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Beni Haoua Case Study

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Abstract

This study aims at the possibility of marketing the city of Beni Haoua through the application of smart tourism marketing, as it is considered one of the most prominent tourist cities in the province of Chlef (Algeria) with its tourism potential that enables it to compete in this field, where we highlighted in this thesis the tourism potential that the city possesses in addition to discovering the reality of tourism marketing, through an electronic questionnaire that includes questions about the elements of the marketing mix, The results concluded that there are some obstacles facing the application of smart tourism in Beni Haoua and that tourism marketing in the city is weak and needs to be developed, but as a result there are positive indicators for the application of smart tourism in Beni Haoua through a change in the strategy used to overcome the obstacles faced by the city And thus achieve the goal to be reached.

Key words: smart tourism, tourism marketing, tourism marketing

الملخص

تهدف هذه الدراسة إلى إمكانية التسويق لمدينة بني حواء عن طريق تطبيق تسويق السياحة الذكية ، حيث تعتبر من أبرز المدن السياحية في ولاية الشلف (الجزائر) بما لديها من إمكانيات سياحية تمكنها من المنافسة في هذا المجال ، حيث أبرزنا في هذه الأطروحة الإمكانيات السياحية التي تمتلكها المدينة بالإضافة إلى اكتشاف واقع التسويق السياحي ، من خلال استبيان إلكتروني يتضمن أسئلة حول عناصر المزيج التسويقي, وخلصت النتائج إلى أن هناك بعض العقبات التي تواجه تطبيق السياحة الذكية في بني حواء وأن التسويق السياحي في المدينة ضعيف ويحتاج إلى تطوير ، ولكن نتيجة لذلك هناك مؤشرات إيجابية لتطبيق السياحة الذكية في بني حواء من خلال تغيير في الاستراتيجية المستخدمة التي تواجهها المدينة و بالتالي تحقيق الهدف المراد الوصول اليه.

الكلمات المفتاحية: تسويق المدن، التسويق السياحي، السياحة الذكية.

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Introduction

Introduction

Cities are known for their complex nature to include many elements: humanity, natural and physical. And that's what made it such a special place, being a place to live and include it on many different systems and functions, we mention: Religious, industrial, commercial, military and finally, tourism, which plays a big role in the attractiveness of cities and determines their importance, and the latter is represented by the qualifications and natural, historical, cultural and equipment components that we find in them.

According to the World Tourism Organization, Tourism is a social, cultural and economic phenomenon based on people moving to countries or places outside their usual environment for personal or commercial purposes and it is one of the most important sources of income in different cities (**UNWTO- 2015**). However, with the continuous development that the world has been witnessing in recent times, characterized by the smart leap that has touched some cities, Especially the cities of the developed world where they have evolved from being traditional cities to being smart cities based on technology and effectively benefiting from digitization in all their fields and sectors, as the tourism sector is no exception to this revolutionary technology, it has achieved a qualitative change in the way tourism services are managed and provided. This has led to the emergence of a new scientific term called "smart tourism", Which considered "a new way and a new form of development of the tourism industry " (**Wang Yilin**), 2014), It also plays an important role in strengthening the economy of countries, especially when the "marketing" strategy intervenes within the framework of tourism, which consists in using technologies to promote tourism to cities and enhance their status.

The overlap of marketing with smart tourism is considered a qualitative leap towards modernization, which will certainly lead to the prosperity of cities and the tourism sector as well, as it will create fierce competition in the marketing world with other cities, affecting the economic sector and its growth, And this is considering that smart tourism marketing is not just media promotional campaigns, but more than that, Where he conducts a deep study of the city and see its goals and resources, components

Introduction

and the most important entities and various studies to identify strengths, weaknesses and opportunities and identify the so-called Urban dimensions mapEtc. .

In addition, this step helps in drawing up the appropriate strategy in creating various products and services for that city, and determining the appropriate mechanism to promote it, as well as the target group, and thus the marketing of cities is an important element in sustainable development.

Like its counterparts from third world countries, Algeria is considered one of the cities with tourist potential that has made it among the list of attractive countries for tourists from inside and outside Algeria, represented by desert tourism (the Algerian desert), coastal tourism (the coast of Algeria), cultural tourism (Algeria contains 7 cultural sites classified in the UNESCO list as material heritage) as well as springs tourism (It has more than 282 Source with healing properties) (**Ministry of Tourism and industry2023**).But despite its tourism reality, Algeria has not attached much importance to this sector and this is justified : The absence of tourist facilities, from the infrastructure and requirements of the tourism industry, and they have not resorted to the development of tourism means, to facilitate its services and not rely on new technologies and innovative practices to enhance resource management and sustainability that increase competitiveness, the required tourism development will not be carried out through traditional tourism investment only, but accompanied by Smart means and a real marketing strategy that is able to highlight the qualifications and tourism components of Algeria and make it a destination for tourists, it has become marketing . (**Fouzia bousfsaf_ 2015 p03**).

Research Problem

Beni Haoua is one of the Algerian cities that is known as a unique tourist destination and as one of the most important tourist expansion areas in the state of Chlef, which has an area of 90 km (The orientation plan for the preparation and urbanization: beni haoua , _2010 p18) . This is due to the diversity of its tourism wealth represented by the natural possibilities (sea, forests) in addition to its possession of a material heritage represented by (Mama Binat Shrine and Beni Haoua Port), but despite all these tourist qualifications, Beni Haoua is still somewhat hidden compared to the city of Tenes and cities from outside the state, such as Mostaganem. Its tourist image for some is still contradictory to the reality in our field of study.

In addition, approximately **83.3%** of the tourists who visit Beni Haoua do so to enjoy water tourism associated with 3 beaches located at the level of the city borders (Tourist monograph of the state of Chlef – 2015 p22-23). This is in the summer (Author, based on the results of the electronic questionnaire), compared to the winter **2.1%** (Author, based on the results of the electronic questionnaire, the percentage is lower. As for forest tourism, we can give it a percentage of 05%, for tourists who go to the Besa Forest, which is considered a natural heritage, and is about 30 km from the city(Tourist monograph of the state of Chlef – 2015-p18-19).

As for the other forest sectors, they are almost non-existent due to several problems, the most important of which is their lack of preparation.

This is enough to believe that our field of study suffers from problems and obstacles in the tourism sector, which indicates that it is better to switch from traditional tourism to smart tourism, which is considered the appropriate solution in this period we are living with information and communication technology, and this is what makes us ask the following question:

How can smart tourism be applied and marketed in Beni Haoua city?

To answer the research question, the following sub-questions should be answered:

1. How to market the city through tourism?
2. Will tourism marketing for the city of Beni Haoua be difficult to implement because it is a small geographical area with little data and information?
3. What are the challenges that Beni Haoua city will face in changing its tourism from being traditional to smart?

Hypothèses

- 1- The challenges that the city of Beni Haoua will face in its transition from traditional tourism to smart tourism are: lack of funding, citizen behavior, and lack of qualified people to implement this experience.

Research Objectives

This research aims to study the possibility of creating what is called a qualitative shift in the tourism field of the city of Beni Haoua by activating smart tourism in the city and applying the marketing strategy for the city and making it a significant tourist destination. Because of the profits it will achieve at the local and national levels, in addition to clarifying the image of the city by changing the prevailing beliefs and impressions around it.

Research Methodology

- Theoretical work

Providing scientific material for research from several sources and studies, books, magazines, theses, websites.

- Field work

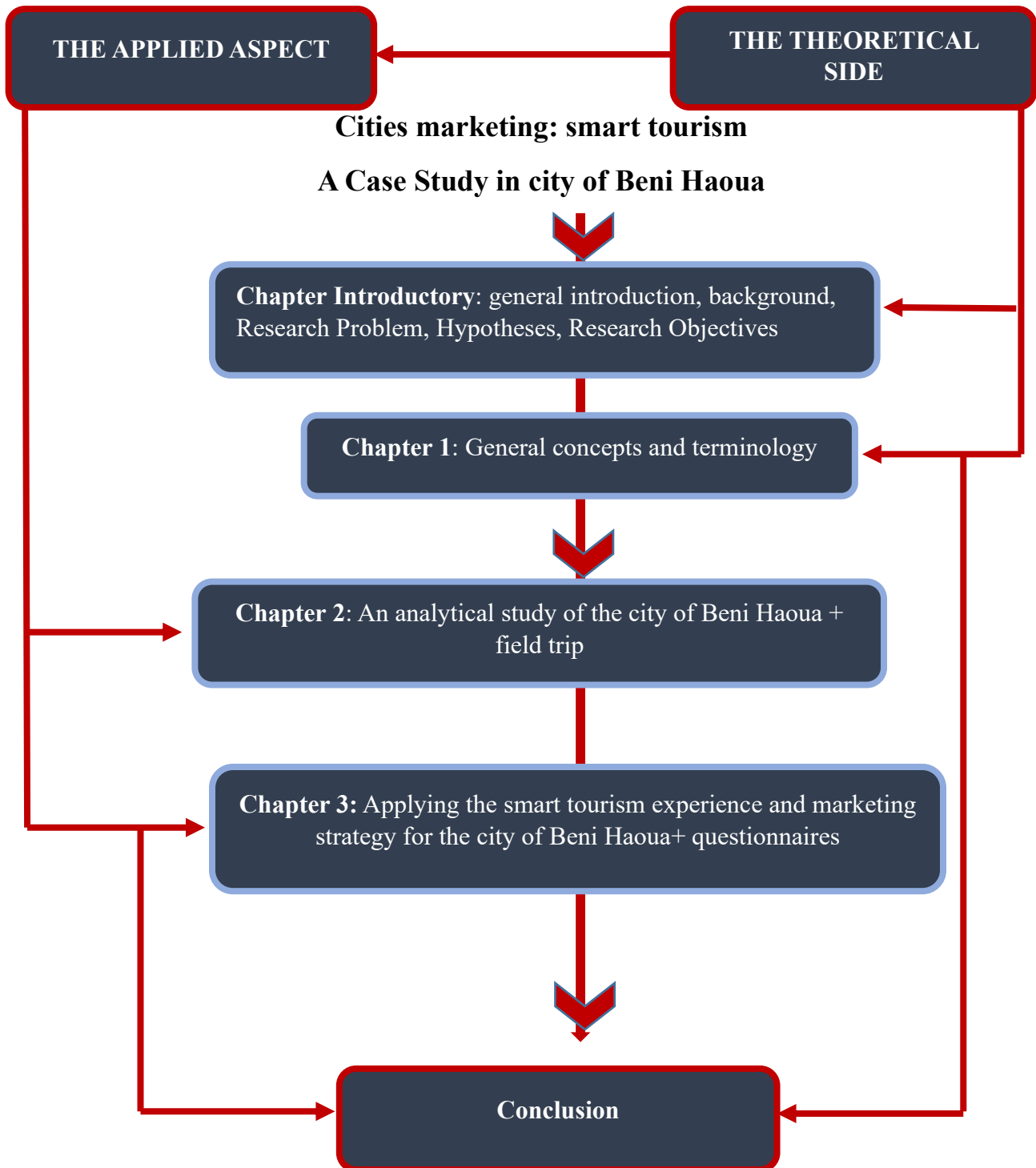
Contacting various directorates to update the necessary data and statistics in our research: the Tourism Directorate of the state of Chlef, the Urbanism Office in the municipality of Beni Haoua .

Preparing an electronic questionnaire and sharing it on social networking sites to collect data on the reality of tourism marketing in Beni Haoua city .

Conducting a scientific trip to collect information by taking photos of the tourist possibilities available in Beni Haoua .In addition to visiting various hotel establishments located at the city level.

The Structure of the Thesis

Fig 1: Structure of the Thesis



Chapter1 :

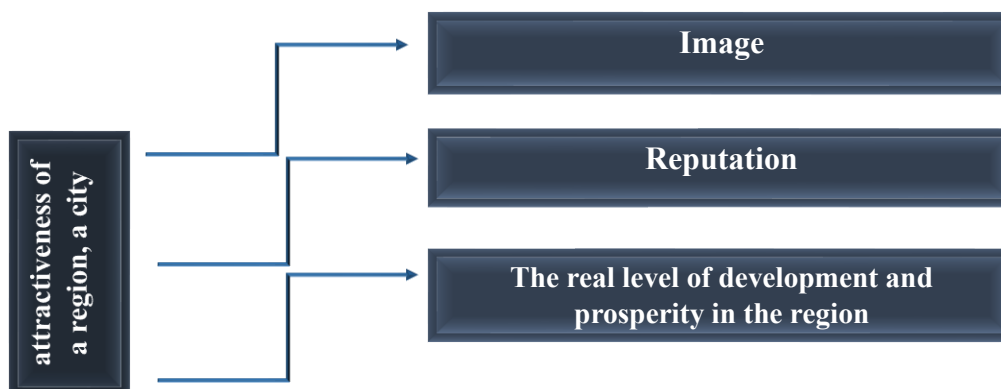
Terminology

1- City marketing

City marketing considers: “the long-term process and/or policy instrument consisting of different, yet interrelated activities aimed at keeping or attracting different target groups to a certain city”, Where he focuses on the so-called 4P's: place, price, product and promotion, In addition to attracting visitors, city marketing distinguishes various groups and explores the value-added (e.g. economic gain and talent input) of these target groups , It also includes specific marketing tools and approaches to attract specific (pre-defined) target groups. For example, urban governments adopt certain preferential policies to attract particular investments, recruit talents or lure specific companies. High quality urban design, infrastructure provision and flagship projects, such as free economic zones are frequently adopted instruments in city marketing (Wenting Ma, Martin de Jong, Thomas Hoppe, Mark de Bruijne ,2021, p 3) The basic concept of city marketing is very similar to destination marketing, aiming to promote a particular location's plus points or virtues to attract travelers. However, they are not precisely the same, as city marketing focuses on a single city, by contrast, destination marketing could be focused on a city, but it could also include_country marketing or marketing for a specific region or area. Nevertheless, the main objectives and techniques are similar(Martijn Barten, 2024) Destination marketing is a component of place marketing, it focuses on the tourism sector of the local economy. Destination marketing in the tourism industry aims to increase awareness about an area within a region and drive more travelers to that location.(Blake Ng , 2020).

1-1 The main factors affecting the attractiveness of a region, a city for investors and the public are as follows:

Fig 2: The main factors affecting the attractiveness of a region, a city

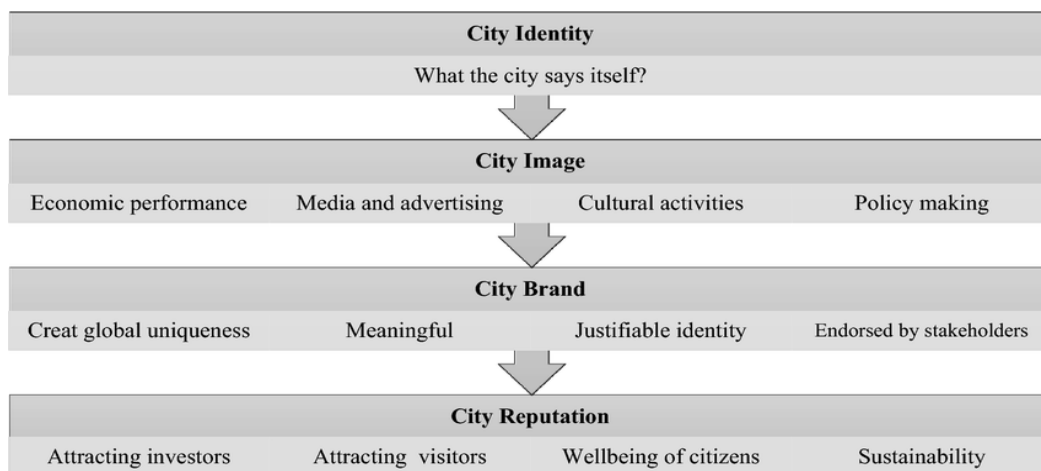


Source: Nataliya Dril, Andriy Galkin, Natalya Bibik, Applying city marketing as a tool to support sustainable development in small cities: case study in Ukraine , "Green Cities - Green Logistics for Greener Cities", doi: 10, pp 46 – 53,2016 .

1-1-2- Reputation of the city:

The reputation of a city is essentially the collective image or perception that people, especially potential tourists, have about it. This image can be influenced by a variety of factors, including the city's history, culture, infrastructure, safety, cleanliness, and the experiences of previous visitors. A positive reputation can attract more tourists, while a negative one can deter them(<https://www.tutorchase.com/answers/ib/geography/how-does-the-reputation-of-a-city-influence-its-tourism>)And in order to build the up a city's reputation, the city's stakeholders use different signals on which to base their expectations about the capacity of the city to satisfy their interests. Prior research has analyzed a few different determinants of city reputation; they include the organization of certain events such as the European Cities of Culture, the Olympic Games or a World Championship, the urban architecture, or the presence of important organizations and institutions. However, none of these factors are related to the daily life of the city, but sustainability is considered a crucial indicator that 0000may affect the reputation of the city (Clara Pérez-Cornejo, Pablo Rodríguez-Gutiérrez, Esther de Quevedo-Puente, 2022, p2).

Fig 3: The process of strengthening the city’s reputation in the globalisation era (city’s reputation)

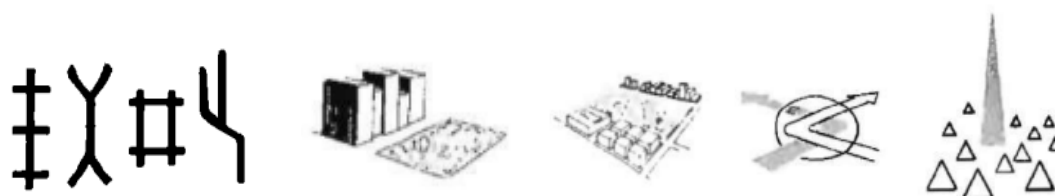


Source: Ahmadreza Shirvani Dastgerdi, Strengthening the city’s reputation in the age of cities: an insight in thecity branding theory, City Territory and Architecture, July 2019, 6(1):1-7, p6 of 7.

