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# The Influencers Role In Promoting Tourism In Algeria - Field Study

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## Abstract:

This Study aims to Shed Light on the Role of Social Media Influencers in Promoting Tourism in Algeria. In this Regard, a Survey Approach appropriate to the Nature of the Topic under study was adopted, enabling us to Collect the Largest Possible Amount of Data. Based on this, the Study targeted the Largest Possible Number of Users. The Study Sample was intentional in targeting an Audience that typically follows the Content presented by Influencers, specifically those related to Tourism. An Electronic Questionnaire was used as a Data Collection Tool. The Focus in this Research Context was on Both Quantitative and Qualitative Analysis of this Data, with the aim of arriving at accurate results regarding the Phenomenon under Study.

**Keywords:** Tourism, Influencers, Tourism Promotion, Social Media

## 1. Introduction:

Tourism is considered a Strategic and Vital Sector with a strong relationship with the National Economy. This Field requires intensified efforts and the use of various available means, including the Social Media Networks, which provide the Public with a variety of necessary information about various Tourist Areas, and take them through them through the published Images and Videos that are shown, which make people excited about the Idea of Traveling to that place. The Tourism Media, which plays a role in Tourism Development, is no longer limited to Traditional Mass Communication Media. Rather, it has expanded to include efforts to Promote Tourism by Leveraging the Advantages and Features of the social media and investing in them to achieve the desired goal.

Especially since these Digital Media have come to dominate the content we receive, as if they have become the Primary Source of Information, not only in the field of Tourism, but in various areas of daily life. The Speed with which information is received, the Ability to interact with it directly, and the Speed with which it is disseminated simultaneously and instantly have enabled these Media Outlets to accomplish what Traditional Media Outlets were previously unable to achieve. In this Context, we find that the Influencers, given their Vast and Endless Audience Base, popularity, and

global fame, are capable of Persuading and Significantly Influencing Audiences. This can be leveraged positively by Supporting National Tourism.

This is Particularly True in terms of improving their perceptions of the Reality of Tourism, away from preconceived notions or images based on circulating misinformation. This Effort is not, in fact, limited to the Algerian Influencers; it also links to the Efforts of the Arab Influencers who have tried to Promote Tourism in Algeria based on their personal experiences on the ground.

Through this Field Study, we will attempt to Explore the attitudes and opinions of the Algerian Social Media Users regarding the Efforts made by these Influencers, both in terms of their Ability to Raise Tourism Awareness among Users and the extent to which they work to Spread Tourism Culture within and beyond our Local Environment. We will also attempt to Explore the True Role they play in Promoting Tourism in Algeria, even Internationally, for Arab and Foreign Tourists.

In this Context, the Main Question of the Study can be posed as follows:

### **What is the Role of the Social Media Influencers in Promoting Tourism in Algeria?**

#### **2. The Study Sub-Questions:**

- 1) What are the Social Media Usage Habits and Patterns of the Algerian Users?
- 2) What are the Reasons and Motivations behind the Algerian Online Audience's Interest in Content Promoted by the Influencers about Tourism in Algeria?
- 3) What are the Satisfactions Achieved by the Algerian Users from Following Tourism Content Promoted by the Influencers about Tourism in Algeria?
- 4) What is the Role of the Influencers in Developing the Tourism Culture among the Algerian Users?

#### **3. The Study Objectives:**

- 1) To Uncover the Reasons and Motivations that lead the Algerian Online Audiences to follow Content Promoted by the Influencers about Tourism in Algeria.
- 2) To Identify the Satisfaction Algerian Users, Experience from Following Tourism Content Promoted by the Influencers about Tourism in Algeria.
- 3) To Explore the Importance of the Role of the Influencers in Developing the Tourism Culture among the Algerian Users.
- 4) To Demonstrate the Effectiveness of the Influencers in Promoting Tourism in Algeria.

