

THE ROLE OF FACEBOOK IN ACTIVATING LOCAL TOURISM : AN ANALYTICAL STUDY

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Abstract:

The development of the world today in information and communication technologies has affected all aspects of the economic life of the countries, especially with the emergence of the Internet and the new media through social networks such as Facebook, Twitter, Instagram and others.

With the emergence of social networks on the Internet, the marketing of services, especially tourism services, depends on the human factor itself through the exchange and exchange of information about tourist areas, traditional products, hotels and others. The new era has begun to depend on the consumers themselves and their contribution to the promotion of services and places...

With the rapid development of social networks, especially Facebook, the importance of harnessing these sites to serve the tourism industry in the countries of the world in general and Algeria in particular, where the industry depends largely on the views of consumers and the spread of information among them, which opened a wide door to identify the places of tourism and hotels and offer services from By visiting people and benefiting from their services, which positively affects other users who may one day be tourists in the same areas.

Therefore, this study is an attempt to highlight the role of social networks and their contribution to the activation of tourism in general and local tourism in particular, taking the Facebook network model, through the analysis of the Facebook page beaches of Annaba, and answer the following fundamental question: To what extent does Facebook contribute to the activation of local tourism in Algeria?

Keywords: social networking, Facebook, tourism, local tourism

JEL Classification: Z3, M3.

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ملخص:

إن التطور الذي يشهده العالم اليوم في تكنولوجيا الإعلام والاتصال، أثر على جميع جوانب الحياة الاقتصادية للأوطان، خاصة مع ظهور شبكة الانترنت والإعلام الجديد عبر شبكات التواصل الاجتماعي مثل الفاييس بوك والتويتر والانستغرام وغيرها. فبظهور شبكات التواصل الاجتماعي على الانترنت أصبح تسويق الخدمات وخصوصا الخدمات السياحية يعتمد على العامل البشري ذاته عبر تداول وتبادل المعلومات حول المناطق السياحية والمنتجات التقليدية والفنادق وغيرها... الخ، فقد بدأ العصر الجديد الذي يعتمد على المستهلكين أنفسهم ومساهماتهم في ترويج الخدمات، والأماكن. ومع التطور السريع الذي تعرفه شبكات التواصل الاجتماعي وخاصة الفاييس بوك برزت أهمية تسخير تلك المواقع لخدمة الصناعة السياحية في بلدان العالم عموما والجزائر خصوصا، حيث تعتمد هذه الصناعة لحد كبير على آراء المستهلكين وانتشار المعلومات بينهم، مما فتح بابا واسعا للتعريف بالأماكن السياحية والفنادق وعرض خدماتها من طرف أشخاص قاموا بزيارتها والاستفادة من خدماتها مما يؤثر إيجابا على مستخدمين آخرين قد يكونون يوما ما سياحا بالمناطق ذاتها. وعليه جاءت هذه الدراسة كمحاولة لإبراز دور شبكات التواصل الاجتماعي ومساهماتها في تفعيل السياحة عموما والسياحة المحلية خصوصا، متخذة شبكة الفاييس بوك نموذجا، من خلال تحليل لصفحة فاييس بوك شواطئ مدينة عنابة، ومجيبية على التساؤل الجوهرية التالي: إلى أي مدى تساهم شبكة الفاييس بوك في تفعيل السياحة المحلية بالجزائر؟

الكلمات المفتاحية: الشبكات الاجتماعية ، الفيسبوك ، السياحة ، السياحة المحلية

تصنيف JEL : M3, Z3.

1. Introduction

The technologies, tools and means used in the marketing and tourism activism in the world, which have diversified in the first decade of the present century, the most prominent of which are the international trends of the applications of information technology in the electronic marketing, there was an urgent need to pursue these developments, and also the importance of the tourism industry in many. The world is required to find the appropriate means to market them in order to benefit, where marketing is the main tool in the development of tourism by providing the tourist product of attractive types to the local and regional markets. The tourism industry is a concept based on three pillars: it is oriented to the tourist, it depends on satisfying a diverse and varied needs and desires, and that tourism marketing as a modern and renewable concept depends on Efforts of workers in tourist establishments. The second aspect is the nature of the tourism industry itself. It is well known that tourism is a social and humanitarian activity before it is a personal and tangible entity. The objective of tourism marketing is to help the institution to provide a clear picture of the tourism service and create a good impression for tourists in the target markets (Mohamed Mohamed Faradj Abdel Samie. April 2016).

