

The role of social media in tourism promotion.

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Abstract:

The advent of the Internet has brought about profound changes and transformations in society, impacting various domains. Information and communication technologies have become a raw material, perhaps the most significant of all, through which the Internet has emerged. This has led to the emergence and development of numerous means and technologies usable for global tourism promotion. Thus, it has become imperative to monitor and study these evolutions. This study aims to shed light on one of these tools, namely social media, and understand their role in tourism promotion.

To address the issue of "the role of social media in tourism promotion," a survey research methodology was employed on the theoretical side, while a field study was conducted on the Shafaq tourism and travel agency. We analyzed the electronic content of Shafaq agency's Facebook account.

The study's findings concluded that social media, especially Facebook, play a major role in promoting tourism content and destinations. They are considered a direct communication tool with tourists, enabling direct interaction to influence them, understand their reactions, and easily disseminate advertisements and promotional content, thus reaching large segments of tourists. The agency under study heavily relies on social media to primarily promote and showcase its tourism services.

Keywords: Social media, Facebook, Promotion, Tourism, Tourism promotion

Introduction:

The new millennium has brought with it profound changes, transformations in society that have embraced all areas in which information and communication technologies have become the most important raw material. It is used in marketing and tourism promotion worldwide. Therefore, it was highly preferable to follow and study these developments. And this study, which aimed to examine one of these tools, turned to social networks, to know its role in tourism promotion.

In order to answer the problematic, which is "the role of social networks in tourism promotion", we have used the survey method on the theoretical and the practical level, which

has been done within of the agency "El Chefak travel", as well as the analysis of the contents of his facebook account.

The results of this survey concluded that social networks, in particular Facebook, have a very important role in tourism promotion, as these networks are tools of contact with tourists, that allows them to interact directly with them for influence. In addition, there is a facility to publish ads and promotional content through these social networks that are followed by millions of tourist, but the company under study relies on social networking sites to promote tourism service .

Her contribution to improving the economies of countries, thus facing intense competition among various active institutions to attract tourists and influence their tourist consumption behavior, attempting to gain their loyalty and trust in the services offered to them.

There are multiple factors that have helped increase the importance of the role tourism plays currently, such as rapid advancements in transportation and communication, the emergence of international organizations concerned with travel and transit, as well as technological advancements in various fields and rising income levels for most of the population. Additionally, the increase in leisure time and the availability of paid vacations for working individuals have led to a large segment of society being able to achieve a financial surplus directed towards satisfying their basic needs during holiday vacations (Manal Shoukry Abdel Moeaty, 2011, p. 09).

Tourism has become an industry in its own right, with its own peculiarities in terms of resources used, the parties involved in its production, production methods, and marketing. It also encompasses factors that collectively influence the consumption process and the decision-making mechanism for tourists, distinguishing it from the behavior of the final consumer in general.

With the increasing importance of tourism, the tourist consumer, or the tourist, has become the central focus around which various tourism production and marketing activities revolve. What generally distinguishes them is their continuous search for information related to the destination they want to visit. Unlike other industries, they do not consume the available product or service in front of them but move to another unknown place for consumption. This explains their constant search for attractions through various means, greatly influenced by the communications conducted by various tourist destinations, as confirmed by a study conducted by Professor Hamid Bouamoucha entitled "The Role of the Tourism Sector in Financing the National Economy to Achieve Sustainable Development," a master's thesis submitted to the University of Setif in 2012.

Like most countries, Algeria is keen on promoting its natural assets and tourism products to encourage tourists to visit, given its many tourist attractions. Here, geography and history merge to create a rich tourism heritage with vast natural, historical, and cultural attractions that should make it a destination for tourists from all over the world. Currently, Algeria aspires to enter the international tourism market and make it a national priority, transforming

Algeria into a premier tourist attraction. This is to be achieved through a wise, ambitious, and effective strategy based on successful experiences in Mediterranean countries and elsewhere, as well as on the relevant provisions of the Sustainable Tourism Charter issued in 1995, emphasizing long-term sustainable tourism that is environmentally non-impacting and economically viable, as emphasized by K. Zermane, A. Barhoume, N. Badis (2021).

Algeria has high hopes for the new strategy outlined in the Tourist Development Plan for the 2025 Outlook, which is the first comprehensive strategy covering all tourism aspects and spanning short, medium, and long terms. According to the Ministry of Tourism and Traditional Industries (2022, MTA), Algeria boasts **502 hotel establishments and accommodation facilities, with a total capacity of 266,132 beds, along with 4,267 accredited agencies including 3,648 travel agencies and 716 branches, providing 11,506 job opportunities.**

Despite all the recent attention Algeria has given to the tourism sector, tourism activity in Algeria remains very weak in actual performance. According to the World Bank, Algeria witnessed a significant decrease in tourism receipts, estimated at 0.20 in 2020, down from 0.40 in 2019 and 2018, and 0.50 in 2017, as a percentage of total global inflows, despite its strategic position in the Mediterranean market, which attracts more than a third of the global tourism market (Albankaldawli, 2020).

