

Social media and Tourism Promotion in Hoggar Region; content analysis; Sample of private and public Facebook pages in Algerian Province Tamanrasset

Dr. BEDJADJ Ahmed¹

¹University of Ghardaia (Algeria).

The E-mail Author: ahmed.bedjadj@univ-ghardaia.dz

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Abstract:

This study aims to investigate the role of social media in the process of promoting tourism in the Hoggar region in southern Algeria, where Facebook and YouTube are among the main tools most used by individuals and institutions in Algeria, through the production and marketing of digital content that includes natural sites and various tourist destinations.

To study this topic, a sample of private and public Facebook pages from the local social sphere in the state of Tamanrasset was selected, relying on the descriptive approach by analyzing the content of various digital content published during the months of July and August 2024 according to the two units of analysis: form and content. The study reached the following results:

- There are youth initiatives - despite their small number - active in the region that are interested in producing digital content related to the field of tourism.
- There is social interaction and a common sense among followers of the pages of content creators about tourism in the Hoggar region and its relationship to local development.
- There is a common interest and similarity in content between private and public pages on the subject of tourism and promoting the tourism product in the Hoggar region.
- There is awareness among young people and digital content creators about the issue of accumulating production and content and engaging in legal and tourist awareness and acculturation.
- The absence of the use of a foreign language has made the promotion of the Algerian tourist destination of Hoggar geographically and culturally limited.

Keywords: Social media, tourism promotion, Hoggar region.

Introduction:

The production and dissemination of digital contents of images and videos via social media, about activities and tourist destinations in the Hoggar region (southern Algeria), is one of the most important tourism promotions, depending on the technical and functional characteristics available in digital platforms and social media, so that it qualifies it for current communication with the customer expected across the world. It has become a way of promoting and attracting the region, favourite tourist destinations and the national fold (Hoggar region).

To study this topic, a specimen of private and public Facebook pages was selected based on the descriptive curriculum and by analyzing the content of the various digital content published

during the month of July and August 2024 according to the choice of the modules of the form and content of the various digital contents, which dealt with the topic of tourism in Hoggar region as a privileged tourist mogul and as a natural reserve and world heritage. Based on the fact that tourism is a socio-cultural and economic phenomenon that intersects and is developed jointly. Social media in its various applications play a pivotal role in contributing to raising the level of local development and achieving social progress.

1. Methodological Framework of the study:

(1-1) Problematic:

Social media has become remarkably responsible for the dynamic of people's lives. They are integrated into the majority of occupations and businesses, as well as everyday life, through current communication and seamlessness in their applications to expand the circle of followers across various digital platforms. Facebook and YouTube are one of the most used and tracked tools in individuals and institutions, through its information, services and opportunities for communication, access, entertainment and education, as well as its use in producing artistic cultural media content in various fields and trends.

Tourism is a socio-cultural economic phenomenon. The tourism and travel sector is one of the most important activities that find growing interest from various groups in society, especially the youth group. Digital media can play a key role in revitalizing tourist life and promoting the tourism product in its various forms by producing and disseminating digital contents about tourism activities and different natural tourist destinations.

Most of the studies that discussed the subject confirm that digital platforms and social networks play a key role in stimulating the individual's behaviour towards tourism and tourism product. The customer has even become a promoter and supporter of tourism policy, through his interaction and dissemination of his personal experiences, and his participation with friends and the general public. By transmitting the destination's favourite information via photos, videos, blogs, recommendations, forums and others. Social media has significantly influenced various aspects of tourism, such as information search, destination selection, customer interaction and tourism marketing.

Algeria enjoys important tourist destinations and diverse tourist attractions across various regions. The southern Algerian province of Tamanrasset has global tourist potential. Hoggar region is one of the world's most important natural tourist sites and is increasingly admired by foreign tourists for its spectacular landscape and rich traditional cultural riches, making it a virgin material accessible to tourism content makers and their uses via digital platforms and social networks.

And to know the extent to which social networks contribute to the dissemination and stimulation of the tourist act in the Hoggar region; this study analysed the contents of a sample of Facebook pages active in the province of Tamanrasset, according to the following question:

What are the contributions of public and private digital platforms in promoting tourism in Hoggar region?

Question of research:

- 1) What is the contribution of public digital platforms to the promotion of tourism in Hoggar region of Algeria?
- 2) What is the contribution of private digital platforms to the promotion of tourism in Hoggar region of Algeria?
- 3) What is the nature of the problems hindering the growth of tourism in Hoggar region from the viewpoint of followers of digital platforms?

(1-2) The importance of the study:

- The importance of the study lies in its content in rehabilitating the topic of tourism in Algeria as a strategic economic asset, especially in the Great South region, which is an important wealth that can be exploited for local development.
- Promote tourism business through digital marketing.
- Encourage digital content makers to invest in tourism.
- Create a diverse service activity.
- Encouraging cultural exchanges and promoting social cohesion among the various components of Algerian society.
- The importance of the study stems from the fact that it addresses a new topic that has a significant impact on the electronic market, as well as the important aspect of improving the tourism sector's domestic income. This study focuses on vital and fundamental topics in modern marketing.

(1-3) Objectives of the study:

Based on the background that sociological analysis does not merely observe or demonstrate a relationship between two statistically variables, but rather wants to know what made the possibility of such a relationship, that is, an endeavour that seeks the sociological meanings and connotations of relationships "(Bozar, 2020), in this context the study attempts to achieve the following objectives:

- 1) Know the nature of the use of digital platforms to sow tourism in Hoggar region.
- 2) Identify the form and content of digital contents that are concerned with the field of tourism in Hoggar region.
- 3) To learn about the interest of the youth group and their awareness of the region's tourism realities.

(1-4) The society of study and its model:

Facebook was chosen as the most prominent and widely used social media network among Algerian Youth. We deliberately selected three (03) pages from the local social field the province of Tamanrasset. Its permanent presence through blue space has been proven by the number of follow-ups and extensive interactions by the state's inhabitants. We have also selected the page of the National Fold of Hoggar as the largest tourist institution. Table (01) shows this.

(1-5) The society of study and its model:

The topic of the study on the topic of tourism in Hoggar region has been identified as the most important tourist area in the southern Algerian region in terms of reality and hope, depending on what is traded by content makers via digital platforms. The study's time period during July and August 2024 has also been identified as a time period that knows a growing demand for tourism in general.

(1-6) Study Methodology and Tools:

We relied on the descriptive approach to determine the nature of the contents of digital platforms and how they address the topic of tourism promotion and youth's representatives about the reality of tourism in the province of Tamanrasset. This is based on the technique of analysing the content of the Facebook page of the three characteristics as a sample and the page of (Hoggar Region) the public institution of the national fold. With the choice of the analysis module the idea has been published and traded. The category of analysis was determined in terms of the form and content of publications (what was said and how), as well as the analysis of youth's responses to a form containing a range of questions about the reality of tourism in the state.