1-1-3- Image of the city

Researcher Busch theoretically defines it as: urban image is the soul of the city and its overall style. It is a comprehensive and comprehensive image of the city, including the overall style and appearance of the city. Characteristics of urban residents, overall urban appearance, overall value, spiritual outlook, cultural level, etc. Urban image design can improve and sublimate the overall spirit and style of the city, create a unique urban cultural image, give full play to urban functions, fundamentally change the current trend of homogeneity and generalization in urban construction, and promote the overall development of the city. Develop and create a famous city. City image is the full expression of city culture. The process of improving city image is the process of improving city culture. In a broad sense, urban culture is the combination of urban material civilization and spiritual civilization ([https://baike.baidu.com/item/ City image /1983535](https://baike.baidu.com/item/City%20image/1983535)) The image of the city can then be used in many ways to increase the city's popularity, also this "imageability" of the city can be used to raise affective links among people. In a study about the affective components of cities, researchers assessed that an affective dimension can be added to Lynch's cognitive mapping of the cities. We could assume then that attitude can be created among the "consumers" of the city. If positive signals about the city are sent, then people can develop attitudes based on a hedonic consumption model, following the ABC model of attitude. Indeed, this model specifies that attitude can possibly derive from (in the right order): affect (consumer's feeling about an attitude object), behavior (consumer's intention towards an attitude object) and beliefs (knowledge of the consumer of an attitude object). Other hierarchies exist that do not start from affect (Amélie Balencourt Antonio Curado Zafra, 2012,14).

Fig 4: The city image and it's elements



Source: Kevin Lynch, (1960). THE IMAGE OF THE CITY. the United States of America

1-1-4- The level of development and prosperity in the region

Regional prosperity is understood as a quality of a certain space. According to Hampl (1996), the prosperity of a region is given by the level of the socio-geographic system, which reflects the external organisation of a society, the organisation of a particular society within a certain environment. It is a complex system, which has a strong internal heterogeneity of a hierarchical type. This hierarchy is, indeed, primarily conditional upon the disproportion in the distribution of natural conditions, but, secondarily, it is strongly augmented by the activity of the society, an activity oriented toward creating more effective complex structures, making use of the advantages of concentration and agglomeration etc. The whole process of the dynamics of the functioning of a society can be schematically described by means of evaluating problems arranged in the following way: processes of creating differences — types of differences created — processes of the (partial) removing of differences. (Old rich Mikulik,1999, p 1)

1-2- Important sub-areas of city marketing:

1-2-1-Tourism marketing, municipal

Municipal tourism marketing is a sub-area of city marketing. It refers to the entirety of all marketing measures to

- attract more tourists to a municipality (more arrivals),
- encourage tourists to stay longer in the municipality

(More overnight stays per arrival) and/or

- possibly also the composition of the tourists depending on their type (e.g., party tourism, city trips, shopping tourism, recreational tourism, business trips).

1-2-2-Location marketing

Location marketing is a sub-area of city or regional marketing . Location marketing tries in particular to attract new companies to the city/ region, to keep existing companies in the city/region and to convince existing companies to invest in expansion in the city/region. The goal is to be a regionally, nationally and/or internationally competitive location for companies. To this end, location marketing often works closely with urban or regional development .

Location marketing is a municipal task that is carried out either by the local government or a municipal company (e.g., city marketing company, economic development company).

1-2-3- City marketing

City marketing (alternative spelling: city marketing) refers to a sub-area of city marketing that deals with the marketing of the inner city (city) in a city. City marketing develops measures for the city center to promote retail and tourism (e.g., cultural tourism, shopping tourism). In addition, city marketing should generally improve the attractiveness of the city center - also for the population living there (quality of living).

1-2-4- District (area) marketing:

District marketing is a sub-area of city marketing. It includes the entirety of all marketing measures to market individual districts/neighborhood's/districts of a city. The district marketing for the "inner city" district is called city marketing or inner city marketing. Specifically, district marketing is about improving the image of districts and attracting companies (e.g. retailers), tourists and new residents to the districts. In district marketing, there can be competition between several districts of the same city (inner-city competition) ([HaushaltsSteuerung.de](https://www.haushaltssteuerung.de) » [Lexikon](#) » [C](#) » Citymarketing).

1-2-5- Administrative marketing

Administrative marketing can be directed both internally and externally. Local government is at the center and should be adapted to the needs of the citizens. It is therefore important to optimize the municipality's range of services and at the same time differentiate it from other cities.

Successful city marketing is holistic city marketing that combines all of these areas and thus offers citizens and visitors a successful experience. However, these are not the only stakeholders that must be taken into account in city marketing. ([Marketing für Städte und Kommunen](#).<https://www.onlinemarketing-praxis.de/basisinformationen/was-ist-stadtmarketing-und-wie-funktioniert-das>).

Fig 5: City marketing



Source: Andreas Burth, Marc Gnädinger , (2020) , Lexikon zur öffentlichen Haushalts- und Finanzwirtschaft , HaushaltsSteuerung.de [website], 24. April 2020, <https://www.haushaltssteuerung.de/lexikon-citymarketing.html>

2- tourism

a. Definition of the International Tourism Organization (OMT):

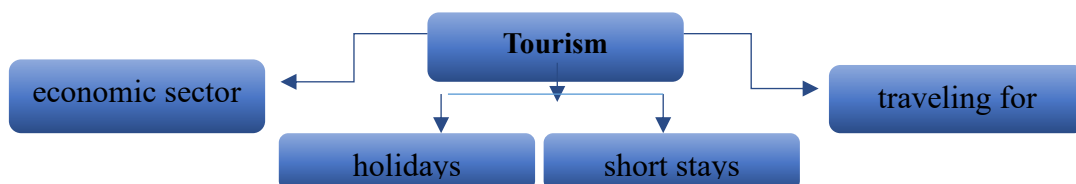
Tourism is the sum of activities carried out by people during their trips and spending days outside their usual surroundings for the purpose of entertainment, business or other purposes.

Visitors who spend at least one night in a group or private accommodation are called tourists. (zahia boutegrin -2018/2019- p3).

-Tourism refers to the fact of traveling for one's pleasure outside one's daily space and residing there temporarily, but also an economic sector that includes all activities related to the satisfaction, travel and stays of tourists.

The practice of leisure travel, tourism includes short stays (one to three nights) and holidays (four nights and more), with wide travel reasons that can go beyond the leisure activities already mentioned.

Fig 6: The tourism



Source: Anthony Simon -2019- p 7,8 + Author

b. Tourism according to Hunziker and Krapf (1942):

Tourism is the “sum of relationships and phenomena arising from the travel and stay of non-residents, to the extent that they do not lead to permanent residence and are not linked to a profit-making activity.

c. Tourism according to the geographer Rémy Knafou (1997):

“Tourism is a movement, that is to say a change of place, a change of living: the tourist temporarily leaves his place of life for one or more places located outside the sphere of his daily life. The movement creates a discontinuity which allows another mode of living.”

(Anthony Simon -2019- p 7,8)

D. Zhang Lingyun: He said that according to the statistics of 80 research reports compiled by the American Travel Center in the early 1970s, there were as many as 43 definitions of tourism and tourists.

Shen Baojia explained in 1996 that although these definitions are expressed in different ways, this review, which collected 30 global definitions of popular tourism, still summarizes the five recognized characteristics of these definitions or concepts:

1. Travel is the movement of people in space and position.
2. Travel can have one or more motivations.
3. Tourism activities require the support of certain transportation infrastructure, accommodation, marketing systems, entertainment (or leisure) and services of tourist attractions.
4. Tourism is not just a means of leisure and entertainment (or leisure) consumption for individual tourists.
5. The integrated tourism space system is not only an economic system, but also a cultural system and a social system.” (Liu Deqian -2017)

3- The relationship of tourism with economic sectors:

Tourism is one of the fast-growing industries in countries around the world, it is very labor-intensive, and an important source of development and employment, especially for those who have little access to the labor market. It is an important industry for women, youth, migrant workers and rural residents. It can contribute strongly to social and economic development and poverty reduction. (International Labour Organization, poverty reduction through tourism, second edition, 2013-Page 3)

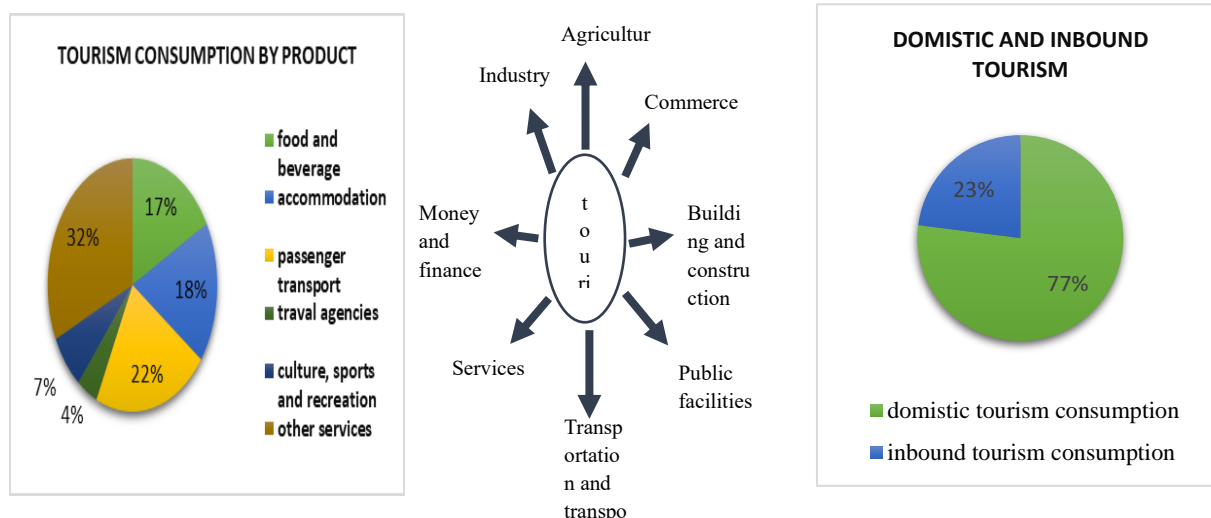
Fig7: Tourism and the economic sectors

<p>Industry:</p> <p>Consumer goods, operating supplies</p> <ul style="list-style-type: none"> - Machines, cars, electrics. - Oil, minerals, natural resources. - Craft products, fabrics. 	<p>Agriculture:</p> <p>Vegetables, fruits, flowers.....</p> <p>Parks, green areas....</p> <p>Timber, empty areas.</p>	<p>Building and construction:</p> <p>Hotels, chalets, holiday homes.</p> <ul style="list-style-type: none"> - Lakes, Energy, Storage. - Transportation, transportation facilities. - Restoration, re-exploitation, tourist employment
<p>Public facilities:</p> <p>Drinking water and various uses.</p> <ul style="list-style-type: none"> - Electric power, decorative lighting. - Water treatment, sanitation 	<p>Commerce:</p> <p>Providing materials, sales centers, general and specialized markets., sports, popular activities</p>	<p>Services:</p> <p>Cultural level, tourist Sciences.</p> <ul style="list-style-type: none"> - Available and advanced health services - Combating negative phenomena protecting the tourist . - Exhibitions, festivals, sports, popular activities
<p>Money and finance:</p> <p>Instructions, currency trading, exchange.</p> <ul style="list-style-type: none"> - Incentives and investment facilities. 	<p>Transportation and transportation:</p> <p>Proper roads and Traffic Regulation, Services</p> <p>Roads.</p> <ul style="list-style-type: none"> - Air, sea, land transport, road network <p>Sophisticated.</p> <ul style="list-style-type: none"> - An advanced communication system as a result of evolution <p>A great technologist in the field of communications.</p>	

Source: Ben Hassan Hakim, bouggara University, Faculty of economics, business and management sciences, department: commercial sciences, specialty: marketing services, 2018/2019, P.12.

This link between Tourism and the economic sector is confirmed in the OECD tourism trends and policies for 2016, where the consumption of domestic tourism by type of Tourism and selected products from OECD countries, 2014 or the last available year is shown in the following Fig:

Fig 8: Internal tourism consumption by type of tourism and products Selected OECD countries, 2014 or latest available year.



Source: OECD Tourism Trends and Policies 2016, p2+ Student modifications

4- Divisions of types of tourism:

4-1- Recreational Tourism:

Tourism is an often activity for recreational purposes. Most tourism took for a change and rest; this is the reason why package tours have become so popular. Perhaps the most common type of tourism is what most people associate with traveling. This is when people go to a place that is very different from their regular day-to-day life to relax and have fun. Beaches, theme parks, and campgrounds are often the most common places frequented by recreational tourists.

4-2- Nature Tourism:

Nature tourism is the answer. Ecotourism and nature treks are all part of this kind of tourism.

What marks this kind of tourism is that it is environmentally responsible, has low impact and advantageous to the local community.

4-3- Religious tourism:

Is another type of tourism where people go to a religious location or locations to follow the footsteps of their founder or to attend a religious ceremony?

4-4- Medical or health tourism:

Is a relatively new type of tourist activity where the main focus of travel is improving one's health, physical appearance or fitness. For instance, certain countries promote the expertise of their doctors and surgeons in the field of cosmetic surgery and invite foreigners to have their liposuction, facelift, nose lift and other forms of cosmetic procedures to be done there. Medical tourism also incorporates aspects of recreation tourism where the patient goes to a relaxing getaway to recover from the procedure.

4-5- Environmental Tourism:

It is the tourism that is designed to contribute to the protection of the environment or at least minimizes damage to it, often involving travel to areas of natural interest in developing countries or participation in environmental projects.

4-6- Historical Tourism:

Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts, etc.

4-7- Ethnic Tourism:

This refers to people traveling to distant places looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during the latter part of life visit place of their birth for giving a boost to ethnic tourism.

4-8- Cultural Tourism:

This type of tourism is known as cultural tourism. Tourists may visit different landmarks of a particular country or they may simply opt to focus on just one area. They may also attend festivals and ceremonies in order to gain a better understanding of the people, their beliefs and their practices.

4-9- Adventure Tourism:

There is a trend among the youth to take an adventure tour. They go for trekking, rock climbing, river rafting, etc. They organized campfire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

4-10- Rural Tourism:

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

4-11- Sports and Leisure Tourism:

Travelers here target places that are known for a particular sporting facility. Skiing, for example, is a type of sports tourism. Also included in this category are those who go to a destination to experience a sports spectacle such as the Olympics, FIFA World Cup, and others.

4-12- Ecotourism:

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial mass tourism. It means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights(Rashid Faridi ,March 20, 2017).

5- Smart Tourism in Cities :

An innovative tourist destination, built on an infrastructure of state-of-the-art technology guaranteeing the sustainable development of tourist areas, accessible to everyone, which facilitates the visitor's interaction with and integration into his or her surroundings, increases the quality of the experience at the destination, and improves residents' quality of life.

Information communication technologies and big data are often quoted as being at the heart of smart destinations and cities (Alastair M. Morrison, J. Andres Coca-Stefaniak, 2020, p11). Smart tourism not only maximizes the use of tourism resources, it also manages tourism destinations, protects tourist attractions and improves interaction between tourists and local residents. Since technology is combined with tourism, tourism destinations have become more competitive, which has benefited those involved in tourism mobility. Smart devices, tourism-related platforms and information and communication technologies (ICT) can affect

the entire tourism experience of tourists from travel planning to post-travel (Yunus TOPSAKAL, Mehmet BAHAR, Nedim YÜZBAŞIOĞLU, 2020; p2)

6- Smart tourism concepts:

Research on the connotation of smart tourism:

The specific connotation of "smart tourism" can be described with three keywords: first, "smart", second, "personalized", and third, "ubiquitous". The so-called intelligence refers to the intelligence of information technology on the one hand, and the humanization of tourism service concepts on the other. We believe that even if smart tourism is understood as a tourism information service system, this system is not just an intelligent machine operating system, but should also include the meaning of "machine-based humanized services". The so-called personalization means that tourism information services are not a group-based information provision method, but an individual-oriented information provision method. Information providers need to "tailor-make" information service content for service objects and proactively meet their needs. Tourists' individual needs. As for ubiquity, in short, it refers to the ubiquity of tourism information services. The service that the smart tourism system can provide to tourists should be a "all the time, everywhere, everyone" service, that is, tourists can get real-time, accurate and effective services no matter when, where, who or what media they use. tourist information services. (Wu Yanming, 2014, p1), Smart tourism is also a change in the sharing and use of tourism resources through the integration of a new generation of information and communications technology (Ren Han, 2013, p4), "Smart tourism" is also considered an important subsystem of the smart city information network and industrial development. Realizing certain functions of "smart tourism" can borrow or share existing results of smart cities. Since "smart tourism" is a project that benefits people and focuses on management and public services (Zhang Lingyun, Li Ong, Liu Min, 2012, p1,2) in addition, it is not only an application. of information and communication technologies, but it is also an ecosystem that allows tourists, destination management organizations and other stakeholders in the tourism industry to interact, creating shared value between tourists and service providers. (Bc. Meryem Ari, 2022, p16).

7- Smart functions of smart tourism:

1- Intelligent management function

From a management perspective, tourism management in the traditional sense mainly focuses on tourism resource management, tourist management, tourism quality management, etc., while the core of smart tourism management lies in tourism information

management. In the era of smart tourism, due to the increase in information source channels, the role of official information has become increasingly obvious, and tourists' travel decisions have also shown very prominent characteristics of the times. The smart management function of smart tourism should include at least three aspects: first, it must be able to provide timely and effective travel information for each tourist according to his or her individual location and information needs; second, it must be able to use information services to positively influence tourists' travel decisions; third, the information services provided must facilitate tourists to implement decisions at various stages.

2- Smart service functions

The service functions of smart tourism mainly include two aspects. First, as a government agency, it provides tourism public information services to tourists. Such as three-dimensional real-life information display of tourist attractions, portable tour guides with tourists' own media, location-based or actively triggered tourism information services, etc. Second, information service companies provide effective travel information services to potential tourists, and smartphone application software developers provide real-time travel information services such as location navigation, electronic maps, and ticket bookings for smartphone users. Navigation, tour guides, shopping guides, etc. in tourism activities can all be included in smart tourism service content.