A study by Hana Erabti and Abdelhafid Aimar (2021) confirms that the tourism sector in Algeria still falls short of becoming a major driver of economic growth despite significant potential and government efforts. The tourism sector in Algeria attracted only 160 billion Algerian dinars in 2014 and 161.2 billion Algerian dinars in 2015, representing only 2.8 percent of total investment. This share is low compared to higher shares of investment in the tourism sector in Morocco (12.4 percent) and Tunisia (8.4 percent). It is expected that tourism investment in Algeria will increase by 3.9 percent annually during the period 2017-2026, reaching 251.1 billion Algerian dinars in 2026. However, despite this expected growth, the share of tourism investment from total investment in Algeria is expected to decrease to 3.2 percent in 2026.

Based on the aforementioned data, and with Algerian citizens showing reluctance towards domestic tourism destinations and preferring various international tourist destinations, starting from neighboring Tunisia to destinations like Turkey, Morocco, and Saudi Arabia, as confirmed by an official from a travel agency in Setif city (Mr. Belamri Karim, 12/4/2023), internal tourism in Algeria is limited to coastal beaches in the summer, despite citizens often being dissatisfied with them. Algeria possesses significant tourism qualifications based on its natural attractions, including a 1600 km coastline with many beaches, stunning landscapes, forests, plains, plateaus, mountains, and the vast Sahara desert, classified among the most beautiful in the world. Considering all these natural assets, as well as historical landmarks, Algeria is one of the few countries with the raw material for various types of tourism, whether mountain, desert, or aerial exploration.

The public authorities have adopted several investments to support this sector, establishing various infrastructure, including hotel groups, airports, as well as developing beaches and numerous entertainment areas (Bedache Boubekur, 2014, p. 8).

Despite the various natural resources and recent efforts by the state, and despite the deficiencies and obstacles faced by the tourism sector in Algeria, attempts for improvement are present. It is noteworthy that the internet has provided opportunities for agency owners, facilitating their access to Algerian tourists through social media platforms, especially Facebook, being the most used and popular platform.

The question that researchers have been pondering through this proposition, seeking to answer, is to understand the method or approach used by tourism agencies in the province of Setif to reach their audiences through social media platforms. This is done by analyzing the content of their posts on Facebook, leading us to pose the following question:

What role do social media platforms play in tourism promotion?

Subsequently, within the main question, the following sub-questions arise:

- What methods and strategies are adopted by the Ashfaq Agency for tourism promotion?
- What is the quality of the content presented by the Ashfaq Agency for Tourism and Travel on its Facebook account?
- What are the publishing methods employed by the Ashfaq Agency for Tourism and Travel on Facebook?
- What are the objectives of the posts by the Ashfaq Agency on its Facebook account?
- What are the key interactive dimensions available through the Facebook account of the Ashfaq Agency for Tourism and Travel?
- What are the prominent persuasive techniques used in the posts by the Ashfaq Agency on its Facebook account?

Study Objectives:

- The study aims to achieve the following objectives:
- Identify the most important methods and strategies adopted by the Ashfaq Agency for tourism promotion.
- Uncover the key content and publishing methods presented by the Ashfaq Agency on its website.

- Understand the publishing methods employed by the Ashfaq Agency on its Facebook account.
- Highlight the main objectives of the posts by the Ashfaq Agency on its Facebook account.
- Reveal the most significant interactive dimensions available through the Facebook account of the Ashfaq Agency for Tourism and Travel.
- Identify the prominent persuasive techniques used in the social media platforms of the aforementioned agency.

Significance of the Study:

The importance of the research stems from the significance given to the tourism sector in recent times, as it is a vital and one of the largest industrial sectors. On the other hand, the importance of this study is manifested in its addressing of a modern and contemporary topic, which is social media platforms and the growing role they play in all aspects of life. Considering these networks as among the promising developments influencing the new era of communications and how to leverage these platforms in promoting and revitalizing the tourism sector. Electronic promotion is one of the modern fields of study, and the benefits provided by these networks in introducing tourism activities. The practical importance of the study lies in shedding light on the actual role of social media platforms in tourism agencies.

Conceptual and Theoretical Introduction to the Study:

Definition Setting for the Study:

Concept of Social Media: "A set of applications existing on the internet used for exchange and collaboration. These applications allow users to create, develop, and share content on the network with other users. The owner of the website decides what visitors to the site will see."

It is a digital and electronic space containing a variety of websites on the internet that allow connection, exchange, and interaction with an individual or group of individuals worldwide. It facilitates the formation of friendships or professional relationships easily and at a lower cost.

Facebook: "Facebook, also known as 'Faces Book' in Arabic, is a social networking site that enables both ordinary individuals and entities (such as companies) to present themselves and enhance their position through the site's communication tools to interact with others within the scope of that site or through other social media platforms, establishing communication links with others. This site was founded by Mark Zuckerberg in 2007."

Concept of Tourism: "Any activity related to the temporary movement of individuals on a short-term basis to places outside their usual places of residence and work, along with the set of activities they engage in during their stay in the places they visit."

It is an activity undertaken by an individual or group of individuals by moving from their place of residence to another place, country, or continent for the purpose of enjoyment, relaxation, exploration, or satisfying curiosity about specific cultures and customs.

Tourism Industry: "It encompasses public and private organizations involved in the development, production, and marketing of goods and services to serve the needs and welfare of tourists. The tourism industry has witnessed significant development in recent years, with international tourism spending reaching 1.4 trillion US dollars, expected to reach 1.8 trillion US dollars by 2023. However, it has been affected by the Russo-Ukrainian war and rising oil prices."

