



Successful international experiences in regional marketing to improve the attractiveness of touristic cities and places

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Abstract

In light of global trends, this study aims to determine the extent of real activation of the touristic marketing concept in the field of territory marketing; Where the latter are exposed all over the world to fierce competitive pressures in order to promote them as touristic brand, so we analyze some international case studies in the field of branding for marketing places and tourist destinations, and compare them to their Algerian equivalents in terms of researching the literature, terminology, techniques, and means, case studies, conceptual studies, comparative studies, and analytical studies.

We concluded that there is a significant disparity in the theoretical rooting of concepts and frameworks used in the studies, which affected the variance in the results of field or experimental studies or case studies, prompting us to recommend a comprehensive review of the literature and topics, as well as giving it a deep theoretical character.

✓ **Keywords:** Brand, Urban Marketing, Territory Marketing, Algerian touristic Image.

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1. INTRODUCTION

The destination and touristic destination's brand are regarded intellectual property since they may be branded with symbols and meanings; Authorities can build an appealing and favorable worldwide image of its country. On the other hand, when governments fail to take locations, attractions, and cities seriously as brands; they miss the opportunity to promote a positive image of States. And the importance of branding places and touristic destinations with trademarks has increased over the years due to competition between different cities and regions, within the same country or between countries, and it has become a competitive tool, whether to distinguish between areas that attract capital and business. (Zhou, 2022, p. 1246). Or also in the field of tourism-related activities (Banerjee, 2021, p. 318), in the recent past, city and state brands have become necessary for those in charge of tourism in any country in order to create a positive image for the place or destination, whether from the touristic point of view or from the investor's point of view, considering the destination's ability to attract investments. As a result, government marketers and those involved in touristic marketing aim to build commercial areas to promote various capital owners, whether they are individuals, startups, or multinational corporations, based on the demand for them. To ensure a steady flow of resources, investors, skilled labor, and tourists, whether this sign is concerned with the cultural, heritage, or historical component as an inherent part of the site or with the goal of promoting outback areas.

1.1. Research Problematic:

Considering cities, places, and touristic destinations as a product that requires marketing by promoting and providing the services and facilities needed to reach it, we present the study's problematic.:

To what extent do officials label and activate the branding process of Algerian cities, places, and touristic destinations? and in order to answer this problem, we decided to put forward some hypotheses in this regard, as follows:

1.2. Research Hypotheses

- There are signs of developing Algerian touristic destinations as brands;
- Algerian touristic destinations and cities have tourism brands with a distinguished reputation;
- Official efforts exerted on the development of tourism lead to making Algerian touristic destinations with attractive brands for tourists and investors.

1.3. Research Aims:

We intend to investigate the extent to which there are actual measures in branding cities and touristic destinations through politics, public diplomacy, official schemes, and traditional and non-traditional marketing methods to make them possess distinct brands with a national and international reputation that make them appealing to investments and tourists alike, thus contributing to the national economy by creating job opportunities and contributing to tourism.

1.4. Research Methodology:

We used a descriptive approach to compare the extent of concentration in the use of terminology among the variables used in foreign studies on tourism marketing of touristic places and destinations as a brand or creating its own brand. And the extent to which Algerian case studies, the majority of which were published on the platform of Algerian scientific journals ASJP, adopted globally approved language in the field of trademarks.

2. The study's theoretical basis:

For a more profound understanding of the branding of regional marketing, it was necessary to understand what a brand is and its suitability for the branding of the place and touristic destination, although some believe that there is no agreed upon and widely accepted definition of “brands” (*Hankinson*, 2010, p. 301), however; The classic definition of brand is the basis for research on the branding of places and destinations.

