Marketing Through Social Media as a New Mechanism to Improve the Image of Tourist Destinations:

Insights from the Experiences of Algeria and Libya.

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Abstract ;

This study aims to uncover the ways in which social media and content marketing can be utilized as innovative mechanisms to enhance the image of tourist destinations. It highlights various aspects of tourist attractions and how they can be leveraged to build a solid foundation for sustainable tourism orientation. the descriptive approach, based on content analysis, was adopted to suit the study's subject. Several findings were reached, notably the contribution of social media platforms in portraying a positive image of tourist destinations in both Algeria and Libya, as well as their role in promoting a culture of mutual tourism between the two countries, and promising future investment initiatives that must be capitalized on. Additionally, a set of recommendations was presented, emphasizing the importance of disseminating rich content about tourist destinations, including images, videos, articles, and tips on what facilitates tourist attraction and audience engagement.

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1. *Introduction*

Many countries have turned towards adopting tourism as a method and approach to diversify and enhance their material and moral resources. This includes investments and infrastructure on one hand, and openness to the outside world and foreign cultures on the other. Tourism is considered as an industry of the future, especially as one of the main alternatives to replace relying on oil. It is also a modern civilizational approach in the investment process, creating job opportunities and preserving natural, cultural, and civilizational assets. Countries with tourist attractions have opportunities to compete, especially if they are optimally exploited, maintained and even made a tourist destination with excellence.

The promotion of tourist destinations and enhancing their image has become a priority for many countries. Therefore, various methods of promoting them have been diversified, utilizing both traditional and modern means. In contemporary times, modern technologies, especially social media platforms and networks, have dominated the use of promotional methods for tourist attractions.

Modern practices accompanying the emergence of social media platforms and networks, whether on a personal level or organizational level, are among the most prominent innovative practices in the marketing field. Among the activities adopted by these platforms, tourism activities stand out due to their diversity and differences, aiming primarily to introduce tourist attractions, components, and services.

1.1 Study problem :

Hence, our interest in this study is to uncover the most important methods adopted through social media and content marketing to enhance the image of tourist destinations. To support the research topic, we focus on the experiences of Algeria and Libya, both of which share common points as rich tourist destinations with natural, cultural, and civilizational assets, although these assets underutilized in both countries.

In this study, we shed light on an important topic aiming to answer the following problem statement:

What role do social media and content marketing play in enhancing the image of tourist destinations in both Algeria and Libya?

Through this question, we pose the following sub-questions, which serve as a roadmap for the content of this study:

-       What are the most important social media sites and platforms used in the tourism sector in Algeria and Libya?

-       What are the prominent Algerian and Libyan tourist destinations, and how can their image be enhanced?

1.2 Study significance:

The significance of the study lies in the widespread use of social media and its varied applications among different age and intellectual groups. Tourism institutions, like other institutions, have recognized this modern approach in promoting the services they offer and in defining the tourist destinations they adopt. The significance of the topic has increased due to the importance of digital technology, especially social media, and its adoption in various

fields. It is not only a tool for communication but also reaches the largest market sector in a short time and at minimal costs compared to traditional methods. Furthermore, it is employed as a tool for seizing available opportunities and introducing tourist destinations in both Algeria and Libya, considering their similarities as rich tourist destinations with civilizations, cultures, and heritage.

1.3 Study objectives:

The objectives of this study can be summarized through the following key points:

- Highlighting tourist destinations in both Algeria and Libya as active future destinations due to their factors of tourist attraction.

- Revealing ways to support the tourism sector in Algeria and Libya through the use of digital technologies, social media, and content marketing in various ways (direct marketing, influencers, content creators, videos, etc.).

- Encouraging and fostering communication between countries, especially between Algeria and Libya, to exchange tourism opportunities through agreements and deals beneficial to both parties.

- Supporting the tourism sector by introducing tourist destinations in both countries and elevating their image from a local or continental level to an Arab and international level.