Tourism Communication: "It is the use of communication and media in the tourism industry to introduce, promote tourism products, and ensure their sale through sales and trade techniques."

Karl-Hermann Böker , Achim Thannheiser: Social Media – Soziale Medie , edition Hans-Böckler-Stiftung, ausgabe 1, Deutschland, 2014, s 09.

Khaled Ghassan Yousef Al-Muqaddadi, "The Social Networks Revolution", Dar Al-Nafa'is for Publishing and Distribution, Jordan, 2013, p. 34.

Victor middleton and othor: marketing in travel and tourism, british library cataloging in publication data, british, 4 édition, 2009, p6.

Mustafa Yusuf Kafi, "International Tourism Communication," Al-Warraaq Establishment, Jordan, Algerian House, 1st edition, 2020, p. 70.

- In terms of communication, the sender is the source of communication, and the receiver is the one who receives the tourism message, which often lies in the tourist products offered by the sending countries. The sender of tourism communication is considered the recipient in tourism, and the recipient of tourism communication activity is considered the sender in tourism. (Mustafa Youssef Kafi, International Tourism Communication, Al-Waraq Jordan Foundation, Algerian House, 1st Edition, 2020, p. 70)
- Definition of Tourism Promotion: It is one of the most important elements of the tourism marketing mix, if not the most important at all. The success of any tourism program depends on the ability of the tourism company to promote this program, thereby achieving the set goal of attracting the largest possible number of tourists to visit the promoted destination.
- Concept of Tourism Promotion: The process of creating awareness among tourists about the company, its programs, and fostering positive interaction between the tourist and the information obtained through promotional efforts, encouraging and motivating them to engage in positive behavior focused on contracting for one of the tourism programs offered by the company or creating latent demand in them that keeps them feeling tense and anxious until satisfied.
- Concept of Tourism Promotion through Social Media:

- It encompasses all forms of tourism promotional displays on the Internet and through social media sites. Tourism promotion through social media provides advertisers with significant new advantages not provided by other promotional means, as tourists can accurately learn about various tourist destinations and services without temporal or spatial constraints. When tourism institutions engage in promotional activities through social media sites, they can achieve excellence in every element of the promotional mix, making them capable of reaching larger numbers of new tourists by influencing them with effective promotional campaigns.
- It is the process of mutual communication between tourism institutions and tourists using social media platforms to stimulate tourists to deal with these tourism institutions based on the motivating factors used by these organizations. Promotional activities through social media aim to spread awareness.

Samar Rafiq Al Rahbi, "Modern Tourism Management," Academicians for Publishing and Distribution, Jordan, 1st edition, 2014, p. 62.

Samar Rafiq Al Rahbi, "Modern Tourism Management," Previous reference, p. 62.

Mohammed Al Hassan Al Alish, Najwa Mohammed Al Tayeb Al Qala: "Electronic Promotion and its Impact on Customer Communication (Applied to the Telecommunications Sector in Sudan)," Administrative Sciences Journal, Issue 2, Africa International University, January 2018, p. 155

This is a set of marketing efforts through the internet and social media platforms related to providing tourists with information about the features of tourism products and services, capturing their attention, and convincing them of their ability to satisfy their needs. It involves efforts to advertise on a specific website, accompanied by compelling stories to increase visitors to that site and familiarize them with the tourism services offered.

Methodological Procedures of the Study: Study Type: This study falls within the framework of descriptive research, aiming to understand how the Ashfaq Agency for Tourism and Travel in Setif utilizes social media platforms for tourism promotion.

Research Method: The most suitable method for our study is the survey method, which aims to discover the reality.

Data Collection Tools: The main tool relied upon is electronic content analysis:

Analysis Categories: The analysis categories are classified into two main categories:

1. **Format Categories (How it was said):** These include page design category, information section category, frequency of publication category, presentation style category of content posts, language used category, and images attached to the posts category.
2. **Content Categories (What was said):** In our study, these are categories related to researching the details of the content of posts published on the Ashfaq Agency's

Facebook account. They include categories such as likes category, interactive questions category, values category, post objectives category, and persuasive techniques category.

Research Community: The research community in our study consists of tourism agencies located in the city of Setif.

Sample: Due to the difficulty of including all tourism agencies as a community for the study, along with time constraints and limited resources, we chose the Ashfaq Agency for Tourism and Travel as a purposive sample. This decision was based on the agency's strong presence on social media platforms, particularly Facebook, and its possession of a dedicated marketing department. Additionally, we observed that the agency engages in some promotional activities on its Facebook account. Therefore, we selected posts from the agency's page on Facebook during the period from November 1, 2023, to January 31, 2024. This period coincides with the autumn and winter tourism seasons, which experience some stagnation in our country compared to the summer tourism season.

Domaine d'étude :

"Layla Matalli: In Electronic Marketing, Scientific Books Publishing and Distribution House, 1st edition, Lebanon, 2017, pp. 97-98.

Yas Khudair Al-Bayati: Digital Communication Rising Nations and Astonished Nations, Al-Badaya Publishing and Distribution House, 1st edition, Amman, 2015, p. 259."