#### **4. Terms and Concepts Identification:**

##### **4.1. Tourism Promotion:**

❖ **Terminology: The Promotion** is typically defined as the Coordination of the Seller's Efforts to Establish Information Outlets to Facilitate the Sale of the Product to the Tourist. The Promotion is also referred to as the Practice of Informing, Persuading, and Communicating. Several Factors Contribute to the Emergence of the Promotion, such as: (the Geographical Distance between the Product and the Tourist - the Complexity of Market Communications in Global Tourism - the Multiplicity of Alternatives Available to Tourists - the Increase in Future Tourism Demand).<sup>1</sup>

Meanwhile, the Tourism Promotion is defined as: “The Efforts made to Clarify the Country’s Tourism Image, in order to Influence Tourists and Motivate them to take a Tourist Trip to Satisfy their Needs and achieve their Tourism Goals”.<sup>2</sup>

As for the Digital Tourism Promotion, (Owino, Kebera, Adede) (2018 CE) indicated that; it leads to Achieving Promotional Goals through Internet Applications and Related Digital Technologies, along with Traditional Communications.<sup>3</sup>

The Tourism Promotion usually aims to Achieve Several Objectives, which can be mentioned below:

- 1) It Contributes to Promoting Tourism Products and Services Available in Algeria, which leads to Increased Tourist Arrivals.
- 2) It Increases Tourism Sector Revenues, thereby Increasing its Contribution to the National Income.
- 3) It Improves the Quality of Tourism Services, Presenting a Better Image of the Sector.
- 4) It Contributes to the Advancement of Other Sectors that Impact Tourism, such as the Traditional Industries Sector.
- 5) It Presents a Positive Image of the Country's Economic and Social Situation, particularly its Political and Security Aspects.
- 6) The Tourism Promotion is an Important Tool for Attracting Foreign Investment, Providing a Broad Base of Information about Algeria from Various Perspectives.<sup>4</sup>

❖ **The Procedural Concept:** In this study, tourism promotion refers to all efforts made by social media influencers to promote tourist areas in Algeria. These efforts represent the various activities they offer through the images and videos they display to introduce these areas and encourage tourists to visit them.

#### 4.2. The Influencers:

❖ **Terminology:** They are those who Possess Influence Factors. They are Ordinary People who have the Ability to Play Key Roles in Media Outlets, among Consumer Groups, and Society at Large. The Influencer is defined as an individual who has amassed a Large Audience in a particular niche on an Online Platform and has acquired the Ability to Influence Decisions Concerning this Audience due to their Expertise, Position, or Relationship with the Audience.

The Influencers are often referred to as Social Media Stars; they may be YouTube Content Creators, Bloggers, or Specialists in Specific Fields on their Instagram Page, such as Gaming Influencers, Beauty Influencers, Sports and Fitness Influencers, or Travel and Tourism Influencers.<sup>5</sup>

These Influencers share their Passion with Internet Users through Posts or Videos, aiming to gain more Followers, expand their Following, and generate Revenue. These Individuals have managed to establish themselves on the Web by enhancing their Online Reputation, attracting audience interest, and having their activities widely publicized, commented on, and shared.<sup>6</sup>

❖ **The Procedural Concept:** In this Study, the Term “Influencers” refers to Individuals who have made Efforts on social media to Promote Tourism in Algeria. They are characterized by their High User Following and their Ability to Influence Various Audiences, whether Algerian or Arab. They also offer a range of Activities and Content that achieve the Desired Tourism Goals.

#### 5. The Methodology Used:

This Study relied on the Survey Method. The Survey Studies are a Systematic Form by which a large number of individuals within the Research Community are surveyed. This is done with the aim of Describing the Phenomenon under Study in terms of its Nature and Degree of Existence.<sup>7</sup> The Survey is considered One of the Most Appropriate Scientific Methods for such Studies, which aim to

Describe the Trends, Behaviors, and Characteristics of the Public. They also aim to Record the Reality of the Phenomenon at the Current Time by Collecting the Necessary and Sufficient Data about it through a Set of Organized Procedures.<sup>8</sup>

#### **6. Data Collection Tools:**

To Collect Data, we used the Electronic Questionnaire Technique, which is generally defined as: “All Types of Self-Completed Questionnaires, in which the Respondent Submits Information via the Internet through an Electronic Device that serves the Purpose”.<sup>9</sup> This Questionnaire included more than (16 Questions) within different axes according to the Questions posed in this Study, in addition to the Socio-Demographic Data of the Respondents.

