

THE IMPACT OF INTERNATIONAL EXHIBITION OF TOURISM AND TRAVELS “SITEV” ON THE IMPROVEMENT OF ALGERIAN TOURISM DESTINATION IMAGE

Abdelaziz MADOUÏ*
Hakim BENDJEROUA**

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Corresponding author: madoui.abdelaziz@univ-ouargla.dz

ABSTRACT

This study aims to examine the effectiveness of international exhibition of tourism and travels “ SITEV” in improving the Algerian tourism destination image, and its impact on attractiveness of tourists, through the questionnaire that was sent by e-mail and Facebook, and it was conducted on a sample of responsible of Algerian travels and tourism agencies especially in inbound tourism and its participation in the 19th edition that was organized in 2018.

The findings indicate that the SITEV has many positive aspects and reflects the history, authenticity and cultural heritage of Algeria tourism destination that it was contributing in improving Algeria tourism destination image. However, the weakness of media coverage and the high costs of venue are contributed to reluctance of foreign operators and tourists to participate in the last editions which will require great efforts and promotion campaigns across big media channels and diminishing costs.

* KASDI MERBAH University Ouargla (Algeria), madoui.abdelaziz@univ-ouargla.dz, orcid.org/0000-0002-3185-6309.

** Professeur, KASDI MERBAH University Ouargla (Algeria), Bendjeroua.hakim@univ-ouargla.dz

Research Laboratory Requirements for qualifying and developing growing economies in light of the global economic openness

KEY WORDS: tourism exhibition, destination image, travel agency, Algeria, PLS-SEM

JEL CLASSIFICATION: L83, N97, Z32

أثر المعرض الدولي للسياحة والأسفار "SITEV" في تحسين صورة الوجهة السياحية للجزائر

ملخص

تهدف هذه الدراسة إلى اختبار فاعلية المعرض الدولي للسياحة والأسفار "SITEV" في تحسين صورة الوجهة السياحية الجزائرية، وتأثير ذلك في جاذبية السائحين الأجانب من خلال استبيان أرسل عن طريق البريد الإلكتروني وموقع الفيسبوك، وقد أُجريَ على عينة من المسؤولين الجزائريين على مستوى وكالات الأسفار والسياحة، خاصة تلك الوكالات التي تُعنى بالسياحة الوافدة والتي شاركت في الطبعة التاسعة عشر للمعرض التي تم تنظيمها سنة 2018.

تشير النتائج إلى أن SITEV له العديد من الجوانب الإيجابية ويعكس حقيقة التاريخ والأصالة والتراث الثقافي الجزائري. وهاته العوامل بدورها ساهمت في تحسين صورة الوجهة السياحية الجزائرية. لكن ضعف التغطية الإعلامية وارتفاع تكاليف حجز المساحات المخصصة للمعرض يسهمان في إحجام المتعاملين الأجانب والسياح عن المشاركة خاصة في الطبعات الأخيرة، الأمر الذي سيتطلب جهوداً كبيرة وحملات ترويجية عبر القنوات الإعلامية الدولية والمتخصصة، كما يجب إعادة دراسة تكاليف كراء المساحات المخصصة للمعرض من اجل تخفيضها.

كلمات مفتاحية: معرض سياحي، صورة وجهة، وكالة سياحية، الجزائر، PLS-SEM.

L'IMPACT DE L'EXPOSITION INTERNATIONALE DU TOURISME ET DES VOYAGES «SITEV» SUR L'AMÉLIORATION DE L'IMAGE DE DESTINATION TOURISTIQUE ALGÉRIENNE

RÉSUMÉ:

Cette étude vise à examiner l'efficacité du Salon International du Tourisme et des Voyages « SITEV » dans l'amélioration de l'image de la destination touristique Algérienne, et son impact sur l'attractivité des touristes étrangers. Et ce à travers le questionnaire qui a été envoyé par e-mail et Facebook, et qui a été réalisé chez un échantillon de responsables Algériens au niveau d'agences de voyages et de tourisme ; notamment les agences qui s'occupent des touristes étrangers et spécialement celles qui ont participé à la 19^{ème} édition du Salon organisée en 2018.

Les résultats obtenus indiquent que le SITEV dispose de nombreux aspects positifs et reflète réellement l'histoire, l'authenticité et le patrimoine culturel de l'Algérie. Ces éléments ont contribué à leur tour à l'amélioration de l'image de la destination touristique Algérienne. Néanmoins ; la faiblesse de la couverture médiatique et les coûts élevés de loyer des stands contribuent à la réticence des opérateurs étrangers et des touristes à participer surtout aux dernières éditions, ce qui nécessitera de grands efforts et des campagnes de promotion sur les grandes chaînes médiatiques internationales spécialisées, ainsi que la révision des coûts de loyer des stands afin de les diminuer.