The content analysis means "that the content, read or heard, represents the intellectual footprint of its owner and thus the analysis of the content reveals the intellectual and scientific identity of the author of the text." (Attia, 2014) in the sense that the attitudes and thoughts of actors in the field can be identified and thus predicted behaviour and actions on the subject, through the nature of this quantitative and qualitative study.

(1-7) Study concepts:

1:(7-1) Social Media:

Social media is a term that refers to a range of modern means of communication that mainly rely on the Internet, digital technology and highlighted smartphone. These include social media sites, blogs, forums, and news websites. These means differ from traditional media in terms of instant interaction, global access, and low cost of content dissemination. The High Technology Dictionary therefore defines the new media as "computer integration, computer networks and multimedia" (Sabti, 2018) (www.computeruser.com/Oct 2006). "The new online media and its applications are characterized by countless applications and represent the fourth system of media after the press, radio and television." (Assani, 2013).

2:(7-1) Tourism Promotion:

Procedurally, we mean the dissemination of digital content about natural tourist sites, personal experiences and tourist destinations carried out by persons or associations during their visit to Hoggar Area in the context of domestic tourism. These digital contents also include various components of the physical and immaterial culture that abound the Area of Hoggar from folk traditions, arts, clothing, archaeological sites, folk food, exhibitions, cultural festivals... etc.

3:(7-1) Hoggar Region:

A global tourist site located in the southern Algerian the Province Tamanrasset (2,000 km) south of the Algerian capital. Characterized by a moderate climate, it is a national reserve and is classified as a world heritage with an area (633 km²). The area is known for its spectacular views and attractive charm. In the Hoggar Mountains; One of Algeria's highest peaks is (Mount Tahat) Tahat Atacor Peak (3003meters above the surface of the Mediterranean Sea). as well as the Assekrem peak, which is about 2,800 m above sea level. It also has one of the world's most beautiful corridors, the Assekrem Corridor, which can see the most beautiful sunrise and sunset in Algeria.

A. Tourism Potentiels in Hoggar Region:

• Barn of Hoggar:

The National Barn of Hoggar is the pride of desert tourism in Algeria and classified as a world heritage. It is also a distinctive destination for tourists of various nationalities so that it has a global resonance with its rare natural ingredients. This barn is located in the southern Algerian state of Tamanrasset, which is considered a border Saharan state. Tamanrasset City (state capital) is about 2,000 km from the Algerian capital. It is the most important destination for domestic and international tourism due to its moderate climate, location, terrain and cultural barn's archaeological, mural, historical, animal and plant, geological, and natural sights.

The cultural fold is a well-defined geographical space characterized by the existence of cultural property representing the cultural heritage associated with this natural geographical space. In the same vein, it is defined as "that space, which contains cultural components and assets left behind by human through its interaction within his prehistoric environment to this day, the latter is of local, national and international importance". (Bououchma, 2022).

The Hoggar Barn is divided into four (04) areas as follows:

- **Area I:** Central Hoggar Mountains (Atakur, Agshom, Adrar, Ahkaganwan Hlegen, Sarkut), Tasili and Hoggar Mountains (East and West), Tin Shurgur and Tin Mesao. The dwellings in the Tate Apalisa axis, Silat, Tin Dahar, and the mural stations in Icar, Inakal.
- **Area II:** Tavdast Mountains, Martotek, Amdroor.
- **Area III:** Adrar and the Tassili Arak Mountains, and from Alahnat and Emedeer; From the former Tassilian range in Arak Tin Khalifa, Tedekli South to Wadi Wallan-Asgrad, Wimedere Osadert.
- **Area IV:** The fossilized jungles In Ghar, Fekarat Alzewa and obstacle In Alhajat which is an outlet to the Tadamat Plateau and the lands consisting of a particular "Hoggar National Barn", specified in chart No. (03).

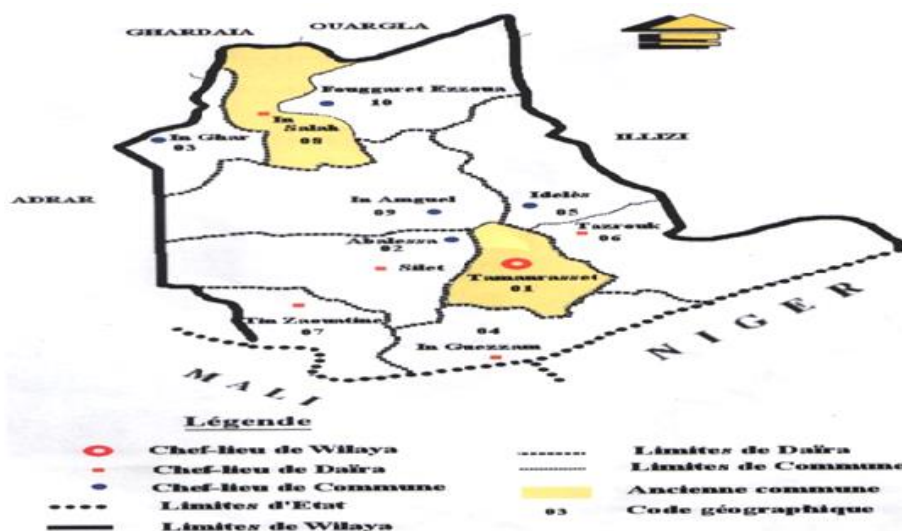


Chart No. (03) Showing the map of the Barn in the state of Tamanrasset in southern Algeria (Saqni, 2019).

B. The nature of tourism in the Hoggar area as expressed by its people:

According to Mr. Bakai, "one of the tourism guides of the State of Tamanrasset and a member of the Atacor Forum Association for the Promotion of Desert Culture and Tourism" he says: When we talk about tourism in Tamanrasset, we talk about desert tourism, and it basically depends on roaming by day from one area to another on foot, commuting on camels (Mehari) or commuting by 4WD, and it all depends on overnight and outdoor camping. The hotel's role here is almost non-existent because the tourist will not have a chance to be in rooms for more than 4 hours. His goal is to discover tourist and sleeping areas and watch thousands of stars instead of a star or 5 stars in a hotel between four walls in a room with a bed that looks like his left at home.