2.1. Evolution of the concept:

The American Marketing Association defines a brand as “a name, term, sign, symbol, design, or combination thereof intended to identify and differentiate the goods and services of one seller or group of sellers from those of competitors” (*Kotler & Armstrong*, 2012, p. 570); Based on this comprehensive definition, the value of the brand is basically formed in the mind of the consumer, which necessitates a psychological and emotional relationship with products, services, or places (*Anholt*, 2010, p. 02). It flows into a sociopsychological construct concept that is applicable to more than just signs, symbols, logos, or consumer products. Modern approaches to branding include “corporate branding,” “branding as policy,” and “branding as personality.” These developments in the concept of branding Business broaden the application of brand theories to all physical entities including modern firms, people, and places (*Jacobsen*, 2009, p. 71).

The successful implementation of product branding concepts and the emergence of corporate branding (which actually reduces, as we said above, the dependence of these concepts on physical products) is one of the main drivers of increased interest in the

branding of touristic regional territory (destinations and places), and one of the conditions that make destination branding a distinct subset, In addition to a structure separate from the brands of consumer products is the decrease in the cost of travel locally and internationally, the increase in consumer spending, the increase in the power of the media and tourism promotion, competition between investors, or it can be summarized in that building brands is a phenomenon stimulated by globalization processes in a way in which products and services are implanted Culture, traditions, ideas and financial resources in one global community (Anholt, 2010, p. 03), and because of globalization and the availability of information easily, destinations and touristic places face fierce competition as individuals (tourists and investors) can settle, work or visit almost anywhere around the world, and move away For those destinations that are deteriorating or developing places in favor of destinations that provide opportunities for growth (or well-established in the field of tourism), because the rational tourist (or tourist investor) is looking for a place that meets his various needs of amenities, economic, political and psychological stability, and his distinct personal requirements.

The main difference between place and destination branding and product branding is the degree of complexity associated with place and destination branding; Which emerges from six distinct factors of the product brand theory: co-production of the product "places and destinations", consumption of the product place, spatial product variance, legal definition of the boundaries of the place, administrative overlap and political accountability (Ingelström & Frändberg, 2013), and these factors can be divided into factors external and internal, thus supporting Kotler's argument that the development of place is always constrained by "internal cycles of growth and decline combined with external shocks and forces beyond their control" (Kotler & Armstrong, 2012, p. 570).

2.2. Independent variables in different studies:

Several factors were chosen and deemed independent, influencing the dependent variable "Marketing the brand of the place and touristic destinations"; While we noticed that many of the studies did not specify the location of the study because, in our opinion, they were more conceptual and thematic studies than case studies or experimental studies, and in most of the articles, the terms "destination" and "destination" were used interchangeably, we continued to use them in our article with the same meaning. The most significant pattern was:

2.2.1. The mental image of the touristic regional territory:

The theoretical background of the perceived image of the brand and its importance in the behavior of customers (touristic destination, the city of Ghardaia) was enriched, and in the added value of the integrated marketing advertisement and its impact on the perceived image of the touristic destination; Despite this, the term brand (separate from the word commercial) was mentioned in the keywords, and it was concluded that the state's activities were absent or weak at best through the inability to accommodate the regular flow of tourists, and even those that do not meet international standards (Chenini, 2018, p. 146) In addition to the poor formation of individuals in the perspective of tourism awareness that is limited to hotels only.

2.2.2. Tourism Development Directive Plan:

Despite the interest in tourism activity by successive governments and the issuance of an arsenal of laws and regulations regulating it, the latest of which is the regional planning guideline; However, it remains a modest concern that does not go in line with the global developments in the tourism industry, especially building brands for places, cities, touristic destinations, and archaeological sites. He summarized (Haouam & Banchouri, 2021, p. 386) the reasons for the weakness of tourism indicators in the absence of competitive tourism products and services and their low levels, the weakness and inability to absorb tourism structures, the weak use of modern technologies in transactions related to tourism activities, the weak performance of banks and the inability to adapting to developments in the global arena in this sector; Lack of professional competencies and poor personnel formation, the availability of transportation in abundance in addition to its low quality and it is relatively expensive; In addition to the large official deficit in marketing Algeria as a touristic destination due to some obstacles such as the incompatibility of management and organization with modern tourism and the relative absence of security as a very important element; Therefore, studies under the above scheme recommend the establishment and development Encouraging domestic tourism by providing security and increasing the number of tourism institutes specialized in spreading tourism culture; And investment incentives to attract tourism investment and its attractions (Berkan & Hani, 2018, p. 56) and encourage partnership and cooperation between professionals and academics (Botoura & Smaili, 2021, p. 887).