#### **7. The Study Sample:**

To extract the study sample, we relied on non-probability sampling. The Sample Type was: (Purposive Sampling, Snowball Sampling). This was done in order to achieve a Sample Size that is appropriate for the Nature of this Scientific Research. The Purposive Sample is defined as that; Type of Drawing that is based on a Type of Intentional Selection. The Researcher relies on the Sample to Consist of Units that are believed to Accurately Represent the Original Community.<sup>10</sup> In this study, the Sample was distributed virtually across Several Social Media Networks, and it included (225 Persons).

#### **8. The Statistical Data Processing and the Analysis Methods:**

In this Study, (SPSS.V.19 Programme) was used to Conduct Quantitative Data Analysis, Extracting Frequencies, Percentages, and Simple and Composite Tables, through which the Study Variables and Questions were Linked.

#### **9. The Study Fields:**

- ✱ **Temporal Domain:** This Study was Completed from the Beginning of November until December 06, 2022 CE.
- ✱ **Spatial Domain:** The Study was not limited to a specific geographical scope; rather, it was conducted in the Virtual Space, i.e., the Digital Environment, including the Social Media Networks.
- ✱ **Human Domain:** This Domain Consists of the Algerian Social Media Users who follow the Tourism Content Provided by the Influencers about Tourism in Algeria.

#### **10. The Study Theoretical Background:**

The Uses and Gratifications Theory is considered the Appropriate Framework for this Scientific Study. This is especially true given that we will be examining the attitudes of the Algerian Online Audiences toward the Tourism Content provided by the Influencers. We will also investigate the Reasons behind the Audience's Exposure to this Content, the Underlying Motivations behind it, and the Gratifications Achieved as a result of this exposure. Therefore, the Research Questions of this Study are based on the Basic Assumptions upon which this Theory is based.

#### **11. The Study General Results:**

**Through Quantitative and Qualitative Analysis of the Data; Several Important Results were reached, which can be highlighted as follows:**

- 1) Regarding the sample characteristics, we find that:
  - The Percentage of Males reached (42.9%), while the Percentage of Females reached (57.1%).

- The Highest Percentage was among the Age Groups (18-26), i.e., the Young Adults. The Lowest Percentage was among those aged (45 Years and above). The Spirit of Exploration, Travel, and Wandering is typically more prevalent among the Younger People than Others.
  - In Terms of Standard of Living; the Highest Percentage was among those with an Average Standard of Living, reaching approximately (65.2%). The Lowest Percentage was among those with a Low Income, at (2.2%).
  - In Terms of Educational Level, University Level accounted for the Highest Percentage, at (86.2%), while the Lowest Percentage was among those with an Elementary Level, at (0.2%).
- 2) Regarding the Algerian Online Audience's Social Media Usage Habits and Patterns, it was found that Normal Usage, ranging between (3 and 4 Hours), is the most prevalent, reaching (39.7%). The Usage Pattern ranges from Light to Addictive, while remaining Moderate within the Limits of the Percentage obtained according to this Study.
  - 3) Regarding the Extent to which the Algerian Users Follow Tourism Content in general on social media; we find that this follow-up is Frequent, not regular, and is Intentional in all Cases. This Follow-up was sometimes Equivalent to (41.5%), Frequently (25.4%), while Infrequent Follow-up was (33%). This Follow-up is mostly by Chance, not Intentional, and this occurred at a Predominant Rate of (17.4%). Those who follow Tourism Content on social media intentionally reached (28.6%). According to the Results obtained, Following Tourism Content provided by the Influencers was most common on Facebook, at (50.4%), followed closely by Instagram at (26.3%).
  - 4) This Study revealed that; the Majority of Respondents follow the Tourism Content presented by the Influencers, specifically through Videos, with the Largest Percentage compared to Other Multimedia Content, amounting to (80.4%). This Type of Media makes the Viewer feel as if they are actually experiencing the experience, and is characterized by the liveliness and movement of the Image, this Audio-Visual Image being a major attraction for follow-up. Conversely, we note a lack of interest in following Photographs or even Texts or Written Posts about Tourism Content. This Study also revealed that; the Algerian Users' follow-up of Tourism Content had previously been somewhat Moderate, based on what they followed through Traditional Media on Television and Radio. However, this interest has grown due to following the Content presented by the Influencers about Tourism in Algeria.
  - 5) The Pages of the Influencers publishing Tourism Content are highly followed by the Respondents, reflecting their interest in this field. We find that (62.3%) of them are Members of these Pages. "Khubaib" has the Highest Following among these Followers, at (59.8%). He is Closely followed by "Djamal Bin Talib", followed by many Arab and Foreign Influencers.
  - 6) One of the Most Prominent Motivations behind the Respondents' following of the Tourism Content provided by the Influencers about Algeria; is the Knowledge and Information presented in these Videos about Tourist Areas in Algeria. This Information ranges from Historical Knowledge about the Region to Knowledge about Customs, Traditions, and the Region's Cultural, Tangible, and Intangible Heritage. The Second Underlying Motivation behind this following; is the Distinctive Filming Style, which conveys details throughout its various aspects.
  - 7) The Algerian Users interact significantly with the Content provided by the Influencers about Tourism in Algeria (52.2%). This Interaction sometimes occurs at a Rate of (38.8%). This Interaction occurs primarily through clicking the "Like" Button (78.1%). Secondary Interaction occurs through Comments, but this is very limited, with the Percentage in this regard reaching (9.8%).
  - 8) According to the Findings of this Study; the Influencers play a significant role in developing the Tourism Culture of the Algerian Online Audience, as well as broadening their Future Travel