On the other hand, recently, we can divide tourism in Tamanrasset into 2 sections or types of tourists:

- **Foreign Tourism:** They are foreign tourists who are controlled from the airport to the airport, as soon as he disembarks from the plane at the airport of Aguenar he hears the word (passport...passport) without understanding what is going on and why this procedure? He believed that the entry procedures and permits were terminated at the time of his first entry into the homeland, meaning at the level of Houari Boumediene Airport. As everyone knows, there are no direct flights from Europe to the airport of Aguenar, and wait at least half an hour for the arrival of the security escort. This is the tourist's first impression. And this kind of tourism has decreased very dramatically that we didn't say that during a full season not exceeding 200 tourists compared to the 2007 season, where the number is more than 27,000 tourists.
- **Domestic Tourism:** It covers all states and especially the northern states. This category has experienced a significant recovery in recent times, especially in end-of-year holidays. Most of this category is not interested in tourist sites and is not familiar with the tourism culture. What matters most to them is barbecue and soirees, and here I don't circulate to everyone and say a large proportion, the result depends mainly on the tourist agency. To preserve the tourist environment, Karimo says on his Facebook page: "I swear to Allah the Great, I have gone out to deserts with the majority of old school tourist agency owners from guides who we learned on their hands and from cooks and drivers and everyone who has a relationship with desert tourism. You find them with the same discipline and instructions and how you deal and you're in the desert, They taught us how to deal with leftover eating of plastic, glass and iron cans and how to work with embers when extinguishing fire... etc. It is important that they leave nothing but to alert us about it so that we keep the place and tourist sites clean.

2. Theoretical Framework of the study:

(2-1) Promotion of Tourism through Digital Platforms:

(2-1-1) Definition of Tourism:

Deemed "German researcher Eduard Guyer-Freuler" The first to introduce a specific definition of tourism 1905 as "a phenomenon of the times arising from the growing need for comfort and a

change of place, for the enjoyment and sense of nature, for the stay in areas of its own nature, as well as the development of contacts between peoples, individuals and different communities of humanity, which were the result of the expansion of trade and industry and the provision of transport" (Bououchma, 2022). This definition makes sure that the tourism process essentially pronounces human's self-desire and tendencies to search for natural sites to rest and communicate with other communities through the communication tools available to him. Tourism can be regarded as a socio-cultural and economic phenomenon that is important for the operationalization and participation of society's various institutions, as well as a key role in local development.

(2-1-2) Promotion of tourism through digital platforms:

Defined as the use of electronic business in the service of tourism and travel, the use of information technology mechanisms to detail the work of tourist suppliers and to deliver the tourism product to the end consumer through this technology that serves tourists from different countries of the world, such as the international network (Internet). As defined as every tourism product, it is a trustworthy product that needs to flow information among a group of actors in the tourism industry, so that the consumer can have an idea when buying a service or tourism product whose real characteristics can only be identified when consumed " (Biza and Biza - electronic platforms and their role in marketing the Algerian tourist destination, 2022).

Social media platforms are a highly effective tool for communicating and interacting with tourists and have the potential to provide tourism companies with new opportunities to respond to the needs and requirements of tourists. This can be achieved through analysis of comments and posts on social media platforms. Social media platforms have great importance in the promotion and marketing of tourism sites around the world. " (Biza - electronic platforms and their role in Algerian tourism marketing, 2022).

(2-1-3) The role of social media in the promotion of tourism:

Many research in this regard underscores the great importance of digital media in its various forms to the field of tourism. "Social media platforms are a highly effective tool for communicating and interacting with tourists and have the potential to provide tourism companies with new opportunities to respond to the needs and requirements of tourists. This can be achieved through analysis of comments and posts on social media platforms. Social media platforms are very important in the promotion and marketing of tourism sites around the world" (Shuayb O. S.).

a. Immediate and direct interaction:

New media allows users to interact instantly with published content. Potential tourists can interact with photos, videos and publications related to tourist places, ask questions and get answers directly. This type of interaction enhances interest and encourages travel decision-making.

b. Reaching a wide audience:

Through new media, a wide audience of users can be reached around the world. This contributes to raising awareness of indoor tourist areas and attracting tourists from outside the region.

Social media such as Facebook, Instagram and Twitter can be used to effectively reach millions of users.

c. Promotion via visual content:

Visual content plays a major role in attracting attention and stimulating the desire to travel. High quality photos and videos can be used to view attractive attractions and beautiful areas. YouTube and Instagram, along with Facebook's important space for posting photos and video, interaction, comment, reposting and sharing, are some of the most important platforms that can be used for this purpose. The tourism industry has undergone a major transformation due to the advent of social media platforms. These platforms have revolutionized the way visitors gather information, receive recommendations and participate in planning and sharing their travel experiences. (Sanjoy Kumar Acharjee, 2023).

3. Field Framework:

(3-1). Presentation of study results:

Table (01) represents the characteristics of the study sample:

No.	Page Name	Followers	Facade Description	Side
01	Sahboun	93,000	Reflects the nature of the region	special
02	Krimo bebakari	96,000	Photographs of the region	special
03	Ami de tamenrasset	4900	A distinctive tourist landmark of Hoggar	special
04	Hoggar Barn	220K	Models of Hoggar culture	public

Table No. (01) represents the study sample

Viewing the sample pages above in terms of the nature of the selected images of the entire facade reflects interest in tourism, natural areas and the traditional cultural heritage of the Hoggar region. In terms of the language used, Arabic and French are included in the private pages and the Amazigh language is added to the page of Al-Hoggar fold as an official institution of the Algerian Ministry of Culture.

In terms of the number of followers, it reflects the importance of these websites and the extent to which followers respond to their publications of topics of interest to the region, various activities and cultural and tourism contents. This is reflected in the interface of each page, where local cultural images and symbols have been carefully selected to represent the local cultural and social identity, as well as the space for freedom of expression and individual contribution to public affairs. Communication theorists considered the use of such media to be a catalyst for personal initiative and individual freedom "(Izzi, 2010). This reflects the importance of digital platforms at the level of value and social structures through the effectiveness of communication between the components of society within the state, across the nation and towards the outside world.

(3-2-1). Figure Categories:

Table (02) represents the different shapes of the content of what the sample pages display.

Page/Options	Videos	Photos	Posts	Links
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	T	%	T	%	T	%	T	%
Sahboun	11	18%	04	6%	03	14%	---	---
Krimo bebakari	31	50%	26	34%	08	36%	04	66%
Ami de tamenrasset	13	21%	10	13%	03	14%	01	17%
Hoggar Barn	07	11%	36	47%	08	36%	01	17%
Total	62	37%	76	46%	22	13%	06	04%

Through the above table, we note that the proportion of audio-visual publications from images and videos leads the work circulating across different pages of the sample (46%) for images and (37%) for videos, which is normal due to the nature of the subject and the richness of the Hoggar region landscape that sings about expression. This type of expression is also answered by followers for the pleasure of looking and hearing, especially since most videos are supported by a local music background and the culture of the region. The majority of videos also feature a short range (from 1 minute to 3 minutes). This is necessary to ensure that followers' attention is achieved, with the possibility to rewatch more than once, as well as the possibility to upload and repost it, which contributes to the distribution of its content and the expansion of the follower circle, thus enhancing the effectiveness of publications and their ability to shape and reshape public view and build trends in followers across digital space.

