

The Reality Of Digital Marketing In The Hotel Sector, New Day Hotel Case Study In Algeria

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RTICLE INFO	ABSTRACT
	<p>As the original field of information technology has developed, it has transformed a mere information exchange environment into one of the pillars in the field of digital marketing, opening new industry horizons for tourism and hotels. Digital marketing for tourism is the effective and constructive tool in drawing a good tourism image by displaying the most important tourism and hotel services based on information and communication technology. The success of tourism institutions depends on providing the necessary and attractive information capable of attracting the largest possible number of tourists by meeting their needs and desires. This is done through digital means that helped to identify and interact greatly between them, and to learn about the reality of digital marketing in the tourism and hotel sectors. This paper was presented to study the growth of a model of hotels in Algeria that apply digital marketing. I conclude that digital marketing is a new concept in Algeria that has developed in the past years and has become a necessary matter in all tourism and hotel institutions active in the markets due to the intensity of competition. It is considered , the correct understanding of digital marketing gives hotels a competitive advantage through which they penetrate the markets through direct interaction between the consumer to learn about his needs and desires, as it is the focus and primary goal of marketing, as the Corona pandemic led to an impact on consumer thought through the trend towards digitalization, which was helping in Electronic reservation and payment..... when purchasing services from the hotel, considering that New Day Hotel is one of the most important classified hotels in Algeria, considering that it uses digital marketing techniques in all its dealings (viewing services, prices, location, reservation, payment....</p> <p>Keywords: Digital marketing, tourism and hotel sector</p>

Introduction:

The past decade has witnessed a major technological revolution that has touched all aspects of life, including tourism and hospitality. These late developments in the global economy have led to this sector becoming a key pillar of countries' economies. In light of the advancements in information and communication technology, the competition has grown more intense in the tourism and hotel market, and the tastes and preferences of consumers have changed. These challenges imposed on hotels to offer the best possible services to remain competitive. Technology was crucial in empowering hotels to face such difficulties. Communication technology, processing and transmitting sites and systems, and audio-visual techniques contributed immensely to service competence and cost reduction. Recently, the world witnessed a significant expansion in the use of communication lines to transmit all kinds of data, like internet services, phones, and television, which resulted in a unique experience for the guests and improved hotels' ability to compete. Shortly, the technological revolution led to a drastic change in tourism and hospitality, pushing hotels to keep up with these developments to offer the best services possible to stay in the competition.

Digital marketing was born as an extension of traditional marketing, and it is considered a fundamental means of communicating with clients and understanding their behavior. Although marketing strategies combine digital and traditional techniques, digital marketing faces its own set of challenges. It serves to

improve the procedures and processes conducted by hotels to identify the needs and demands of consumers in a modern way. This sector witnessed a vast advance thanks to the spread of the internet, which led to intensifying the competition between hotels aiming towards providing all information on their websites.

We can pose the following problem:

How can digital marketing be effectively applied in Algerian hotels? Based on the main question, we can ask the following sub-questions, which are as follows:

1. What is the reality of digital marketing in Algeria?
2. What is the reality of tourism and hospitality in Algeria?
3. What are the digital marketing uses in the New Day Hotel in Algeria?

Study Hypotheses:

1. Algeria has progressed significantly in implementing digital marketing techniques across all sectors.
2. The technological revolution led to the recognition of the beauty of tourism and the evolution of hotels in Algeria.
3. The New Day Hotel successfully implemented digital marketing techniques in various operations.

Research Division:

First: What is digital marketing?

Second: The reality of tourism and hospitality in Algeria.

Third: Digital marketing applications in the New Day hotel.

First: What is digital marketing?

Due to advancements in information technology, many hotels have started using digital marketing to engage with customers. Digital marketing is essential for understanding and meeting customer needs and preferences to maintain a strong position in the competitive market.

1. The Definition of Digital Marketing:

The First Definition: DAVE CHAFFEY defines it simply as applying digital mediums, data, and embedded technologies with traditional marketing. Within this broad definition, so that commercial activities compete efficiently today, it is essential to employ digital marketing to support business strategies and marketing. He further defines it as, 'accomplishing marketing goals through applying digital mediums, data, and technology'. (DAVE, 2022)

This brief definition helps remind us that the results of technology should be the determiner for investment in digital marketing and not the reliance on technology. Moreover, it is crucial to remember that despite the popularity of digital devices for choosing products, entertainment, and business, we still spend much time in the real world. Therefore, the integrity of traditional media remains a necessity in many sectors.

The Second Definition: RAYAN DEISS defines it as the process of promoting and selling products and services through employing online marketing methods, like marketing through social media, marketing through search engines, and marketing through the email. (Ryan Desis, 2018)

The Third Definition: In another definition, RAYAN DEISS defines it as the way through which commercial activities deliver their message by presenting the appropriate offer in a convenient time and place through studying the clients who interact on social media, searching on news sites, and online blogs. Where if the operators of digital marketing were new in the field, it might be hard to effectively consider all methods of online marketing used in digital marketing. (Ryan Desis, 2018)

Through the two previous definitions, RAYAN DEISS focuses on digital marketing being a process of promoting through different mediums, including the internet, which has become one of the most important methods in attracting the largest possible number of clients and also providing a suitable offer through digital mediums that helps identify the needs of the clients through the direct interaction between the enterprise and the consumer.

From the previous definitions, we can infer that digital marketing seizes marketing opportunities through different digital channels selected by marketing professionals and aims to choose the most appropriate channels that influence potential consumers. Digital marketing, In its essence, revolves around understanding consumer needs and desires to meet them and achieve business objectives.

2. Features of Digital Marketing:

Digital marketing is considered a commonly used term, and it has become a pioneering field that offers many opportunities and focuses on various areas. Therefore, we will touch on some of its most crucial features, which are : (Jonas, 2022)

✓ Bidirectionality:

Unlike traditional marketing, digital marketing uses a unidirectional message to encourage clients to interact with the commercial brand on an immediate level. It is an excellent method to engage the audience within the process of promoting and advertising instead of just being recipients. Consumers interested in the

product form an interactive network, leading to a wide influence range and the development of a comment-based platform for inquiries and clarifications.