2.2.3. Factors influencing the choice of destination:

Behavioral science is one of the most important topics that countries, governments, organizations, companies and tourism bodies are interested in order to persuade tourists to visit touristic destinations, most of which are summarized in psychological factors (Haouam, 2022, p. 460); In addition to the wide reliance on information technology by

tourists, which made topics such as electronic tourism stand out on the scene, which provides opportunities for the success of tourism advertising for touristic destinations (Ben Dhahiba, Rolami, and Baghdadi, 2022, p. 491); Also, the role of cinema in advertising, documentation and promotion of tourism cannot be overlooked through documentaries (Ben Cherad, 2022, p. 110) in particular and cinematic art in general (Ben Hanich, 2021, p. 250) and through the official tourism media (government employment) as a specialized media that provides Various segments are provided with the necessary tourism information, whether at the local or foreign level, and its importance is represented in the direct impact on national income by revealing investment opportunities and their success depends on the quality of the media material that it presents (Magâach, 2018, pp. 215-219); In addition to the tourism resources and attractions that Algeria abounds in, whether natural (climate, culture, history) or artificial (such as events, infrastructure and modern means of communication) (Haddad and Cherif, 2021, p. 832).

2.2.4. Public relations and its applications:

It was limited by successive governments to the function of promoting tourism, which was assigned to the National Office of Tourism, its communication policies, and its activity in promoting the image of Algeria through various communication techniques and various promotional props (Hafsi and Hawass, 2019, p. 159); And in its capacity as the public body in charge of promoting the Algerian touristic destination, and although the scheme seems ambitious in order to value the natural, cultural and historical capabilities of the country from the tourism side, Algeria still occupies late ranks (116 globally and fourth in North Africa) according to the 2019 report of the competitive indicators for international tourism (Hammi & Hassani, 2021, p. 473).

2.2.5. Commercial and legal mechanisms:

The lack of interest in the field of desert tourism in drawing up the local and national economy policy despite the presence of political will and the abundance of laws, due to the wear and tear of infrastructure, the lack of high-end service facilities, and the lack of human capital formation in the field of public relations (Al-Amari, 2020, p. 504), and the endeavor to activate the role of tourism marketing to value touristic facades (destinations), as there are no well-defined marketing strategies in the tourism industry in Algeria, according to some writers (Zargin and Alami, 2015, p. 86); And ways to promote investment by creating an administrative environment, providing appropriate tax legislation, the legislative and institutional framework, and developing and financing infrastructure (Berkan & Jaif Si. Haif, 2019, p. 127).

2.2.6. Demand, supply and tourism mix:

The tourism mix is considered among the most important elements studied, represented in the touristic product, pricing, distribution, promotion, tourism service providers, service delivery process and the physical environment through its contribution to improving the tourism image of destinations (*Lahouel & Pasha, 2014, p. 21*), and the interest of some studies in the quality of tourism. Special tourists are people with special needs through what is known as a facilitated tourism (*Ramli and Arous, 2014, p. 189*).

2.3. The thematic studies of the regional marketing:

In line with the previous elements, and in contrast to the product brand, which focuses solely on the physical attributes of the brand and image creation, creating a "places and destinations" brand is more complex and structured, and includes not only tourism as a rigid concept. To maintain a consistent image and execution, a "places and destinations" brand must go beyond identity and image development. As a result, we chose to expand on the issues of location and destination branding (Fig.01).