The above table reflects the extent to which users of these digital platforms recognize the importance of using visual language and exploiting technologies available via applications and via smartphones to achieve content quality and ensure its effectiveness in highlighting nature's aesthetics in Hoggar region. In addition to its tourism components, it also reflects its material and intangible cultural features, which have contributed to raising awareness among followers of the importance of sharing and interacting with the contents in order to achieve a common harmony about the importance of promoting local tourist destinations in the area of Hoggar region as an important and essential economic resource for Province Tamanrasset, and the need for individuals to engage in its achievement through the activation and use of digital and artificial intelligence technology.

The above table highlights the importance of the social environment and what is included in the digital platforms through users according to the research sample, in the process of participating in the effort to revitalize tourism culture and highlight its components and characteristics to follow locally and globally.

(3-2-2). Content Categories: As dimensions of cross-platform promotion contributes to the recovery of tourism action in the region.

Sample/Options	Information and guidance		Tourist Experience		Tourist Site		culture and arts	
	T	%	T	%	T	%	T	%
Sahboun	04	21%	---	---	06	19%	08	16%
Krimo bebakari	06	32%	22	85%	15	47%	07	15%
Ami de tamenrasset	05	26%	04	15%	06	19%	04	8%
Hoggar Barn	04	21%	---	---	05	15%	30	61%

Total	19	15%	26	21%	32	25%	49	39%
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Table (03) represents the category of content of what the sample study presents.

Table No.03 shows that there is a discrepancy between users in private and general. So that we find a proportion of 39% in the aggregate that focuses on contents of the material and non-material culture of the Hoggar fold through the publication of cultural and artistic material from cultural art exhibitions and activities. The Hoggar fold page stood out at 61% of its activities, focusing on the dimension of artistic cultural content, while the private pages were only 16%. This can be explained by the fact that the barn's home page is specialized in its field and that cultural and artistic activities belong to its artistic cultural programme as a public institution, which means that it is concerned with publishing its official activity on its page. This calls for public digital platforms to go beyond official frameworks and events to professional fieldwork and engage in the production of digital creative content that contributes to the promotion of tourism similar to what international companies such as Beautiful Destinations, which is one of the world's largest companies specializing in promoting different tourism purposes through social media sites.

While we find 21% and 25% content that promotes live tourism material after the personal tourism experience and the publication of photos and videos of newly taken tourist sites and sometimes live broadcasts, this content is found on private pages in a greater proportion than the public page of the barn where we have not recorded any content expressing a tourist experience according to the sample and according to the time selected in the study.

The dissemination of tourism experiences supported by live images by users of digital pages, although sometimes spontaneous, without technical study or creative touches, as expressed by a follower (A.M). Often due to weak competition among users, lack of experience and limited interest in this field among content makers across digital platforms. However, despite its limited quantity, what is published is an open invitation to followers to visit the selected site and a deliberate directive that promotes opportunities for re-experimentation and the possibility of its participation with a wider social group, as well as preconditions for the success of the experiment and the achievement of the desired and expected enjoyment. Thus, we record the integration of new media technology and social media into the tourism promotion process or what is newly known as ICT-enabled smart tourism, referring to smart destinations, which are special cases of smart cities.

Lopez de Ayala stated: "It is an innovative tourist destination, built on a modern technology infrastructure that ensures the sustainable development of tourist areas, accessible to all, that facilitates the visitor's interaction with and integration into his surroundings, increases the quality of experience in the destination and improves the quality of life of the population" (Sigala Smart Tourism Foundation and Development 2015). This gives promising prospects to the possibility of moving from traditional tourism to smart tourism, by providing a modern infrastructure to overcome the digital divide. In particular, tourist attractions are available across the cultural ingredients of Hoggar Fold as a global reserve. Our study coincides with numerous studies stressing that "E-Platforms are instrumental in promoting destinations and tourist territories globally and in the Arab world and by showcasing the experiences of some Arab countries that

show that they are instrumental in attracting tourist flow" (Biza, / E-Platforms and their role in Algerian tourism marketing, 2022).

(3-2-3). Presentation of Youth's Comments on the subject: (These replies and comments were recorded from the page "Sahboun" on 14 August 2024)

- M.S.: From my point of view, in the context of tourism, I think the region is relatively remote on the destination because it lacks the most important requirements of infrastructure. Such as hotels, good roads and lighting as well as from the side of hygiene, some people still lack a culture of hygiene. The dirt we find is spreading everywhere, especially in places that represent the region's face. Also important is the absence of a culture of afforestation. On the other hand, there are some tourist places that have not yet found enough interest and resonance to be one of the most important places in the country.
- A.M.: Tourism in Tamanrasset is promoted by only two ways: the few content makers but very, very random and tourist agencies but only commercially their purpose is to make money for the tourist service.
- Youth have very large burdens and do not have time to think about development or interest in tourism because of what is happening in this large, indiscriminate state. All the best God willing.
- H.W.: Tourism is a culture before it is a trade. The culture of tourism is virtually non-existent in the light of the marginalization we see in the state (improper roads and dirt everywhere) that cannot be regarded as a tourist attraction as well as the city centre overcrowded with bottles, plastics and others. It cannot be considered tourist and no one is responsible for this region. There were associations and officials interested in the cleanliness of the place, but the density of the population and the urbanization of the area overcame the associations and the municipality without establishing a strategy in line with the reality.
- K.R.: The nature of the region does not need to be promoted as much as it needs to preserve the cultural and civilizational heritage of its people first and then of visitors secondly and responsibility is everyone's responsibility without exception.
- SH.Q.: Tourism agencies and activists in the sector very often spoke, wrote, worked and revolted. But we have not found any motivation or moral support and no sincere intention or strict pause from anyone to resolve the crisis that has devastated the sector since 2010.
- H.S.: Tourism in the Hoggar region (Tamanrasset) has become threatened in all respects. There are a number of reasons that adversely affect desert tourism. For example, we mention the indiscriminate throwing of dirt of all kinds in the city and even in tourist places near the city. That's why one wonders where these behaviors of civilized behaviour are? We desperately need awareness and a sense of collective responsibility, free from selfishness and uniqueness. Our fastidious religion urges us to clean up and put harm out of the way. Yet we see those who do the opposite with all recklessness and no shame.
- K.R.: Promoting tourism is the task of tourism agencies and they know their work well at the local and external level in particular. We have a lot of experts in tourism in many areas related to the sector, such as marketing, trajectory, landmarks, hospitality arts and reception, but the world of Facebook doesn't know many of them until some imagine that some content can take the expert's place. This is not possible because the expert is in

place of the field, which is not easy to enter in any way if he does not train and step into the hands of those experts. Tourism products, especially desert products, are very sensitive products and should be treated with caution, especially in terms of high turnout and tourist quality.