MOTS CLÉS: exposition touristique, image de la destination, agence de voyage, Algérie, PLS-SEM

INTRODUCTION

The international exhibitions of tourism are considered as an occasion to meet the local and foreign tour operators, and as an opportunity for marketing and promoting tourism products for diverse tourism destinations by representing their countries. The tour operators try to persuade each other to purchase their tourism products by introducing features and characteristics of local tourism products. Thus, in most time numerous deals and agreements for exchanging tourism groups in these exhibitions among local and foreign operators. In addition, the international exhibition has been considered as an opportunity to meet the general public interest in tourism and new tourism programs, offers and discounts.

A lot of tourism exhibitions are organized to receive most tour operators and wide public, big media coverage at international public and private channels, we can mention the most important international exhibitions of tourism, with their titles, that are held each year as follows: Spain «Fitur Madrid », Italy « Bit Milan », Germany « Itb Berlin », French « Top Resa », which emerged in the eighties of the last century and developed year after year. Similar to these exhibitions, in order to activate and promote the tourism destination of our country, Algeria began to organize the international exhibition of tourism and travels, its acronym in French language « SITEV (Salon International du Tourism Et de Voyages) », which is held in the beginning of the current century, many local and foreign tour operators that are interested in the Algerian tourism market are participating especially in the last twenty years. The SITEV is a good way for Algerian and foreign tourism companies to meet and exchange groups of tourists, especially local operators who can't participate in international exhibitions that are organized abroad , in addition, it is an opportunity to meet the Algerian tourism public so as to present and identify products of Algerian tourism market.

Although all the provided efforts to improve the Algerian tourism destination image, Algeria is still unable to attract foreign tourists in comparison with both neighbor and Mediterranean basin countries, and according to the travel and tourism competitiveness

report prepared by world economic forum for 2019, Algeria is placed in rank 116 among 140 countries, it is still far from Arabic and Mediterranean basin countries such as: Spain 01st , France 02nd , Italy 08th , United Arabic Emirates 33rd , Qatar 55th , Egypt 65th , Morocco 66th and Tunisia in 85th.

In regard to what is said above, the main question proposed in this study is as follows: What is the impact of "SITEV" on the improvement of Algerian tourism destination image?

1- RESEARCH OBJECTIVES AND HYPOTHESIS.

This study aims to measure the impact of the SITEV through its latent variables such as information source, venue design, costs, advertising, media coverage and services quality, on improving Algeria destination image and we may extract the sub-goals as follows:

Measuring the impact of venue design, costs, timing, advertising of the SITEV on improving Algeria destination image.

Measuring the impact of media coverage of SITEV in improving Algeria destination image.

Measuring the impact of the SITEV as an information source on improving Algeria destination image.

Measuring the impact of Algerian travel agencies that participate in the SITEV as an important information source on improving Algeria destination image.

The following hypotheses that are proposed:

H1: There is a negative impact of timing, place, venue design, costs, information provided, facilities and quality of services of SITEV which reflected negatively on Algeria destination image.

H2: There is a weak advertising campaign and media coverage of SITEV which reflected negatively on Algeria destination image

H3: The SITEV is not considered as an important information source for Algeria destination which reflected negatively on Algeria destination image.

H4: Algeria travel agencies don't provide accurate and adequate information about Algeria destination which reflected negatively on Algeria destination image.

H5: the SITEV doesn't reflect cultural heritage, tourism attractions and the people's kindness of Algeria destination image.

2- OVERALL OF TOURISM EXHIBITIONS

Velard (1988) wrote that an exhibition is a fair, a show, an expo or any display of objects or services for public viewing. Exhibitions such as book fairs, motor fairs, food fairs, cycle shows, human resource shows and even business efficiency programmes, are held worldwide and all year round, many taking place at any given moment (Kelley, Gilbert, & AL-shehabi, 2004).

Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers (Lau, 2013). It could be defined as a spatially organized and expression of thoughts, things and systems of knowledge originating in the time of enlightenments, and to a great extent based on the display of material objects (Smeds, 2012).

The selection of exhibitions is subject to a set of criteria, Shoham (1992) affirmed that expected attendance/lead performance, quality and quantity of attendance, marketing synergy, reputation of the show, costs, staffing capability, show environment, timing and location are important criteria in show selection. The decision to exhibit overseas involves additional considerations. Exhibitors' selling and non-selling objectives, different categories of buyers and visitors and their attending objectives exert additional influence on their show selection and decision-making (Jin, Bauer, & Weber, 2010).

Herbig, O'Hara and Palumbo (1997) determined several advantages to trade fair participation: first, the large number of qualified interested people that received the promotional message. Second, the possibility of introducing new products to a large number of prospects. Third, the potential customers that can be discovered. Fourth, the enhance goodwill to the firm. And finally, the opportunity of free advertisement.

A systematic approach to the advantages of participating in an international Trade fair indicates the identification of potential customers, the increase of customer loyalty, the introduction of new

products to a large number of prospects, the reinforcement and improvement of corporate image, the gathering of competitor information, and selling. An additional advantage, according to Trade Show Bureau is the average cost per contact at a fair which remained consistently one third of the cost of personal sales call (Santos & Mendonca, 2013).