✓ **Gradability:**

One of the most fundamental features of an advertising campaign is the gradability. The word digital itself is considered a “digit.” So whether you were sharing an advertisement through social media or inviting customers to get acquainted with the product, you should be able to obtain information about the reach of these advertisements and the reviews numerically.

✓ **Target:**

Every online digital marketing strategy has a specific target audience. Marketers use collected data to focus on certain demographic features. For instance, a brand selling organic cosmetics might target females between the ages of 16 and 45, offering products tailored to that age group.

✓ **Personalization:**

When your digital marketing version is gradable, you can also track customers’ shopping habits, repeatedly displayed products, and preferences which helps customize product suggestion for each consumer and demanding products and services. You can also send one-time coupons to the customer based on “history” or “wishlist”, which cannot be shared with someone else, so that the internet can match the clients’ demands, making digital marketing budget friendly and easy to use.

✓ **Remarketing:**

When a company uses the remarketing method, it shows specific ads to people who have visited the website before or have shown interest in their products or services. This method is commonly used for products or services that people are most likely to research or revisit multiple times.

✓ **Multi-channel:**

The digital marketing strategy has to be implemented across multiple channels because audiences use various platforms and may engage selectively with different ones. This approach seeks to reach potential buyers through diverse online communication methods, ensuring simplicity and easy navigation through communication media.

✓ **Resilience:**

Digital marketing requires flexibility and the ability to adapt to the technological requirements, clients’ demands, and the changing media. The advertising campaign is supposed to respond to the evolving positions of the targeted audience. Being a digital marketer might be a tremendous task. It takes a creative mind that can track the customer’s signals, match them, and create a message encouraging the user to take action. Resilience is essential for companies to be flexible and adapt to the occurrence and disappearance of new approaches in this rapidly changing environment.

3-Key Digital Marketing Indicators

Digital marketers use key performance indicators (KPIs) just like traditional marketers. It enables them to measure the long-term performance of their marketing contributions and compare it with the competitors’ efforts. The following are some of the key performance indicators marketers can use to measure the quality of their performance: (BARONE, 2023)

-Click-to-Show Ratio: This key performance indicator is commonly used to measure the efficiency of online advertising. It is calculated by determining the percentage of people who clicked on a specific ad out of the total number of people who viewed it.

- Conversion rate: the conversion rate goes beyond the clicking rate to compare the percentage of people who have taken desired actions, such as making a purchase, to the total audience reached by a particular advertisement or promotion.

- Social media traffic: This tracks the number of people interacting with the organization's social media profiles and includes likes, followings, views, posts, or other measurable actions.

- Website traffic: This measure tracks the number of people who visit the organization's website within a certain period. Among other uses, it can help organizations judge the effectiveness of their marketing efforts in attracting consumers to their sites.

4- Elements of the Digital Marketin Mix:

In digital marketing, businesses have always utilized various techniques to promote their products and services to their customer base. These marketing strategies are employed to advertise the offerings of a company effectively. The digital marketing mix encompasses the adaptation of product, price, distribution, promotion, and additional elements of the website, privacy policy, personalization, and virtual communities. These elements distinguish the digital mix from the traditional one. Simultaneously, they aim to provide the best combination to attract customers and achieve business objectives.

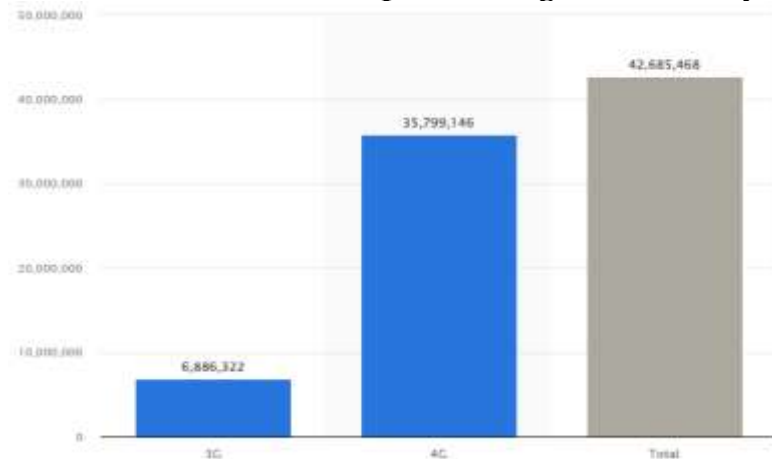
✓ **Digital service:** intangible items present in digital form and include e-books, music, digital art, software, online training courses, and virtual goods in video games. They are usually delivered to customers via download, email, or conventional shipping. Moreover, they provide organizations with a way to provide value without needing physical inventory. (Kumar, 2024)

- ✓ **Digital pricing:** It is what the consumer wants to pay for a product. Even though it is a concept that is generally easy to understand, it can be difficult for many organizations to apply - very high prices drive users to search elsewhere. Meanwhile, too low prices reduce an organization's profit margins. (Ali, 2023)
- ✓ **Digital distribution:** A type of distribution that uses purely digital media. It is often interpreted as purchasing or selling services or goods via a public network without a physical medium, usually done by downloading from the Internet to the consumer's electronic device. This type of distribution is available to many consumers and is more cost-effective for enterprises as there is no need to provide physical media. (Rouse, 2014)
- ✓ **Digital Promotion:** The complete array of activities that convey the product, brand, or service to the consumer. This notion involves using digital methods to raise awareness, capture attention, and encourage people to purchase a certain product and choose it over others. (Pape, 2023)
- ✓ **Virtual societies:** a group who may or may not meet face to face, who exchange words and ideas through the mediation of digital networks, or a meeting of a group of people with the same thoughts and interests to discuss common scientific ideas for a while so that they create social and personal relationships across the virtual space. (Rheingold, 2023)
- ✓ **Electronic Business Security:** Security can be described as a structured framework consisting of concepts, beliefs, principles, policies, procedures, techniques, and measures required to protect the system's assets, as well as the system as a whole, from any deliberate or accidental threat. (Katsikas, 2005)
- ✓ **Privacy policy:** a fundamental and necessary right to autonomy and consumer information protection. It serves as the foundation of many other human rights -The consumer has the right to maintain the confidentiality of his personal life or personal information. The enterprise must preserve and not change the information that the consumer makes upon entering the enterprise website. This policy expresses the credibility of dealing with the enterprise and the consumer. (Explainer, 2017)
- ✓ **Customization Policy:** Customization within marketing is the process of customizing content and communication for individual customers based on their interests, details, and behavior. It involves companies collecting data about customer interactions with their products and services. Then, use that data to create emails, advertisements, web pages, and other content that match or are "customized" to suit each client's interests. (emarsys, /)
- ✓ **The Website:** A website is a set of generally accessible interconnected web pages that share a single domain name. Websites can be created and maintained by an individual, group, company, or enterprise to serve various purposes. (Rouse, 2014)
- ✓ **The Additional service mix 3p:** in the digital marketing mix, indicates: (Ali, 2023)
 - People** to anyone who represents your product and communicates with the consumer. Regardless of customer service team or sales strength, people can include your employees, business partners, or anyone consumers associate with your brand, either for
 - Operations:** the essential tasks required to deliver the product and service to your customer. It can indicate anything from logistics, shipping, and delivery to waiting times and check-outs. If your customers find your operations too complex, for example, the time from making an order to receiving it is very long, you are more likely to lose future sales, improve your operations, and create the best experience for your potential customers. It is crucial to understand the user's journey. If you can streamline the sales diversion route and make the process from the initial discovery of the brand to the purchase look normal, increase your chances of diversion.
 - Physical evidence:** The last point in the digital marketing mix is Physical evidence. This latter is crucial to establishing an online presence and credibility for your product or service. Your brand's digital footprint can be a physical guide. Your website is the most important measure of physical evidence for most people. An up-to-date and user-friendly website can make your brand appear more trustworthy."