And the emergence of the Internet and social networks have emerged the need and urgency to exploit the latter in the activation of tourism, for example on the Facebook network there are many pages on the definition of tourist purposes.

1.1 Problematic

In this sense, the problem of this study focuses on the role of social networks, especially Facebook, and its role in activating local tourism in Algeria. This network is known for its wide use and ease of use, as well as providing a wide range of interaction between users.

To address this problem, we asked the following question:

To what extent does Facebook contribute to the activation of local tourism in Algeria?

1.2 Study community

The social networking community Facebook represents the beaches of Annaba, established in 2012, related to the definition of the beaches of Annaba as a local tourist destination.

1.3 Sample Study:

The sample of the study in the publications of the page for the whole two months of September and October 2016, in an effort to analyze information and recent publications, as the state is known as a recent development in the completion of tourism facilities and hotels, which is a magnet tourist attraction excellence.

1.4 Curriculum used:

An analytical descriptive study based on the descriptive approach (content analysis) in the analysis of the electronic media material of this page. It depends on describing the phenomenon and analyzing it accurately to reach the desired results. This method is also considered the most suitable for our study especially when it comes to electronic publishing.

2. Basic concepts

2.1 Tourism definition

Tourism: is an activity of an individual or a group of individuals that makes the transition from one place to another or from one country to another for the purpose of performing a particular task or visiting a particular place or several places or for leisure purposes. It results in the knowledge of other civilizations and cultures, the addition of new information and observations and the meeting of peoples and nationalities. It creates many jobs, industries and investments to serve the activity, raise the level of peoples' performance and culture, and disseminate their history, civilizations, customs and traditions. It is now an important and promising industry based on science and culture (Bana Damraoui. 5 April 2016).

2.2 Local tourism

Or, as some call it, domestic tourism is an internal tourist activity of the same State, ie by the inhabitants of a given country traveling from their place of residence for the purpose of tourism, at least 80 kilometers from their home or place of residence within the borders of the same country (Bana Damraoui. 5 April 2016) for 24 hours and does not exceed the limits of the year upon return to the original residence.

2.3 Social networks

Social Networking "is a web site that provides users with an opportunity to chat and exchange information, opinions, ideas and problems through profiles, photos, chat rooms, etc. Twitter, Facebook, MySpace, YouTube (Abdulkarim Ali Al-Dhibisi, Zuhair Yassin Tahat . 2013).

2.4 Facebook

Facebook is one of the most important social networking sites. It is not only a social forum but an easy technology base in which the user can do what he wants (Abbas Mustafa Sadiq. 2008).

The world's most famous social networking sites are listed at Harvard University in 2004, with a total of nine billion dollars.

The Dictionary of Media and Communication

Facebook: "A social networking site founded in 2004 that allows for the publication of private pages. It was first developed in the service of students, faculty and staff but expanded to include all people". (Hosni Awad. 2011)

The statistics for Facebook published by the Digital Buzz Blog in January 2011 include (Saoud Saleh kateb. 13-15 December 2011):

- The average number of friends per user is 130 friends.
- 48% of site users aged 18-34 years visit their facebook page after waking up, of whom 28% do so before they get out of bed.
- The proportion of users over the age of 35 years is increasing steadily and now accounts for more than 30% of the total users.
- Users aged 18-24 years are the fastest growing by 74% per year.
- 72% of Internet users in the United States are on Facebook, and users of the site outside the United States of America 70% of the total users.
- 20 million applications are installed daily.
- More than 200 million people access the site via their mobile phones.
- 48% of young people said that Facebook has become their source of news.

3.The role of social networking Facebook in activating local tourism

Social networking sites play an important role in promoting tourism as it creates an interactive atmosphere that allows Internet users to be a positive element by sharing information and publishing videos and photos via Facebook and Internet sites.