To accomplish these goals, the organizer of the exhibition should be particularly focus on the following (Ahni, Gilaninia, Resa, & Shirsavar, 2013):

- Attracting exhibitors and visitors.
- High quality service for exhibitors and visitors.
- Continued development of infrastructure.
- Establishing ongoing relationships with exhibitors and media.
- Providing information about the exhibitors, visitors and media .
- Contemporary trade shows create an opportunity for « multichannel gathering information ». In this context the main sources of information are the following (Gebarowski & Wiazewiez, 2014):
 - Face-to-face conversations at the stands.
 - demonstrations of exhibitions.
 - printed advertising materials (leaflets, brochures, catalogues, folders).
 - Promotional materials on electronic devices (promotional films and presentations of a company on CD or pen drives).
 - Trade fair catalogues issued by organizers of the events (containing detailed information about all exhibitors and they are handed out or sold to visitors).
 - Trade fair website (in particular pages on relevant branch and exhibitors).
 - Additional events prepared by organizers during the trade shows (contests, seminars, conferences, etc).

Travel trade shows are different from other trade shows as the products are intangible in nature, heterogeneous and perishable. These characteristics make high in experience and credence qualities. The customer evaluation process is very different from products trade show (Menon & Edward, 2013).

Roles and impacts of planned events and exhibitions within tourism have been well documented, and are of increasing importance for destination competitiveness (Getz, 2008). Moreover, fairs and public events are a good way to get companies to direct verbal connection with potential customers and interested public that allows one way and best promote their products and services (Angjeleski, Gaberova, & Tashevski, 2013). Shipley and Wong (1993) concluded that exhibitors assign greater importance to long-term selling and qualitative objectives relating to customer contacting, customer-interaction, image building, competitiveness-building, and intelligence collection (Munuera & Rouiz, 1999).

When countries attend exhibitions they not only introduce their capacities, abilities, facilities, and their tourism condition and amenities but they also tend to create a mutual relationship between three factors including tourists, the people of their area and the quality of destination, besides attracting tourists who are compatible with their own country's social, economic and cultural condition and satisfying them (Esfidani, Vahabzadeh, & Tajalli, 2012).

3- EXHIBITIONS AND TOURISM DESTINATION IMAGE

Image is the set of beliefs, ideas, and impressions that a person holds of an object (Kotler, 1991). Lawson and BaudBovy (1977) defined image as the expression of all objective knowledge, impressions, prejudice, and emotional thoughts an individual or a group have of a particular object or place. Destination image may be referred to as the visual or mental impression of a place, a product, or an experience held by the general public. In order to capture certain market segments, suppliers of the tourist product attempt to develop a favourable image of their destination or product in order to stimulate demand to visit those places (Milman & Pizam, 1995).

The image is a fundamental element in the promotion of tourism destinations, since what differentiates one destination from another is a key to its success (Alcocer & Lopez Ruiz, 2019).

Image formation is defined as a construction of a mental representation of a destination on the basis of information cues

delivered by the image formation agents and selected people (Tasci & Gartner, 2007). Added to that, destination image literature reveals three sources of image formation agents: (1) supply-side or destination. (2) independent or autonomous, and (3) demand-side or image receivers.

A significant information source as well as a marketing channel influencing destination image and choice, particularly for international destinations, is travel intermediaries such as tour operators and travel agents (Jamilena, Rodriguez-Molina, & Castañeda, 2008).

Following Reuland, Coudrey, and Fagel (1985), we suggest that the image of a tourist destination consists of a mixture of three components: the product (i.e., quality and variety of attractions, price, uniqueness, categories of users, etc); the behaviour and attitude of the employees who come in direct contact with the tourists; and the environment, such as the weather, the scenery, landscape and physical layout of the destination, the quality and type of accommodations, restaurants, and other facilities, and physical safety (Milman & Pizam, 1995).

Arnegger and Herz(2016) referred that exhibitions have two main benefits to destination: the first is attracting participants and spectators and increasing the number of inbound visitors. The second is marketing the host country through advertising and media coverage (Abou-Shouk, Zoair, Farrag, & Hewedi, 2017). Nella and Christou(2016) added that exhibitions are important attractions for destinations, since they increase the competitiveness of the destinations, improve creativeness, innovativeness and image of the destination while assisting the destination branding by creating unique tourist experiences for differentiation (Ige, Sinem, & Melih, 2019).

According to Baloglu and McCleary(1999) choice of destination can be influenced by various internal factors such as image perceptions and motives and attitudes to external factors, which include time availability and perceived costs of the destination (Glenn, 2008).(Carballo, Araña, León, & Moreno-Gil, 2015) added that destination image plays a role in destination choice: potential tourists

will decide to choose the destination only when the image components that produce a positive effect outweigh those that produce a negative effect.

The assessment of destination image can assist managers by identifying the strengths and weaknesses of their destination, helping predict tourists behavioral intentions and providing critical insights for managing and developing tourist destination (Tsung, 2009).

Exhibitions are an important motive for travel and one of the most important segments of the tourist market, represented by tourist demand. They have the potential to attract visitors, but also to improve the overall image of a destination, which is particularly important for the development of tourism, and as such form the basis for development of manifestations and tourism (Hristina & Katerina, 2013).