- Providing recommendations to overcome obstacles hindering tourism in both countries.

1.4 Methodology:

Considering the current study as descriptive, where it provides a detailed description, interpretation, and analysis of the phenomenon, the appropriate methodology is the descriptive method, especially in the theoretical framework aspect, by collecting data from specialized references and reviewing research and studies that addressed the variables of the current research topic. In the statistical aspect, content analysis methodology has been adopted by following an analytical and interpretive approach to statistical results and digital evidence related to pages on social media platforms (Facebook) in both Algeria and Libya, which require interpretation to understand the phenomena and links between them. The goal remains to answer the core question of the research, enabling the formulation of guiding recommendations to enhance the image of tourist destinations in both countries.

2. The theoretical framework of the study

2.1 Social media and content marketing:

Social media and content marketing are integral parts of digital marketing strategies in our current era. Content marketing through social media requires multiple integrated strategies aimed at building relationships with the audience and increasing engagement. In this section, we will define social media platforms and content marketing through them for promoting tourist destinations.

2.1.1 Definition of social media platforms and content marketing:

Social media platforms, also known as social networking sites, serve as tools for communication, exchange of experiences, knowledge, and news, as well as for promotion of various products or services. According to Boyd & Ellison, social media sites are "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. The nature and labels of these connections may vary from site to site" (Ellison & Boyd, 2007, p. 211). Katy Jordan views social media as platforms that "enable individuals to easily connect and communicate with others" (Jordan, 2019, p. 01). Additionally, they are defined as "websites where individuals, groups, or organizations with shared interests meet online, whether related to values, ideas, financial transactions, friendship, kinship, hobbies, commerce, etc." (Al-Ladgha & Al-Khaznadar, 2011, p. 36).

Content marketing is defined by the Content Marketing Institute as "a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – with the objective of driving profitable customer action" (Content Marketing Institute, 2015). Another definition by the same institute states that "content marketing is about delivering the content your audience is seeking in all the places they are searching for it. It is a blend of created, curated, and syndicated content" (Content Marketing Institute, 2015).

2.1.2 Characteristics of social media platforms and content marketing:

Social media platforms and content marketing have distinct characteristics that set them apart from other websites. These include:

- Interactivity and sharing: allowing individuals to share their posts with others and interact with them through comments, likes, or shares.
- Spontaneity: spontaneous communication between parties rather than pre-planned.
- Permanence and non-material presence: leaving messages for others without the need for physical presence.
- Openness: content posted on social media platforms is directed to all users (unless users choose to restrict it).
- Support for communities: the ability to create groups of users with similar interests or specialties.
- Breaking down social barriers: communicating with all layers of society without distinction.
- Connectivity: sharing links with other websites to transfer data and information seamlessly.
- Profiles: allowing users to open personal accounts and use them as profiles, facilitating understanding of the content they provide.
- Ease of use and free access: social media platforms are free and easy to use.

2.1.3 Marketing strategy through social media platforms:

Forrester Research, a research and consulting company offering a variety of services including research and consultancy, has developed a method called the POST Method to guide the implementation of social media marketing strategy. This method is abbreviated as POST, with each letter representing a key aspect, as follows (Boujaoude, 2022, p. 344):

✓ **People**: This model targets the audience of the organization, which is considered the fundamental element for the success of social media marketing campaigns. Advocates of this model believe it is essential for the organization to fully understand this audience by exploring their profiles, understanding their behaviors and habits on these platforms, and assessing their overall activity. They are also interested in knowing the types of media they use and the conversations they prefer to engage in.

✓ **Objectives:** This model involves identifying the objectives of the marketing plan, such as enhancing the organization's reputation, engaging with customers, improving customer service, and fostering customer loyalty. This model focuses initially on achieving the primary objective, then analyzes the results and adjusts the strategy accordingly.