Spatial Scope: We have applied our theoretical study to one of the tourism agencies located in the province of Setif, represented by the Ashfaq Agency for Tourism and Travel situated in the Hay Al-Hidab in Setif.

Temporal Scope: This refers to the period during which this study was conducted, spanning from November 2023 to the end of January 2024.

Human Scope: This pertains to the field from which the researcher selects the study community and sample individuals. Our study included a sample of departmental officials from the Ashfaq Agency.

Link to the Ashfaq Agency's Facebook account:
<https://www.facebook.com/profile.php?id=100007019025462>

We analyzed 44 posts from the Ashfaq Agency's Facebook account during the months of November, December 2023, and January 2024. The extracted data was categorized into 19 tables according to form and content.

Applied and Field Framework of the Study:

- Form Categories for Posts on the Ashfaq Agency's Facebook Account: Table (01): Represents the availability of identifying elements in the cover image of the Ashfaq Agency for Tourism and Travel's Facebook account.

The Dawn for Tourism "and Travel	"agency Thumbnail Elements"
<input type="checkbox"/>	"The Agency's Name"
X	"The Agency's Logo"
<input type="checkbox"/>	"The Agency's Colors"
<input type="checkbox"/>	"The Brand"

The table above shows the presence of identification elements in the cover image of the Ashfaq Agency for Tourism and Travel's account. Despite the importance of these elements, they are not sufficient to create a real perception of the institution's position in the tourism market for the visitor, due to the absence of its logo. The logo plays a significant role in developing the brand, especially if it is a symbol and representative guide of the quality of the tourism content offered. It contributes to increasing the agency's Ashfaq's reputation. In this context, the logo helps create emotional bonds between the company and the customer, by creating positive features and benefits for the products and services, while promoting brand development. Therefore, Ashfaq Agency must carefully select the cover image of its account because it represents the account's showcase that expresses the agency's identity and sets it apart from others, thus allowing the visitor to identify it directly.

Table Number (02): It illustrates the presence of identifying elements in the thumbnail image of the profile for Ashfaq Tourism and Travel Agency.

The Twilight for Tourism "and Travel	Elements of a Thumbnail
<input type="checkbox"/>	Agency Name
X	Agency logo
<input type="checkbox"/>	Brand identity

<input type="checkbox"/>	Agency colors
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The table above illustrates the presence of identifying elements in the thumbnail image of the profile for Ashfaq Tourism and Travel Agency, where we notice that it includes its commercial name, colors, and branding, while its logo is not highlighted despite its importance in identifying the institution's identity and reinforcing the brand in the minds of customers.

Table Number (03): It illustrates the blue verification badge on the profile of Ashfaq Tourism and Travel Agency.

The Twilight for Tourism and Travel	The Agency The Blue Verification Badge
X	Available Unavailable
<input type="checkbox"/>	Unavailable

The table above indicates the absence of the blue verification badge on the profile of Ashfaq Tourism and Travel Agency, meaning that the account is not recognized by the platform and is unofficial. The blue verification badge holds significant benefits for the agency and its image. Among these benefits are gaining more followers and providing mutual trust between the account owner and the followers, as well as ensuring that the account is never subject to closure.

Table Number (04): It illustrates the content of the Information Section about the profile of Ashfaq Tourism and Travel Agency.

Twilight Travel & Tourism	The Agency Information about account	Twilight Travel & Tourism	The Agency Information About the account
<input type="checkbox"/>	Products and Services of the Agency	<input type="checkbox"/>	Address of the Agency

<input type="checkbox"/>	Email	X	Account Description
<input type="checkbox"/>	Phone Number	<input type="checkbox"/>	Date of Establishment
<input type="checkbox"/>	Fax	X	Account Function

We notice that the most important information provided by the account includes the address of Ashfaq Agency, its products and services, date of establishment, email address, phone number, and fax. However, the account's function and description were not included, despite the importance of these elements as they serve as a guide for the account and facilitate the user's understanding of how to use it and how to access the desired information.

Table Number (05): It illustrates the "Number of Posts per Day" on the profile of Ashfaq Tourism and Travel Agency.

"The Twilight for Tourism and Travel"		"The Agency"
		Number of Publications
%	Like	
52	13	Once

36	9	Twice
0	0	Three times
12	3	Four times
100	25	Total

We notice that the agency focuses heavily on posting once a day, as evidenced by the percentage of one post per day, which accounts for 52%. The second rank is occupied by two posts per day, accounting for 36%, followed by four posts per day at the lowest rank, with a percentage of 12%. As for three posts per day, they are completely absent from the account.

Table Number (06): It illustrates the presentation style of the content of posts on the profile of Ashfaq Tourism and Travel Agency.

Domestic Tourism		Tunisia		Umrah		Istanbul		Research Community
%	Like	%	Like	%	Like	%	Like	Style Presentation
23,07	3	27,77	5	10	2	30,76	4	Text + Image + Emoji
15,38	2	0	0	10	2	0	0	Video
0	0	11,11	2	0	0	15,34	2	Text + Emoji
30,76	4	16.66	3	25	5	38,46	5	Image
15,38	2	11,11	2	30	6	15,34	2	Image + Text
0	0	16.66	3	25	5	0	0	Text
0	0	0	0	0	0	0	0	Image + Text + Link + Emoji
0	0	0	0	0	0	0	0	Text + Image + Video + Link + Emoji
15,38	2	0	0	0	0	0	0	Text + Link
0	0	16.66	3	0	0	0	0	Text + Image + Link
100	13	100	18	100	20	100	13	Total

We find that the agency relies mostly on employing images in the majority of posts related to trips to Istanbul, accounting for 38.46%. It also relies on posting through (text + image + emoji) at a rate of 30.76%. Additionally, it relies on (text + emoji) at a rate of 15.34%, and on the style of image + text at the same rate of 15.34%. However, we note that the agency does not rely on other posting methods such as video, text + link, and others.