Gartner and Bachri (1994) studied the images of Indonesia held by American tour operators. The findings indicated that the image would influence tour operator's package development decisions as the majority of the tour operators were found to give priority to other destinations in the tour packages they were developing. Reimer (1990) investigated the role of Canadian package tour operators in determining and marketing images stimulating Canadians to travel. The study argued that demand for the tourist product is largely engendered by a travel industry network of image generators, and concluded that tour operators compete both in terms of the product they sell and travel images they create.

4- HISTORY AND GOALS OF SITEV

The first emergence of "SITEV" in Algeria was in 1986, it was held two years successively then it stopped because of the absence of foreign tour operators due to economic, social and political crises which Algeria was going through, and it reorganized in 1996, after that it stopped again until 1999. From 2000 the SITEV has been held each year as bellow.

SITEV was officially held in 2008 according to executive decree no 08-384 of November 26th, 2008 (Journal, 2008), and it has become an

official international tourism exhibition by the World Tourism Organization (UNWTO).

The SITEV aims to achieve a set of principal points as follows (ONT, 18-22 MAI 2017):

- Rating and identifying the Algerian tourism potentials.
- Evaluating the Algerian tourism destination and developing qualitative tourism industry.
- Enable the Algerian individuals to know different offers of domestic tourism.
- Exchanging experiences between local and foreign tour operators for domestic tourism benefit.
- Enable travels and tourism companies to promote their tourism programs and offers in light of novelties of tourism service sector.
- Discovering availability of tourism investment occasion on local level.
- The promotion of domestic traditional handicraft and culinary art.

The number of local and foreign tour operators which participate in SITEV differ from an edition to another, concerning the 16th edition that was organized in 2015, 1121 participants, among them 26 foreigners and 63 representatives of embassies. Many countries from the European continent took part: Italy, Switzerland and Spain. The North American continent was represented by Canada. Africa took part through Chad, and Islamic and Arabic countries took part in this edition such as Tunisia, Morocco and Turkey. While the 17th edition that was organized in 2016 knew a weak participation with the absence of European, Asian and American countries. Only 126 participants among them 17 foreigners representing the Arabic and Islamic countries such as Jordan, Egypt, Turkey, and Malaysia. It's the same in 18th edition that was organized in 2017, the number of participants was 206 among them 22 foreigners representing three continents: Europe represented by French, Spain, Portugal, North America represented by Mexico, and the Asian continent represented by Malaysia that kept its regularly participation, while Chad participated as a single representative of Africa continent. Unlike the last two editions, the 19th edition was organized in 2018 , it knew an

acceptable participation of 831 among them 13 foreigners, 566 travels and tourism agencies, 127 represent hotels and resorts, and it is considered as a positive point for the organizers of that edition.

Considering the edition, although it has a good reputation and it is certified by the UNWTO, we notice the absence of quality and quantity foreign operators from big tourism countries like European continent for instance Germany, Great Britain, and those of North Europe as well as the Asian continent such as: China and Russia in addition to the American continent such as Canada and USA. For this reason, many questions are asked about the timing, location, costs, information source, media coverage, and other factors that influence SITEV successfully, which imposes on the organizers and authorities to make more efforts to give a good reputation for the exhibition, which reflects the real tourism image of Algeria on the one hand, and to persuade them to attend the future editions so that local operators can benefit from it on the other hand.

5- TOURIST FLOWS IN ALGERIA DESTINATION

According to the ministry of tourism (MTATF, 2020), the total entries of tourists at the borders were (2,371,056 tourists), at the end of 2019, there was t a decrease of 10.77% compared to the previous year. This regression is well explained, on the one hand, by an unstable economic situation, which had a negative influence on the inflows of tourists in Algeria, and on the other hand, by attractive competitive markets, particularly in relation to the costs of captivating stays, facilitation of travel and visa granting for foreign tourists, as well as the quality of services offered.

The downward trend was recorded for the following months:
April: -36.27%, August: -28.97%, December: -24.68%

The number of foreign tourists, which represents 81.56% of the total number of tourists (1,933,778 tourists), they come mainly from the following countries:

- Tunisia: 1,323,709 tourists, ie 68.45% of the total of foreign tourists.
- France: 164,907 tourists, or 08.53% of the total foreign tourists.
- Morocco: 79,505 tourists, ie 04.11% of the total of foreign tourists.

The number of Algerian tourists living abroad (437,278 tourists) represents 18.44% of the total tourist arrivals, in recording a downward trend since 2018, respectively -14.02 in 2018 and -30.5 in 2019, and this is explained by the same reasons cited above, relating to the drop in the total number of tourist arrivals in Algeria. The highest number of entries by Algerians living abroad is recorded for the month of July with 81,050 tourists, which coincides with the summer vacation. The rest of the travellers who come to Algeria are from the following countries :

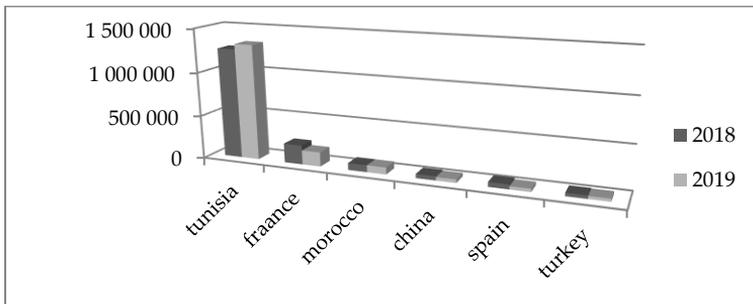
- France : 321,686 tourists, or 73.57% of the total of Algerians living abroad.
- Spain : 55,105 tourists, or 12.60% of the total of Algerians living abroad.
- Tunisia : 27,021 tourists, or 06.18% of the total of Algerians living abroad.