3- Smart experience function

The realization of the goal of ubiquitous tourism information services in the true sense should be based on the realization of the intelligent experience function of tourism. The material foundation of the self-media era and the touch era provides an effective guarantee for the intelligent experience of tourism. For example, share the photos taken at the destination and the text recording the tour process to social network platforms, associate the photos of the folk customs and food of the destination with the spatial displacement on the electronic map and share them with friends, and share the photos of tourist attractions or audio and video of tourist activities on Weibo, WeChat friend circles, etc., can provide you with a different kind of smart experience.

4- Smart marketing function

The marketing function of smart tourism is to rely on intelligent information means to combine various tourism information resources, including text, pictures, audio and video information of tourist destinations, travel strategies, and various tourism product

information of tourism companies, according to potential Proactively push the needs of tourists. This kind of push should not only be comprehensive, dynamic and interactive, but also should actively penetrate into users' social networks such as WeChat Moments and shared QQ space. (Wu Yanming , 2014, p1,2)

8- Smart tourism destinations

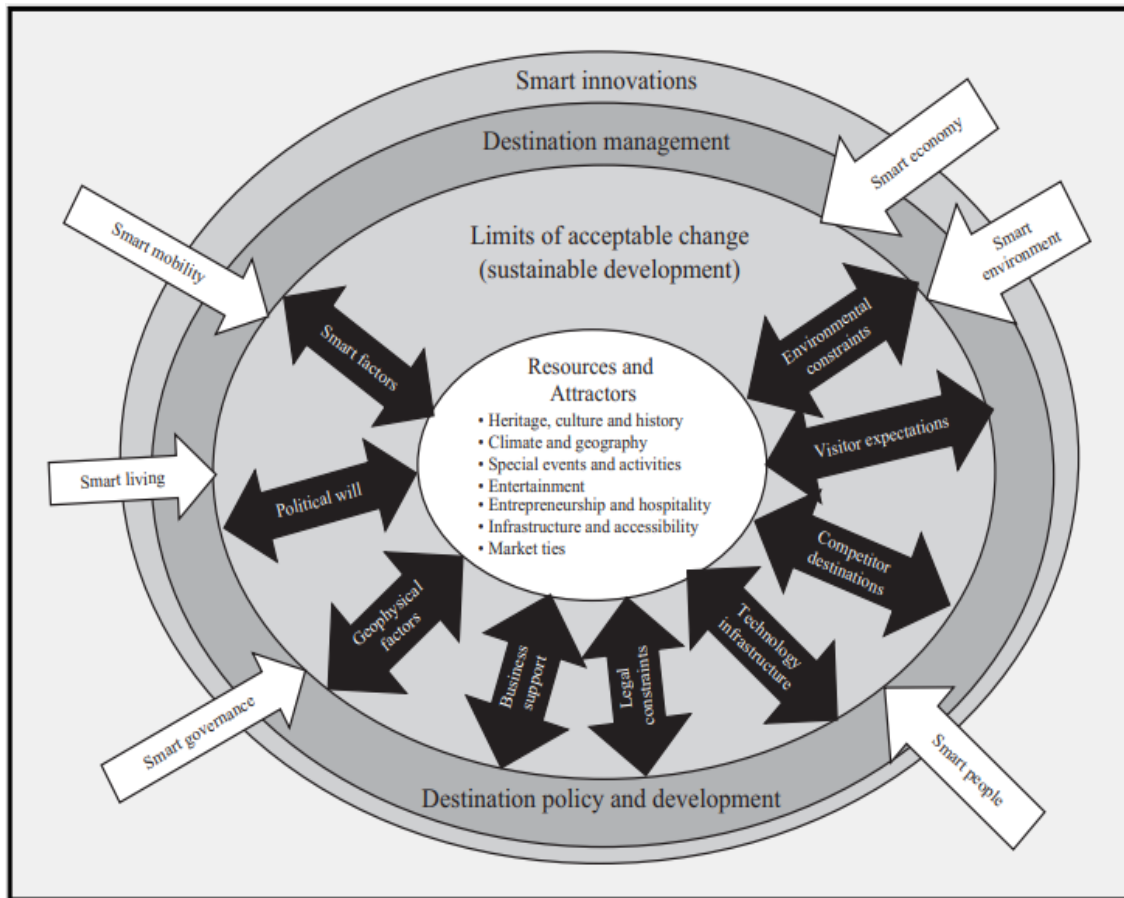
Smart tourism involves multiple components and layers of smart that are supported by ICTs. On one hand, it refers to Smart Destinations, which are special cases of smart cities: they apply smart city principles to urban or rural areas and not only consider residents but also tourists in their efforts to support mobility, resource availability and allocation , sustainability and quality of life/visits.

defines the smart tourism destination as:

an innovative tourist destination, built on an infrastructure of state-of-the-art technology guaranteeing the sustainable development of tourist areas, accessible to everyone, which facilitates the visitor's interaction with and integration into his or her surroundings, increases the quality of the experience at the destination, and improves residents' quality of life.

The key aspect of smart destinations is the integration of ICTs into physical infrastructure. (Ulrike Gretzel, Marianna Sigala, Zheng Xiang, Chulmo Koo ,2015, p 1) One of the distinguishing characteristics of smart tourism destinations should be their ecosystem-centred approach to the development and management of tourism as well as its wider challenges, including overtourism. This is also a common thread linking the articles included in this special issue of the IJTC. Similarly, the overtourism phenomena echo earlier research on the limits of acceptable change, used initially for the conservation of wilderness areas and applied later to tourism destinations. Innovation, also has a pivotal role in the context of smart tourism destinations. However, for smart innovation to succeed in the next generation of smart tourism cities, it will need to evolve from its rather peripheral role at present. In fact, it will need to become integral to the tourism city ecosystem by interacting actively with all its components. (J. Andres Coca-Stefaniak,2019, p3)

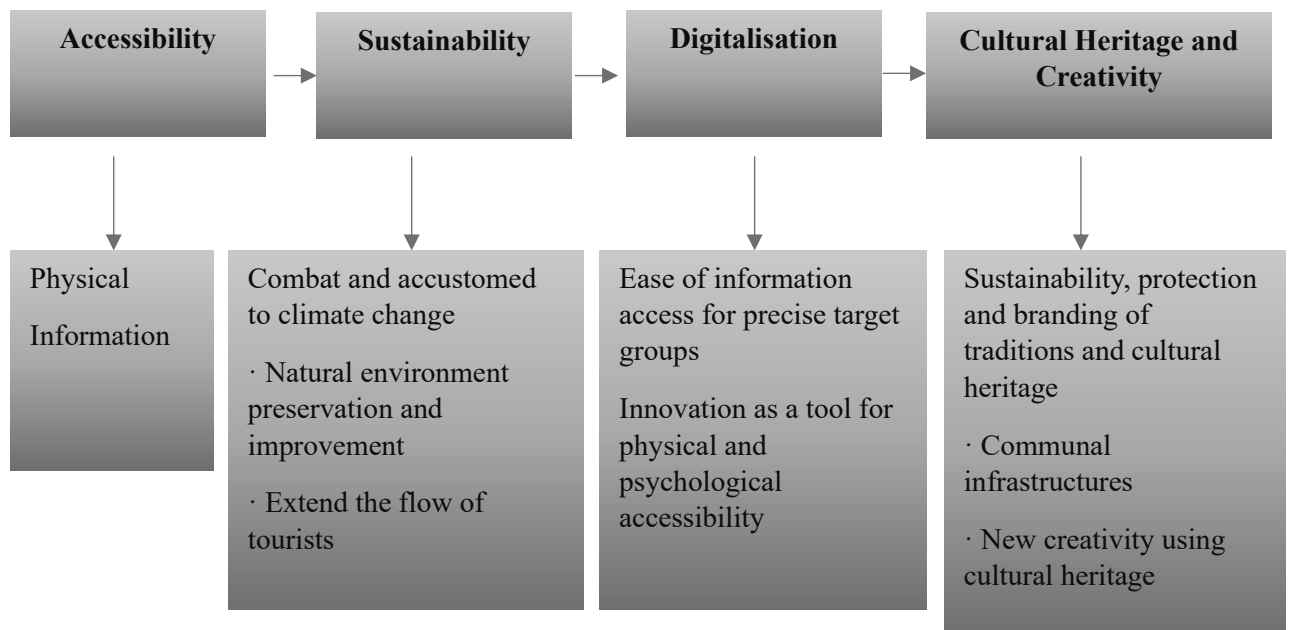
Fig 9: Smart tourism destinations



Source: : J. Andres Coca-Stefaniak, the Department of Marketing, Events and Tourism, University of Greenwich, Greenwich, UK, International Journal of Tourism Cities, Vol. 5, No. 4,2019)

9-1-Four Categories to Evaluate the Smart Tourism destinations There are four categories in which smart cities are evaluated: accessibility, sustainability, digitization, and cultural heritage and creativity. We showcase all of them in more detail below. (hernaldo turrillo. European Capital of Smart Tourism In 2022 And 2023. <https://www.intelligenthq.com/>).

Fig 10: Categories to Evaluate the Smart Tourism destinations



Source: hernaldo turrillo. European Capital of Smart Tourism In 2022 And 2023.
<https://www.intelligenthq.com/>

9- Smart tourism marketing strategy in China

9-1- Deeply explore the connotation of tourism and carry out brand marketing:

The modern tourism industry pays more and more attention to brand building, and brand-centered marketing has gradually become the core of competition in the modern tourism industry. The essence of the brand in China's tourism industry is considerable. Part of it is the rich historical and cultural heritage. With the advent of the self-media era, smart tourism can fully integrate the characteristics, connotations and cultural heritage of scenic area through the Internet, and bring it to tourists from a three-dimensional perspective, allowing tourists to pre-experience the tour without leaving home, and make It became the most authoritative travel guide, thus forming the initial marketing strategy of tourist attractions.

9-2- Marketing with tourist experience as the core:

Smart tourism pays more attention to the experience of tourists, and provides tourists with a new, intuitive and convenient ticket purchase experience, shopping experience, tour experience, popular science experience and so on through the Internet + smart phones. The satisfaction of tourists is improved by the improvement of the experience, and then the

marketing strategy of the scenic area is formed, and ultimately the purpose of increasing the popularity and reputation of the scenic area is achieved.

9-3- Network marketing of personalized services:

With the gradual maturity of the tourism market, tourists' demand for tourism products no longer stays in the original fixed model. Therefore, creating personalized tourism services for tourists is also a major feature that distinguishes smart tourism from traditional tourism. Through accurate analysis of tourists, tourist attractions customize personalized tour routes for tourists according to differences in age, interests, preferences, product needs, etc., and provide personalized tourism products and a variety of themed activities, so as to attract more tourists to visit, and ultimately achieve the purpose of multi-choice and diversified scenic marketing.

9-4- Online and offline integrated marketing:

With the development and application of Internet+ smart tourism, the use of online and offline brand marketing is an indispensable part of today's tourism industry. Smart tourism uses the Internet to broaden the development, design, production and marketing channels of cultural and creative products, dig deep into the connotation of cultural resources, and promote the brand marketing concept of resource, creativity, and market sharing. **(The promotion effect of smart tourism on the marketing of tourist attractions--Taking the Smart Summer Palace as an example,<https://daolan.info/>).**

Chapter 2:

Tourist Analysis of Beni Haoua

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The municipality of Beni Haoua was established during the French colonial era in 1907 and was then called (Francis GARNIER) Francis cornier and was then affiliated with the mixed municipality of tennis and in 1957 separated from it.

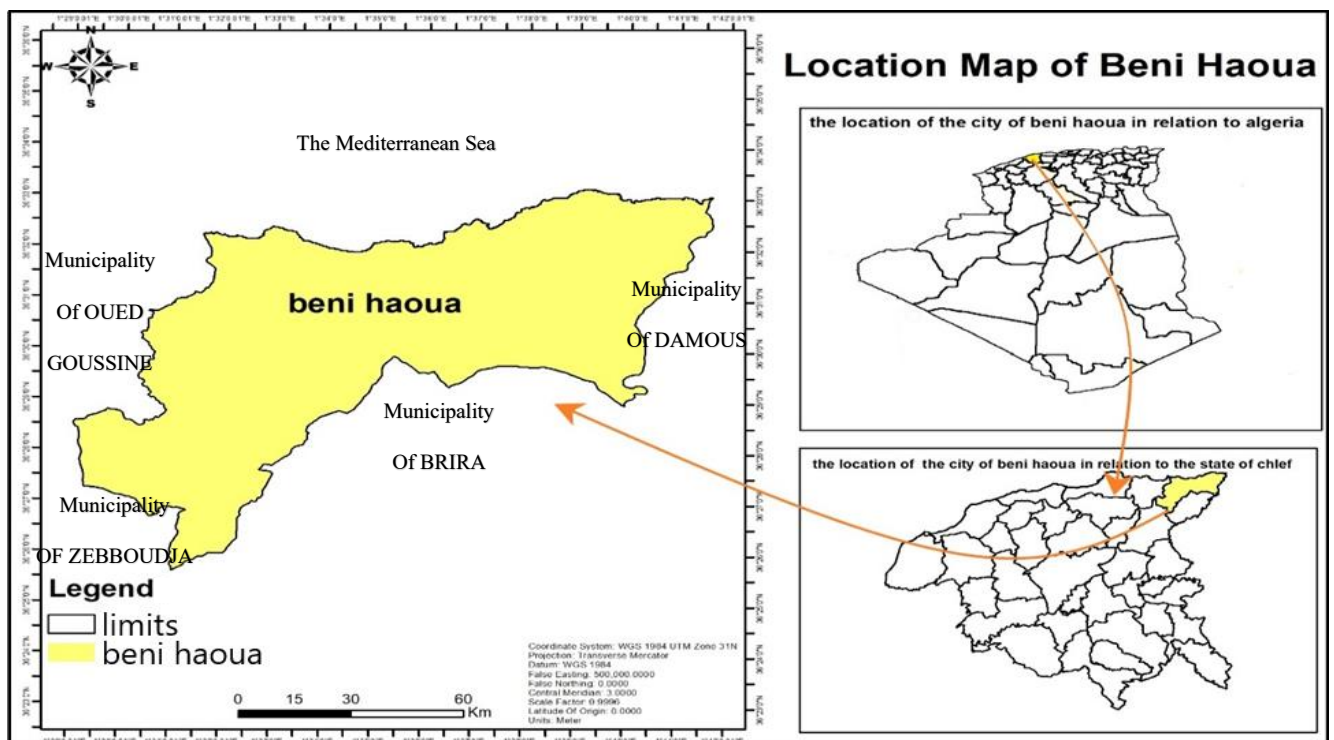
Following the administrative division of 1984, Beni Haoua became a district comprising three municipalities.

1- Geographical location:

The territory of Beni Haoua is located on the eastern border of the chlef state, covering an area of 90 km and a coastline with a length of 20 km extending from the mouth of the Damus Valley east to Al-KEF Al-doumiya in West.it.

With a total area of 11,279 hectares, it is mainly a mountainous area, although the altitude is relatively low, the terrain is strong, medium mountains dominate, it is relatively covered with a fairly large forest consisting mainly of Aleppo pine (3,500 hectares), it also has a temperate and humid climate, characterized by a cold climate in winter and hot and not dry in summer. (The orientation plan for the preparation and urbanization: beni haoua , _2010-p18).

Fig 11: Location of the city of Beni haoua



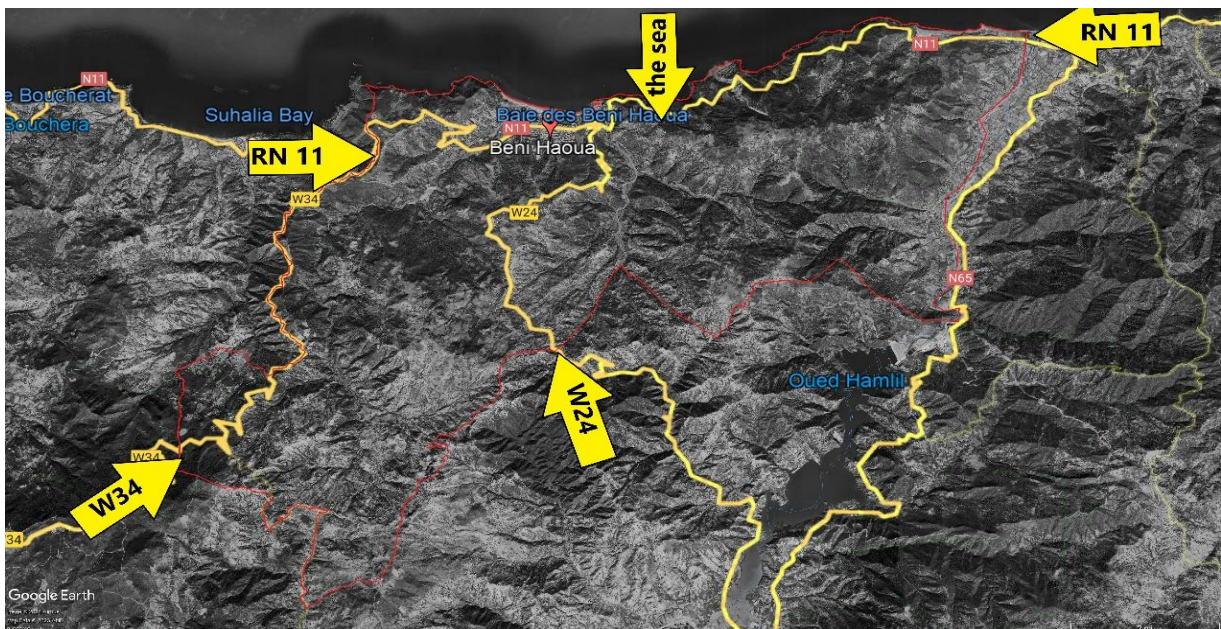
Source: Author

1-1 Accessibility:

As for the accessibility of the city of Beni Haoua, it is represented by 5 entrances represented by:

- The eastern entrance: via road No. 11, which is one of the main roads in Bani Haoua
- Northern entrance: by the sea.
- Western entrance: via road No. 11
- South western entrance: via Line No. 34
- Southern entrance: via Line No. 24

Fig 12: accessibility of Beni Haoua



Source: Author

2- The tourism attractions of the city of Beni haoua

Beni Haoua is considered one of the tourist expansion areas of the chlef State, due to its strategic location and the tourist and natural spaces that abound there, Source: Author in addition to the important coastal strip represented by 3 beaches that attract millions of people in summer and the wonderful Ecological sanctuary represented by the Baisa Forest, in addition to the monuments and historical sites represented by the sanctuary of Mama Binat and in the port of Beni Haoua, all this makes the city an important tourist pole .