✓ **Strategy:** In this stage, the model focuses on determining the destination marketers aim to reach, and then identifying the objectives they want to achieve and how to achieve them. This is done by targeting the intended audience and understanding their responses and interactions, including their opinions, likes, shares, as well as their purchasing behaviors and experiences with the product. This model relies on processing this data and using it to identify the most effective ways to reach the specified goal and achieve positive results.

✓ **Technology**: This element refers to selecting the type of platform to be used, such as Twitter or Facebook. Some add an additional element to POST, represented by the letter E for Evaluation, as is the case with any strategy.

.2.14 Major social media platforms and their popularity among users:

The most popular social media platforms, in order of prevalence and usage, include:

- **Facebook:** A tool for dialogue between individuals, utilized by both individuals and organizations for advertising purposes.

- **YouTube:** Allows users to publish and view videos, comment on them, and connect them with the website.

- **Instagram**: A leading social media platform for sharing photos, used by billions of active users monthly.

- **Twitter:** A social networking site for sending and receiving messages or tweets, with over 500 million users worldwide.

Statistics indicate that the most important and widely used social media platforms include Facebook, Twitter, Pinterest, YouTube, Instagram, and Tumblr. Facebook tops the list with over 2 billion monthly users, followed by YouTube with slightly over 1.5 billion users accessing content. Pinterest lags behind with only 200 million monthly users (Wizcae, 2023).

2.2 Tourist destination and destination image

The tourist destination is sometimes referred to as the tourist attraction. It is a geographic space that encompasses diverse elements, including natural, man-made, and human components, which serve as attractions for tourists. From this perspective, this section will define the tourist destination, its characteristics, and the factors influencing the image of tourist destinations.

2.2.1 Definition of tourist destination

Tourist destinations are defined as "tourist areas that contain tourist attractions, tourist facilities, systems, communication, and transportation mean that allow access to them, enabling the provision of tourist products demanded by a number of tourists, giving economic importance to that tourist area" (Zayed & Touiza, 2015, p. 19).

As for the destination image, it has been defined as "a collection of people's ideas and impressions about a tourist destination, which plays an important role in the tourists' destination selection process, as well as in selecting appropriate marketing strategies" (Xin, Chaoyang, & Hui, 2020, p. 01).

Tourism specialist researcher Hunt highlighted the essential role played by the destination image and the tourist attraction in the tourists' destination selection process. The increasing importance of this positive mental image of the tourist destination has made it one of the most important determinants of tourists' choices of their tourist destinations and their repeated visits to them (Bin Salem & Meziane, 2020, p. 04).

2.2.2 Characteristics of destination image

The destination image has several characteristics that differentiate it to create a mental image for tourists. Specialists have agreed to summarize the most important characteristics of the destination image into four basic elements, which are (Gallarza, Saura, & Garcia, 2002, p. 74):

- **Complexity**: The tourist destination image is complex, containing multiple integrated and overlapping elements.

- **Multiplicity**: The tourist destination image is multi-dimensional due to its formation nature, and it has a practical aspect.

- **Relativity:** The tourist destination image is relative, meaning it is not the same level for all tourists. It varies according to the tourists' perspectives.

- **Dynamism**: Dynamism is one of the dimensions of the tourist destination image, meaning it is not static and rigid. Each tourist image has a specific concept that can change over time.

2.2.3 Factors influencing the destination image

Information sources are the most important factors influencing the formation of the destination image. In its simplest form, the information that reaches the tourist directly or indirectly is responsible for forming an image of the tourist destination. The nature and volume of these information sources may vary. Besides containing acquired information resulting from visiting the tourist destination, other information sources include advertising, influencers, travel agencies, writers, and researchers in the tourism field, word of mouth, and news about visiting the tourist destination (Abdulfattah Al-Sharaiha, 2010, p. 130).