Table 1. Main countries of origin of foreign tourists

	2018	2019	rate of growth
Tunisia	1 261 411	1 323 709	4,94%
France	221 707	164 907	-25,62%
Morocco	80 317	79 505	-1,01%
China	47 142	39 437	-16,34%
Spain	53 589	35 828	-33,14%
Turkey	37 578	32 593	-13,27%
Italia	30 987	24 430	-21,16%
Germany	15 951	11 807	-25,98%
Great Britan	9 969	9 114	-8,57%

Source: Ministry of tourism, crafts and family work of Algeria, 2020.

Figure1. Main countries of foreign tourists



Source: own compilation based on table 1.

6- METHODS AND MATERIALS

6.1- Methodology

The research process involved the following steps: first, a literature review was undertaken to identify the relationship between tourism exhibitions and destination image. Second, to highlight the main components of Algeria destination. Third, a questionnaire is conducted for travel agencies that participated in the 19th edition.

Many processes are used to analyze the impact of tourism exhibition on destination image. In this study, the data collected through the relevant survey was analyzed by structural equation modelling (SEM) because it is a recent application used generally in research and specifically in tourism (Assaker, Esposito, & O'Connor, 2010), and the smart P.L.S (Partial Least Squares) model was chosen as the most efficient alternative to carry out the S.E.M. Smart PLS is one of the prominent software applications for partial least squares Structural Equation Modelling (PLS-SEM)(Kwong & Wong, 2013). Researchers should select PLS-SEM for the following considerations (Hair, Risher, Sarstedt, & Ringle, 2019): (1) when the analysis is concerned with testing a theoretical framework from a prediction perspective, (2) when the structural model is complex and includes many constructs, indicators a/or model relationships, (3) when the research objective is to understand better increasing complexity by exploring theoretical extensions of established theories (exploratory research for theory development), (4) when the path model includes one or more formatively measured constructs, (5) when the research consists of financial ratios or similar types of data artifacts, (6) when the research is based on secondary/archival data, which may lack a comprehensive substantiation on the grounds of measurement theory, (7) when a small population restricts the sample size (e.g. business-to-business research), but PLS-SEM also works very well with large sample sizes, (8) when distribution issues are a concern, such as lack of normality and finally, (9) when a research requires latent variable scores for follow up analyses.

6.2- Sample design and data collection

In order to test the proposed hypotheses, a structural questionnaire was conducted on the Algerian travel agencies which participated in 19th edition that was organized in 2018 in Algier's exhibitions palace as a research community. Among the 566 travel agencies that participated, we select a random sample representing 10% of the participation (56 travel agencies). The questionnaire was sent by e-mail and social media such as Facebook pages.

The questionnaire consisted of 27 questions divided into two sections : first, some general information about the person that will answer the questions (gender, age, level of study, family situation,...). The second section divided into the following categories: SITEV questions (design venue, timing, costs, services, facilities, media coverage), questions related to Algeria destination image (culture heritage, kind people, tourism attractions, handcraft...) and questions related to travel agencies as an information source.

The study chooses the Algeria travel agencies because the relationship between the suppliers of tourism services (transport, hotels, restaurants, entertainers) and tourists is an intermediary (most the time) coming from tour operators and the retail travel agencies, in other hand travel agencies handle all types of travel such as holiday and business travel on individual or group based (Pantelescu, Laurentiu, Capusneanu, & Topor, 2019). Travel agencies have been selected as information sources with potential influence on pre-visit image (Jamilena, Rodriguez-Molina, & Castañeda, 2008). Added to that, travel agencies and tour operators even contribute to the formation itself of destination image.

6.3- Results and Discussion

The study was based on a sample of 56 represents of Algeria travel agencies. Within the sample, man accounted 71,4% and woman 28,6% of the respondents, the age of respondents, between 31 and 40 years represent 35,7%, between 41 and 50 years represent 26,8%, more than 50 years represent 21.4% and under of 30 years represent 16,5%. Regarding to family situation, 64,3% of respondents are married, 33,9% are singles

and 1,8% are divorced. For the academic degree, the high percent is 44,6% represent university level, 30,4% high study, 14,3% secondary level and 10,7% others degree. According to function in travel agencies, there is 60,7% represents a general director, 3,6% director of marketing, 5.4% director of administration and 30.4% other functions.