As for posts related to Umrah trips, we find that Ashfaq Agency heavily relies on the image + text style, estimated at 30%. It also relies equally on the image and text styles in its posts, both accounting for 25%. It is evident that the agency has very rarely used the video style and the text + image + emoji style, accounting for only 10%. Moreover, we observe that the agency does not use other posting methods

in Umrah-related posts.

As for posts related to trips to Tunisia, we find that Ashfaq Agency relies mostly on employing the image + text + emoji format in the majority of posts, accounting for 27.77%. It also relies solely on images at a rate of 16.66%, as well as on the text + image + link and text-only styles, both at a rate of 16.66%. For the image + text and text + emoji styles, they

account for 11.11%. Other posting methods are completely absent in posts related to trips to Tunisia.

Regarding posts about domestic trips, they are somewhat weak during the months of November, December, and January. Regarding the available posting content styles, we find that the agency relies on images at a rate of 30.76%, the image + text + emoji format at a rate of 23.07%, and text-only, text + link, and video-only styles at a rate of 15.38%, which is somewhat weak. As for the other methods, they are completely absent, which is due to the weakness of posts related to domestic trips during the months of November, December, and January.

Therefore, it can be said that Ashfaq Agency relies heavily on employing images in its posts, and this is attributed to:

- The fact that an image speaks a thousand words, in addition to its ease of use and deployment to convey information.
- The image serves as a way to grab attention and has a significant impact, as users prefer to see something visually alongside what they read.
- The image serves as a summary of the news or complements what the words did not express, and it portrays an impression of the credibility of the source.

In addition, the agency relies heavily on emojis in its posts, and this can be attributed to:

- Emojis are considered a tool to clarify the meaning of posts.
- Emojis contribute to improving and strengthening the relationship between the agency and its clients, by employing symbols such as flowers, hearts, and smiling faces, for example.
- Emojis are a tool to attract users and visitors with their various colors and shapes, making them a method of attraction and promotion. Additionally, emojis are considered a universal language understood by people worldwide.

Table (07): It illustrates the language used in posts about trips to Istanbul, Umrah, Tunisia, and domestic trips.

Domestic Tourism		Tunisia		Umrah		Istanbul		The Research Community The Language Used
%	Like	%	Like	%	Like	%	Like	
57,14	4	13,33	2	84.21	16	0	0	Standard Arabic
14,28	1	6,66	1	0	0	0	0	Colloquial Arabic

14,28	1	46.66	7	0	0	72.72	8	French
0	0	6,66	1	0	0	0	0	English
14,28	1	26,66	4	15,78	3	27.77	3	Linguistic Mix
100	7	100	15	100	19	100	11	Total

We notice that the use of the French language is significantly high in posts about trips to Istanbul, accounting for 72.72%. This is followed by the use of a linguistic mix, meaning posts in both Arabic and French, estimated at 27.77%. Therefore, it is necessary for the agency to present its posts in Arabic, French, and English to attract the widest possible range of tourist clients.

On the other hand, in Umrah trips, the agency heavily relies on classical Arabic, accounting for a very high percentage of 84.21%, which is attributed to the type and nature of the trip. As for posts with a linguistic mix, they are estimated at a rate of 27.77%. Additionally, we observe the agency's use of the French language at a rate of 46.66% and the bilingual approach at a rate of 26.66%, while classical Arabic is used at 13.33%. Finally, the colloquial language is used at a rate of 66.6% for Tunisia posts.

Regarding domestic trip posts, we notice that the agency primarily relies on classical Arabic, accounting for 57.14%, and uses French, colloquial Arabic, and the linguistic mix as secondary languages, at a rate of 16.66%.

Table number (08): Illustrates the number of images accompanying the posts of Shafaq Tourism and Travel Agency.

Domestic Tourism		Tunisia		Umrah		Istanbul		The Agency The Pictures
%	Like	%	Like	%	Like	%	Like	
0	0	0	0	33.33	4	0	0	One picture
0	0	44.44	4	8.33	1	28.57	2	Two pictures
25	1	11.11	1	16.66	2	0	0	Three pictures
75	3	44.44	4	41.66	5	71.42	5	More than three pictures
100	4	100	9	100	12	100	7	Total

There were no posts accompanied by a single image or three images.

As for posts related to Umrah trips, those with more than three images topped the list at 41.66%. The second place was for posts with a single image, accounting for 33.33%, followed

by posts with three images at 16.66%. Posts with two images ranked last at 8.33%, which is a relatively low percentage.

Regarding posts about trips to Tunisia, the agency attached two or more than three images in the same proportion, which was 44.44%. Following that, there were posts with three images at a low rate of 11.11%, while there were no posts with a single image.