2.3.1. Planning and strategy:

Studies analyzing the strategic planning aspect of branding for touristic regional territory (destinations and places) are based largely on case studies such as (*Porter, 2016*); While the most researched topics were related to the strategies adopted by urban policymakers, the participation of stakeholders (tourists and investors) in strategy development and the coordination of stakeholders in strategic planning (*Zenker, 2011*), tourism planning for touristic destinations and places is attracting the attention of academics as an emerging field of research in Branding literature for destinations and places.

2.3.2. Managing the interests of partners and shareholders:

Most studies on stakeholders (who are often partners or shareholders) focus on defining and implementing their perceptions and expectations, and their participation in the development of marketing strategy, and some studies focus on managing partner-stakeholder relationships (*Sarabia-Sanchez & Cerda-Bertomeu, 2017, p. 52*) On the other hand, when analyzing the management of internal stakeholders (contributing employees or partners), the population's perception of different aspects of place has been extensively studied (*Stylidis, 2018, p. 1008*).

2.3.3. Brand image for "Places and Destinations":

The main topic in the "Places and Destinations" brand research was the image of the place, as the majority of the articles on the image of the place were based on and

focused on several attributes that are perceived as distinct among the set of competing places. The Brand and the Brand Persona (Zenker, 2011, p. 41).

2.3.4. The brand identity of touristic regional territory:

Regional territory identity is the second topic (after the previous item “Brand image of places and destinations”) most studied; It is considered a multifaceted concept in that it consists of a variety of frequently researched elements such as environmental conditions (cities, countryside, outback areas), landscapes, sense of place, lifestyle, and political and security aspects (Marzano, 2015, p. 134).

2.3.5. Communication and branding of touristic regional territory:

The effectiveness of traditional means and means of communication has been considered the nucleus of studies related to communication and communication in the field of branding touristic destinations and places; Recently, however, non-traditional means of communication such as social media and various electronic networks (Sevin, 2013, p. 228) and web communication has been categorized as emerging topics (Boczkowska, 2022, p. 28).

2.3.6. Sustainable development:

A key issue that is often examined in sustainable development is how to design and implement successful branding strategies for a place without making it environmentally vulnerable (Carrizo Moreira et al., 2023); In terms of social and cultural development and environmental preservation (Vegheş, 2022, p. 42), and economic development of various regions (Logar, 2022, p. 120) such as border areas and shade areas, and mitigating the impact of climate change (Hudak, 2019, p. 98), where This multifaceted aspect of destination branding literature has been an area of urgent interest.

2.3.7. Brand management of touristic regional territory:

The branding aspect of the literature on the creation and formation of brands for touristic destinations and places includes different components of the brand that the authors take into account and that contribute directly or indirectly to the process of creating and forming the brand of destinations and places in most of the studies that we have reviewed; Therefore, the “Brand/Management” dimension is a combination of different brand components: brand management (Ahmad & Zaki, 2021, p. 283), brand architecture (Zelenskaya & Elkanova, 2021, p. 168), brand umbrella Brand equity (Keller & Brexendorf, 2019, p. 1410), Brand measurement (Rauhut & Rauhut Kompaniets, 2020), Brand experience (Rather & al, 2021, p. 54).

2.3.8. The brand personality of touristic regional territory:

The majority of studies talked about the effect of touristic attunement on the personality of the place and destination and its behavioral intentions (*Hanna & Rowley, 2019, p. 1136*), while classic marketing concepts of product brand personality are tested directly in touristic destinations and places without further adaptation to the places (*Sripongpun et al., 2021*).

2.3.9. Events and touristic destinations:

Many researchers investigate a series of small and large events, most of which are sporting events (Olympics, rallies, sports destinations) that have always been a much-talked-about area of research by many academics (*Perna et al., 2019, p. 50*) and by identifying and setting Strategies for Sports Events Tourism (*Ziakas, 2020, p. 02*).

2.3.10. Determine the brand of the touristic regional territory:

The concept of brand identification in the branding literature is relatively new. However, it is emerging and growing clearly, as it refers to linking the characteristics of the touristic regional territory (destinations and places) with self-concept (*Zenker, 2011*), and finding a match between the personality of the touristic destination and the personality of the touristic (*Hanna & Rowley, 2019, p. 1138*).