4. The reality of digital marketing in Algeria

1. Internet in the age of digitization:

Bouwman & MacInnes indicated that digitization and the Internet are driving factors for developing new business models. However, the Internet and websites provide data that enables the organization to analyze and benefit from the technology for innovation and the development of strategies in the long term to cope with the expected and current crises, especially the intense competition in the global markets. The Internet offers an opportunity to enter new markets and acquire consumers worldwide, providing a chance to compete with international institutions to ensure a large flow of information about competitors.

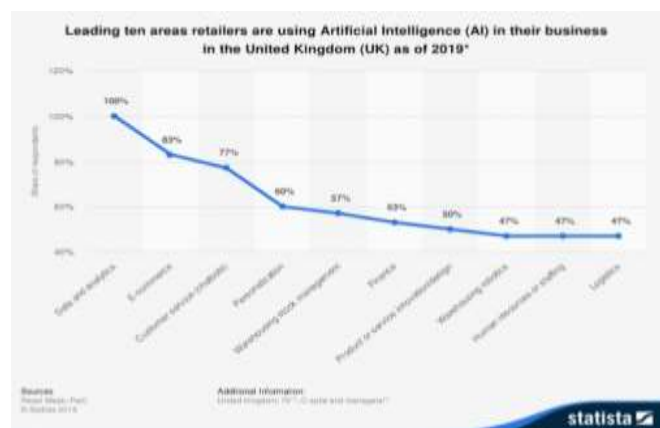
Figure 1: Number of mobile Internet subscriptions in Algeria in 2022 by type of technology

<https://www.statista.com/Source:>

Through statistics provided by Statista, we note that in the first quarter of 2022, there were about 42.7 million mobile internet subscriptions in Algeria, and the vast majority were 4G connections, with nearly 36 million subscribers. On the other hand, the number of 3G mobile connections in the African country reached about 9.3 million in the same year. The prevalence of mobile Internet in Algeria has increased markedly since 2010, and experts expect it to grow further in the coming years.

2-Artificial intelligence Technologies:

UK retailers have used AI technologies (AI). However, the use of artificial intelligence aims to help collect and analyze data in their business percent, while in E-commerce, it was relied upon at 83 percent, Where 77% of retailers in the UK were deploying AI technology in consumer services such as automated chat software, from the perspective of industrial distribution channels AI was only adopted by half of the retailers in the UK, 57% of retailers benefited from artificial intelligence in the warehouse inventory management area, while robots and storage in warehouses were certified

**Figure 2: Retailers' Statistics for AI Use 2019**

Source: <https://www.statista.com/statistics/1026052/artificial-intelligence-retailers-areaof-use-in-the-united-kingdom-uk/>

4-Mobile Phone

Grid Qabas stated that in 2023, the increase in sales was enormous for the past years due to the development of mobile applications. A study by Forrester also found that 58% of U.S. retail sales were affected by digital industries by 2023, meaning that digital technology not only affects online retail sales but may also affect them in-store, according to 'Business of Apps.'

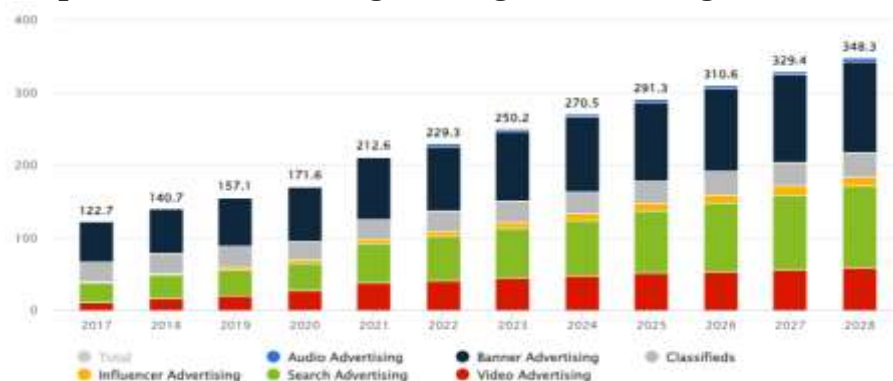
Forrester predicted that last year's average retail sales were 3.7 trillion \$, with more than a third (36%) affected by digital technologies, including mobile applications on the Internet and Internet advertising. The company also forecasted mobile retail sales of 118 billion \$ in 2018, indicating the growing role of mobile devices in the United States. Regarding mobile phones, brands, and retailers are now evaluating measurement tools and advertising options. (walid, 2023)

5-Digital advertising in Algeria

Advertising spending in the digital advertising market might reach \$270.5 million in 2024, but the most significant market is banner advertising, having a market size of 102.9 million USD in 2024..