For posts related to domestic trips, those with more than three images accounted for 75%, while posts with three images represented 25%. There were no posts with one or two images, and it's noteworthy that the agency attached more than three images in the posts it published.

Table 09: Illustrates the type of images in terms of dynamics on the account of Shafaq Travel and Tourism Agency.

"The Twilight for Tourism and Travel	The Agency The Type of Images
□	Static Images
X	Animated Image

All the images found on the account of the agency under study were static images, and this is attributed to the ease of uploading static images on Facebook, in addition to the ease of sharing them with users.

Table 10: Illustrates the language used in the images accompanying the posts of Shafaq Agency.

Domestic tourism		Tunis		Umrah		Istanbul		Research community
%	ك	%	ك	%	ك	%	ك	
100	3	20	1	100	7	0	0	Standard Arabic
0	0	0	0	0	0	0	0	Colloquial Arabic
0	0	60	3	0	0	71.42	5	French
0	0		0	0	0	0	0	English
0	0	20	1	0	0	28.57	2	Linguistic Mix (French + Arabic)
100	3	100	5	100	7	100	7	Total

We notice that the agency relies primarily on the French language in the accompanying images for posts about trips to Istanbul, estimated at 71.42%, followed by a mixed language usage at 28%. There is no presence of Arabic or English in the accompanying images for posts about trips to Istanbul. As for Umrah trips, we find that the only language used is Arabic, at a rate of 100%. Regarding trips to Tunisia, the agency primarily uses the French language, at 60%, followed by a mixed language usage at 20%. As for domestic trips, we find that the agency uses Modern Standard Arabic in 100% of the accompanying images for posts about domestic trips.

Quantitative and qualitative analysis of the content categories of posts on the Shafaq Agency's Facebook account:

Table 11: Shows the number of likes on posts on the Shafaq Agency's Facebook account for tourism and travel.

Domestic Tourism		Tunisia		Umrah		Istanbul		Research community Number Likes
%	Like	%	Like	%	Like	%	Like	
0	0	0	0	0	0	23,07	3	From 01 to 05
22.22	2	20	3	10,52	2	30,76	4	From 05 to 10
0	0	13.33	2	15,78	3	0	0	From 10 to 15
33.33	3	40	6	21,05	4	30,76	4	From 15 to 20
44,44	4	26,66	4	52.63	10	15,38	2	From 21 and above
100	9	100	15	100	19	100	13	Total

The analysis results showed that the highest percentage of likes on posts about trips to Istanbul ranged from 5 to 10 likes and from 15 to 20 likes, at a rate of 30.76%. This was followed by likes ranging from 1 to 5, accounting for 23.07%. Additionally, likes above 20 were relatively weak, at 15.38%. Notably, there were no likes in the range of 10 to 15 on posts about Istanbul in the Shafaq Agency's Facebook account.

As for Umrah posts, we find that likes of 21 and above dominate the list, at a rate of 52.63%, which is quite significant. This reflects the acceptance of Umrah offers by customers. In the second position, we find likes ranging from 15 to 20, at a rate of 21.05%, followed by likes

from 10 to 15 at 15.78%. Likes ranging from 5 to 10 accounted for 10.52%, while likes from 1 to 5 were completely absent in Umrah posts.

Regarding posts about trips to Tunisia, likes ranging from 15 to 20 topped the list at 40%, followed by likes of 21 and above at 26.66%. In the third position, likes ranging from 5 to 10 accounted for 20%, followed by likes from 10 to 15 at 13.33%. There were no likes in the range of 1 to 5 in posts about Tunisia by the Shafaq Agency.

For domestic trips posts, we observe that likes of 21 and above ranked first at 44.44%, followed by likes ranging from 15 to 20 at 33.33%. Likes ranging from 5 to 10 occupied the third position at 22.22%. Notably, there were no likes in the range of 1 to 5 and from 10 to 15 in posts about domestic trips.

Table (12): Shows the number of comments on posts about trips to Istanbul, Umrah, Tunisia, and domestic trips on the Shafaq Agency's Facebook account.

Domestic Tourism		Tunis		Umrah		Istanbul		Research community
%	ك	%	ك	%	ك	%	ك	
60	3	60	6	50	8	66.66	6	From 01 to 05
40	2	40	4	37.5	6	33.33	3	From 05 to 10
0	0	0	0	12,5	2	0	0	From 10 to 15
0	0	0	0	0	0	0	0	From 15 to 20
100	5	100	10	100	16	100	9	Total

The highest percentage of comments on posts about trips to Istanbul ranged from 1 to 5 comments, accounting for 66.66%, followed by comments ranging from 5 to 10 at 33.33%. However, there were no comments in the range of 10 to 15, indicating a somewhat weak interaction in posts about Istanbul.

Similarly, for Umrah posts, we find that comments ranging from 1 to 5 comments only topped the list at 50%, followed by comments from 5 to 10 at 37.5%. Comments from 10 to 15 accounted for 12.5%. Despite the high number of likes on Umrah posts, the number of comments is relatively low.

As for posts about trips to Tunisia, comments ranging from 1 to 5 comments ranked first at 60%, followed by comments from 5 to 10 at 40%. The number of comments from 10 to 15 was completely unavailable.

Finally, for posts about domestic trips, the number of comments is similarly low, with no more than 5 comments accounting for 60%, and comments ranging from 5 to 10 accounting for 40%. The number of comments of 15 or more is completely absent in all posts studied.