- S.N.: Yes, there are young people who aspire to enter the world of tourism and I noticed an interest and then left them. The reasons for its non-fulfilment, in my view, remain some agencies' monopoly on the profession so that young people are unable to open tourist agencies for difficult documentation and the new conditions remain a stumbling block for the second phase. Local agencies are considered ineffective and lack of opportunities for outdoor and indoor activity due to the closure of other tourist areas as well as stringent security escort procedures.
- R.K.: Lack of composition for guides and poor communication due to language especially English. Tamanrasset Regional Region is the largest Barn open to nature and the Tourism Directorate is the only way to ensure the continuity of this profession for agencies. Associations have to change the mechanisms of their tourism activities.

(3-2-4). Comment and Discussion:

By presenting these recorded answers to youth's perceptions of the topic of the study, there is an interest and awareness of the importance of the tourism sector and the enormous natural potential of Hoggar Area. The magnitude of the responses and their great responsiveness are more than 300 comments during one night of posting search questions via the page (Sahboun) expresses a great awareness and sense of the importance of the field, and the need to give it all possibilities for its development including promoting through digital platforms to spread awareness among different segments of society.

We also note that there is a tourism culture among the various interventions, since the tourism act cannot be separated from other sectors and community activity. The promotion of tourism necessarily requires the provision of the right climate to encourage tourism and their return to the region, including attention to hygiene, services and security along with appropriate roads and infrastructure.

The connotations of the responses received from interventions via the social media platform confirm that the subject sent through the digital platform Facebook "It was captured, absorbed and interacted with, and it was also an opportunity to review various ideas and trends and display other models expressing the same content, where they were shared and disseminated their links across the same context and the same platform, which means that digital content on the subject finds acceptance and interaction among different interventions and contributed to building a common sense, Due to the ease of use of these electronic applications, it has encouraged engagement in the topic to discuss, review ideas, disseminate trends and present various problems to the city and the local community. This provides an opportunity to build a culture of citizenship among the various components of society so that these platforms become a public space to discuss socio-economic and political subjects, etc.

The images presented as digital content discuss topics of interest to tourism. Photo No. 01 reflects the content maker's awareness of the seriousness of the use of chemical materials that reflect on the environment and wet areas available in the region and through recreational visits and accompanying preparation of breakfast on firewood and residues left by the citizen that distort

the place and its aesthetics and endanger the animals present there. etc. Photo No. 02, which reminds the page holder of the importance of the Ramsar Agreement for the Protection of Humid Areas in the Avilal Region in Hoggar Area, reflects the level of legal culture that frames tourism activity and how to defend and preserve it. Photo No. 03 is presented via still images and another animated short-duration video with spectacular views from the diary of Hoggar tourism and The Tuareg Man appears in his traditional well-known dress amid an attractive natural environment. The same content is repeated in the scene expressed in photo No. 04 where the employer is keen to coordinate the selection of views and their diversity between constant and non-constant movement in different positions and different angles of day and night. We also find the presence of camels as a preferred mode of transport among tourists, Tuareg people and Arab Bedouins in general and four-wheel drive cars to overcome the rugged tracks and vast areas of Hoggar fold.

For its part, The Hoggar Fold page is keen to publish its various official activities as well as occasional presentation of contents on the environment, culture and traditions of Hoggar Area. However, the official nature, which operates according to a written programme, is predominantly the administrative background of the activities carried out by the Barn directorate. The field activity is absent from photos, video and tourist outings of destinations and areas across the reserve. We also record the lack of communication between the Barn page and other pages of content makers and poor interaction and participation with followers.

(3-2-5). Results of The Study:

There are youth initiatives, although few are active in the region, which are concerned with the production of digital contents concerned with the field of tourism and the importance of preserving the region's physical and intangible cultural heritage despite the problems defined by the local community through the social and demographic composition defined by the State of Tamanrasset as a border area.

There is social interaction by followers of content makers' pages with topics of public interest and there is a common awareness and sense among different followers about the importance of the tourism sector for local development.

There is a common interest between the private and public pages in the topic of tourism and the promotion of the tourism product of the Hoggar Region in terms of content and diversity in the use of photos and short video and exchange of related links.

Despite the easy use of digital platforms, specifically Facebook, and its widespread spread in Algeria, there are few content makers and Facebook account holders who are focused and intense on the theme of tourism in the region.

The lack of interest in the dissemination of tourism content through digital platforms according to the 90% majority of participants is due to: weak local development (transport, road situation, poor services, widespread theft, etc.) as well as ineffectiveness of local tourism institutions, as well as the absence of realistic tourism policy, which hampers the attractions and the recovery of tourism action in the region.

There is awareness among Youth and digital content makers on the subject of accumulating production and content and engaging in legal and tourism education.

The weakness and absence of the use of parallel foreign language has made the interaction remarkably limited for the speakers of the used language, prompting the thought of employing English to gain a foreign audience to showcase our tourism product more attractively.

Summary and Recommendations:

Social media offers former tourists wide possibilities by sharing their experiences and making recommendations and reviews about tourist places. These reviews play a major role in influencing others' travel decisions.

Tourism enterprises can take advantage of these reviews to improve services and enhance reputations. Therefore, based on the results of the field research, which agree with the following recommendation:

1) Investing in Visual Content:

Tourism establishments should invest in producing high-quality visual content that showcases the beauty of tourist areas and their various activities. Modern imaging techniques such as aerial imaging and drones can be used for distinctive shots.

2) Collaborate with Influencers and Digital Content Makers:

Social media platforms act as channels for travelers to get inspired and plan their journeys, while also providing opportunities for tourist establishments to promote services, connect with consumers and evaluate visitors' feelings.

The survey results indicate that social media has a noticeable beneficial impact on tourists' decision-making processes when choosing a destination.

Tourism establishments can collaborate with social media influencers to disseminate tourist content. These influencers have many followers and can significantly influence their audience's travel decisions.

This result agreed with the Shin Study (2015) which showed that the communicative language in social media sites had a significant impact on the attraction process. It is therefore necessary to take care of the dissemination of the contents in a foreign language to address and direct to the mind and conscience of the foreign tourist through a global language such as English as the language of economy, finance and tourism across different continents, thus enabling the Algerian content maker to exploit the digital potential of the foreign tourist orientation with digital contents expressing Algeria's original tourism product.