Compared to the rest of the world, most advertising spending might originate from the United States, with an estimated 298 billion USD in 2024 and an anticipated average ad spending per user in the banner advertising market of 3.0 USD in 2024. In 2028, 44% of all ad spending will come from mobile phones, and 67% of digital ad revenue will be from automated advertising..

Figure 3 represents the level of Algeria's digital advertising market (2017-2028)



<https://www.statista.com/Source:>

• Advertising via Social Media - Algeria

The advertising spending in the social media advertising market is estimated to reach 58.6 million euros in 2024. The expense might grow at an annual rate of 4.40% (CAGR 2024-2028), resulting in a projected market size of 69.6 million euros by 2028. It's worth noting that the United States may have the highest advertising spending at 70.850 million euros in 2024.

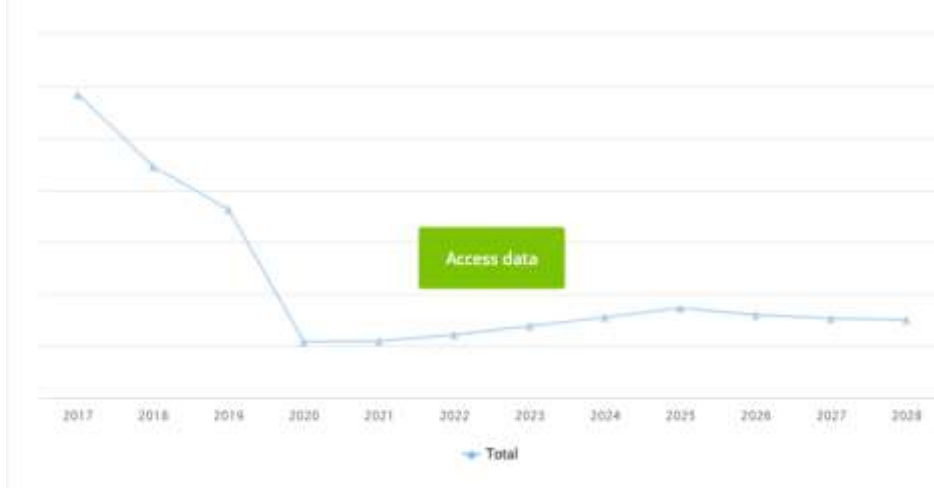
-In the social media advertising market, we anticipate that mobile phones will generate 69.6 million euros of the total advertising spending by 2028. Additionally, the number of users in the social media advertising market might reach 39,850.0 thousand by 2028.

6-Digital Trade - Algeria

Algeria has highlighted that the value of transactions in the digital trade market may reach US \$4.26 billion in 2024. The value of transactions might grow at an annual rate of 6.06% (CAGR 2024-2028), resulting in a total projected amount of US 5.39 billion \$ by 2028.

In the digital trade market, experts expect the number of users to reach 21.56 million by 2028. Furthermore, the average transaction value per user in the digital trade market might reach 251.70 \$ in 2024. In comparison, the United States may have the highest transaction value, reaching 2.255 trillion \$ in 2024.

Figure 4: A curve representing the level of Algeria's digital trade market during 2017-2028



<https://www.statista.com/Source:>

Second: The reality of Algeria's tourism and hotel sector

• Hotel development in Algeria

The hotel market includes professionally managed hotels and guest houses. These accommodations offer bookings directly through the provider's website, tour operator, travel agency, or telephone. In addition, the key performance indicators of the hotel market are revenue and average revenue per user (ARPU), users, and user penetration rates, in addition to which sharing and distribution of online sales channels are displayed on the internet. ARPU refers to the average revenue earned by one user per year, while revenue represents the total volume of booking generated through online and offline sales channels and includes B2C revenue exclusively, and users represent the total number of guests as each user is counted only once a year.

The slow pace of investment in this area and the obstacles faced by its owners remain a stumbling block that has denied the sector the establishment of new hotels and tourist facilities, without forgetting the infrastructure, transportation facilities, and banking services, as well as the promotion of this vital sector that still sleeps on millions of dollars, according to observers.

Tourism observers called for the need to upgrade tourism services in Algeria to create infrastructure and expand its services in the same way as hotels and tourist resorts in various mountains, Hamoum, and desert poles. In addition to encouraging investment and involving private individuals in this process to strengthen the hotel barn currently available at 1,500 hotels, 36 will come into service according to the latest permit of the Minister of Tourism. Without forgetting to engage all sectors and actors to advance the latter, these factors may contribute to portraying the country appropriately. (AFNINI, 2022)

Algeria ranked seventh among the best African countries in the most number of hotel rooms available. According to the report submitted by the American group specializing in tourism and hotel field, Algeria has recently evolved so that it has increased the number of hotel rooms, and, therefore, the following measures must be taken: (MIKDACH, 2023)

• Mobilizing investments to upgrade hotel units

This agreement, signed by the General Manager of the Tourism Complex, Hotel, and Spas, Mohammed Anwar bin Abdul Wahid, and the Chairman of the Board of Directors of the Qatari company "Rtaj," Sheikh Nayef bin Eid Al Thani, Under the supervision of the Minister of Tourism and Traditional Industry, Yassin Hamadi, provides that "To mobilize the investments necessary to upgrade hotel units, in line with internationally established standards and to increase the quality of services in this area."

Under this arrangement, the Qatari Hotel and Hospitality Company supports the 73 hotels within the complex at the national level, overseeing management, rehabilitation, and enhancement of services to attract tourists.

• Hotels in Algeria are crucial and inevitable

Today, we live in the age of information and advanced technology and its outstanding methods in hotel marketing. Thus, the Internet has become one of the most essential keys in the hotel marketing process for any country. Moreover, the process of communication and interaction between the guest and the hotel has become more accessible, which has led many hotels to create specialized websites on the Internet. Therefore, the role of public relations in the hotel field is one of the prominent elements of hotel marketing through the distinguished marketing of the hotel wanting to attract new guests. On the other hand, national and international tourist and hotel exhibitions play a prominent role in promoting the hotel product.

Second requirement: Number of visitors to Algeria in 2023

The Minister of Tourism and Traditional Industry (Mukhtar Didosh) revealed that the number of foreign tourists up to August 2023 amounted to 1.5 million foreigners, including only 26 thousand tourists in the south.