3. International experiences in promoting the attractiveness of touristic cities and places

3.1. The Brazilian Case studies:

Places and cities need to diversify their competitive tourism investment assets and develop flexible mechanisms to adapt to changing conditions, such as enhancing the characteristics of entrepreneurship towards contemporary challenges, on the basis that brand management (promoting cities and places) at the national level contributes to the prosperity of the standard of living in the country in all aspects, which strengthens the public image for the country including elements such as security, environment, political and economic stability which increases direct investments (*Ocke & Platt, 2022*); The writer also believes that the Brazilian experience should follow the example of the experiences of Europe, North America and Asia. The experiment focused on differentiating between the brand of the Brazilian nation in general and the brand of places, as the first enhances the competitive advantage of the country as a strategic means based on culture and traditions through an economic, political and cultural perspective. While the second is characterized by an external focus according to the target audience by building the identity of the place, the image of the place and the reputation of the place; The wrong political actions can lead to poor place brand

building by failing to align with the distinctive characteristics of the place that are attractive to potential markets; The Brazilian experience, according to (Aronczyk, M, 2013), concluded that the brand of the place requires consistency to build trust in the long term, as political ideologies and interests tend to move away from stability by creating confusion and unexpected behavior. In this context, the case of Brazil demonstrates that strong leadership Effective planning for the development of the place must trump the political interest, otherwise the socio-economic development of the country and the image and reputation of the place are endangered by political actors, periodic elections, corruption and ideologies (Volcic, Z & Andrejevic, M, 2011).

The authors above concluded that the organization of work in managing the brand of places must be unified at the central level of the state, provided that it moves away from political priorities and the development of partnership between the private and public sectors in the regions, as each of them brings a wealth of information that helps come up with creative ideas and strategies to implement plans to create and promote brands. Place and measure it by focusing on environmental leadership; From the perspective of the Brazilian national brand, two main outcomes were reinforced: brand management mode and brand identification trends; Where the place brand management scheme and its implications consist of (1) shaping the brand in effective ways of coordinating the actions of formal bodies and actors that recognize stakeholder participation in the decision-making stages; (2) An umbrella branding program of collaboration between officials and leaders to achieve common goals to benefit different sectors of the economy as they are marketed and branded in a consistent manner; (3) Where to measure the brand by ensuring that integrative methods are applied to monitor and evaluate the results of branding efforts; While the descriptive trends of the place brand consist of: (1) the orientation towards environmental sustainability (the green place brand) when the place brand is formed as a competitive asset; (2) city branding in the context of digital transformation by connecting data-driven places, people and organizations through an expanded network of ICTs; (3) Challenges and opportunities for branding after the Covid-19 crisis to rebuild the Brazilian economy and improve perceptions of the place in a post-pandemic scenario. Museums as a strategic cultural tool distributed across the country, which number 54, also contributed to strengthening the image of Brazil as a brand (Do Monte et al., 2022, pp. 192–199).

3.2. New York Case studies:

The New York City experience (Ripoll Gonzalez, L & Gale, F, 2023, p. 17) focused on urban sustainability and the brand of the city, where cities must be reformulated within the framework of the contemporary urban management model as: eco-cities,

Digital, green, information cities, smart cities, knowledgeable cities, livable, low carbon, smart cities and sustainable cities by inviting city officials to (*Garcia-Lamarca, et al.*, 2021, p. 91): Rethinking urban planning and existing development Based on the three social, environmental, and economic dimensions of sustainability, including re-evaluating the governance systems that underpin sustainability, justice, and equity (*Valencia, S.C, et al.*, 2019, p. 5), city officials recognize that sustainability requires an agenda of goals Sustainable development is based on systems, integration and vision, adapting its urban development and branding to incorporate economic, environmental and social imperatives while avoiding any external costs anywhere.