3.1 Introduction to the Algerian tourist destinations

Among the most significant impacts that have encouraged the growing use of social media platforms, foremost is the intense competition in all sectors and the diversity and variation in consumer tastes across sectors. This has prompted institutions to strive to meet these varied tastes, with the tourism sector being at the forefront. The aim is to introduce tourist destinations and improve their image.

Algeria, like other countries, has utilized this digital wave to enhance the image of tourist destinations. To achieve this endeavor, we first refer to the tourism capacity in Algeria, then we delve into the most important tourist destinations in the region, aiming to utilize social media platforms to enhance tourism in Algeria.

3.1.1 Main Algerian tourism destinations

There is no disagreement that Algeria, the continental country, with its vast expanse, boasts natural, topographical, and climatic diversity. This diversity has led to a variety of tourist attractions and thus the diversity of its tourist destinations. Below are some of the most important tourist destinations in Algeria:

✓ **Algerian Coastline**: Stretching over more than 1400 kilometers, it boasts enchanting natural landscapes and rare coastal spaces from east to west.

✓ **Mountainous and Desert Areas**: The mountainous regions vary between the Tell Atlas and the Saharan Atlas, resulting in diverse tourist destinations, from snow-capped mountains to sand dunes and desert oases. The latter covers an area of approximately 2 millions square kilometers.

✓ **Mineral Springs**: Many Algerian regions are rich in natural and mineral springs known for their therapeutic properties, with around 202 mineral water springs recorded, most of which are located in inland areas of northern Algeria.

✓ **Historical, Cultural, and Religious Sites**: Algeria has been influenced by many civilizations, leaving their mark. Most of the historical, cultural, and religious areas in Algeria are classified by UNESCO, including:

- **Timgad**: Located in the Batna province, established in 100 AD.
- **Tipaza**: Hosting a Roman city overlooking the sea.
- **Tassili:** A natural tourist destination dating back to 6000 BC, containing over 15,000 natural panels depicting human and animal transitions.
- **Qasr M'zab**: A remnant of the Ibadi civilization.
- **Kasbah:** One of the main tourist destinations in the capital of Algeria.

3.1.2 Referring to the capacity of Algerian tourism destinations

According to the statistics of the Ministry of Tourism and Traditional Industries for the year 2022, the most important statistical indicators for the tourism and traditional industries sector

indicate the sector's development. Among them are: (Ministry of Tourism and Traditional Industries, 2022).

The hotel sector includes 1576 accommodation establishments, with a total capacity of 526,145 beds.

Tourism and travel agencies total 4722, including 3962 accredited agencies, comprising 760 main agencies and 11506 employment opportunities provided.

Regarding the statistical data on the distribution of the national accommodation capacity of hotel establishments according to their type and based on the number of beds according to the hotel classification in Algeria, the data for 2022 is recorded, which can be referred to through Table (01):

Table (1): Distribution of National Accommodation Capacity of Hotel Establishments by Type

Type	2022	
	Beds	**Establishments**
Coastal	37,586	283
Desert	6,946	86
Mountain	5,189	33
Climatic	1,899	20
Total	**145,526**	**1,576**

Source: https://www.mta.gov.dz

What can be emphasized from the table data is the variation in standard character and diversity which led to differences and variations in the results. For hotels located in urban areas (especially major cities), their number reached 1154 hotels with a total of 93,906 beds, which is the largest recorded statistical data. Following them directly are the hotels located on the coast, totaling 283 hotels with a capacity of 37,586 beds. In rural areas, the number of hotels was estimated at 33 establishments with a total of 5,189 beds. We can conclude that the national stock of hotel establishments is very limited and insufficient compared to the diversity of tourist destinations offered to tourists.

Additionally, according to the Ministry of Tourism and Traditional Industries, statistics indicate that no less than 5,335 foreign tourists from 37 different nationalities and more than 21,000 domestic tourists visited various tourist and archaeological areas in the state of Jant during the 2023/2022 desert tourism season. The tourism sector also witnessed a significant increase in the number of tourists visiting the state of Jant during the 2022/2021 tourist season, with the same authorities recording the arrival of 3,200 foreign tourists from 34 nationalities and 19,000 domestic tourists (tourists in southern Algeria, 2023).