Table 2. Respondents profile

Variables	N	%
Gender		
Male	40	79.4
Female	16	28.6
Age		
-30	9	16.1
31-40	20	35.7
41-50	15	26.8
+50	12	21.4
Family Situation		
Married	35	64.3
Divorced	1	1.8
Widow	0	0
Singular	20	33.9
Academic Degree		
High Study	17	30.4
University Level	25	44.6
Secondary level	8	14.3
Others	6	10.7
Function in Travel Agencies		
Director	34	60.7
Director of Marketing	3	3.6
Director of Administration	2	5.4
Other Function	17	30.4

Source: Prepared by the researchers based on the analysis of the survey

6.3.1. Rules of thumb for model evaluation

According to (Fawad, Qin, & Martínez, 2019) the evaluation of results of smart PLS-SEM was divided to two main sections: (1) measurement model or outer model is the first step in PLS-SEM analysis to evaluation (Hamid, Sami, & Sidek, 2017). It involves outer loadings, reliability and validity and discriminante validity, (2)

structural model including the coefficient (R square, Q square, F square and path coefficient).

6.3.2. Measurement model or outer model

We must distinguish between reflective and formative measurement models to evaluate them (Henseler, Ringle, & Sinkovics, 2009). The diagram below is reflective because the indicators are shown as effects of the factors. According to (Fawad, Qin, & Martínez, 2019) was divided the evaluation of results of smart PLS-SEM to two main sections: (1) measurement model or outer model is the first step in PLS-SEM analysis to evaluation (Hamid, Sami, & Sidek, 2017). It involves outer loadings, reliability and validity and discriminante validity, (2) structural model including the coefficient (R square, Q square, F square and path coefficient). The assessment of reflective outer model involves the examination of reliabilities of the individual items (indicator reliability), reliability of each latent variable, internal consistency (Cronbach alpha and composite reliability), construct validity (loading and cross-loading), convergent validity (average variance extracted, (AVE)) and discriminant validity (Fornell-Larcker criterion, cross loading, HTMT criterion)(Hamid, Sami, & Sidek, 2017). The assessment of formative measurement models as following:

6.3.3. Construct Reliability and Validity

Square each of the outer loadings to find the indicator reliability value. According to Hulland (1999), 0.70 or higher is preferred. If it is an exploratory research, 0.4 or higher is acceptable (Kwong & Wong, 2013).

5.3.4. Outer loadings

In our study, although the majority of the value of the item displayed above 0.70 to ascertain the reliability of latent variables, there are some weaker indicators with loadings between 0.547 and 0.698 were retained.

Table 3. Outer Loadings

	Algeria destination image	Algeria travel agencies	SITEV
var10			0,621
var11			0,784
var12			0,761
var13			0,726
var14			0,797
var15			0,737
var16			0,664
var17		0,726	
var18		0,815	
var19		0,796	
var20		0,781	
var21		0,796	
var22	0,897		
var23	0,884		
var24	0,868		
var25	0,821		
var26	0,790		
var27	0,837		
var6			0,682
var7			0,624
var8			0,698
var9			0,547

Source: mart-PLS application.

6.3.5. Reliability and validity:

The results in Table 04 shows that the measures of Algeria destination image yield satisfactory levels of convergent validity in terms of Average Variance Extracted (AVE =0,723) and internal consistency reliability (Cronbach's Alpha = 0.923, rho A=0,925, composite reliability=0,940). The same of the measures of Algeria travel agencies (AVE=0.613, Cronbach's Alpha = 0.842, rho A=0,845, composite reliability=0,888). But the third variable SITEV the Average Variance Extracted criterion (AVE =0,488) less than 0.5, but it is considered acceptable because it is close to the minimum, and in other hand some researchers referred that the values range from 0,4 to 0,7 (Hamid, Sami, & Sidek, 2017). Other measures are acceptable such as (Cronbach's Alpha = 0.896, rho A=0,906, composite reliability=0,912).

Table 4. Reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Algeria destination image	0,923	0,925	0,940	0,723
Algeria travel agencies	0,842	0,845	0,888	0,613
SITEV	0,896	0,906	0,912	0,488

Source: mart-PLS application.

Validity is examined by noticing a construct’s convergent validity and discriminant validity (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). There are three options for verifying discriminant validity: Fornell –Larcker criterion, the cross loadings and Heterotrait –monotrait ratio (HTMT).

6.3.6. Discriminant validity Fornell –Larcker criterion

One method for assessing the existence of discriminant validity is the Fornell and Larcker (1981) criterion. This method states that the construct shares more variance with its indicators than with any other construct. Fornell and Larcker (1981) suggest that discriminant validity is established if a latent variable accounts for more variance in its associated indicator variables than it shares with other constructs in the same model. To satisfy this requirement, each construct’s average variance extracted (AVE) must be compared with its squared correlations with other constructs in the model (Henseler, Ringle, & Sarstedt, 2015).

As shown in Table 05, all variables displayed acceptable discriminant validity using the Fornell –Larcker test as well as bearing values below threshold of 0.90.

Table 5. Discriminant validity Fornell –Larcker criterion

	Algeria destination image	Algeria travel agencies	SITEV
Algeria destination image	0,851		
Algeria travel agencies	0,821	0,783	
SITEV	0,660	0,608	0,698

Source: mart-PLS application.