3.3. South Africa's Case studies:

Some writers pointed out that there are terms that are taken into consideration when creating a brand as a new strategy for tourism branding for the visual identity of the city. Where some studies in this field focus on the importance of the term co-creation of the brand of places (*Casais & Monteiro*, 2019, p. 230), which describes the process of involving stakeholders in the brand of the place by creating a brand and identity that resonates with the community it represents to be ambassadors of this place Which adds legitimacy to the brand and helps it perform its primary function, which is attracting tourists and internal investment. However, the writer admits that this is difficult because there is no clear road map for the participation of stakeholders, and there are still many challenges, as the place can include thousands and millions of stakeholders, which makes it difficult to participate. Effective with them; When focusing on co-creation, another term appears, which is the establishment of the brand as first and foremost an internal project of the brand, which means that it is a brand that focuses on communicating with the population rather than external parties; Nevertheless, the author concludes that an internal project is not different from a co-creation: he tries to make the brand of a place resonate with the residents, develop a sense of community and encourage them to become "brand ambassadors"; Both co-creation and indoor venue branding provide a way to make place branding something of strategic value and depth, rather than a set of branding guidelines that do not meaningfully reflect tourism branding (*Camatti & Wallington*, 2022, p. 2).

3.4. Sweden Case studies:

The studies in Sweden were on some municipalities and counties as a small country in terms of size and population, as it is considered responsible for providing a large proportion of all public services and has a great deal of freedom to organize its activities; As an example, Kristianstad municipality develops and implements branding for its tourism venues, with a special focus on stakeholder participation (as we

mentioned in the South African experience above) influencing stakeholder behaviors and perceptions of the place brand as well as the existing branding process; Kristianstad's case also shows the difficulties in rebranding a place and the importance of place stakeholder engagement and illustrates a wide-ranging journey of place branding. Branding is increasingly seen as a group exercise in which several stakeholders together shape the place brand, unlike what is perceived as a managerial or advisory task (*Källström & Siljeklint, 2023, pp. 2–8*); It is also an example of the few cases of rebranding a tourism venue into a new format rather than simply creating a new tourism brand that can encourage residents to become more like owners of the brand, if residents are invited to the rebranding process (Hakala et al., 2020, p. 317);

And considering the stakeholders have a fundamental role in the participatory creation of the brand, some studies tended to analyze the opinions and criticisms of the establishment of the brand of places for both academic writers, organizations, representatives of the public and cultural sectors, citizens, and tourists, and to collect opinions by businessmen and tourism makers related to the creation of brands of places (*Björner & Aronsson, 2022, p. 1595*), so many municipalities in Sweden began to show interest in the marketing of venues in the late 1990s. The venue brand, Spirit of Food, was developed by Kristianstad municipality in 2004, however, at first there was an atmosphere of general lack of the public positive response and participation, and with the continued need for a brand of the place, a new initiative was taken in the period between 2014-2015. In 2016, a non-profit organization was established. For profit management of the idea and the development of the brand of the place, which at that time had been called The Orange City (in Swedish: Orangea student), and in 2019 the municipality of Kristianstad concluded an agreement with the non-profit organization The Orange City to acquire ownership of this brand of the place and develop it in a comprehensive manner. Akbar is under the leadership of the municipality; however, politicians and government officials are not happy with the current trend of The Orange City place sign. So, the municipality began to develop a new brand of place, simply referred to as the municipality (*Källström & Siljeklint, 2023, pp. 2–3*).

4. Methods and means

In this research, we sought to use scientific research tools and methodology represented by the analytical descriptive approach to compare the extent of concentration in the use of terms between case studies approved in foreign studies on tourism marketing as a brand and between case studies in Algeria, most of which were published in the platform of Algerian scientific journals ASJP, which we are trying to show. Aspects of agreement and disagreement by extrapolating all the terms used globally in the field of promoting tourist destinations (such as cities, places, and even

countries) and projecting them on local studies and research, and determining the extent to which there are official or unofficial signs of work to advance the tourism sector by making places and tourist destinations distinct brands.