3.2 Introduction to Libyan tourism destinations

Libya is rich in many tourist attractions, making it a distinctive tourist destination. Among its most important attractions are its natural features, including its unique geographical location and moderate climate, as well as the presence of numerous mineral water springs. On the other hand, it boasts beaches with a rich coastal strip, in addition to desert oases that can be utilized in developing desert tourism. For example, three car races and one marathon were organized in the Libyan desert in 2008. In April, the Optec 2000 race was held, with 691 participants racing for 7 days, starting from Ghadames, passing through the Acacus Mountains, then to the desert lakes in Adhan, Awbari, and back to Ghadames. Libya also boasts historical and archaeological sites from various civilizations, including the Germanic,

Greek, Roman, and Byzantine civilizations, all leaving behind traces that narrate their story, inherited by generations.

3.3 Social media platforms for enhancing tourism destinations in Algeria

As previously mentioned, social media platforms play a prominent and influential role in tourism by shaping and promoting tourist destinations to turn them into promising tourist destinations. This has been observed through the impact of social media platforms on forming a positive mental image of the landmarks and tourist destinations of various regions in Algeria. According to figures, the number of internet users in Algeria reached the equivalent of 30 million users in 2022, with 25 million using Facebook. In 2023, this number increased to 32.09 million users, with an internet penetration rate of 70.9%, compared to 27.28 million registered in 2022.

Statistics for September 2022, released by "GlobalStats", indicated fluctuations in the use of social media sites in Algeria. YouTube had the highest usage rate at 46.58%, followed by Facebook at 37.16%, Twitter at 10.62%, and Instagram at 3.5%.

The number of social media users, according to the latest figures recorded in the first month of 2023, reached the equivalent of 23.95 million people, compared to 26.60 million registered users in 2022. However, the number of Facebook users decreased to 20.80 million at the beginning of 2023 compared to 22.45 million users in 2022.

The use of other social media platforms shows fluctuations among the public due to several factors, including the demographics of users, the topics being discussed, and the interests of users.

As for the remaining social media platforms, they show fluctuations in their usage by the public, which can be attributed to several factors, including the demographics of users, the topics being discussed, and the interests of users. Some of the recorded figures in Table (02) are:

Table (02): Number of Social Media Users in Algeria 2023.

Unit: Million Users

Rank	Social Media Platform	Number of Users (Million)
1	Facebook	23.95
2	YouTube	22.70
3	Messenger	13.60
4	Instagram	8.40
5	Snapchat	6.95
6	LinkedIn	3.20
7	Twitter	1.15

Source :https://www.awras.com

In order to achieve the study objectives, some social media platforms and websites will be utilized through interaction in the digital space to enhance the image of tourist destinations in Algeria. Facebook has been selected for its top rankings in terms of user numbers.