2-1- The natural potential of the city

The geographical location is one of the prominent factors in determining the possibilities of tourist attractions for the region, due to the fact that it includes a set of components associated with many changes that can be the basis of tourist activity, and there is no doubt that the location of the tourist expansion area of Beni Haoua represents a transit point between the state of Tipaza and the state of Chlef via National Road No. 11, which contributes to activating the tourist movement in both directions, which allows tourists to exploit this extension to make the most of the natural resources available in it .

Photo 1-2: Beni Haoua center



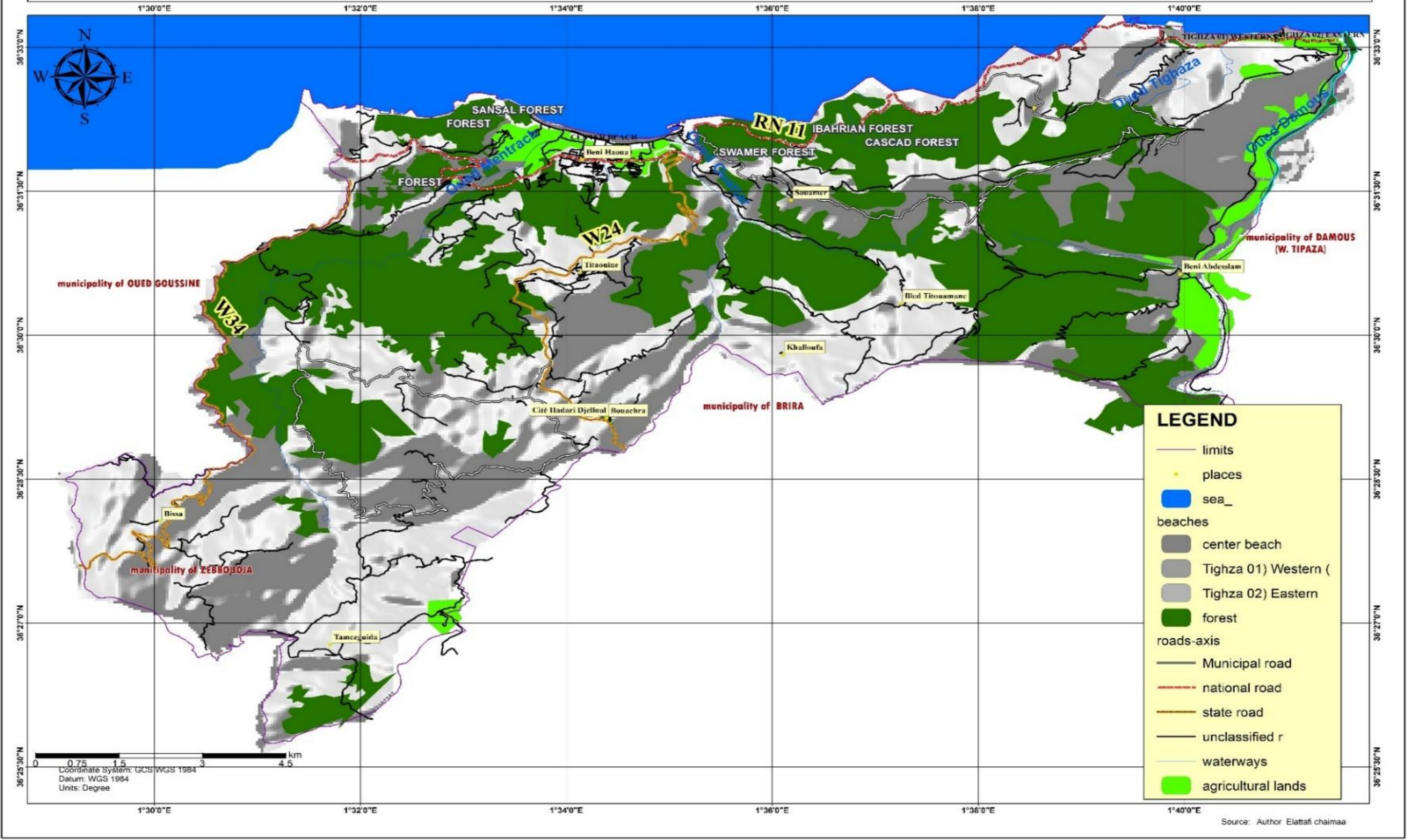
Source: by Author, may2024.

Photo 3: Route No. 11



Source: by Author, may2024.

figure 13: the natural potential of Beni haoua



Chapter 2: Tourist analysis of Beni haoua

Starting from being a mainly mountainous area, although the altitude is relatively low, the terrain is strong as it directly and indirectly affects the agricultural production in Beni Haoua (The orientation plan for the preparation and urbanization: beni haoua , _2010-p19) Through its impact on the soil, which varies its types, thickness, structure, moisture and determine the degree of suitability for agricultural production. In addition to its availability on a water barrier with a capacity of 1,043 hk m3 for irrigation (The statistical guide for the year 2020 of the chlef state. April 2021.P. 117) Which helps to produce various agricultural crops that allow providing the tourist product in the city.

as the hydrography of the city is characterized by a temporary flow that occurs only during rainy periods, there is no exploitation of surface flows Compared with the underground potential of the alluvial layers of the valleys of Wadi mitarashi, Wadi Attar and Wadi Assas, which means that Beni Haoua consists of a geomorphological structure rich in natural diversity. (The orientation plan for the preparation and urbanization: beni haoua, _2010-p19).

Photo 4: Beni friassou



Photo 5: The city of Beni haoua



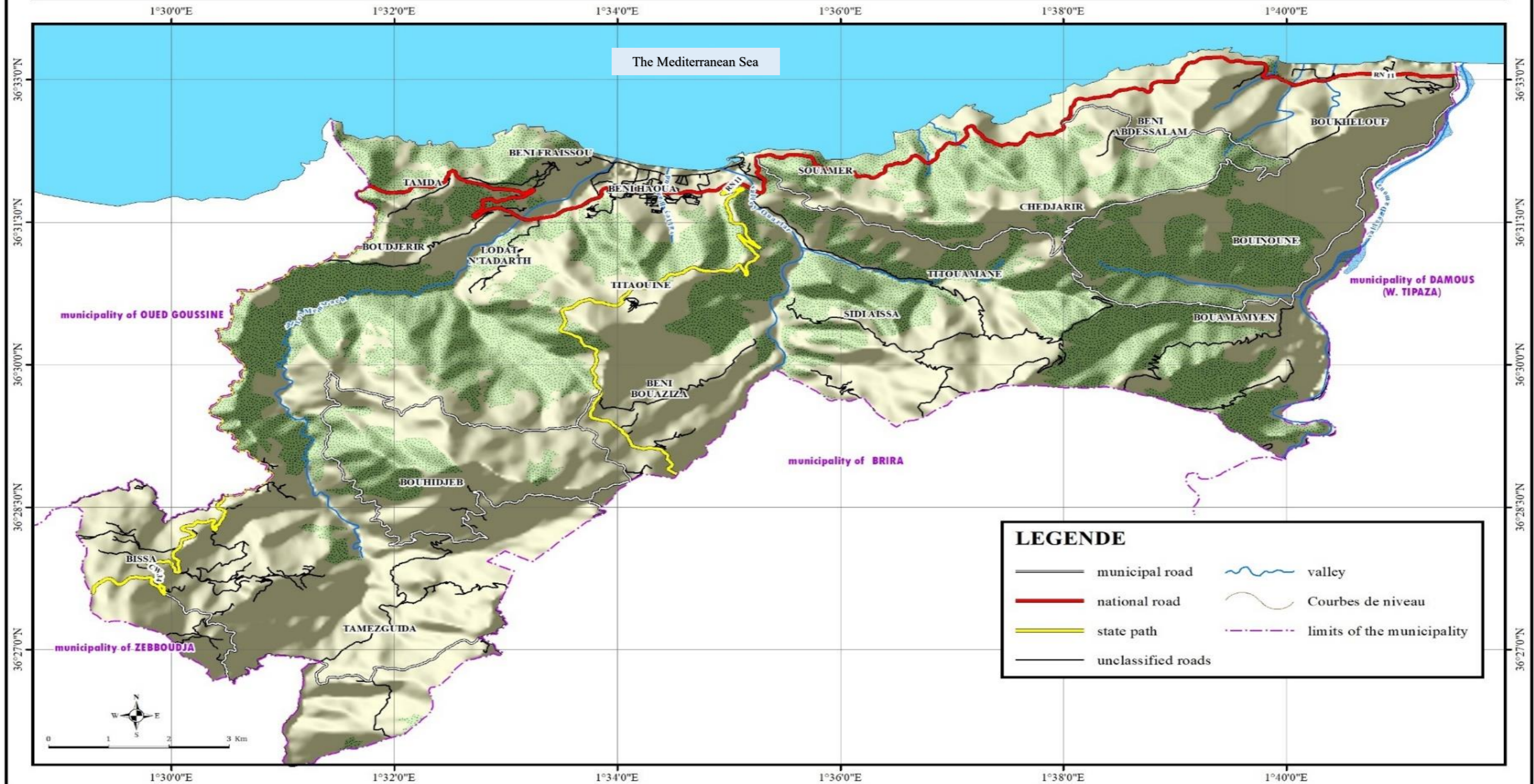
Source: by Author, may/2024

Photo 6: Boujrir area



Source: by Author, may/2024

figure 14: Topography of Beni Haoua



Chapter 2: Tourist Analysis of Beni haoua

As well, it is dominated by the central mountains, which are relatively covered by a fairly large forest consisting mainly of Aleppo pine (3500 hectares):

- Ebherin forest with an estimated area of: 01 hectares.
- Xertas forest with an estimated area of: 01 hectares.
- "Gamiriya" forest with an estimated area of: 01 hectares.

and also, the municipality of Beni Haoua contains part of the most important forest in the state of Chlef called the BISSA Forest, which is a wonderful ecological sanctuary about 30 km from the city of Beni Haoua, as it is undoubtedly one of the most beautiful sites in Algeria, covering an area of 1500 hectares. It has an important vegetation cover: Cork and oak forests, which gently spread their beauty on the Mediterranean carpet (. **Tourist study in the chlef State-2015. Pp. 18-19**). It is also proposed to classify them by local authorities. Its main characteristics: a large afforestation rate, high altitude, a terrain with multifaceted faces, etc ..., Make this forest ecosystem an undeniable potential for the development of nature tourism (the promotional tourist plan of the state of chlef. <https://chlef.mta.gov.dz/fr/>).

Photo 7: Bissa forest



Source: by Author, May2024.

Beni Haoua also has a coastal strip represented by 3 beaches where swimming is allowed: tigaza Beach 1, which has an area of 45000 m², tigaza 2, which has an area of 78750 m², and Beni Haoua Beach Center 78000 m², In addition to other beaches(Rmiliya beach, Ghalba beach,Rkha beach, Heisereth (The island) beach ,les sources beach)without important water resources such as fishing, which still lacks many structures, and has a famous rich fish wealth that needs skilled hands and material capabilities. (**The statistical guide for the year 2020 of the chlef state,p 88**).

Photo 8: The Center Beach of Beni Haoua



Source: by Author, may/2024

Photo 9: The Beach of tighza 1



Source: by Author, may/2024

Photo 10: The Beach of sisi EL jilal (tighza 1 and 2)



Source: https://www.facebook.com/news.chlef/posts/-Beach-Sidi-Jilali-far-north-east-Bani-Hawa-borders-Wilaya-l-chlef-tipaza2016355268510158/-/?locale=ar_AR

Photo 11: The Beach of Rmilia



Source: <https://ar-ar.facebook.com//412356152196510/photos/-رميلية-تنادي-خلوي-خلوي-يا-حبيبي/781905968574858/>

Photo 12: The Beach of Heisereth



Source : <https://fibladi.com/plus-اكتشف-ساحل-بني-حواء-الساحر-من-أروع-وآج>

Photo 13: The Beach of les sources



Source : <https://www.facebook.com/100064800395574/posts/3292834887402220/>

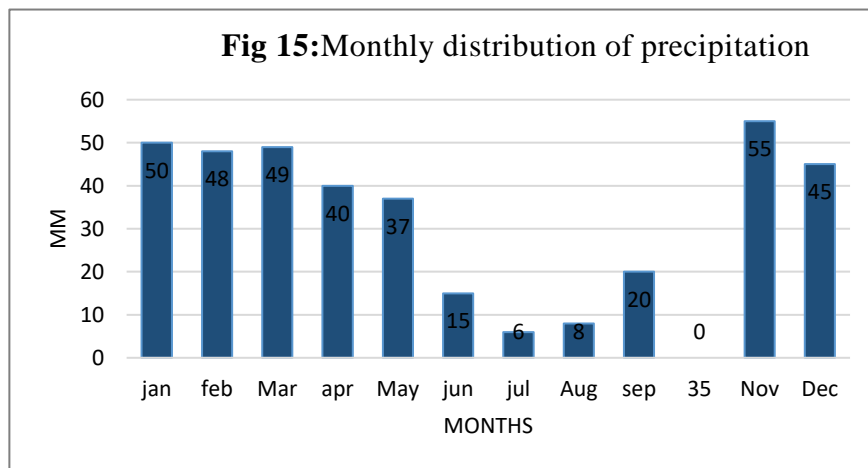
2-1-1- Climate

2-1-1-1-Average temperatures and precipitation

- Monthly distribution of precipitation

The climate is quite rainy and mild because we are subject to maritime influences or receiving them through the gaps in the valleys of the wadi.

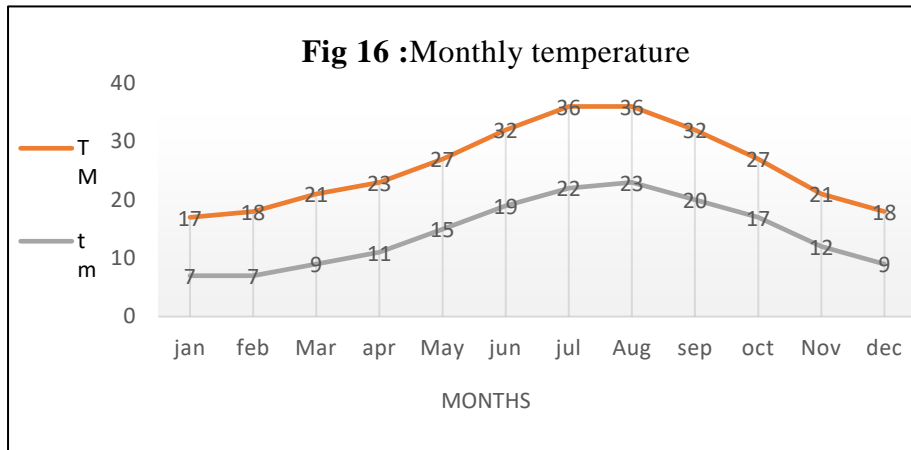
The Beni Haoua region is characterized by a temperate and humid climate, which is characterized by cold winters and hot and not dry summers. The amount of rain in the months from September to May is between 20 mm and 55 mm, and decreases in the three months from June to August and ranges from 6 to 15 mm.



Source: Simulation of historical climate and weather data for Beni Haoua. <https://www.meteoblue.com/>.

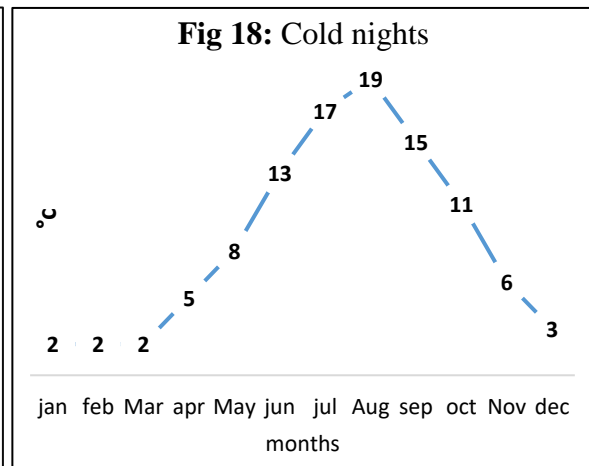
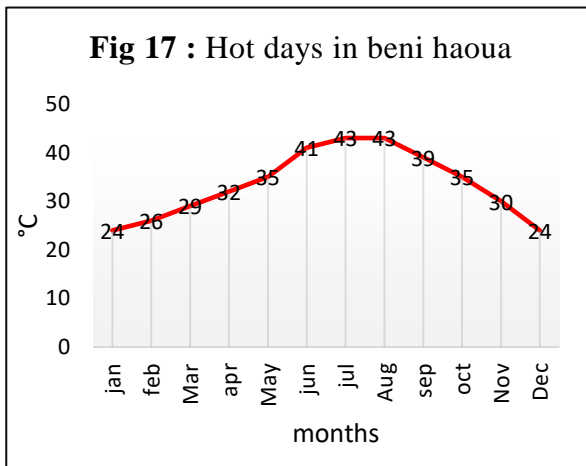
- Monthly temperature

The "average daily maximum" (solid red line) shows the average maximum temperature of a day for each month for Beni Haoua. Similarly, "daily average minimum" (solid blue line) shows the average of the minimum temperature. The maximum temperature reached 36 ° in July and August, and the lowest temperature was recorded at 7 ° in January.



Source: Simulation of historical climate and weather data for Beni Haoua. <https://www.meteoblue.com/>.

- Figures 17 and 18 also represent the hot days and cold nights in Beni Haoua, where the hot days are from the month of May, where it is estimated at 35 degrees to the month of August, where it is estimated at 43 degrees. As for the cold nights, it is noted that the coldest nights are the beginning of December, where the temperature drops to 3 degrees, to the month of January to reach 2 degrees, to assure us that the coldest month in Beni Haoua is the month of January and the hottest month is the month of July.