During his supervision of the opening of the national evaluation event on the outcome of the season of abduction and Saharawi tourism at the Mmazfran Hotel in Ziralda with the participation of the frames of the sector, Algeria seeks to promote this sector, noting that positive indicators are recorded confirming the gradual development of this sector under the Government's program.

Since January 2023, 2.3 million tourists have been registered, of whom 1.5 million are foreign tourists.

Second requirement: The reality of tourism in Algeria

Algeria, a North African country, is expected to experience a significant growth rate in the travel and tourism market. In 2024, revenues in this market are expected to reach 1,333.00 million \$, but revenues are expected to show an annual growth rate. (CAGR 2024-2028) at 4.21%, leading to an expected market size of USD 1,572.00 million by 2028.

The largest market in Algeria's travel and tourism market is the hotel market, with an expected market size of US \$684.20 million in 2024. The number of users in the hotel market is expected to reach 6,789.00 thousand by 2028.

However, the user penetration rate is projected to rise from 19.3% in 2024 to 21.5% by 2028, and the average revenue per user (ARPU) is expected to reach 149.50 \$. In Algeria's travel and tourism market global comparison, the United States is expected to generate the grandest revenue in this market, worth 199 billion

\$ in 2024. However, Algeria's travel and tourism market is experiencing growth potential due to the country's diverse landscape, unique cultural heritage, and improved infrastructure. (STATISTA, 2023)

Figure No. 0): The corresponding figure represents the development of tourism during the period 2017-2028



<https://www.statista.com/Source: />

Known for its rich history, diverse landscapes, and vibrant culture, Algeria has witnessed a remarkable development in the travel and tourism market in recent years, and one of the most essential indicators of tourism success in Algeria is: (Statista, Travel & Tourism – Algeria, 2024)

Customer preferences: Travelers in Algeria are increasingly looking for unique and authentic experiences, moving away from traditional tourist points to explore off-track destinations within the country. The interest in cultural exchanges, ecotourism, and adventure travel has grown, reflecting the global trend towards more immersive and sustainable tourism experiences.

Market trends: One of the significant trends shaping Algeria's travel and tourism market is the Government's efforts to strengthen this sector as an engine of economic growth. Initiatives to improve infrastructure, enhance security measures, and streamline visa acquisitions have helped attract more international visitors to the country. In addition, the emergence of digital platforms and online booking services has made travel more accessible to Algerians, resulting in increased local tourism.

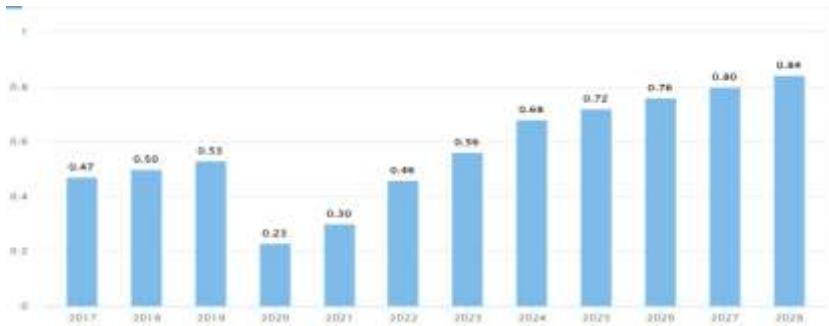
Special local conditions: Algeria's unique mix of the Mediterranean coast, the great Sahara, and the bustling urban centers provide a variety of attractions for travelers. The country's rich cultural heritage - including ancient monuments, traditional markets, and vibrant festivals, provides a tempting attraction for tourists looking to explore North Africa. Moreover, Algeria's warm hospitality and the welcoming nature of the local population contribute to its attractiveness as a tourist destination.

Key macroeconomic factors: Algeria's travel and tourism market is also affected by broader macroeconomic factors, such as government policies, exchange rates, and global economic conditions. For instance, fluctuations in oil prices can affect the country's tourism industry, as they affect government spending and consumer confidence. Moreover, geopolitical stability and regional cooperation are crucial in attracting foreign investment and encouraging tourism in Algeria.

Third requirement: The reality of the hotel in Algeria

Algeria's hotel market is expected to generate revenues of 0.68 billion \$ by 2024, and revenue is projected to grow annually by 5.42%, resulting in a market size of 0.84 billion \$ by 2028.

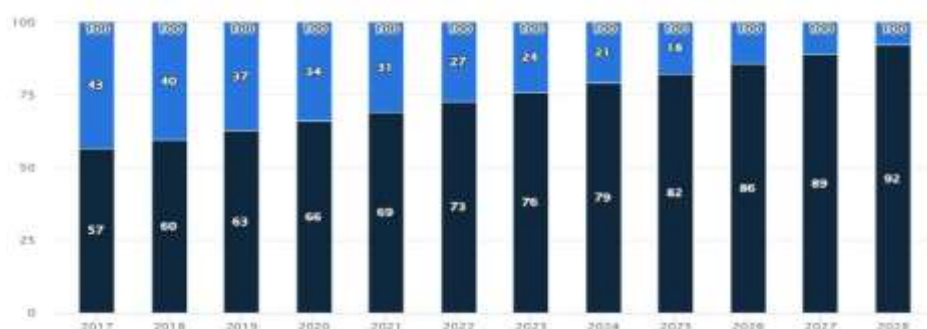
Figure No. 0): A diagram showing the revenues of Algeria's hotel market from the period (2028-2017)



<https://www.statista.com/Source: />

The number of users in this market is projected to reach 6.79 million by 2028, and the average user penetration rate (ARPU) is expected to rise from 11.9% in 2024 to 13.9% by 2028. By 2028, online sales will account for 92% of total revenue in Algeria's hotel market.

Figure Q): Graphic showing online hotel sales



<https://www.statista.com>/Source:

The United States is expected to generate the highest revenue in the global hotel market, with 110.500 million \$ in 2024.