Information technology and communication media have expanded the range of technological options and solutions to promote and increase market access for tourists and through e-media promotion, especially video, as well as other services such as instant messaging and e-mail (Salma Fathy ,21 November 2016).

Since the Facebook network is known for its use and outreach and a great development for the number of users and also easy to use.The holiday attracts people to resort to it in order to identify tourist areas, especially in the interior areas inside the country,

4 .Analytical Study

Page	Logo	Number of subscribers
"The beaches of Annaba"	"We seek the best"	users116 592

"We strive for the best", a page dedicated to the definition of the beaches of Annaba, where you publish the most beautiful beach in a way that attracts the attention of users who can be one day tourists in the region based on the information that you draw from the page, and clearly shows through the analytical study of the page interaction of a large number Of users about getting to know each tourist spot and how to access it by requesting names and address.

Category	Value
who we are	1.0
icon like	1.0
journal	1.0

(Like) icon is also available in a clickable icon that captures and impresses fans of the page, a qualitative addition to the page, and to increase the interaction of fans (audience) on activating tourism in Annaba state over the network.

Table (02): shows Contents of the study sample page

Content Sample study page	percentage
Add photos	46.71%
Add videos	2.06%
Add captions	51.23%
Total	100%

Source: Current Study

Contribute messages to individuals interaction (navigation), and open the door to enter into dialogue with others, and can lead to the formation of a network of people united by opinion and idea and style of writing or obsession, which is the subject of an important commentator on them, the available images have formed the highest percentage, and since most of the pages of Annaba, contained a large number of images, which in turn contains the content, which have been shared and thus replicated many times, the image is informed of the word sometimes, followed by messages on the areas that the images of the campaign are of very high proportions came content containing An intellectually open path that reflects the thinking of commentators

While the added videos were very few, they focused mainly on the publication of images

Table (03): shows the participation of the page audience via another social contact site:

Share a page audience	percentage
Facebook	100%
Twitter	00%
Instagram	00%
Others remember	100%

Source: Current Study

The above figure shows how popular and broad the interaction of the page's visitors is by measuring other social sites. The participation of the page's audience via social networking sites allows for the broadening of the definition of the beaches and other tourist areas mentioned on the page and its audience from one site to another. The "Annaba Beaches" page has many beaches and contents to allow for multiple visions and the interaction of the public with a shape event that has an impressive focus on the state of Annaba and its beaches by placing the page footprint on the content.

Table (04) shows the textual content of the study sample page:

Textual content of sample study page	percentage
Labels for beaches and tourist areas	17.25%
Questions about area labels included in publications	18.16%
Expressions of admiration in the areas included in the publications	35.41%
Welcome phrases to the city of Annaba	12.57%
User states participating in the page	13.61%
Criticism of users	3%
Total	100%

Source: Current Study

There were also a number of questions on their part, or by the author of the page itself, to test the participants' culture about what they know about the beaches of Annaba, whether the user is from the state or outside, and dominated the commentaries on a large area of interaction between them through the definition of tourism purposes and beauty.

Also, the users' desire to visit them has become apparent, which makes them a tourist by day, thanks to what is published on the page.

Table (05) :shows the contents of the pictures of the study sample page:

Contents of images	percentage
Beaches	27.25%.
Hotels	3.53%.
Streets	13.27%.
Roads and directions	7.96%.
Mosques	1.76%.
Other	6.19%.
Total	100%.

Source: Current Study

The images dominated a very large part of the publications, ranging from high-altitude beaches, as well as trends, roads, streets, hotels and mosques, to a lesser extent, as well as pictures of illegal immigrants and their arrival news.

The picture carries several meanings that the text cannot convey or influence the participants as much as the latter, which made the page dominated by the blue color of the beaches and created a great interaction between the participants.

In addition to some of the hotels (Sheraton Annaba, Sibus, Majestic ...) and two pictures of the mosques, the founder of the page tried to draw the attention of the participants to the tourism services available in Annaba in addition to the religious traditions and values through the image of the mosque.