Source: Simulation of historical climate and weather data for Beni Haoua. <https://www.meteoblue.com/>

2-1-1-2-The winds

The prevailing winds in Beni Haoua are represented by 3 types of them:

North wind (cold winds in winter are mostly

Sometimes it's full of rain and it's cold in summer)

East wind (cold wind in winter and in summer)

Westerly winds (warm winds in winter and in summer)

Southern winds (Sirocco winds are in the summer)

Fig 19: The winds in Beni haoua



Source: Author

2-2- Historical archaeological potential

2-2-1- Historical aspects of the city of Beni Haoua: such as monuments, landmarks, monuments, ruins, folk arts with their various prints, cultures and customs of the population.

Mama Binete Shrine:

It is a religious-style building that includes the tombstone of the legendary Mama Binete. Its construction dates back to the colonial period in honor of Mama Binete, who lived in the area with a group of nuns after a ship crashed due to a sea storm that dumped them on the beach of Beni Haoua. This incident is known as the story of the Banal in 1802 AD. The novel says that the French warship Banal, which was carrying about 200 sailors, 329 soldiers, and a number of women who the accounts say are Christian nuns of Dutch nationality, were on a journey from the French port of Toulon towards Saint-Domingue, Louisiana, which It was a French colony in 1802, and the ship was equipped by Napoleon Bonaparte with several warships to stop the rebellion there, but the storm changed its course towards the northeastern border region of the state of Chlef, exactly Bani Hawa. Three nuns and three women only, the eldest of whom is Mama Binete, “Mama Binete.” She was called Mama Baynat because she is the oldest, meaning the mother of girls. She was over 50 years old, and she was a nurse in the area, and because of the girls’ great respect for her, they used to call her “Mother.” And the healing was on her hand because she improved the treatment, so she earned respect and reverence from the people of the region until they thought that she was a good guardian and after her death. (Ministry of Tourism and Handicrafts, <https://chlef.mta.gov.dz/en/mama-binete-shrine/>).

Photo 14-15: Mama Binete Shrine



Source: by Author, may 2024



Source: by Author, may 2024

Photo 16 : The path that leads to mama binete shrine



Source: by Author, may 2024

(la grotte) Port of Beni Haoua:

It includes the port of Beni Haoua, which includes an old factory and a historic lighthouse located on top of a small mountain that adorns the port. Whoever climbs the mountain to visit the factory and the lighthouse will feel as if he is inhaling the scent of history, as it has a long history. Before the beginning of the Algerian revolution, French colonialism was exploiting the mines of Algeria to develop France in French industry, and the port of Beni Haoua was a mine refinery factory, and from these mines the French landmark known as the “Eiffel Tower” was built. (Khalida zaghلامي. The port of Beni Haoua . Accessed on Wednesday, March 27 2024 <https://assayahi.dz/ar/2023/07/02 / Mina-Bani-Haoua>).

Photo 17-18 : (la grotte) port of Beni Haoua



Source: by Author, may 2024



Source: by Author, may 2024

Photo 19: The path that leads to (la grotte)

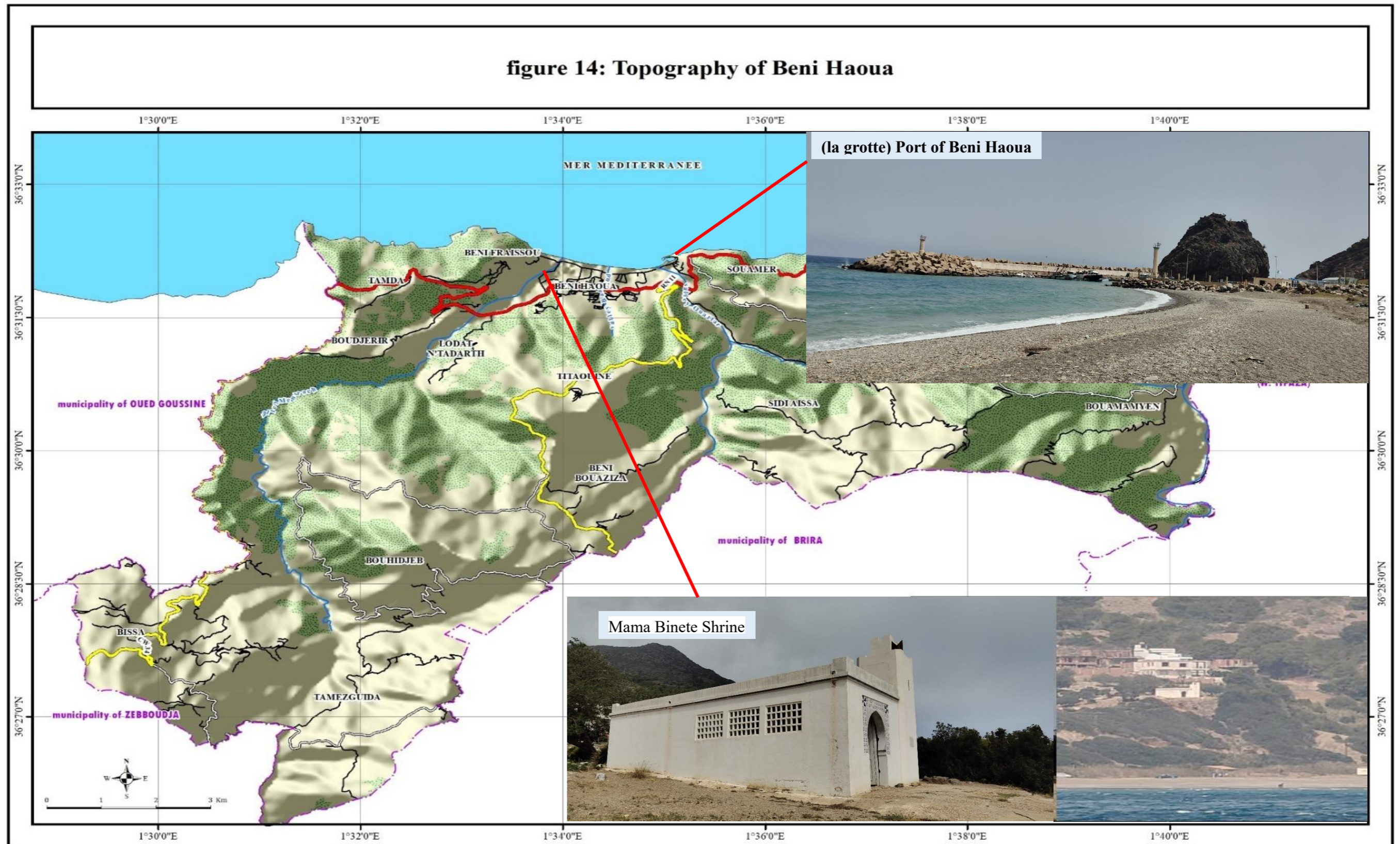


Source: by Author, may 2024

For the path that leads to the port It suffers from some problems as well as for the parking space of :

- Road erosion
- Lack of parking spaces
- Lack of tiling on the road
- The road is worn out and needs a lot of work and effort in order to be suitable for use .
- Narrow the road.

figure 14: Topography of Beni Haoua



Source: by Author

Chapter 2: Tourist Analysis of Beni haoua

Tourist institutions

Beni Haoua has 5 tourist accommodations in addition to the tourist Complex Dar Al-Ikram, which receives a large percentage of resident tourists and this is at the level of the main agglomeration of Beni Haoua, but on the part of tourist agencies there is no, and this is not helpful, as tourist agencies are one of the most important factors that help the success of the tourism industry, as Bani Haoua faces a problem in programming, organizing and arranging tourist trips to tourist attractions in the city, providing comprehensive services, especially marketing tourist programs.

-Beni Haoua contains 7 s, most of which are fast food restaurants distributed in the main agglomeration of Bani Haoua with its absence in secondary agglomerations.

Table 1: The hotel institutions in Beni haoua

Naming	Classification	Absorption capacity	
		Rooms	beds
Complex Dar Al-Ikram	yes	50	300
Lhana maria	no	14	42
benteftifa Copmlex	no	/	/
Hotel El bahri	no	F2*4+f3*3+ 2studio	45
Bungalow	no	Camps	

Source: Author

Photo 20: Lhana maria



Source: by Author, may 2024

Photo 21: Benteftifa Complex



Source: by Author, may /2024

Photo 22: Dar al ikram complex



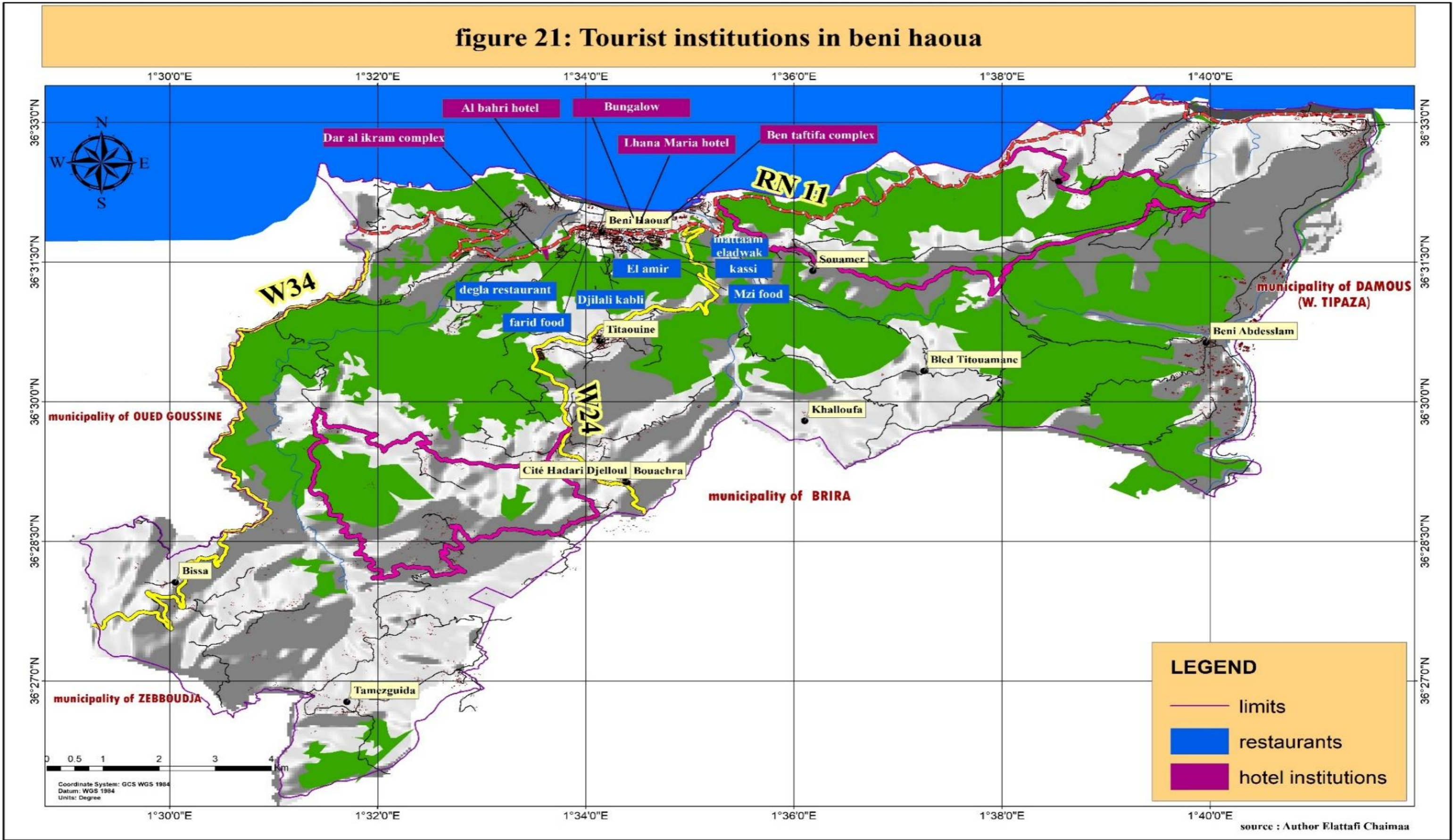
Source: by Author, may 2024

Photo 23: El bahri hotel



Source: by Author, may 2024

figure 21: Tourist institutions in beni haoua



Chapter 2: Tourist Analysis of Beni haoua

2-3-1-Traditional industry and crafts

The number of traditional industries in Beni Haoua reached 232 types, including: traditional art industry, traditional industry for the production of materials, traditional industry for services, in addition to 152 craftsmen for the year 2023.

Table 2: Traditional industry and crafts in Beni haoua

Types of traditional industries	Traditional art industry	Traditional industry of material production	Traditional industry For services	Total
Number	54	32	146	232

source: Statistical guide for the year 2020 of the chlef state. April 2021

Photo 24-25: Traditional art



source: Directorate of tourism in the chlef state

2-4- Human potential

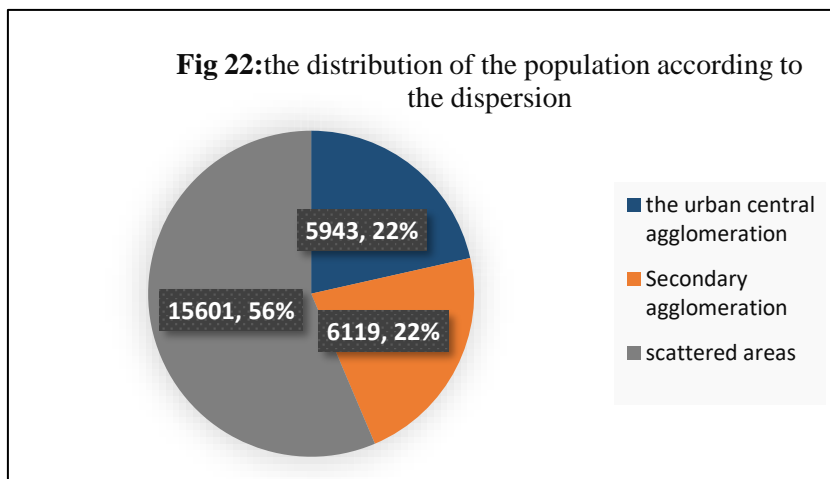
2-4-1- Population

The population density of Beni Haoua is 245 people, distributed across the territory of the city, which has an area of about 113 km, and the following table shows the development of the population over the years 1987 to 2020/12/31.

Table 3: Population development from 1987 to 2020

years	1987 census	1998 census	2008 census	Estimates 2020/12/31
Number of Population	12742	17602	21010	27663

source: Statistical guide for the year 2020 of the chlef state. April 2021



source: Statistical guide for the year 2020 of the chlef state. April 2021

Looking at the three sectors that the state is focusing on to compensate the hydrocarbon sector within its new plans to raise local development and ensure sustainability. Analyzing the statistics, we find that:

The number of workers in Beni Haoua is estimated at 5758 workers, which represents an employment rate of 20.81, divided as follows by the operating sectors, where the agriculture sector has an estimated number of workers 2445 workers, the industry sector 146 workers, the trade and services sector 1306 workers, the construction and irrigation sector 737 workers in addition to other sectors, including the tourism sector, where it is estimated at 687 workers.

Table 4: Distribution of workers by sector of employment

	Administration	Agriculture	Commerce	Industry	Construction and irrigation	Other sectors	Total
workers	453	2445	1306	146	737	687	5774

source: Statistical guide for the year 2020 of the chlef state. April 2021

Compared to these sectors, we find that tourism represents a very small percentage of the workforce in this sector due to the lack of tourist facilities that

It is in service and available.

2-5- Urban potential

2-5-1-Road structuring in Beni Haoua

2-5-1-1- Road network

State roads: Beni Haoua contains line No. 24 and Road No. 11.

Municipal roads: it has a 140 km long line, 74 km of which are paved

Bridges: Beni Haoua contains 10 bridges on the National Road and one bridge on the State Road, as for the municipal road, there is no bridge.