Algeria's hotel market is undergoing a significant growth path, driven by various factors affecting consumer behavior and market dynamics in light of increased tourism and government efforts to improve infrastructure. One of the most crucial elements of my success in the hotel sector in Algeria is: (Statista, hotel– Algeria, 2024)

Customer preferences: In Algeria, customers are increasingly looking for unique and authentic experiences when choosing hotels. They tend towards accommodation that provides cultural immersion, local cuisine, and personal services. This shift in preferences is in line with the global trend of experimental travel, where travelers prioritize unforgettable experiences over traditional amenities.

Market trends: One notable trend in the Algerian hotel market is the growing demand for sustainable and environmentally friendly accommodation. Travelers are becoming more aware of their environmental impact and actively searching for hotels that prioritize sustainability practices. This trend reflects the growing global awareness of environmental issues and the push towards sustainable tourism practices.

Special local conditions: Algeria's hotel market is also affected by local cultural norms and traditions. The country's rich history and varied landscapes provide a unique backdrop for hotel owners to create premium offerings that meet the needs of both local and international tourists. In addition, the government's efforts to promote tourism as an essential economic sector create opportunities for hotel development and infrastructure growth.

Key macroeconomic factors: The development of Algeria's hotel market is supported by favorable macroeconomic factors such as increased levels of disposable income, urbanization, and infrastructure investments. As the economy continues to stabilize and diversify, the hospitality sector is poised to take advantage of the growing number of local and international travelers looking to explore all that Algeria offers.

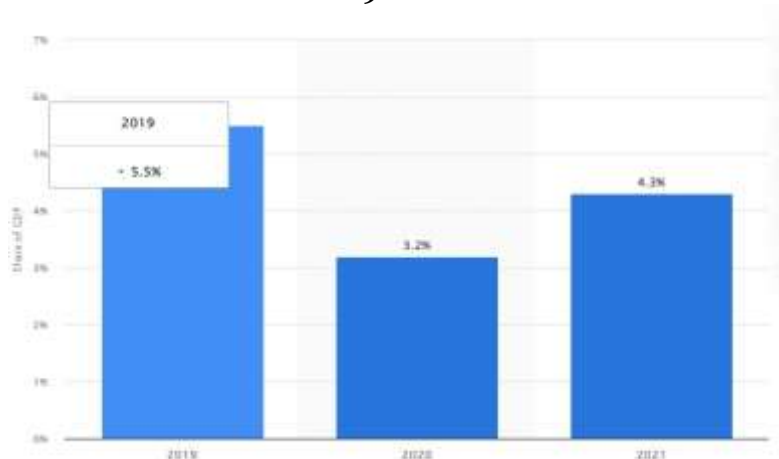
Fourth requirement: Spending on restaurants and hotels in Algeria

Total consumer expenditure on restaurants and hotels in Algeria is expected to rise continuously between 2024 and 2029, totaling 926.2 million \$ (+ 21.47 percent). After the ninth consecutive growing year, spending on restaurants and hotels is expected to reach 5.2 billion\$.

Consumer spending, in this case for restaurants and hotels, refers to the local demand of private households and non-profit institutions serving households (NPISHs) in the selected region. Since expenditure was not included by companies or the government, except that consumer spending is a crucial component of GDP as calculated based on expenditure in the context of national accounts and other components of this approach are government consumer spending, gross local investment, as well as net exports of goods and services. Consumer expenditure is segmented according to the United Nations Individual Consumption Classification by Purpose (COICOP), where the widely presented data adheres to Group 11.

As not all countries and regions report data in a coordinated manner, all the data described here have been processed by Statista to allow for as much comparison as possible. Basic input data are usually household budget surveys conducted by government agencies to track the expenditure of selected families during a given period. The data are shown in nominal terms. This means that cash statements are valued at the relevant year's rates and are not adjusted accordingly. The data were converted from local currencies to the United States dollar using the average exchange rate for the year in question as for the expected years, the exchange rate was also projected. Therefore, schedules include currency effects. You can find more key ideas about total consumer spending on restaurants and hotels in countries like Sudan and Morocco.(Degenhard, 2024)

Figure No. Q): Share of the travel and tourism industry's contribution to Algeria's GDP from 2019 to 2021

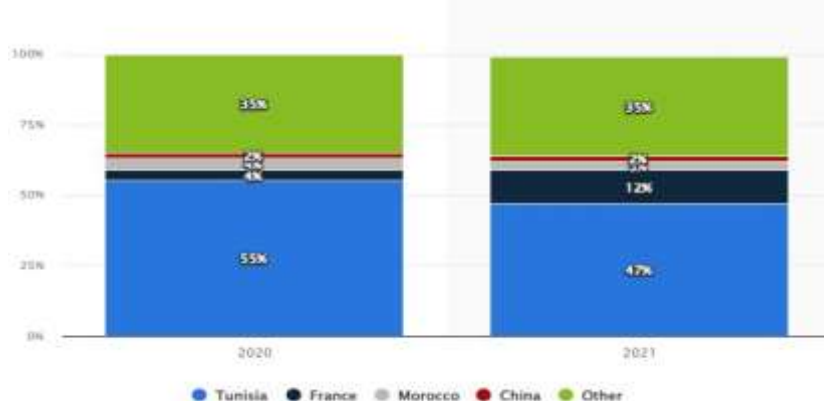


<https://www.statista.com>/Source:

In 2021, the tourism sector accounted for about 4 percent of Algeria's GDP. Economic contribution increased over the previous year. Indeed, in 2020, the coronavirus pandemic has negatively affected the tourism sector. (Department S. R., 2024)

Second: Distribution of tourist arrivals in Algeria from 2020 to 2021 by country of origin.