Below is a graph indicating the market shares of various social media platforms in Algeria:
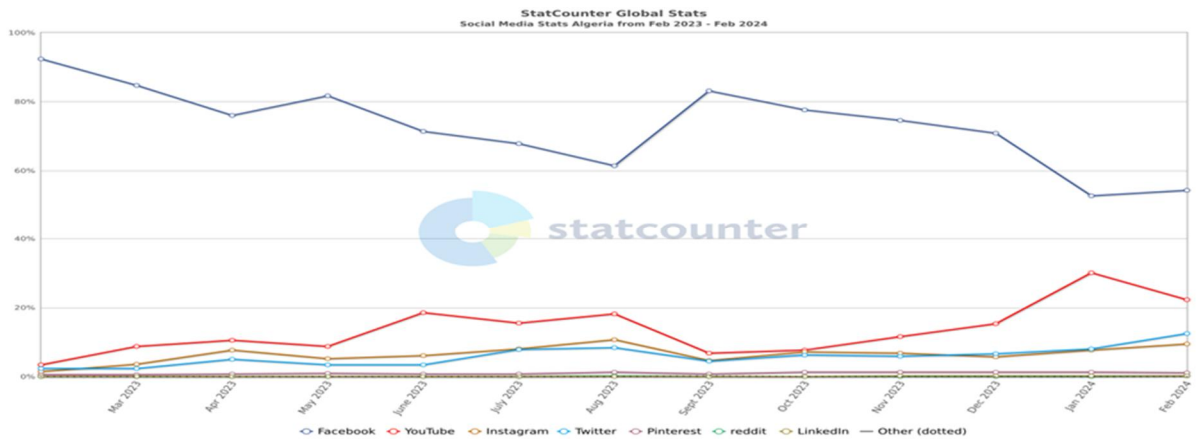
Figure (02): Market Share Statistics for Social Media Platforms in Algeria in 2023

Figure number (02) represents the market share statistics of social media platforms in Algeria between February 2023 and February 2024.

It is noted that Facebook had the largest market share in Algeria, estimated at 54.29% in February 2024. Before that, the highest share it had was in February 2023, estimated at 90%. It started to decrease in March 2023 until it rose again in May 2023, then continued to fluctuate until January 2024, where it reached its lowest percentage, approximately 50%, then rose again in February 2024.

As for YouTube, it ranked second in Algeria with a value of approximately 22.3% in February 2024. In February 2023, its value was estimated at around 5%, and it relatively increased until June 2023, reaching approximately 20%. Then it started to decrease again until it reached its peak in January 2024, with a value estimated at 30%.

Twitter, or what is currently called Platform X, occupied the third position in Algeria with a value estimated at 22.3% in february 2024. It has been fluctuating since february 2023. Following Platform X is Instagram with 9.5%. It can be observed in Figure (02) that Platform X and Instagram have been fluctuating with very close values until february 2024.

As for other social media platforms, they did not witness significant usage by the Algerian community. They experienced slight increases with very close and relatively weak percentages until February 2024, where, for example, Pinterest reached a value of approximately 2%.

To clarify the underlying idea of the study, three Facebook pages active in the field of tourism were taken, and the content of these pages was analyzed through the following table:

Table (03): Sample of Facebook pages related to tourism activity in Algeria.

Description	Page (01)	Page (02)	Page (03)
Page Name	*Travel with Khoubai*	*Travel in Algeria with ONAT*	*Tourism in Algeria*
Creation Date	April 15, 2015	Not specified	Not specified
Language of Publication	Arabic/English	Arabic	Arabic
Page Name Change	March 12, 2019	Page name not changed	Page name not changed
Page Description	Khoubai, Algerian filmmaker and traveler, wanders the world to convey his adventures in the form of short videos.	Page affiliated with a government tourism authority working on presenting domestic and international tourist events and attractions.	Inviting members to introduce tourist landmarks in various Algerian states.
Number of Members	4 million followers	100 thousand followers	157 thousand followers
Discussion Topics	Posting videos about his travel adventures and sharing information about various tourist destinations inside and outside Algeria.	Utilizing experiences from tourism trips through the exchange and sharing of photos and videos.	
Types of Posts	Posting videos about his travel adventures and sharing information about various tourist destinations inside and outside Algeria.	Posting photos and videos of tourist destinations in Algeria. Organizing offers for internal and external trips.	Posting photos and videos of tourist attractions in various Algerian states with excellent quality.
Page Authentication by Facebook	Verified page by Facebook	Page not verified by Facebook	Page not verified by Facebook
Page Content Navigation	Easy navigation of page content	Easy navigation of page content	Easy navigation of page content
Page Posts	Clear and mostly pinned posts.	Clear and moderately pinned posts.	Clear and moderately pinned posts.
Page Post Frequency	Continuous and increasing posts.	Posts are sporadic in terms of dates.	Continuous posts with promotional nature.