The photographs were taken in a masterful way to the natural beauty of the state and may make anyone as soon as they see it want to visit the beaches of Annaba and establish tourism there.

Table (06) : shows the contents of the video for the study sample page

Contents of the video sample study page	percentage
Definition of beaches	30%.
Advertising for hotels	28.57%.
Identify trends and methods	42.85%.
Total	100%.

Source: Current Study

The videos were a very small part of the page's publications compared to the pictures and the text content. The contents were mainly based on roads and trends, followed by the

beaches and hotels (Sabri hotel). The video was overshadowed by some of the videos of the hotel Sabri, the last video published within the time period of the study was silent and did not include any identification of the destination or naming the beach, and here it can be said that these contents did not serve the definition of the tourist destination as shown in the goals of the page and remained all Unknown destinations for participants who wish to visit the state of Annaba and the exact areas that have been published through the videos were not enough to highlight the aesthetic aspect of nature and charming beaches.

Table (07) : Links to available pages in the study sample page:

Pages	Available / Unavailable	percentage
Ministry of Tourism page	1	50%
Responsible for the page	1	50%
Links to other tourist pages	x	00%
Total	2	100%

Table Source: Current Study

On the right side of the city page of Annaba there are two icons for two pages, the Ministry of Tourism page and the page of the official responsible for Annaba beaches.

Table (08): Tools for activating local tourism through the page:

Tools for activating local tourism through the page	Available / Unavailable	percentage
Use multimedia information to describe tourist areas and their components	1	100%
Maps and tourist guides	x	00%
Robots for other tourist pages	x	00%
Total	1	100%

The (x) symbol has been set to indicate what is not available on the page

A code (1) is used to indicate what is available on the page

Source: Current Study

The activation of the local tourism tools across the page shores of Annaba is limited where confined to the use of multimedia media (photos and videos ...) shows tourist areas or rather the beach that can be touring the state, either maps and guides and tourist links to other tourist pages were non-existent, except for the appearance of side The Ministry of Tourism page and a special music page.

The page remains an attempt well of its founder by the definition of the destinations tourist Annaba state, especially beaches because many shortcomings remain, as it should be strengthened for tourists, which means the state and its beaches with information, because stirring curiosity pictures and videos bearing tourist destinations without defined and determine access method is a difficult for the participant and the user of the page that wants to travel in the state.

Table (09): Role of the page in activating local tourism:

The role of the page in activating tourism in the state of Annaba	percentage
Dissemination of information for tourist purposes	64.25%
Interaction on published tourist information	35.75%
View tourist statistics	00%
News about tourism in the region	00%
Total	100%

Source: Current Study

Facebook page 'The beaches of Annaba' city are a serious attempt to introduce the maritime tourism in the state of Annaba (beach tourism). The many elements that constitute an element to activate tourism in the state, but in general the page showed the great role of social networking networks, specifically Facebook in activating local tourism in the state.

5. Conclusion

5.1 Study Results

Through the analysis of the Facebook page "The beaches of the city of Annaba," the following results were found:

- Diversity of services available on the page.
- The page knows almost daily additions of photos, comments and videos to less of the tourist areas that constitute the most prominent beaches.
- Lack of links to other tourist pages with two addresses for two pages, one private and the other the Ministry of Tourism.
- The diversity of the textual content of the page, which has impressed the participants in the state and its beaches.
- The content of the images on the beaches of affection in the state has been a prominent tourist destination.
- The videos published in the period of study were very few, and their contents were presented in a presentation of trends, roads and some tourist structures.
- The page plays a big role in activating tourism, especially the beach tourism in Annaba.
- There is a clear lack of tools to activate local tourism through the page.

5.2 Study Recommendations

- Extend the dependence on images widely on the expense of texts, videos and others because of its great importance as a holder of the information.
- The need to place each publication attached to the information required for the destination, name, address and more ...
- Providing the page with a tourist guide may make use of it large.

- Publish information and photos of some tourist facilities and services that make the tourist participant reassured to provide the necessities that he needs during his visit to the destination.
- The need to expand the areas of publishing, focusing on the beaches alone may not achieve the desired impact.

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