Photo 26: Road N 11



Source: by Author, May /2024

Photo 27:W34



Source: by Author ,May /2024

Photo 28: W 24



Source: by Author ,May /2024

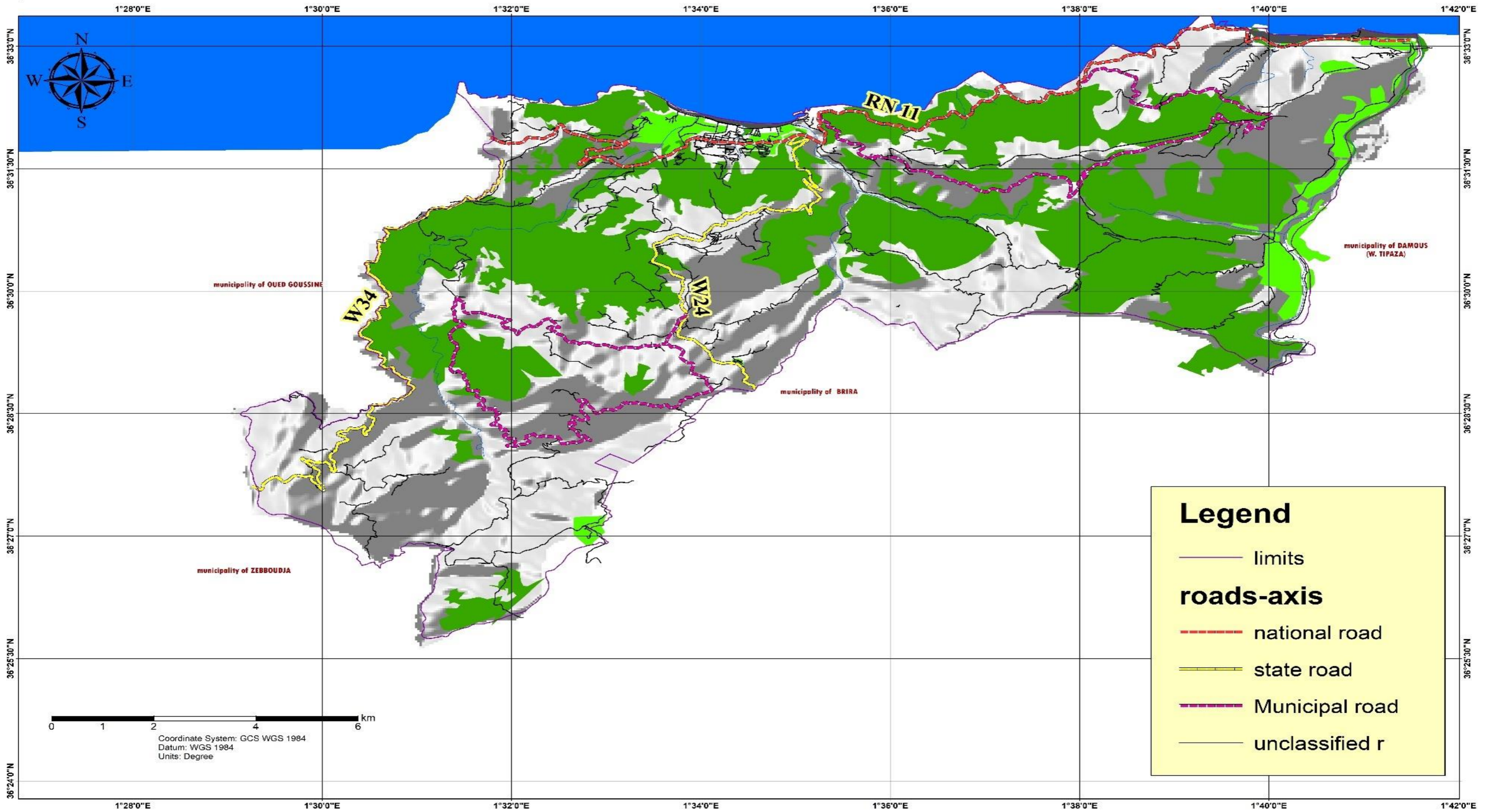
2-5-1-2- Status of the road network

Table 5: Status of the road network

Status	Good			Medium			Bad		
	National Road(km)	State road(km)	Municipal road(km)	National Road (km)	State road (km)	Municipal road(km)	National Road (km)	State road (km)	Municipal road(km)
Beni Haoua	21	5	14,5	2	0	37,7	0	6	21,8

source: Statistical guide for the year 2020 of the chlef state. April 2021

figure 23: Road network in Beni haoua



2-5-1-3- Transportation in Beni Haoua

2-5-1-3-1 Land lines for the transport of passengers:

As for the land transport lines of the city of Beni Haoua, they are divided into three types as shown in Table 6, 7, 8, in the first we have rural transport for travelers, where there are 6 lines: Beni Haoua-boukhelouf, Beni Haoua – Tamezgida, Beni Haoua – azmoïia, Beni Haoua -bouhidjeb, Beni Haoua -bissa, Beni Haoua- lksoure.

Table 6: Rural transportation of passengers

Lines	The transport barn		Number of customers
	Buses	Number of seats	
Beni Haoua-boukhelouf	1	15	1
Beni Haoua - Tamezgida	5	150	5
Beni Haoua - azmoïia	2	30	2
Beni Haoua -bouhidjeb	3	90	3
Beni Haoua -bissa	4	90	3
Beni Haoua- lksoure	9	270	8

Source: Statistical guide for the year 2020 of the chlef state. April 2021

As for municipal transport, there is one line, and it is Beni Haoua -tenes,

Table 7: Inter-municipal transport

Lines	The transport barn		Number of customers
	Buses	Number of seats	
Beni Haoua -tenes	13	390	12

Source: Statistical guide for the year 2020 of the chlef state. April 2021

The third type is interstate passenger transportation, which has 4 lines, namely Beni Haoua - cherchell, Beni Haoua -damouss, Beni Haoua -blida, Beni Haoua -elattaf.

Table 8: Interstate passenger transportation

Lines	The transport barn		Number of customers
	Buses	Number of seats	
Beni Haoua - cherchell	3	90	3
Beni Haoua -damouss	2	51	1
Beni Haoua -blida	1	30	1
Beni Haoua -elattaf	2	60	2

Source Statistical guide for the year 2020 of the chlef state. April 2021

2-6- Health sector

The health sector in general in Beni Haoua has known a gradual change, especially in the recent period, through an increase in the number of health facilities, and an increase in the number of treatment rooms that cover the number of people residing in the city, the health sector also contains various private clinics specializing in dentistry and general medicine, in addition to the establishment of an analysis laboratory in 2023 that oversees blood analysis operations, which is highly acclaimed by the population . As shown in the table 7

Table 9: Health facilities

health facilities		2000	2015	2020
The public sector	Hospitals	0	0	0
	Multi-service clinics	1	2	2
	Treatment rooms	1	3	40
	Pharmacies	0	0	0
Private sector	Medical clinics	2	2	4
	Dental surgery clinics	1	2	3
	Private pharmacies	0	3	4

Source: Statistical guide for the year 2020 of the chlef state. April 2021 .

This sector is witnessing continuous improvement in terms of health coverage, as evidenced by the development of health coverage indicators for medical and paramedical human resources, and this year is represented by the following:

Table 10: Health coverage of human resources in Beni haoua

Public foundation for Neighborhood Health	Population estimates	Specialist doctor	General practitioner	Dentist	Pharmacist	Semi-medical help
Beni Haoua	27663	27663	401	1383	5533	104

Source: Statistical guide for the year 2020 of the chlef state. April 2021

2-7- Education sector

The education sector is one of the most important sectors contributing to tourism development, due to the fact that it provides an educated and educated human potential that does not hinder tourism traffic and helps in the tourism service that is given to visitors or tourists. Therefore, we will study this sector in the city of Beni Haoua, where the number of learners at the age of 6 years was 143, and from 6 to 15 years was estimated at 1488 learners, and at the age of 15 to 19 years, 72 learners, which estimated the total number of learners in Beni Haoua 1703 compared to the population estimated at 27663, it is an acceptable number because it is a small tourist city in addition to containing 20 educational institutions (primary, Intermediate, Secondary). This will certainly help facilitate tourism in the city in terms of how to deal with tourists and understand what they are trying to achieve, especially if they use a language other than the official language in the country.

Table 11: Distribution of learners by age groups

Age	6 years old	6 - 15 years old	15 - 19 years old
learners	143	1488	72

Source: Statistical guide for the year 2020 of the chlef state. April 2021

In addition to the vocational training institution, which is important due to the possibility of obtaining a certificate of value in the labor market in Beni Haoua, where the absorption capacity is estimated at 250 and the number of trainees is estimated at 245 learners, and it also opens its specialties according to the needs of the market.

2-8- Sports facilities across Beni Haoua municipality:

- One municipal football stadium is not affiliated with the youth and sports sector.
- Adjacent stadiums: (05) not affiliated with the youth and sports sector.
- Sports Complex C.S.P: (01).
- Youth hostel-: (01) affiliated to the youth and sports sector

2-9- Cultural facilities of the sector through the municipality of Beni Haoua:

- There is one public library belonging to the culture sector.

2-9-1- Distribution of mosques and chapels for Beni Haoua municipality:

- It has 13 local mosques and 02 neighborhood mosques with a capacity of 5 100 worshippers.
- There are 06 religious associations. (Directorate of tourism in the chlef state)

2-10-Tourist activities in Bani Haoua

Big Blue Diving Club: Special for diving activity

Photo 29-30: Big Blue Diving Club

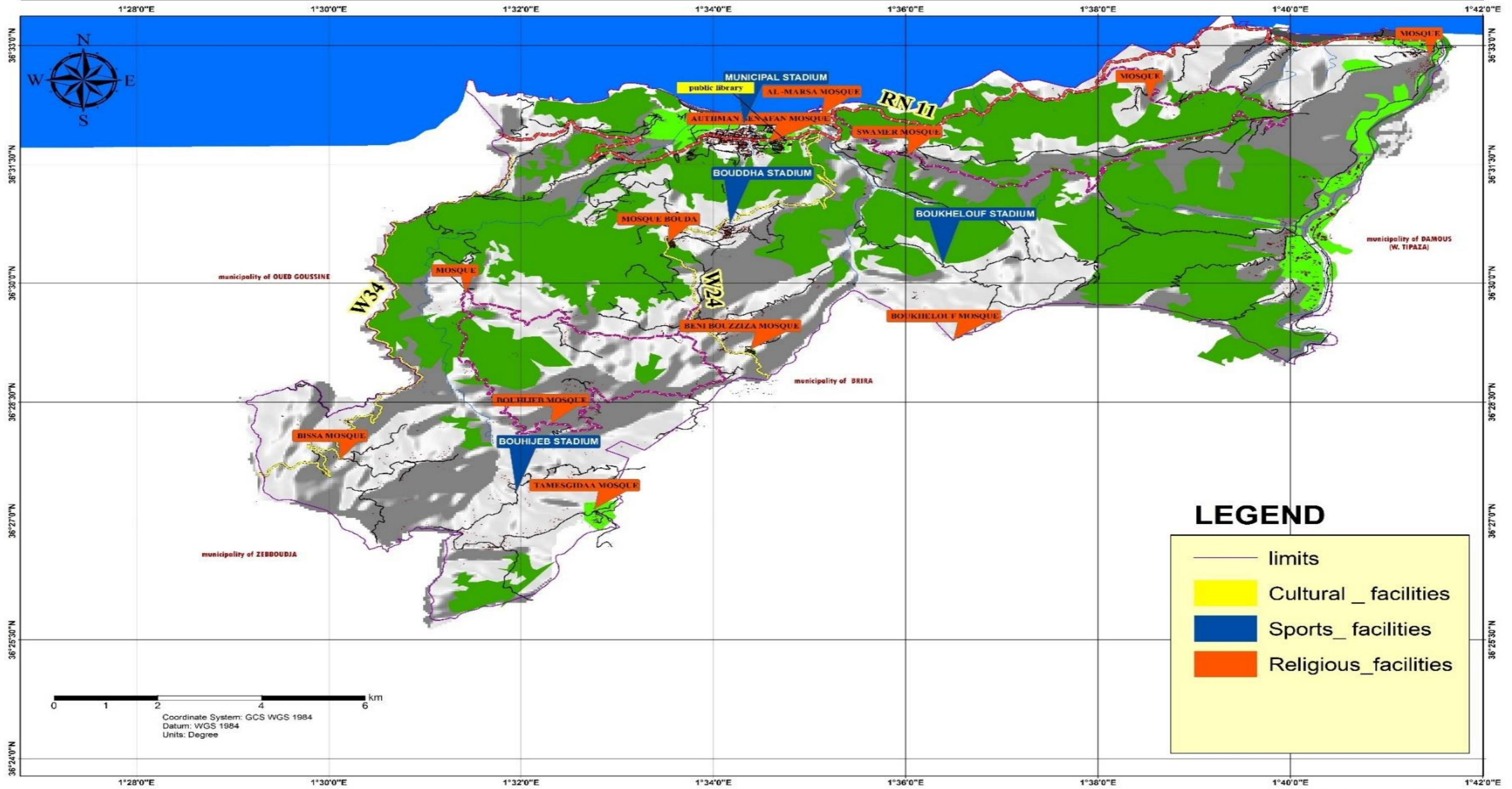


Source: Author



Source: google earth pro

figure 24: Tourist facilities in Beni haoua



Source: Author Elattafi chaimaa

Chapter: 3

**The Application of a smart tourism
marketing strategy in Beni haoua**

Chapter 3: The application of a smart tourism marketing strategy in Beni Haoua.

3-1- Tourist movement in Beni haoua

The tourist movement in Beni Haoua municipality will be exposed through a set of factors affecting its returns, represented by the number of tourists, labor, and local product.

3-1-1 Number of tourists

Considering that the municipality of Beni Haoua is a border municipality, it is witnessing movement through its land corridor with the entry and exit of tourists, which makes hotel structures, especially those located in the city, witness an important influx of visitors, and this mobility is increasing in the holiday seasons, especially in the recent period, due to the increase in hotel structures for tourism and tourist vehicles, as the number of Algerian arrivals in 2023 from the month of(JanSeptember) the tourist complex Dar Al-Ikram has 5139 tourists, as for the foreign arrivals, their number has reached 137 tourists (Directorate of Tourism).

3-1-2- Tourist demand:

To analyze the tourist demand at the level of Beni Haoua municipality we took the data related to the presence of beaches expressed in the number of summer residents and those related to arrivals and overnight stays accommodation establishments were reported to us at the Directorate of Tourism and crafts. So, it's much more about aggregates without a qualitative assessment. (study of the tourist promotional plan of the state of chlef , p29).

Table12: Tourist demand at the level of Beni Haoua

Beni Haoua	beaches	Number of summer residents			
		2009	2010	2011	origin
	Tighza 01(Western)	345850	208136	185875	Koléa, Alger Blida,
	Tighza 02(Eastern)	346580	191210	229360	
	Beni Haoua center	561030	525395	483035	

Source: study of the tourist promotional plan of the state of chlef. Phase -iii report - the action plan.

This sector in Beni Haoua in the period from 2009 to 2011 witnessed large flows in the number of tourists for national tourists, especially from the city of Blida, Algeria and qulayla, coming to the beaches of Beni Hawa, and this is what we note through Table No. 12, where

the population increased from 2009 from 682,640 tourists to 1,959,470 millions tourists in 2011 with an estimated growth rate of 20.9% .

3-2- Tourism promotion in Beni Haoua and the marketing program applied by the state

Within the framework of the work on the promotion of tourism, an action program has been developed.

It concerns a set of basic points:

3-2-1- Regarding the interest in promoting the tourism product:

The city of Beni Haoua has not received effective promotion that suits its tourism status due to the neglect of this aspect of tourism marketing, as it has not witnessed any promotional achievements promoting the tourist, cultural and natural spaces of the state such as (tourist guide, tourist map, monograph, CD-ROM advertising leaflets,) distributed to various public bodies and administrations and at the level of land border posts as well as the airport for viewing by tourists, and this is a negative thing that affects the tourism promotion in the city.

3-2-2- In terms of investment and diversification of the tourism product:

The interests concerned with the state of Chlef have worked to consolidate the principle of opening and to facilitate, attract and stimulate tourist investment in Beni Haoua by inviting various dealers in this field, where the investment for accommodation structures witnessed an uncharacteristic mobility and interest compared to previous years in building specifications at the level of market requirements, which depend mainly on supply and tourist demand. (Field trip)

Within the framework of the facilities granted for investment and the work of local authorities to provide a real estate container to accommodate tourism and semi-tourism projects, Beni Haoua municipality was allocated an area of 81.53 hectares divided into two areas, Beni Haoua area (the main cluster), which estimated the area amenable to tourism 26.45 hectares and wad tighza area, where the amenable area estimated 55.08 hectares to accommodate tourism investment projects, as follows:

- Tourism preparation plan in Beni Haoua

Beni haoua is considered one of the ten areas of tourism expansion in the chlef state, where a tourism development plan was developed for it, which contains a tourism development

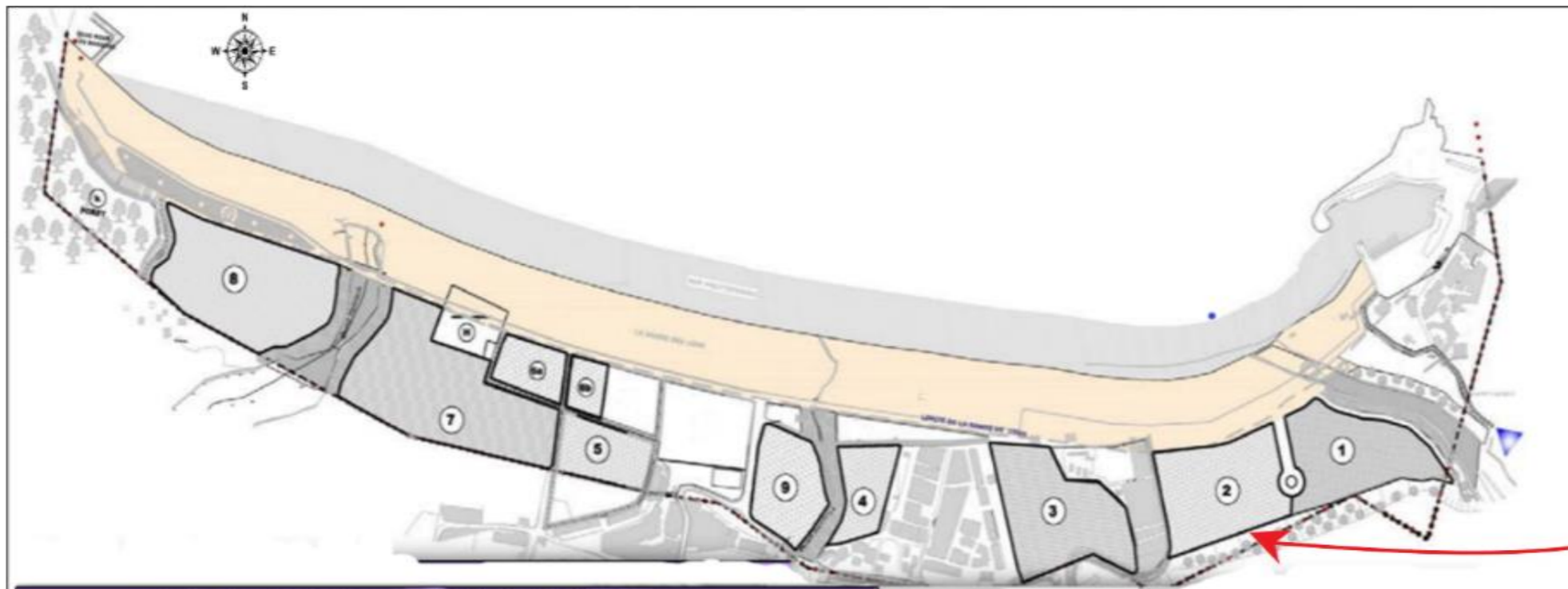
program for the developable area located in the main agglomeration of Beni Haoua, as shown in Figure No. 1, it was mentioned in 9 tourist residences with an area of 1496400 square meters and a total capacity of 2700 beds, where the number of directly occupied positions was estimated at 1350 and indirectly 1,688, in addition to roads and green spaces with an area of 5779300. (The status of tourism expansion areas in the chlef state ,p10)