Source: Compiled by the researchers.

Through the above table, one can observe a significant disparity in the number of followers among the three pages. "Travel with Khoubai" stands out at the forefront due to its unique content compared to the other two pages, boasting over 4 million followers. This page is created by the young Algerian Khoubai, a globally recognized content creator who has been awarded social media accolades for his informative content sharing his global travels, including within Algeria. His presentation style has greatly enhanced the image of Algerian tourist destinations. His page features content in both Arabic and English and is verified by

Facebook, with consistently escalating and engaging posts that showcase his travel adventures and provide information on various tourist destinations both within and outside Algeria.

In contrast, the remaining two pages, despite their efforts to promote Algerian tourism attractions through diversified posts of photos and videos, lag behind. "Voyage en Algérie avec l'ONAT" has approximately 100,000 followers but lacks Facebook verification. It publishes numerous tourist destinations and travel offers but does not engage consistently with its audience. Similarly, " Tourisme in Algeria" has 157,000 followers, with content solely in Arabic and irregular postings that lack the professionalism needed to effectively promote Algerian landmarks. Moreover, this page is also unverified by Facebook

3.4 Social Media Platforms and Websites to Promote Tourism Destinations in Libya

Ahmed Abdul Salam Al-Sunni's study examines the role of digital applications in identifying and developing tourism resources in Libya. Conducted through field research with a sample of the Libyan public, it serves as a primary reference for discussing Libya's experience in enhancing the image of tourist destinations through social media and content marketing. As previously mentioned, Libya's tourism resources are diverse, making it a promising destination rich in various attractions.

According to field studies, the foremost attractions in Libya are its ancient and historically significant archaeological sites, which hold a cultural and historical value established over time. This aspect was valued highly by 50% of the surveyed Libyan public, representing a randomly selected sample that identified around 90 distinct archaeological sites. Geographical location ranks as the second most important attraction factor at 23.3%, largely due to Libya's extensive coastline spanning approximately 1950 kilometers. Additionally, desert lakes contribute significantly as tourist attractions, accounting for 6.7% of the overall appeal. Climate and terrain round out the list of Libya's tourism attractions.

To highlight these attractions and portray Libya's tourist destination image using social media platforms, scientific research and field studies indicate varying levels of adoption among Libyan users. Facebook leads as the most popular social media platform among Libyan users across different demographics, with digital applications, particularly social media sites, being widely used, reaching 47.8%. Medium usage stands at 46.7%, while those who do not use social media are minimal at 5.6%. These findings underscore significant social media usage within Libyan society.

Facebook dominates with 91.1% usage, followed by YouTube at 37.8%. Instagram and TikTok follow closely with 23.3% and 12.2%, respectively, while Twitter lags at 11.1%. This distribution highlights Facebook's primary role in promoting tourism culture globally, attributed to its ease of use, extensive reach, and interactive advertising capabilities.

Regarding content shared on these platforms, statistics show that 74.5% of Libyans publish photos of various tourist sites in Libya. Written descriptions of tourist destinations account

for 17.8%, while 7.7% engage in sharing videos of Libyan tourist destinations (Abdel Salam Al-Sunni, 2021, p. 373).

Additional insights can be gleaned from various Facebook pages dedicated to promoting different tourist destinations and activities in Libya, as illustrated in the following table:

Table No. (04): Sample of Facebook Pages Dedicated to Tourism Activities in Libya.