3) Benefit from Immediate Interaction:

Tourism establishments should take advantage of the advantage of immediate interaction provided by the new media to respond to public inquiries and provide the necessary information quickly and effectively.

4) Promotion of Positive Recommendations and Reviews:

Former tourists should be encouraged to share their experiences and make recommendations via social media platforms. Tourist enterprises can offer incentives for tourists who share positive reviews.

5) Role of Promotional Blogs and Videos:

Promotional blogs and videos play a big role in offering attractive and detailed content about tourist places, contributing to raising awareness and encouraging tourists to explore new places.

6) Websites and Smart Applications:

Smart websites and apps provide detailed information and facilities for booking flights and residences, making travel planning easier and more convenient.

Conclusion:

Social media has become one of the most important tourism promotion tools, allowing users to share their tourist experiences and images, encouraging others to visit the same places. The user is no longer merely a passive carrier or user but a partner, producer and social actor who contributes to the attention of followers and contributes to building a common sense among different followers.

The new media plays a pivotal role in promoting tourism, providing access to and immediate interaction with a wide audience. Tourist enterprises can take advantage of the tools and methods provided by the new media to promote domestic tourism and attract more tourists. This process requires investment in producing high-quality visual content, collaborating with influencers, and promoting immediate interaction and positive recommendations.

The new media offers tremendous opportunities to promote domestic tourism by promoting awareness and interaction with the public. However, they must be dealt with effectively and credibly to achieve the best results.

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Extensions:

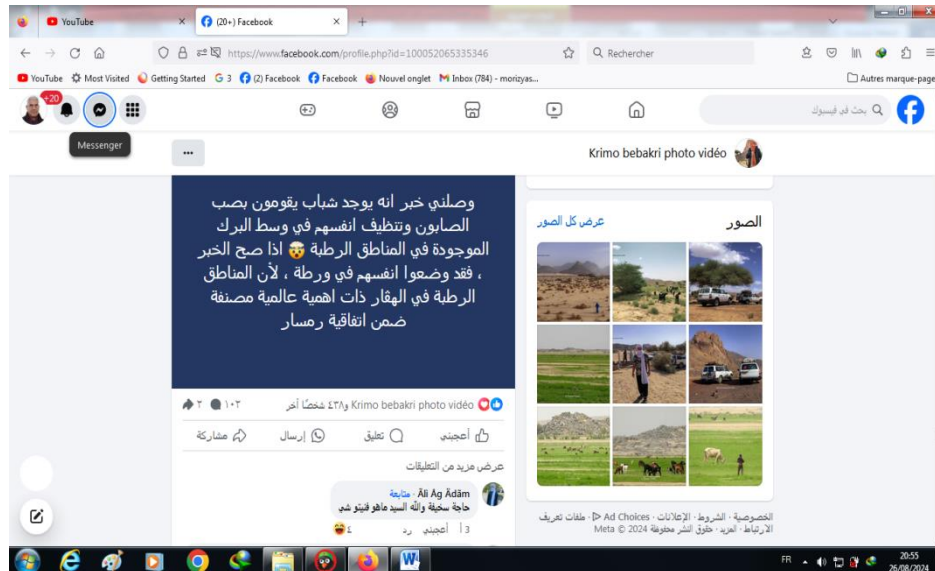


Image No. 01 reflects environmental protection tips.

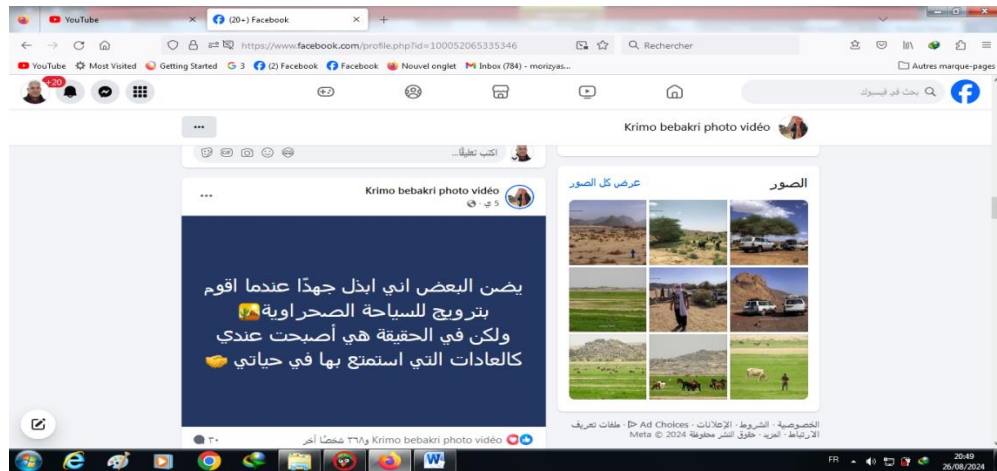


Image No. 02 reflects the interest and attachment of the region's youth to tourism.

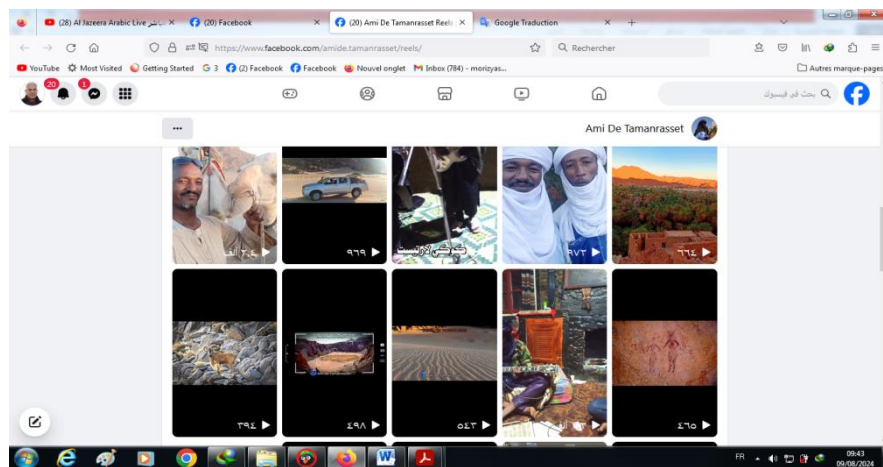


Image No. 03 represents diaries and tourist tours.