4.1. Study Methodology:

In this study, we tried to compare the extent of concentration in the use of terminology between case studies adopted in foreign studies on tourism marketing as a brand and case studies in Algeria, seeking to prove aspects of agreement and disagreement by extrapolating all used terms. Worldwide promotion. Tourist destinations (such as cities, places, and even countries) and their expectations based on local studies and research, as well as determining the extent to which there are official or unofficial indicators to work to advance the tourism sector by creating distinctive brands for tourists, destinations, and places.

The descriptive approach was adopted to answer the main questions and sub-questions, as well as to test the hypotheses, by addressing in detail the basic concepts in tourism marketing, brands of places and tourist destinations using the available literature such as books, articles, dissertations, electronic resources, as well as the analytical approach; Through research and analysis of all tourism statistics and strategies for some countries and using periodic statistics and reports issued by various official national and international institutes, in order to identify the potential of the Algerian destination in the field of tourism marketing, and then identify practices that will contribute to improving the performance of tourism marketing in Algeria.

4.2. The causes behind Algeria's tourist industry's downturn

The decline in all tourism indicators in Algeria is mainly due to the country's heavy dependence on hydrocarbon revenues, in a way that makes the tourism sector one of the last concerns of the Algerian government despite its adoption of the 2025 Tourism Development Director's plan, which was in place. Until 2030 as part of a comprehensive national strategy to prepare the region for development. These reasons can be relatively limited to: a significant inability to market the image of Algeria as a tourist destination, the absence of competitive tourism products and the low level of available products, insufficient reception and hotel structures, and the misuse of information and communication technology in the tourism sector in general and in the hotel sector. In particular, the poor performance of banks and their inability to adapt to developments, incompetence and poor professionalism in tourism, the low quality of transportation, and the relative absence of security, which may be the most important component of the tourism sector.

4.3. Discussion of the findings

In response to the research hypotheses, we can say that the signs of the efforts made to promote tourism in Algeria through the development of tourist destinations and places are many, both in terms of the bodies and organizations established for this purpose, but the strategies used did not concern the addition of distinctive brands, despite owning tourist destinations and cities. Algeria's advantages can make it among the prominent countries in the field of tourism, with its attractive elements for tourists and investors alike. At the global level, the Destination Marketing Organization (DMO) has emerged as a strategic business unit (SBU) funded by countries or regions and cities at the national, local and regional levels to compete in the dynamic and global tourism market by attracting visitors (and investors); Thus, the concept of marketing destinations and tourist places has not only evolved as a pivotal component of travel, tourism and hospitality research, but is also linked to the development of strategies and the performance of activities in the highly competitive and fierce business of attracting tourists to a particular place; We do not notice from the results of our research this effective official role of the government in defining the Algerian tourist destinations as a brand except through a modest activation of the directive plan for the development of tourism through the ambiguity of most of the axes of the plan and its neglect of many regions and tourism products.

Findings in studies can be consolidated and compared with each other on the importance of the brand field of marketing, places and tourist destinations; Through four proposals related to world tourism: first; The majority of tourism-related activities are carried out at the destination, and secondly; Tourism Destinations and Places are referred to as the “Core Unit of Analysis in Tourism” or SBU’s Strategic Business Unit, III; The only brand in the tourism industry is the destination or the place itself.