It's noteworthy that the low number of comments on posts by the Shafaq Agency for Tourism and Travel on Facebook reflects a lack of significant interaction by customers (page members). This could be attributed to the period during which we analyzed the content of the agency's account on Facebook, which includes the months of November, December, and January.

Table (13): Indicates the types of comments on posts by the Shafaq Agency for Tourism and Travel.

Domestic tourism		Tunis		Umrah		Istanbul		Research community
%	ك	%	ك	%	ك	%	ك	
50	4	30	3	25	4	50	5	Positive
0	0	0	0	12,5	2	20	2	Negative
50	4	70	7	62,5	10	30	3	Neutral comment
100	8	100	10	100	16	100	10	Total

We notice that most of the comments on posts about Istanbul were positive, estimated at 50%. One customer commented, "We had a really wonderful time thanks to your services. I wish you all the best and more success." Following that, regular comments accounted for 30%, consisting of inquiries about tourist services. Negative comments were estimated at 20%, with one account member mentioning that the prices were too high compared to other agencies and not affordable for everyone.

In Umrah posts, regular comments topped the list at 62.50%, consisting of inquiries about the distance between the hotel and the Kaaba or pricing inquiries. Positive comments followed at 25%, with a customer mentioning that the guide provided by the Shafaq Agency was good. Finally, negative comments accounted for 12.5%, with a customer mentioning that the hotel was too far from the Kaaba.

In posts about trips to Tunisia, regular comments dominated at 70%, also consisting of inquiries. Positive comments followed at 30%, while negative comments were absent.

Similarly, in posts about domestic trips, regular comments and positive comments were equal at 50%, with no negative comments present.

Table (14): Indicates the relationship between comments and the subject of posts by the Shafaq Agency for Tourism and Travel.

Aurora Tourism and Travel	Agency Relationship of Comments to Post
<input type="checkbox"/>	Yes
X	No

We notice that all the comments are directly related to the subject of the post.

Table (15): Illustrates the availability of interactive questions in posts by the Shafaq Agency for Tourism and Trave

Aurora Tourism and Travel	Agency Interactive Questions
<input type="checkbox"/>	Available
x	Not Available

We mean by interactive questions the questions posed by the institution to its customers, aiming to understand their opinions on a specific topic or to identify their needs, preferences, tastes, as well as inclinations, such as seeking their opinions on tourist destinations they would like to visit, prices of specific trips, their favorite programs, and others. We have noticed that Shafaq Agency does indeed provide some interactive questions on its Facebook account, albeit to a limited extent. We observe that they publish some posts that include questions such as "What is your opinion on Shafaq Agency's services?" or "Have you experienced traveling with Shafaq Agency and what do you think of the quality of the services?" This is evidence of the agency's interest in its customers and their opinions, and the extent to which they accept the products and tourist offers it provides. This will allow for gaining customers' trust and strengthening the relationship with them.

Table (16): Illustrates the values in the posts of Shafaq Agency for Tourism and Travel:

Aurora Tourism and Travel		Agency Agency Values
%	Like	
0	0	Citizenship

7,50	3	Encouragement
37,5	15	Motivation
5	2	Solidarity
17,5	7	Competitiveness
0	0	Awareness
0	0	Development
5	2	Excellence
7,5	3	Participation
5,	5	Religious values
0	0	Cognitive values
7,5	3	Fun
100	40	Total

We notice that the value of motivation occupied the highest percentage, estimated at 37.50%. This indicates the institution's keenness to motivate its audience by offering some tempting offers, in addition to discounts on occasions, and providing many motivational and enticing prices. Motivation was not limited only to advertisements but extended to moral motivation in posts on occasions and at the beginning and end of the week. As for the percentage of competitive values, it was 17.50%. It was evident through its posts that it offers the best services and that it is a distinguished and unique agency compared to its competitors, as indicated by phrases like "We are not the only ones, but we are the best." Following competitive values are religious values with a percentage of 12.5%. We find that the agency publishes some prayers and religious videos, especially on Fridays. Then come the values of encouragement, participation, and fun with the same percentage, estimated at 7.50%. We find that Shafaq Agency publishes some encouraging posts, wishing luck to its customers and others, and involves the audience in the activities it performs, but to a lesser extent. Similarly, for posts related to fun and entertainment, we find only 3 posts during the study period. As for the values of citizenship, awareness, development, and cognitive values, they are completely absent.

Table (17): Illustrates the objectives of the posts of Shafaq Agency for Tourism and Travel:

Aurora Tourism and Travel		Agency Publication Objectives
%	Like	
47,72	21	Promotion and introduction of tourism services
11,36	5	Introducing agency activities
6,81	3	Providing the audience with tourism news

6,81	3	Educating the audience
9,09	4	Entertaining and amusing the audience
19,04	8	Offering congratulations and wishes
100	44	Total