Horizons. This Audience, however, does not consider the Influencers their Primary Source of Information about Tourist Attractions.

- 9) According to this Study; these Influencers were the Real Motivation for the Algerian Users to visit the Algerian Tourist Areas, influenced by the Beauty of the Natural Landscapes and the Magnificence of the Photography they presented. This Content also made the Respondents intend and consider visiting the Algerian Tourist Areas they were exposed to the Influencers' Content, and this reached a High Percentage of (79.5%).
- 10) According to the Sample Members' Trends; the Influencers' Promotion of Various Tourist Areas in Algeria is an Effective Effort that serves Tourism as a Vital Economic Sector. This Effort is incomparable to what was previously presented in Traditional Media.

#### ❖ The Endnotes:

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<sup>2</sup> - Dawoud Radhia, Kamouch Mourad, The Role of Social Media Content Creators in Promoting Local Tourism in Algeria: An Analytical Study of YouTuber Muhammad Djamal Talib's Channel, Media and Society Magazine, Vol. 07, Issue 01, June 2023 CE.

<sup>3</sup> - Qatach Khadija, Op. Cit., p. 122.

<sup>4</sup> - Khaled Qachi, Hamza Al-Arabi, Kamal Al-Aqrib, The Importance of Tourism Marketing for the Advancement of the Tourism Sector in Algeria, Journal of Administration and Development for Research and Studies, Issue 02, p. 135.

<sup>5</sup> - Hadeer Ahmed Mohamed Abu Omar, Influential Marketing as a Modern Marketing Trend for Egyptian Tourist Destination, Journal of the Faculty of Tourism and Hotels, Issue 11, Part 04, 2022 CE, pp. 486-487.

<sup>6</sup> - Qatach Khadija, Op. Cit., p. 123.

<sup>7</sup> - Saad Al-Hajj Bin Jakhdal, Three Methods for Pioneering Scientific Research: Concepts and Designs, The Beginning House Publishers and Distributors, 1st ed., 2019 CE, p. 48.

<sup>8</sup> - Taha Abdel-Ati Najm, Media Research Methods, Kalima Publishing and Distribution House, 1st ed., 2015 CE, p. 111.

<sup>9</sup> - Fadil Dalio (2014 CE), Introduction to Research Methodology in the Humanities and Social Sciences, Undated Edition, Dar Houma for Printing, Publishing and Distribution, Algeria, p. 223.

<sup>10</sup> - Rawya bint Ahmed Al-Qahtani, Methodological Stereotypes in University Theses, Journal of the College of Social Work for Social Studies and Research, Issue 20, p. 446.