Photo 31: Beni haou TEZ



Source : Author May 2024

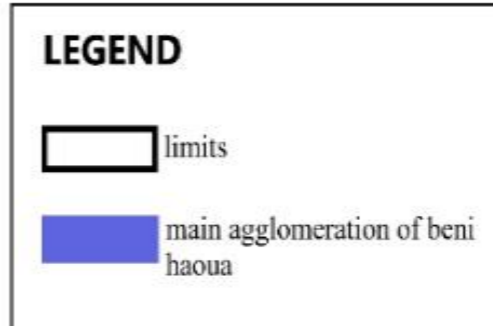
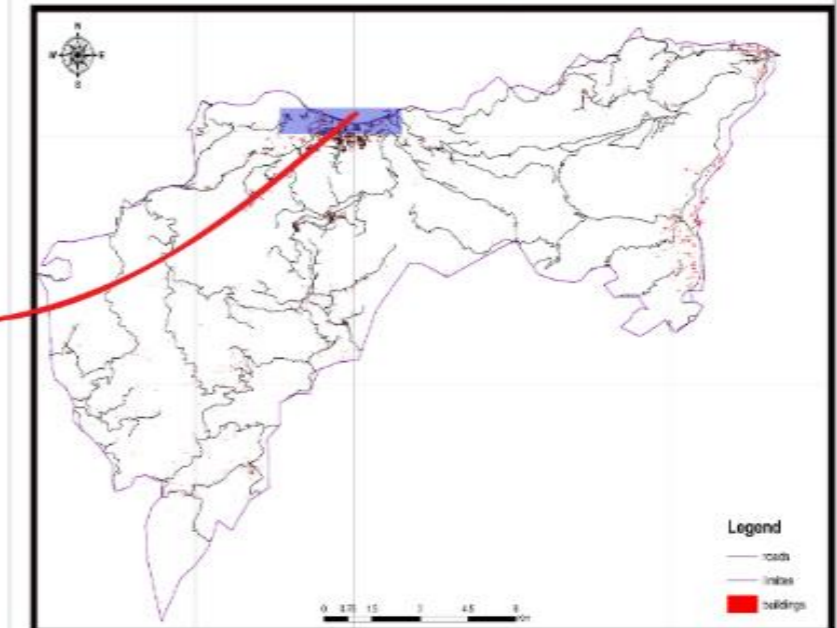
Fig 25: the preparation plan for Beni haou TEZ



tourism development program for the developable zone					
number of lots	distribution	area (M ²)	capacity in beds	induced jobs	
				direct jobs	indirect jobs
1	tourist residence	23 797.00	300	150	188
2	tourist residence	26 289.00	300	150	188
3	hotel	27 871.00	300	150	188
4	chalets	9 922.00	200	100	125
5	tourist residence	11 323.00	200	100	125
6a	tourist residence	7 588.00	100	50	63
6b	tourist residence	4 400.00	100	50	63
7	tourist residence	43 160.00	450	225	281
8	tourist residence	37 428.00	400	200	250
9	tourist residence existing bungalows	14 964.00	350	175	219
(roads, green space and others)		57 793.00	-	-	-
total		264 535.00	2 700	1 350	1 688



the preparation plan for Beni haou TEZ



Source: The status of tourism expansion areas in the chlef state + Author's amendments

Tourism preparation plan in wad tighza

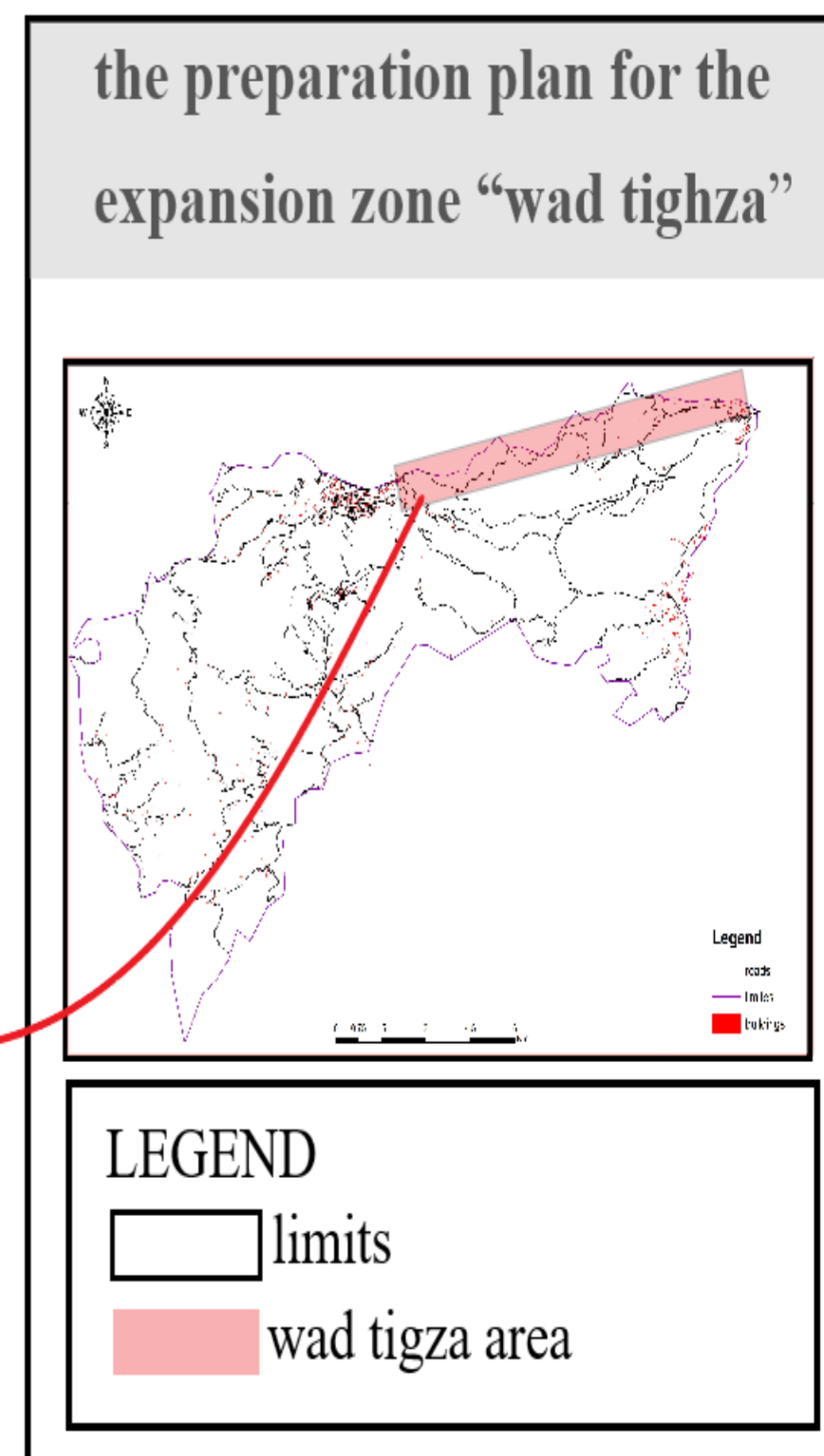
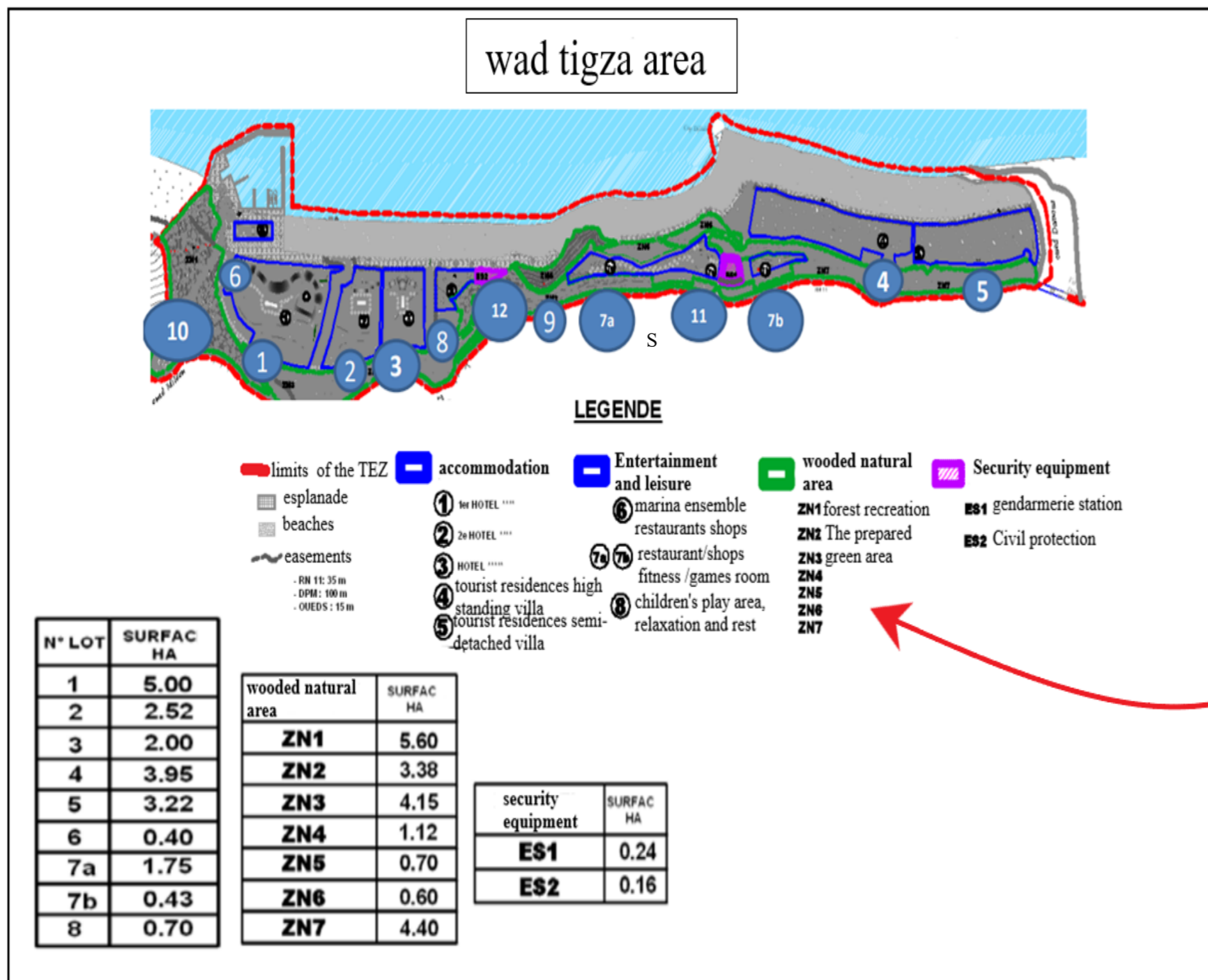
A tourism development plan was also developed for the wad tighza area located east of Beni haoua municipality, where its area reached 100 hectares and the configurable area reached 55.08 hectares, in addition to the potential accommodation capacity reached 1,795, as well as 897 positions. (The status of tourism expansion areas in the chlef state, p8).

Photo 32: Tighza area



Source: <https://www.facebook.com/photo?fbid=2184497795167716&set=pcb.2184498125167683>

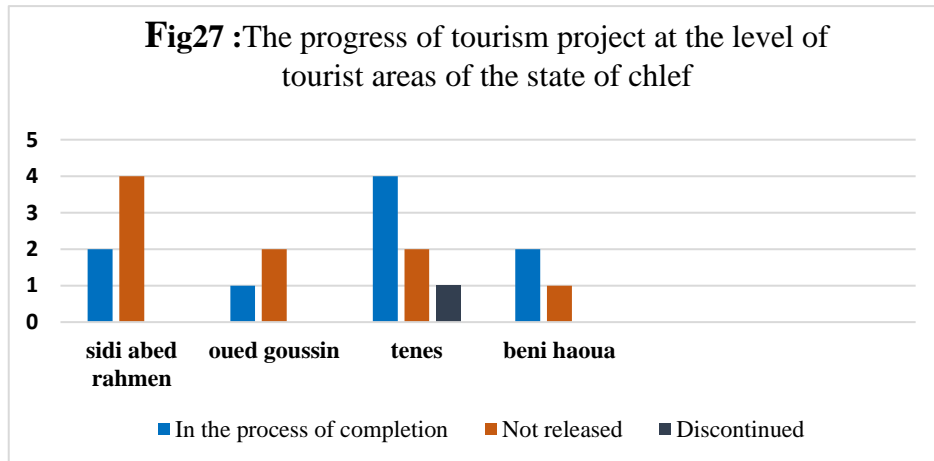
Fig 26: the preparation plan for the expansion zone “tighza”



source: The status of tourism expansion areas in the chlef state + Author's amendments

-3-2-3- Tourism investment projects have been placed in the prepared tourism expansion areas:

The status of tourism investment projects varies in the areas of tourism expansion due to several factors that control this, which makes these projects stalled or not launched. the following figure shows the degree of progress of these projects, including the projects located in Beni haoua. (Mahi mourad.2023 .p89).



Among these tourism projects that are in the process of completion in Bani Haoua, we mention 3 large tourism projects governed by private:

1-The project (the heaven) in the tigaza region: which is currently being built on an area of 18 hectares, contains 240 villas with an estimated capacity of 240 in an integrated tourist village.

Photo 33-34: The heaven accommodation



Source: <https://twitter.com/Algeria3New/status/1728850181129695383>

2-Tourist complex project in the heart of tigaza:

It is spread over an area of 5 hectares and consists of entertainment facilities, as it is considered a 4-star hotel.

- 28 rooms
- 16 wards
- 100 compartments
- 3 bathrooms, two restaurants, a cafeteria as well as a conference room
- Fitness center;
- Commercial shops
- Water Park and children's play areas (See the new tourist complex of Damac plus real estate company, which is located in the heart of the Tigray Coast is the state of Chlef.21/5/. 2022.YouTube. <https://www.youtube.com/watch?v=hj5a5kX9KKk>)

Photo 35-36: Tourist complex in oued tighza



Source : <https://www.skyscrapercity.com/threads/projects-news-chlef.1541071/page-8>

3-Tourist accommodation project " Iarcastellum " in Beni haoua area

It is noteworthy that the residence contains 48 residences + a capacity of 183 beds and many tourist and entertainment services that will enhance the tourist attractions of Beni Haoua, especially in the holiday season, in addition to more than 58 positions will be filled.

Photo 37-38 : Tourist accommodation larcastellum



Source: by Author, may 2024



Source: by Author, may 2024

4- Cascade project:

project: set of high standing villas Its total area is 3.6 ha, it consists of: 65 high standing villa ,relaxation and leisure area and play areas, parking areas and commercial space (**damac plus promotion immobilière**).

Photo 39-40 : Cascade project



Source: by Author, may 2024+ damac plus promotion immobilière



Source: by Author, may 2024

3-4 Field study of the reality of Tourism and tourism marketing from the point of view of the tourist.

We will be asking a questionnaire to a group of external people, in order to identify their assessment of the level of tourist services and the extent of applying the principles of tourism marketing in Beni haou, through the answers of tourists to the questions attached to the questionnaire card, and to find out the reality of tourism marketing in Beni haoua from the presence of tourists and the most important problems that hinder the promotion of the tourist destination Beni haoua.

First: Study methodology

Conducting a successful questionnaire requires following a set of methodological procedures that make it an appropriate tool for obtaining correct information that contributes to supporting scientific research and obtaining statistics that enable obtaining an approximate picture of the current reality.

A- Identification of the Study Problem

Based on the research problem that has been posed, and the hypotheses that have been formulated to answer this problem, the study will follow a set of interrelated steps in order to formulate the questionnaire, and identify questions that help prove the truth or error of those hypotheses.

B- Determine the type of search

The type of research can be determined by three basic dimensions:

1- In terms of the general approach: this research belongs to inductive research because it relies on particles to reach generalizations.

2- In terms of data type: it is a live field research and the information is collected from its primary sources by tourists.

2- In terms of the objective of the research: the objective through which this study lies, considering what was put forward in the general introduction of the memorandum, is to try to collect as many field data as possible from the sample taken, and this is for the purpose of knowing the opinions and impressions of tourists who head to beni haou, about the reality of tourism marketing in the city.

3- In terms of the objective of the research: the objective through which this study lies, considering what was put forward in the general introduction of the memorandum, is to

try to collect as many field data as possible from the sample taken, and this is for the purpose of knowing the opinions and impressions of tourists who head to beni haou, about the reality of tourism marketing in the city.

Table 13: Average by the distribution of the triple Likert scale

	1	2	3
Degree of approval	NO	Neutral	YES
Average	1 to 1.65	1.66 to 2.31	2.32 to 3

Source: Author

C- Determination of the study sample

Determining the appropriate sample size is very important for our study, so we conducted an electronic questionnaire that was shared on social networking sites, in order to collect as many samples as possible for the study, where after the initial review of the responses that answered the electronic questionnaire, we reached **50 responses**.

C-1- Preparation of the questionnaire

The questionnaire was divided into two parts, each of which contains a set of questions:

- Part 1: personal information about the interviewees.
- Part 2: information about tourism and tourism marketing in the city of beni haoua

Since we relied on a variety of questions in our questionnaire: optional questions, including both closed and open questions at the same time, we should use the Likert binary scale to evaluate the respondents' answers (**Yes / No**) and as for (for **neutral** / they are considered open answers and therefore we will rely on: repetitions and favorable ratios for their assessment), surveys were conducted, where the score and assessment were given according to the following.