The first place was dominated by promotion and introduction to tourism services with a percentage of 47.72% because the main goal of the agency is to obtain the largest share in the tourism market, which is achieved through effective promotion of tourism content. Additionally, the main reason for its presence on Facebook and its frequent focus on it is that advertising tourism programs and hotel services through social media platforms attract the largest number of tourists. Moreover, social media platforms provide the tourism organization with the opportunity to deal with a large global market easily accessible. As for the second place, it was for offering congratulations and wishes to the agency's customers with a percentage of 19.04%, which is a public relations method. We notice that the agency offers congratulations on holidays and occasions and even on regular days, wishing its customers a happy and successful day, and others. This creates a positive mental image about the agency and consequently gains the love and trust of its audience. As for the posts specifically introducing the agency's activities, they are somewhat weak, estimated at 11.36%. Despite the importance of introducing the institution's activities to increase its fame and thus obtain the largest possible number of customers, the posts aimed at entertaining the audience are estimated at 9.09%. The institution rarely publishes entertaining posts, although entertainment posts are important in revitalizing the page, breaking the monotony for account members, and thus retaining and gaining their support. As for the goal of providing the audience with tourism news and educating them, it is estimated at 6.81%, which is a very weak percentage. The institution should focus on this type of posts to gain more members and followers and increase interaction. All of these posts reflect a positive image of Shafaq Agency in the minds of the audience.

Table (18) illustrates the persuasive appeals in the posts of Shafaq Agency for Tourism and Travel:

Aurora Tourism and Travel		Agency Persuasive Appeals
%	Like	
31,25	10	Rational
43,75	14	Emotional
25	8	Dual
100	32	Total

We notice that the agency employed two types of appeals in its posts, serving as advertisements aimed at persuading tourists to deal with the agency and convincing them to purchase its tourism content. Emotional appeals topped the list with a percentage of 43.75%, prominently featured in motivational advertisements using slogans and symbols in posts, and employing preference verbs like the agency's statement in one of the posts "We are not the only ones, but we are the best." Additionally, the agency used phrases that create a sense of security and reassurance for customers, such as "With the help of God, we take care of you" or "Shafaq Agency, your permanent companion." Moreover, the agency used some phrases like: "Vous cherchez la joie et le bonheur de vos enfants ? Contacter nous !" translated as "Are you looking for the happiness and joy of your children? Contact our agency," followed by the second-place of cognitive appeals, with 31.03% through the agency's use of numbers, prominently featured in tourism advertisements on the website. In the third place, the agency employed both emotional and cognitive appeals in some of its posts, with a rate of 25%, such as using posts containing logos, symbols, realistic images, and numbers representing prices.

General Results:

- The contents posted by Shafaq Agency on its Facebook page primarily consist of promotional materials, including textual advertisements, images, and videos showcasing the tourist destinations it serves.
- The main objective of Shafaq Agency's posts on its Facebook account is primarily to promote and introduce its tourism services, rather than general tourism awareness.
- The agency's account is not an official one due to the lack of a blue verification badge.
- There is diversity in the methods and forms of posting on Shafaq Agency's account, but it heavily relies on images and emojis in presenting its contents.
- Shafaq Agency focuses predominantly on posting once a day.
- The languages used in the posts on Shafaq Agency's account vary depending on the nature of the subject and the intended goal, with most contents posted in French.
- Shafaq Agency for Tourism and Travel allows Facebook users to express their opinions about the services and offers it provides, although this area remains somewhat limited.
- The agency cares about its customers and seeks to gain their trust and satisfaction by extending greetings on holidays and special occasions, as well as on ordinary days.
- The primary interactive features on Shafaq Agency's Facebook account include the ability to comment and receive feedback.
- Shafaq Agency employs varied values in its Facebook posts, with a focus on motivational and competitive values.
- Shafaq Agency for Tourism and Travel relies on emotional and cognitive appeals to persuade tourists and influence them to purchase its tourism content.

- The widespread use of social media and its interactive and low-cost characteristics have made it an essential part of Shafaq Agency's tourism promotion mix.
- Social media platforms play a crucial role in elevating Shafaq Agency from local to global activity.
- Shafaq Agency focuses on social media platforms to promote its tourism services primarily to develop its sales, rather than disseminate general tourism culture.
- There is diversity in the methods and approaches adopted by Shafaq Agency to promote and introduce its tourism content, but it concentrates on social media as a mediator between itself and tourists.
- Facebook is the most commonly used platform for Shafaq Agency for Tourism and Travel because of its significant role in promotion, while it does not rely on other networks like Twitter and YouTube despite their importance in tourism promotion.
- Social media platforms are considered one of the most important tools for promoting tourist destinations in countries in a cost-effective, fast, and attractive manner.
- Social media platforms are one of the most important means of promoting tourism awareness, in addition to bringing together cultures from a large number of countries, which enhances tourism thinking and contributes to its dissemination.
- Shafaq Agency for Tourism and Travel publishes information about the agency on its Facebook account to introduce its identity and create a positive mental image of it.
- Shafaq Agency employs various promotional techniques on its Facebook account, with a significant focus on advertising, sales activation, and public relations. However, personal selling and direct marketing are limited to the communication process only.
- Shafaq Agency advertises on Facebook by disseminating sufficient information about the range of tourism programs it offers.
- Personal selling has helped shorten the distance between Shafaq Agency and tourists, making communication more vital with the use of Facebook.
- Shafaq Agency relies on sales activation on Facebook by publishing some discounts and reductions on the programs it offers.
- Shafaq Agency documents and photographs the tourist trips it conducts and utilizes them as supporting materials for its Facebook account.

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