Description	Page (01)	Page (02)	Page Number (03)
Page Name	*Rahalista*	*Friends of Libya for Tourism with Hisham Al-Aduli*	*Tourism in Libya*
Creation Date	Not specified	Not specified	Not specified
Publication Language	Arabic	Arabic	Arabic
Page Name Change	Page name not changed	Page name not changed	Page name not changed
Page Description	Mohamed Al-Silini, Libyan travel content creator and wanderer, documenting his adventures in short videos.	Libyan tourism agency organizing and executing coastal, desert trips, and rallies.	The page informs visitors inside and outside Libya about tourist landmarks and investment opportunities.
Number of Members	2.3 million followers	113,000 followers	2,400 followers
Discussion Topics	Inviting members to introduce tourism landmarks worldwide, sharing adventures and cultural stories.	Posting videos of various domestic tourist destinations in Libya.	Posting photos and videos of tourist landmarks in various Libyan regions, especially those with historical significance, with excellent quality.
Type of Posts	Posting photos and videos of domestic and international tourist attractions.	Posting videos of various organized trips by the agency, along with photos of friends visiting beautiful areas in Libya.	Posting photos and videos of tourist destinations in Libya.
Page Verification	Verified page.	Unverified page.	Unverified page.
Page Contents	Easily accessible page contents.	Easily accessible page contents.	Easily accessible page contents.
Page Posts	Clear and predominantly well-supported posts.	Clear and predominantly well-supported posts.	Moderately well-supported posts.
Post Frequency	Continuous informative and educational posts.	Continuous increasing posting.	Continuous posts in terms of posting dates.

Source: Compiled by the researchers.

According to the table above, a significant difference can be observed in the number of followers for the three pages. Page (01) "Rahalista" leads in first place due to its unique content, with over 2.3 million followers. The page is managed by Mohamed Al-Selini, a Libyan content creator and traveler who explores the world, documenting his adventures through short videos. He shares cultures, invites page members and followers to discover global tourism landmarks, and publishes his adventures and cultural stories. Due to his professionalism and international reach, his page is verified by Facebook, with consistently increasing and reliable content about his travel adventures and tourist information both inside and outside Libya.

On the other hand, the remaining two pages, despite efforts to promote Libyan tourism attractions, face challenges. Despite efforts to diversify posts with photos and videos to improve the image of Libyan destinations, they are not verified by Facebook. For instance, "Friends of Libya for Tourism with Hisham Al-Adouly" has approximately 113,000 followers, while "Tourism in Libya" has 2,400 followers. Both pages exclusively publish content in Arabic and struggle with irregular updates, lack of professionalism, and insufficient engagement in promoting Libyan tourist landmarks and destinations.

4. Conclusion:

Through this research, it is evident that utilizing various social media platforms in different fields has proven effective, especially in promoting tourist attractions and enhancing their image. This was demonstrated through various studies on the topic, highlighting the experiences of both Algeria and Libya. These digital networks have significantly contributed to positively portraying previously unknown tourist destinations, attracting a considerable number of tourists in a short period. Previously, it was uncommon to see foreign tourists in Algeria, particularly Libyan tourists, and vice versa.

The study yielded several results and recommendations:

✓ **Results :**

- Contribution of social media platforms in portraying a positive image of tourist destinations in both Algeria and Libya.

- Contribution of social media platforms in promoting mutual tourism culture between the two countries, promising future investment initiatives.

- Widespread use of social media platforms in promoting and introducing Algerian and Libyan tourist destinations.

- Utilization of content marketing through social media platforms and influencers by sharing photos, videos, personal experiences, and tips for tourists, all of which have helped enhance the image of tourist destinations.

✓ *Recommandations :*

- Dissemination of rich content about tourist destinations through images, videos, articles, and tips to attract tourists and engage the audience.

- Analysis of social media interaction data to develop strategies for enhancing the image of tourist destinations.

- Expansion of social media platforms and content marketing to introduce tourist destinations, focusing on the most widely used platforms, especially Facebook.

- Social media platforms have become an integral part of various aspects of life, necessitating academic research to explore other issues that open avenues for utilizing social media networks and content marketing to enhance the image of tourist destinations in Maghreb countries, particularly Algeria and Libya.

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