Figure No. Q): A trend that represents the number of tourists coming to Algeri2020 to 2021

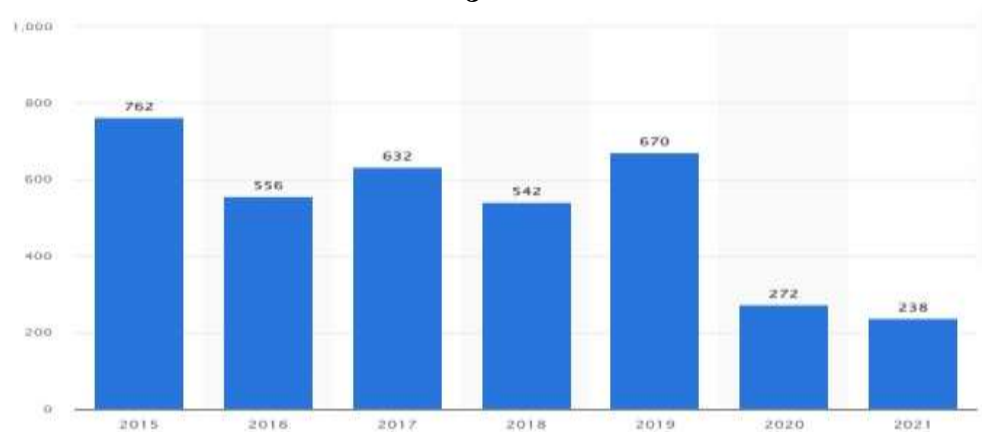


<https://www.statista.com>/Source:

The statistics presented in the previous format confirm that Tunisia is the main country of origin for tourists travelling to Algeria as of 2021, where Tunisians accounted for nearly 50 percent of the total tourists arriving in Algeria. Other countries of origin among tourists visiting Algeria were France, Morocco and China. (Department S. R., 2024)

Third: Annual expenditure of tourists heading abroad from Algeria from 2015 to 2021

Figure No. (): Represents annual expenditure statistics for tourists going from abroad from 2015 to 2021



Source: <https://www.statista.com/>

The expenditure of tourists heading abroad from Algeria amounted to 238 million \$ in 2021, and the average annual spending on foreign tourism decreased compared to the previous year, both of which were affected by the COVID-19 pandemic. In the period under review, tourist expenditure peaked at 762 million \$ in 2015, compared to the spending of visitors arriving in the country much lower in the same period. (Department S. R., 2024)

Third: The reality of digital marketing at the new day hotel in Algeria

The New Day Hotel enjoys an unparalleled location in the "Algiers" axis 10 minutes from the Algiers International Airport Houari Boumdin, 15 minutes from the Exhibition and Convention Center, within proximity of the subway station, and 20 minutes from the 5th July 1962 Stadium.

With its wide range of high-quality amenities and services, this is the perfect destination for short and long-term travelers looking to establish businesses, shopping, or families to enjoy Algiers during vacation.

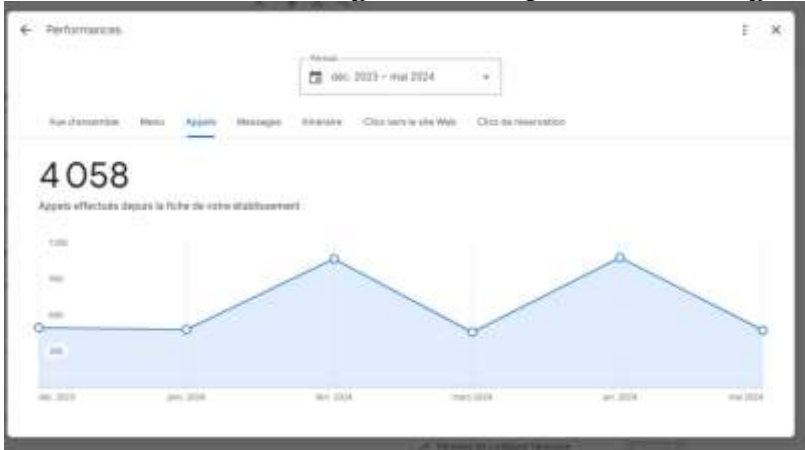
Figure No.: Interactions in total digital means



Source: Statistics by Hotel New Day

Through the previous statistics provided by the hotel on many digital means such as phone, letters, website... It confirmed that tourists arriving at the hotel interact by 16,301 through means for booking and accessing all services provided.

Figure (): Number of tourists using mobile telephone in booking 2023-2024



Source: Statistics provided by New Day Hotel

Through the statistics provided by the hotel about the various digital means used by tourists, the use of mobile phone is one of the most important digital means of access and booking through it by 4058 during the period 2023-2024.

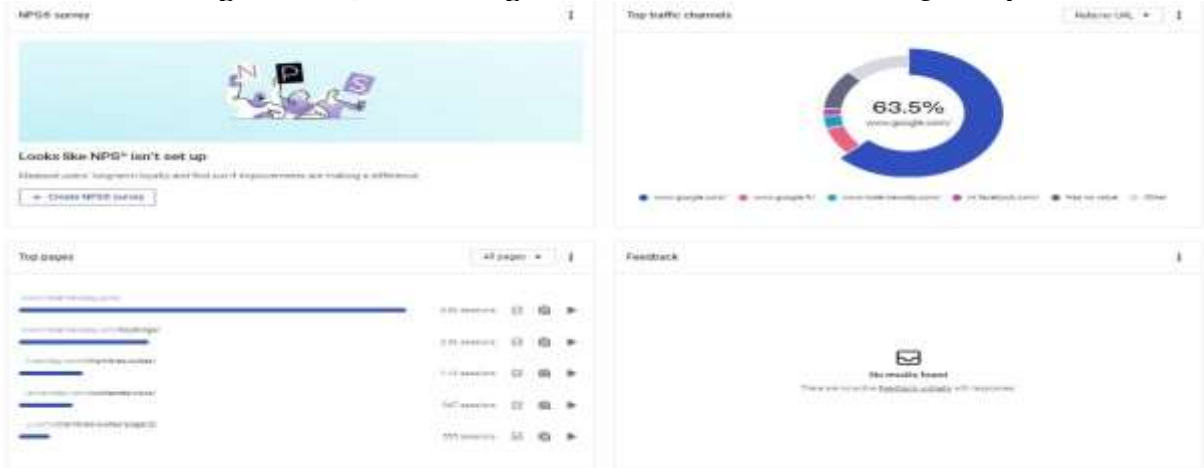
Figure (): The number of clicks on the website during 2023-2024



Source: Statistics provided by New Day Hotel

New Day Hotel is one of the most important hotels in Algeria using digital marketing through the hotel's website, showing us through the above format that the number of interactions through booking clicks through the website has reached 144 interactions.

Figure No. (): Percentage of use of hotel websites 2023-2024



Source: Statistics provided by New Day Hotel

Through the statistics provided by the hotel, it is confirmed that the search by googel.com has the most percentage (63.5%) compared to other sites accessed by tourists, and also the hotel's website is one of the most important sites through which to book.