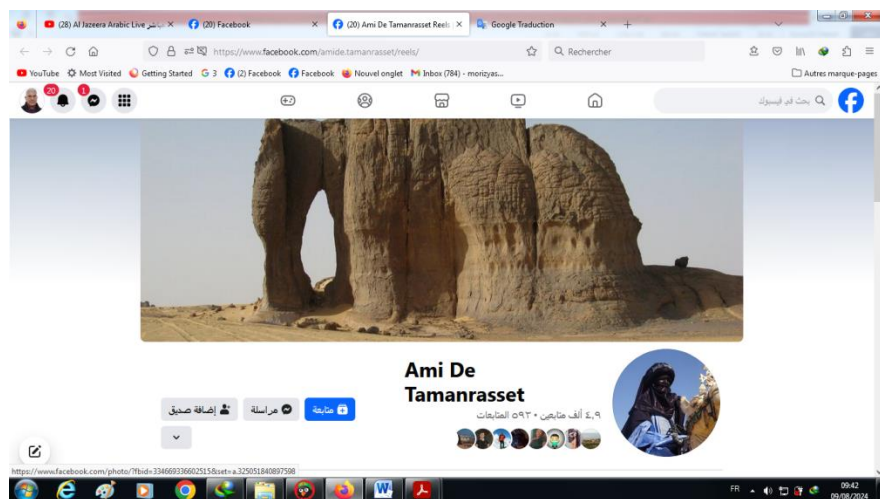


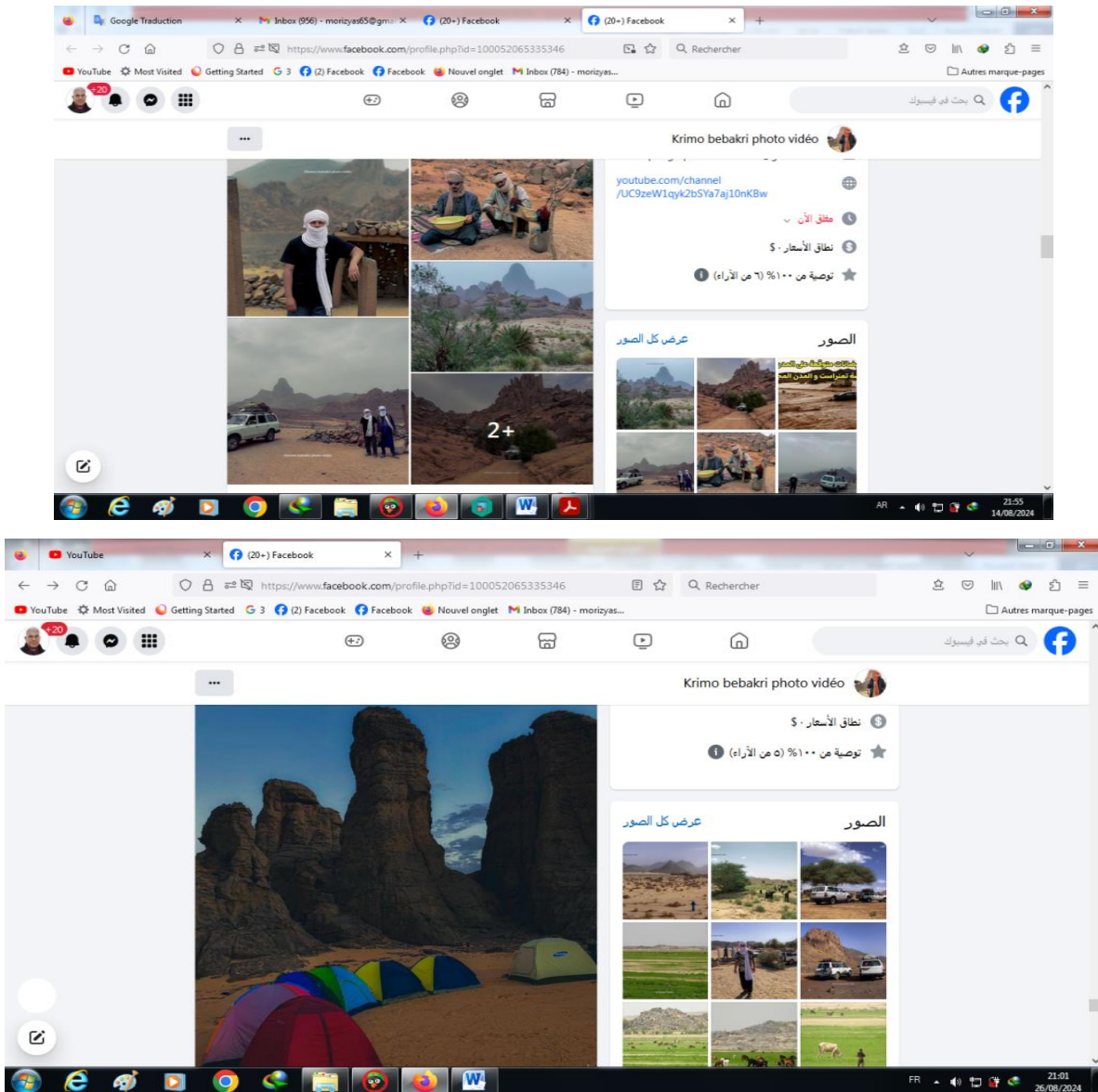
Image of Facebook page interface Friends of Tamanrasset.



Image representing the facade of Facebook's page The National Barn Hoggar.



Image representing the interface of the Facebook page (Sahboun) is one of Tamanrasset's most prominent influencers and content makers.



Images representing camping and tourist outings across nature in The Hoggar Region.

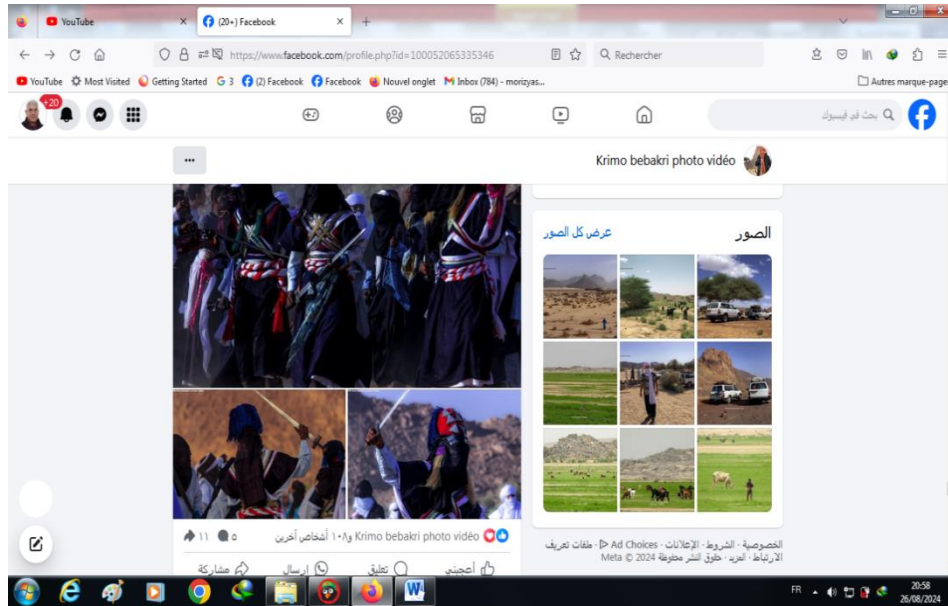


Image represents an aspect of folklore, traditional heritage, dress, dance and symbols in Hoggar Area.