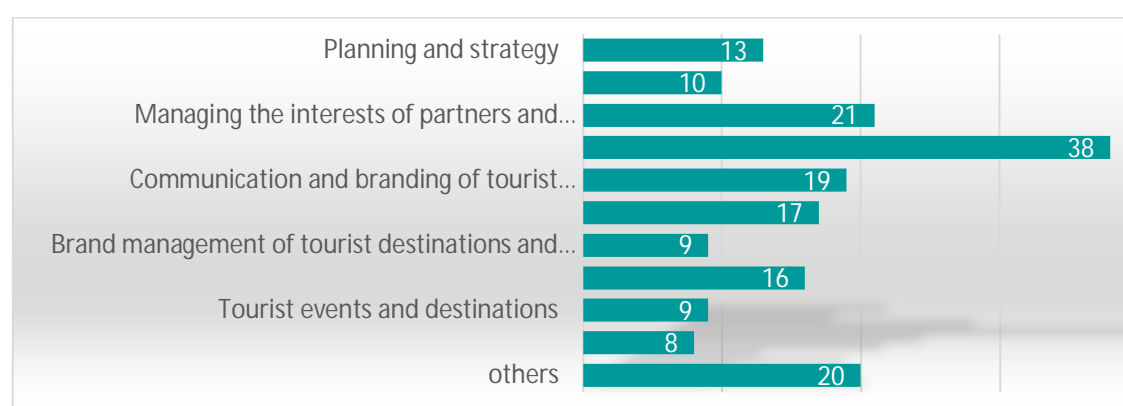
After all this, the establishment and formation of brands for tourist destinations and places is not a new concept, but what is new is its advanced application related to tourism through the efforts of the Algerian countries in activating the national plan for tourism preparation and the studies that dealt with it, both in terms of the mental image and presenting a positive image of the Algerian destination (*Nawar & Fadoul, 2021*) or through the integrated advertisement (*Chenini, 2018*). The only study in which the role of the government appeared, even though tourism media only, and the aim was to promote the Algerian destination, is a study (*Magâach, 2018*).

The writer also noted the lack of benefit from successful international experiences in the field, which reached a remarkable concept and field development, as shown by research and studies in English articles; Public relations and its applications by successive governments were limited to the function of promoting tourism, which was

assigned to the National Office of Tourism and its communication policies and its activity in promoting the image of Algeria through various communication techniques and various promotional props, but it did not rise to the level required to form a brand for Algerian tourist destinations (Hafsi and Hawass 2019).

Despite the legislative arsenal in the field of tourism development, the embodiment on the ground remains weak, according to what we noticed in most of the results of the studies that we reviewed, and the relative lack of encouragement of domestic and foreign investment, as well as the lack of interest in human capital (Al-Ammari, 2020).

Fig.1. Topics of branding of touristic territories in the marketing literature



Source: Prepared by the researchers based on the literature and concepts in the articles examined.

5. Conclusion:

5.1. Answer of Hypothesis

The primary focus of the current study was to provide insights in an interdisciplinary field that meet the need to understand and articulate the concept of branding as a field of research. Our observations summarize and describe the current state of this research field. To market places and destinations as a brand, and despite the fact that these studies provided various definitions that dealt with countless topics without a strong theoretical basis for the concepts of tourist destinations as brands, and we cannot overlook that the studies show an increasing trend towards quantitative data collection methods and analysis techniques, as the studies focused on Mostly the reality of tourism marketing in general and on tourism investment in particular; Most of it came in a descriptive or conceptual form of the independent variables without the dependent variables (which is often the tourist destination); however, the studies that presented conceptual frameworks / models / theory focused on the study of certain phenomena To brand destinations and attractions, for example, a destination or contact photo.

5.2. Research prospects

Through our study, we have found worthy research prospects, as we believe that it is important to identify the distinctive characteristics associated with the brands of distinguished tourist destinations and places by focusing on a strong theory and developing a framework on “creating and forming a brand” and “in place marketing”; To understand this field further, we also suggest that future studies should be more systematic and empirically robust and not be geographically limited to a specific region; (Hafsi and Hawass, 2019); This study was exposed to restrictions and difficulties, the most important of which lies in the difficulty of using and employing key words and terms, especially in Arabic-language research, where the terms tourist destination and marketing tourist destinations and places are rarely used as a brand, but rather just a dependent variable that is employed as a theoretical term without a clear conceptual basis in the relevant articles (after We excluded repeated studies) compared to articles published in English, which limits the opportunity for international comparisons.

6. Bibliography List:

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