6.3.7. Discriminant validity Heterotrait –monotrait ratio (HTMT)

The HTMT is defined as the mean value of the item correlations across constructs relative to the (geometric) mean of the average correlations for the items measuring the same construct (Hair, Risher, Sarstedt, & Ringle, 2019). Table 07 below shows the output from HTMT results, the value 0.923 in bold is higher than 0,85 or 0,9 according to some researchers. Value indicates that a collinearity problems between Algeria travel agencies and Algeria destination image.

Table 6. Discriminant validity Heterotrait–monotrait ratio (HTMT)

	Algeria destination image	Algeria travel agencies	SITEV
Algeria destination image			
Algeria travel agencies	0,923		
SITEV	0,672	0,652	

Source: mart-PLS application.

6.3.8. Cross loadings

Cross-loadings are an alternative to AVE as a method of assessing discriminant validity for reflective models. At a minimum, no indicator variable should have a higher correlation with another latent variable than with its own latent variable. If it does, the model is inappropriately specified (David, 2016, p. 69).

Table 07 below shows the values of cross loadings of all constructs where the loading of each block is higher than the other rows and columns. The values are acceptable because they are higher than 0.5.

Table 7. cross loadings

	Algeria destination image	Algeria travel agencies	SITEV
var10	0,239	0,274	0,621
var11	0,359	0,319	0,784
var12	0,470	0,386	0,761
var13	0,487	0,469	0,726
var14	0,443	0,489	0,797
var15	0,567	0,559	0,737
var16	0,627	0,578	0,664
var17	0,557	0,726	0,551
var18	0,589	0,815	0,384
var19	0,674	0,796	0,556

var20	0,675	0,781	0,373
var21	0,702	0,796	0,494
var22	0,897	0,746	0,578
var23	0,884	0,685	0,505
var24	0,868	0,669	0,572
var25	0,821	0,626	0,509
var26	0,790	0,741	0,658
var27	0,837	0,700	0,524
var6	0,411	0,370	0,682
var7	0,442	0,316	0,624
var8	0,511	0,424	0,698
var9	0,180	0,178	0,547

Source: mart-PLS application.

6.3.9. Structural model

The assessment of the model's quality is based on its ability to predict the endogenous constructs. The following criteria facilitates this assessment: coefficient of determination (R^2), cross-validated redundancy (Q^2), path coefficients and the effect size (F^2). Prior to this assessment, the research needs to test the inner model for potential collinearity issues (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014).

5.3.10. Coefficient of determination R^2 :

The primary evaluation criteria for the structural model are the R^2 measures and the level significance of the path coefficients. Because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables 'variance, the key target constructs' level of R^2 should be high (Hair, Ringle, & Sarstedt, 2011).

The coefficient of determination, R^2 is 0.715 for Algeria destination image endogenous latent variable. That SITEV explain 71,5% of the variance in Algeria destination image. R^2 is 0,370 for SITEV that the travel agencies explain 37% of the variance of SITEV.

Table 8. R square

	R Square	R Square Adjusted
Algeria destination image	0,715	0,704
SITEV	0,370	0,358

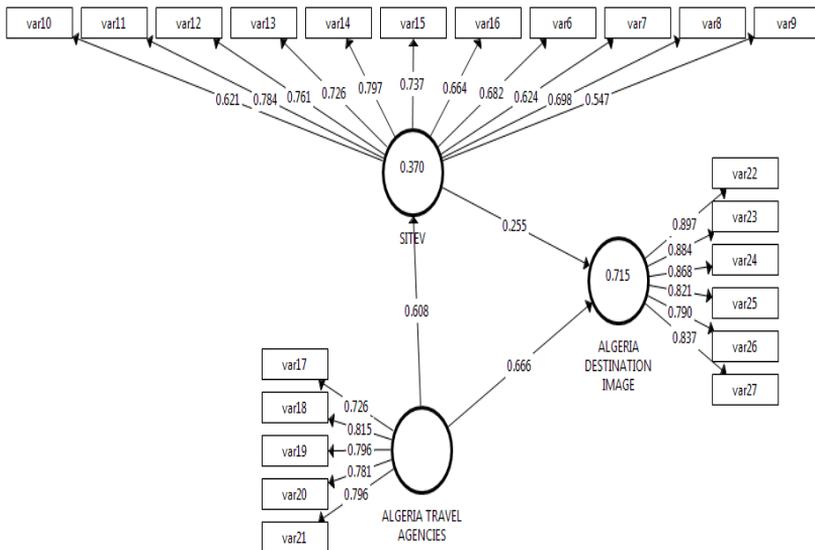
Source: mart-PLS application.

5.3.10. Path coefficient

In this study, Algeria destination image represent endogenous variable about two exogenous variables are SITEV and Algeria travel agencies, and in the mean while SITEV represents an endogenous variable about Algeria travel agencies as an exogenous variable.