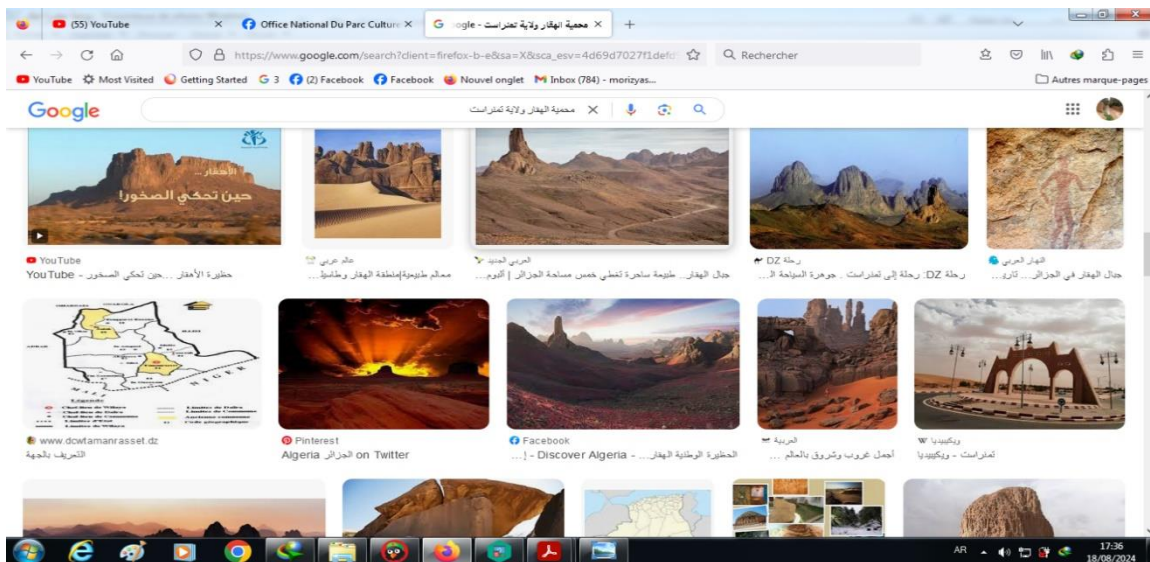


Image expresses nature and monuments in Hoggar Area.

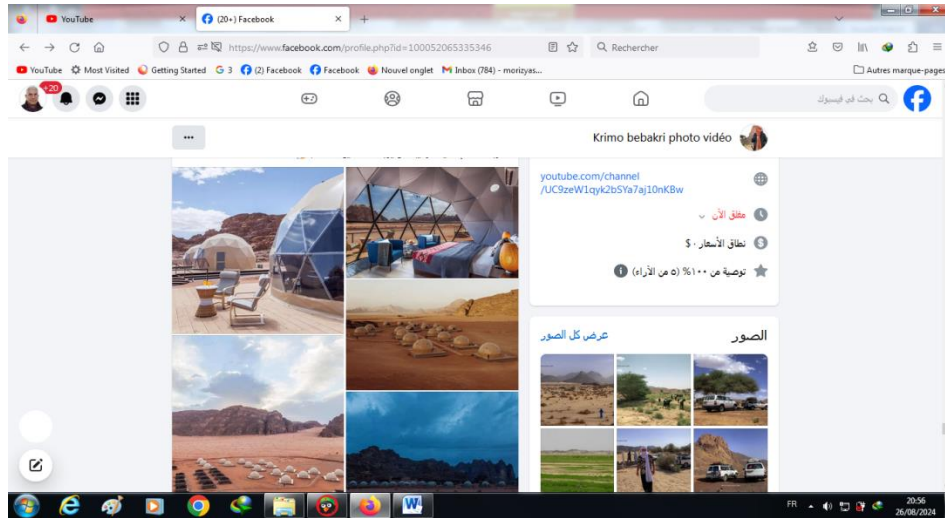


Image represents the prospects for modernizing tourism services in Hoggar Area.

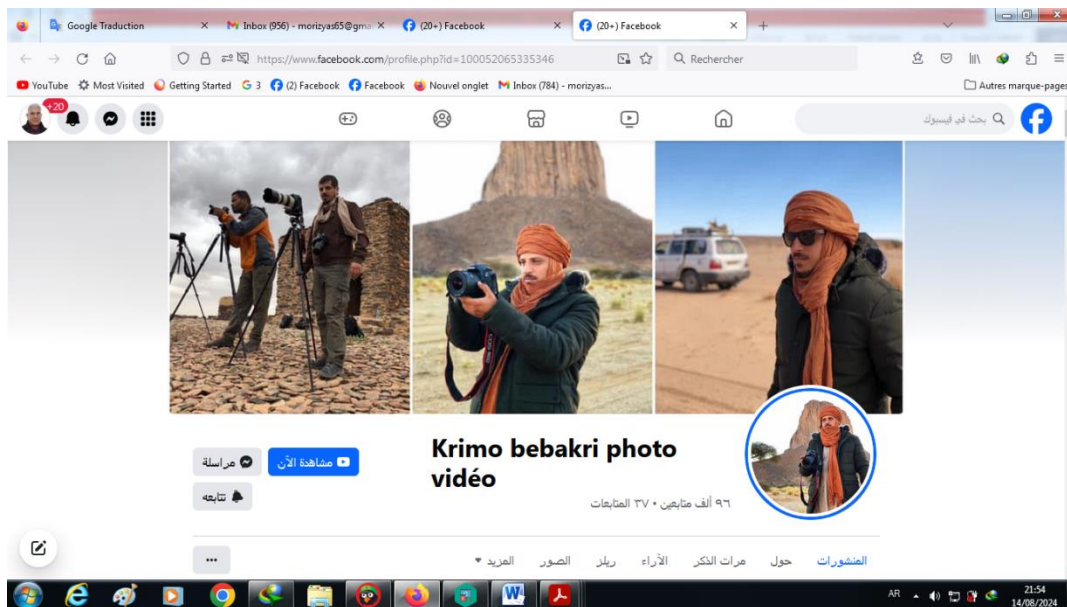


Image represents the facade of Facebook page for one of the activities of the content makers for tourism and tourist outings in the state of Tamanrasset.