Figure No.: The most important websites where hotel services are displayed

🔍 Rechercher...

Chemin de la page de départ: +

Liens par page: 10 Accéder à: 1 1-10 sur 10

	Vues	Utilisateurs	Vues par utilisateur	Durée d'engagement moyenne	Nombre d'événements Tous les événements	Événements clés Tous les événements	Revenu total
	4367 100 % du total	1324 100 % du total	3.30 Égal à la moyenne	1 min 48 s Égal à la moyenne	16472 100 % du total	0.00	0.00 \$
1 /	1940	1116	1.74	55 s	7150	0.00	0.00 \$
2 /bookings/	885	281	3.19	1 min 56 s	2981	0.00	0.00 \$
3 /chambres-suites/	288	156	1.85	39 s	1250	0.00	0.00 \$
4 /contactez-nous/	279	205	1.36	1 min 03 s	1241	0.00	0.00 \$
5 /chambres-suites/page/2/	122	80	1.53	28 s	512	0.00	0.00 \$
6 /accommodation/standard-room/	114	82	1.39	47 s	451	0.00	0.00 \$
7 /a-propos/	96	73	1.32	54 s	418	0.00	0.00 \$
8 /restauration-le-mediterranien/	94	62	1.49	47 s	407	0.00	0.00 \$
9 /products/reservation/	74	44	1.68	34 s	352	0.00	0.00 \$
10 /accommodation/chambre-de-luxe/	72	44	1.64	1 min 23 s	282	0.00	0.00 \$

Source: Statistics provided by New Day Hotel

The New Day Hotel is one of the most important hotels through which a range of services are offered through websites, the most important of which is Booking, which is considered the hotel's first website with 885 views, followed by chambres-suites by 288, and accommodation/chambre-de-luxe by the least viewed.(72)

During the hotel's field visit, the Marketing Department and its organizers were seen. The hotel uses the full strategies of digital marketing by offering services via the website using the pricing policy, especially by viewing the prices of competitors, and also identifying the hotel's target group. However, the services provided are placed on all social media sites, as well as other websites, including Booking. Services are distributed via the website and acquired in attendance. The hotel offers an online payment service and pre-booking to take advantage of the offers presented. Moreover, the hotel guarantees the privacy of tourists' information and data. As the hotel is nationally classified for its attractive location and well-received staff, it makes the hotel admirable for tourists coming to Algeria. The Department of Marketing is supporting the other departments to develop a set of strategies that help to get out of any problem they face. The year 2019-2020, during the COVID-19 pandemic, has affected the world, especially the tourism sector, which has been severely affected by the quarantine and the set of health laws and rules imposed by the government, but it has had a positive impact on Algeria by heading to domestic tourism. The hotel has published through its website all its health rules and adopted a price reduction strategy to influence tourists.

The lack of sales to manage marketing is a problem that the hotel contains as an expectation in the winter because of the decrease in inbound or outbound tourists, and that is through substantial support for digital marketing that facilitates consumers' acquisition of and access to services through the use of diverse digital means. It also tries to present offers during the week and on the weekend. The event strategy is used through offers during events, such as Ramadan Offers, Women's Day offers, Wedding Offers, Events, and Offers According to Exhibitions Located in Algiers.

Figure No.: Some offers on the occasion of Women's Day

<https://www.hotel-newday.com/offer/>Source:

Figure No. (): The hotel's most important offers during sales shortages

<https://www.hotel-newday.com/offer/>Source:

The Hotel New Day is one of the most prestigious hotels in Algiers for the beauty of its design, strategic location, and services offered on its website. It is evident from the field visit to the Hotel that it has a marketing department that has responsive speed using multiple digital means, the most important of which is the Hotel's website and the use of social media (facebook, Instagram..) managed by field specialists. It also keeps abreast of the most important services offered by competitors through their sites, so that it offers additional services distinctive to them, such as free transportation to Hawari Boumeddine Airport, sports' services, and free rooms' decoration for couples.

Conclusion:

Digital Marketing is a set of processes and procedures undertaken by the Foundation as a forthcoming and useful tool for recognizing the needs and desires of consumers and helping to compete in all markets through the website which provides an opportunity for hotels to compete internationally and to learn about all the services they offer. Algeria has become interested in tourism, due to the coronavirus crisis, which has caused

hotels and tourist agencies to go to domestic tourism, which has helped to improve the tourism and hotel sector in Algeria.

The use of digital marketing in Algeria is still evolving, but in the past years it has witnessed significant progress by moving towards digitization in business. Hotels in Algeria use digital marketing techniques in all dealings and in introducing new services that are conducted through interactions, feedback, and needs required by consumers to take advantage of services provided using digital means that made it easier for marketrts to make decisions and strategies necessary to raise the level of progress in the tourist and hotel sector in Algeria.

Results:

1. The development of the tourist and hotel sector in Algeria from 2019, following the coronavirus crisis, which has had a positive impact on the sector by heading to domestic tourism and offering the best offers that helped to emerge from this crisis.
2. Digital marketing is a new concept in Algeria that has evolved in recent years and has become essential in all tourist and hotel enterprises active in markets for the severity of competition;
3. The correct understanding of digital marketing gains hotels a competitive advantage that penetrates markets through direct consumer interaction to recognize their needs and desires as the hub and primary objective of marketing;
4. The coronavirus pandemic has influenced consumer thinking by moving towards digitization, which has been helping with booking and electronic payment..... Upon acquisition of services by the hotel;
5. The new day hotel is one of the most important hotels ranked in Algeria because it uses digital marketing techniques in all its dealings (access to services, prices, location, booking, payment...)

Recommendations:

1. Encouraging electronic transactions in the tourism and hotel sector by providing all legal, political, and electronic requirements and facilities;
2. Providing staff training and trainings for correct composition and a good understanding of the fundamentals of digital marketing and its most important technologies;..
3. The tourist and hotel sector in Algeria must be developed and carred for, considering that Algeria is a country with an attractive location;
4. Encouraging research in the field of digital marketing and digital technologies to develop the tourism and hotel sector;

Study prospects:

1. Digital transformation in the tourism and hotel sector;
2. The role of artificial intelligence in the development of the tourism and hotel sector.

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