Through the diagram there are three relations between endogenous and exogenous variables. First, the path coefficient between Algeria travel agencies as an exogenous variable and SITEV as an endogenous is $0.666 > 0.5$ which shows high affection of travel agencies in SITEV. The second relationship between Algeria travel agencies as an exogenous variable and Algeria destination image as an endogenous variable is $0.608 > 0.5$, which explain that a high effect between the two variables. Third affect relationship between SITEV as an exogenous variable and Algeria destination image as an endogenous variable is $0.255 < 0.5$, which shows that a failed relation between the two variables.

Figure 02. PLS –SEM results



Source: mart-PLS application.

Table 9. Path coefficient

	Algeria destination image	ALGERIA travel agencies	SITEV
Algeria destination image			
Algeria travel agencies	0,666		0,608
SITEV	0,255		

Source: mart-PLS application

5.3.11. Effect size F².

As recommended by Cohen, J.(1988), F² values of 0.02, 0.15 and 0.35 indicate that the interaction term is low, medium, or large on the criterion variable respectively (Ahmed et al, 2019). Table 10 below displays the value of F² between Algeria travel agencies and SITEV which is large effect (0.587 > 0.35), the second between Algeria travel agencies and Algeria destination image is medium (0.144 close to 0.15), but the third value is considered a neglected value.

Table 10. F square

	Algeria destination image	Algeria travel agencies	SITEV
Algeria destination image			
Algeria travel agencies	0,978		0,587
SITEV	0,144		

Source: mart-PLS application.

CONCLUSION AND RECOMMENDATIONS

This study examines the impact of SITEV in improving Algeria destination image and the role of Algeria travel agencies as a main factor in contribution of success of SITEV, and indirect in Algeria destination image. The study tries to explore latent variables of SITEV, Algeria travel agencies and Algeria destination image and its impact on success of exogenous (SITEV and travel agencies) and endogenous (Algeria destination image) variables.

According to findings both of analysis data by application of smart PLS and analysis of survey shows that a correlation between SITEV and Algeria destination image, thus for improving Algeria destination image, you have to activate the role of SITEV by exploiting the new

information and communication technologies, social media and big media channels to promote for the SITEV and activate the role of embassies to identify Algeria destination and to convince foreign operators and tourists to participate regularly, especially the SITEV is an activity agreed by UNWTO.

Exhibitions are considered as a mirror of economic and industry development of countries, and this reason we recommend the following:

- Building a reputation for SITEV collaborating relationships with international media especially in tourism field.
- Providing more efforts by organisers so as to attract foreign tourism operators.
- Reducing the costs of venue of SITEV to encourage operators to participate in future editions.
- Achieving an effective partnership between Algeria travel agencies as a main factor to promote of Algeria destination and organisers of SITEV.
- Giving good reputation of SITEV by providing a set of motivations of foreign operators such as reducing costs of venue and air tickets.
- Stability of timing for SITEV, which allow of foreign operators to participate regularly in future editions.
- Reducing the costs of ticket so as to encourage operators to participate in future editions.

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APPENDICES

Table 11. Analysis of survey

	Respondents	Strongly disagree%	Disagree %	Neutral %	Agree %	Strongly agree %
1. SITEV						
Date	56	7.1	21.4	23.4	41.1	7.1
Place	56	1.8	10.7	17.9	60.7	8.9
Venue design	56	1.8	23.2	23.2	48.2	3.6
Costs	56	12.5	32.1	21.4	28.6	5.4
Adequate and accurate information about participants	56	10.7	10.7	12.5	51.8	14.3
Facilities	56	10.7	21.4	17.9	37.5	12.5
Quality of service (internet, cleanliness....)	56	12.5	17.9	14.3	32.1	23.2
Advertising campaign	56	7.1	32.1	12.5	35.7	12.5
Media coverage	56	8.9	35.7	12.5	30.4	12.5
Information source about foreign operators and tourists	56	5.4	10.4	10.7	55.4	17.9
An important mean for improving Algeria destination image	56	5.4	12.5	10.7	46.4	25
2. Algeria travel agencies						
Adequate and accurate information	56	8.9	23.2	17.9	39.3	10.7
Special offers and discounts on the occasion	56	3.6	30.4	12.5	42.9	10.7

of SITEV						
An important mean for promoting Algeria destination image	56	8.9	30.4	12.5	39.3	8.9
Good relationships with foreign operators	56	1.8	10.7	12.5	55.4	19.6
Business deals with foreign operators	56	7.1	721.4	10.7	44.6	16.1
3- Algeria destination image						
SITEV reflects History and authenticity of Algeria destination image	56	7.1	14.3	14.3	51.8	12.5
SITEV reflects cultural heritage	56	3.6	17.9	8.9	55.4	14.3
SITEV reflects hosting and kindness of Algerian people	56	7.1	16.1	12.5	42.9	21.4
SITEV reflects crafts and traditional dishes	56	3.6	17.9	5.4	51.8	21.4
SITEV reflects competitiveness and reasonable price and services	56	10.7	23.2	16.1	42.9	7.1
SITEV reflects positive investment conditions	56	7.1	16.1	17.9	46.4	12.5

Source: Prepared by the researcher based on the analysis of the survey