intermediaries to enhance the brand's standing;
- Goals related to the sales force: These are the goals focused on activating the role of the sales force operating in the company to implement the organization's promotional program, including: Providing customer attention towards the discounts that can be offered to customers on the products they deal with at the end of the season.

Conclusion

The current paper aims to investigate the affecting factors in adopting cooperative marketing among Algerian travel agencies. Based on the founded results obtained by analyzing questionnaire data it revealed that environmental pressures have a significant effect on adopting cooperative marketing by travel agencies. There are some facilities which support cooperation between agencies. However, other challenges have negative effects on the intention of the respondents of the adoption.

Through this presented study we concluded that the Algerian travel agencies do not corporate most of the time, their competitiveness is much more remarkable in order to win more customers therefore, more profits.

Each agency seeks to gain a larger audience than its peers, and this strategy they adopt goes against the intention of adopting cooperative marketing strategies, under the fear of betrayal by other agencies of the largest part of customers.

Theoretically, this paper could be useful to understand the reasons why travel agencies do not prefer to join other agencies to expand their business. We have investigate the reasons of adopting direct selling and cooperative marketing strategies by travel agencies, that could help understanding why direct selling to market is preferred rather than collaboration.

References

- 1- Agbo, M., Rousselière, D., &Salanié, J. (2015). Agricultural Marketing Cooperatives with Direct Selling: A cooperative non cooperative game. *Journal of Economic Behavior & Organization*, 109, 56-71.
- 2- Ahmed SeyidKerdi 2017, Competitiveness in tourism companies, viewed 14 May 2020.
- 3- Mohamed A. Abou-Shouketall, Adopting Cooperative Marketing Strategy By Tourism Service Providers:Comparing Perceptions Of Travel Agencies And Hotels.
- 4- Business management idea, Cooperative marketing, viewed 15 May 2020, <<https://www.businessmanagementideas.com/marketing/cooperative-marketing/20692>>.
- 5- Marketing school 2012, Cooperative Marketing, viewed 15 May 2020, <<https://www.marketing-schools.org/types-of-marketing/cooperative-marketing.html>>.
- 6- Hotmart blog 2012, Co-marketing, viewed 10 May 2020, <<https://blog.hotmart.com/ar/co-marketing/>>.
- 7- RamiliAssiya, The role of tourism marketing in developing the competitive advantage of tourism agencies: A field study for a sample of tourism agencies in Wilaya and Raqamah, 13 May 2017.
- 8- IhssanSouleimanSaad Ahmed, Tourism marketing and its impact on the performance of companies and agencies of tourism and travel, 2017.
- 9- Wang, Y., &Okumus, F. (2009). Regional destination marketing: a collaborative approach. *Journal of Travel & Tourism Marketing*, 26(5), 462-481