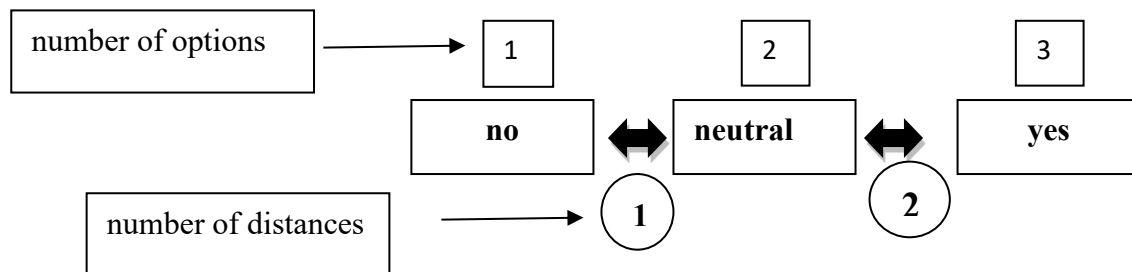
Clarification of the third Likert scale:

Since the variable expressing the options (**yes, no, neutral**) is an ordinal metric, it will be encoded in a program Excel Each of these options has numbers so that you must take the following order: (**Yes = 3, No = 1, neutral =2**).

-Therefore, the arithmetic mean is calculated first, which is called (weighted average): and the length of the period is calculated first, and it is the quotient of dividing the number of

distances (2 in the case of the triple scale) by (3, which is the number of options), so that the arithmetic mean is equal to 0.66 as shown in the table above.

Fig 28: the third Likert scale



Source: Author

C-2- Statistical methods used to measure the truthfulness and stability of the study tool.

Statistical methods:

In order to facilitate the process of analyzing and discussing the results, the excel program was used, and statistical methods were also used, which are appropriate to the variable of the study as follows:

Repetitions and ratios are suitable for showing the proportions of the answers of the vocabulary of the study sample.

- Average to find out the degree of agreeableness of the respondents.
- St. Deviation
- A test (T-Test)

Second: analysis and interpretation of the results of the questionnaire study

In this requirement, the results obtained from the questionnaire will be analyzed by analyzing the personal characteristics of individuals, analyzing the results of their assessment of tourism marketing applied in the city of Beni haou, so in this case the results will be presented by analyzing them.

Analysis of the results of the questionnaire study:

As mentioned, the questionnaire was divided into two parts, and therefore analyzed each part separately.

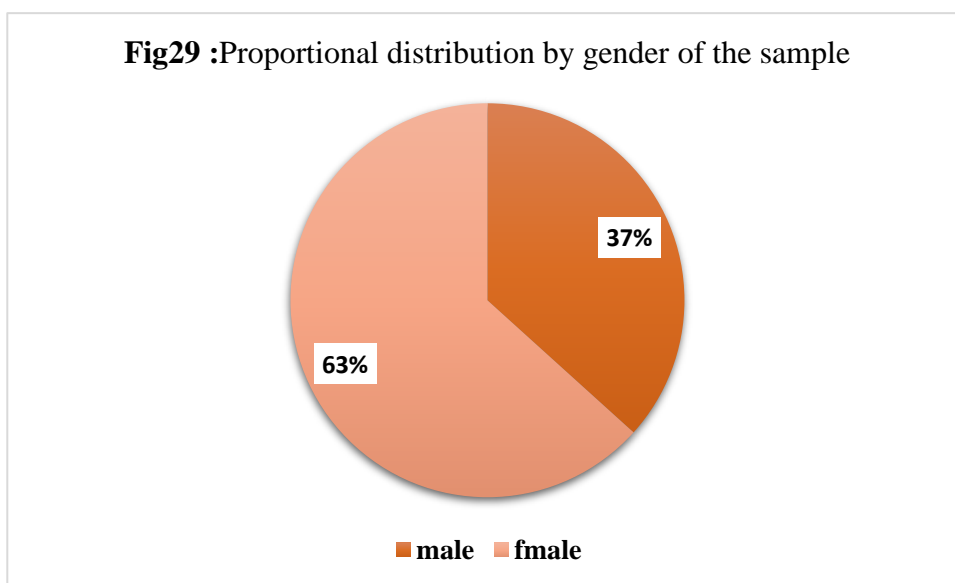
The first part: through the results of the questionnaire, it is linked to the personal information of individuals as shown in the following table.

1- Proportional distribution by gender of the sample

Table 14: Proportional distribution by gender of the sample

gender	Repetitions	%
Female	31	63.3
Male	18	36.7
Total	49	100

source: Author; based on the results of the electronic questionnaire



Source: Author, based on the results of the electronic questionnaire

through the above table, it is clear that the number of female tourists is more than the number of males, where the male percentage represents 36.7%, and the female percentage represents 63.3 %.

But this does not mean that the percentage of female tourists is necessarily always higher than the percentage of male tourists, but this study gave these results possible for some of the following reasons:

- Beni haou is an area known for safety and security.
- An area that still maintains its religious beliefs.
- Quiet area;

2- Proportional distribution by age:

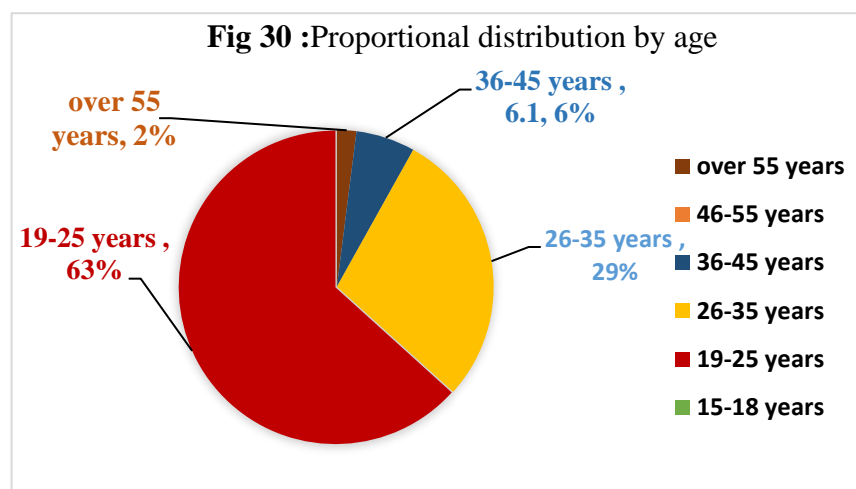
When analyzing the questionnaires and analyzing the sample by age, the results shown in the table below were obtained:.

Table 15: Proportional distribution by age

Age	Repetitions	%
15-18 years	0	0%
19-25 years	31	63.3%
26-35 years	14	28.6%
36-45 years	3	6.1%
46-55 years	0	0%
over 55 years	1	2%
Total	48	100%

source: Author, based on the results of the electronic questionnaire

The relative age distribution table also shows that the largest percentage of tourists heading to Beni haou range from 19 to 25 years old with an estimated 63.3%, due to the fact that this percentage is considered to be young people, most of whom are collectors who want to explore small areas according to their material income, followed by 28.6% ranging from ages 26 to 35 years, where this percentage represents working people and graduates, followed by ages from 36 to 45 representing 6.1% and for over 55 years, it is considered to be 2% lower .



source: Author, based on the results of the electronic questionnaire

3 - Distribution of respondents by place of residence, economic and social group, tourist institutions that you have previously dealt with.

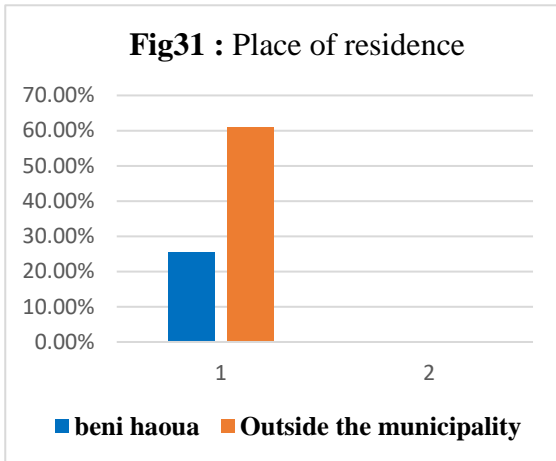
Table 16: Distribution of respondents by place of residence, economic and social group, tourist institutions that you have previously dealt with

The demographic variable	Category	Repetitions	%
Place of residence	beni haoua	13	25.5%
	Outside the municipality	31	60.8%
Socioeconomic group	Pupil / Student	23	46.9%
	Employee	20	40.8%
	Unemployed	4	8.2%
	Entrepreneur	1	2%
	Pensioner	1	2%
tourist institutions that you have previously dealt with	Hotel	20	44.4%
	Tourist agency	16	35.6%
	Directorate of Tourism	5	11.1%
	Tourist office	4	8.9%
The season in which the city of Bani Haoua is chosen as a tourist destination	The summer	40	83.3%
	Winter	1	2.1%
	Spring	7	14.6%
	Autumn	0	0%

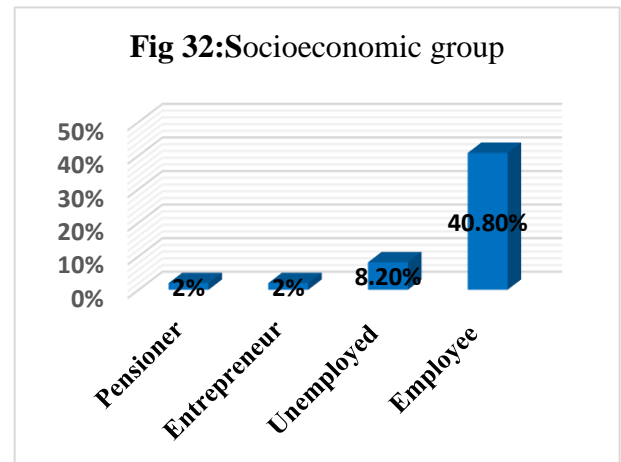
source: author, based on the results of the electronic questionnaire

And browse through the results of the table 16 We find that the largest percentage of tourists who go to beni haoua are students at 46.9%, as this confirms the result, we concluded from table 15 Most of the tourists who go to beni haoua according to the questionnaire are aged from 19 to 25 and they are young, as for the season in which tourists go to beni haoua, the results showed that the summer represents the largest percentage estimated at 83.3%, and

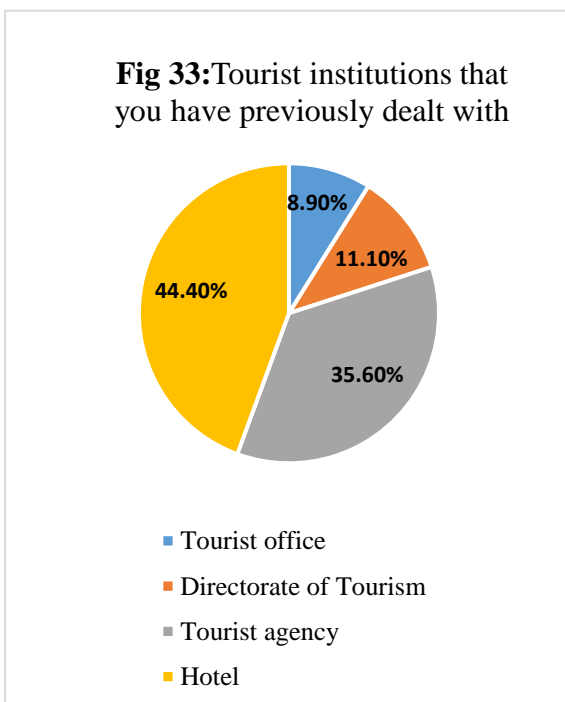
this is due to the fact that the city of beni haoua has a beautiful climate in summer and to natural possibilities that help to enjoy such as beaches and forests, and in the second percentage estimated at 14.6%, which is in the spring due to the same reason mentioned above .



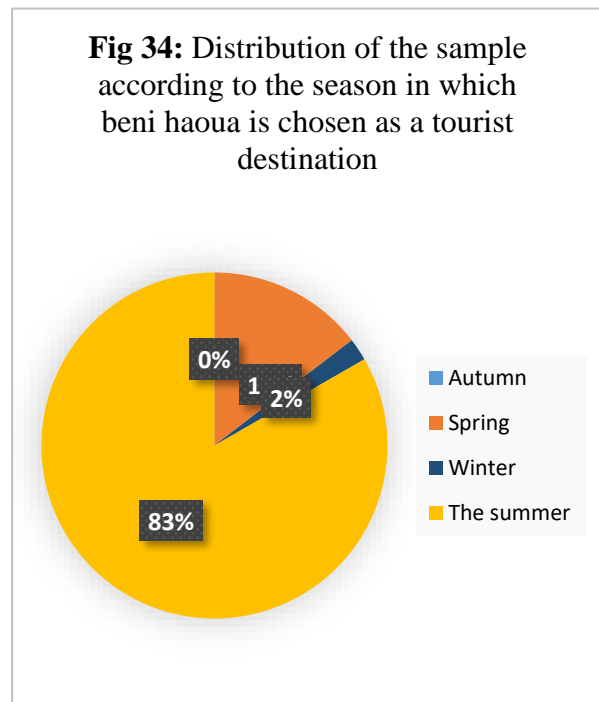
Source: by Author



Source: by Author



Source: by Author



Source: by Author

Part Two: the tourist marketing mix from the point of view of tourists

In this part, we will analyze 27 questions by colonizing the Average, the standard deviation, the T-test and the shelter ratio to find out the direction of the sample that has a capacity of 49 in each question as the following table shows.

1- Evaluation of results:

We note from the table above that the **Average** of the answers of individuals is a direction The application of the elements of the internal marketing mix amounted to 1.9775 with a standard deviation of 0.6471428 according to the study scale, the trends of the opinions of the research sample indicate "neutral", which makes it unclear a lot in terms of tourism marketing in beni haoua, and the elements of the mix were arranged **as follows:**

Table17: Results of the second part of the questionnaire (Marketing mix in tourism)

number of	Average	St. Deviation	The ratio	T test	Sample direction
1- Do you see that the tourist services in the city of beni haoua are characterized by diversity	1.734694	0.865646	57.82313	-2.14538	neutral
2- Do you see that the tourist services in beni haoua City meet your needs and desires	1.836735	0.847789	61.22449	-1.34804	neutral
3-Do you see that the tourist services in the city of beni haoua depend on intelligence	1.22449	0.386054	40.81633	-14.0617	no
4- Do you see that the tourist services in the city of beni haoua are distinguished by quality	1.918367	0.784864	63.94558	-0.72806	neutral
Tourist services	1.6725	0.715	/	/	neutral
5- the price of tourist services in beni haoua is acceptable	2.204082	0.87415	73.46939	1.634241	neutral

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6- The price of tourist services in beni haoua fits the individual income of each citizen	1.714286	0.833333	57.14286	-2.4	neutral
7 The price of tourist services in beni haoua corresponds to their quality	1.755102	0.772109	58.5034	-2.22026	neutral
8 Do you think that providing some services for free or at Symbolic prices contributes to the promotion of tourism marketing in beni haoua	2.836735	0.222789	94.55782	26.29008	yes
Tourist price	2.1225	0.6725	/	/	neutral
9 -Do you think that the promotional campaigns for tourism in beni haoua are effective	2.244898	0.897109	74.82993	1.9109	neutral
10- Tourist establishments in beni haoua provide you with remote booking capabilities	1.959184	0.873299	65.30612	-0.32717	neutral
11- Information is available on the internet about the city and its most important archaeological and tourist sites.	2.122449	0.901361	70.7483	0.950943	neutral
12- Do you think that e - tourism promotion contributes to supporting the tourism marketing of beni haoua	3	0	100	#DIV/0!	Yes
Tourism promotion	2.3275	0.665	/	/	Yes
13 Do you think that opening a tourist agency in beni haoua contributes to the activation of Tourism Marketing at the city level	2.959184	0.081633	98.63946	82.25	yes
14- Are tourist services distributed in beni haoua by tourist intermediaries (tourist	1.408163	0.663265	46.93878	-6.24615	no

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agent, tour operator, tour guide).					
15- Would you rather rely on tourist guides for the necessary information they provide than rely on tourism applications and websites	2.204082	0.87415	73.46939	1.634241	neutral
16- Do you see that there is an effective distribution of tourist service in beni haoua	1.55102	0.794218	51.70068	-3.95717	no
Tourist distribution	2.025	0.6	/	/	neutral
17- personnel of tourist establishments in beni haoua have a refined appearance	1.938776	0.933673	64.62585	-0.45902	neutral
18- personnel of tourist institutions enjoy the brown Eve way of dealing with tourists	2.591837	0.579932	86.39456	7.143695	yes
19- The personnel of tourist institutions in beni haoua are competent and skilled enough	2	0.833333	66.66667	0	neutral
20- personnel of tourist institutions contribute to beni haoua in supporting tourism marketing technology	2.020408	0.978741	67.34694	0.14596	neutral
personnel	2.135	0.825	/	/	neutral
22- Do you see that the general appearance of tourist institutions in beni haoua is characterized by attractiveness	2.040816	0.998299	68.02721	0.286201	neutral
23- Do you feel comfortable and reassured when entering a tourist institution in beni haoua	2.55102	0.669218	85.03401	5.763659	yes
Physical environment	1.1475	0.4125	/	/	no
24- Do you think that the tourist services in the city of beni haoua are	2.040816	0.831633	68.02721	0.343558	neutral

characterized by the speed of delivery					
25- Is there an effective communication between the service provider and the tourist customer	2.285714	0.916667	76.19048	2.181818	neutral
26- Do you think that the integration of technology into the service delivery process contributes to supporting tourism marketing in beni haoua	3	0	100	#DIV/0!	yes
27- Are tourist services provided in beni haoua with high quality	1.632653	0.820578	54.42177	-3.13368	neutral
Service delivery process	2.2375	0.64	/	/	neutral

Source: Author, based on the results of the electronic questionnaire

Tourism promotion:

It is noted from the above table that the **Average** of the answers for this dimension was 2.3275 with a standard deviation of 0.665 according to the study scale, the trends of the research sample's opinions indicate (yes) and this is explained by the fact that tourists in beni haoua pay great attention to the promotional operations carried out by tourist institutions in order to get acquainted with the various services and offers offered by these institutions.

- Service delivery process:

The table shows that the **Average** of the answers for this dimension was 2.2375 with a standard deviation of 0.64 according to the study scale, the trends of the research sample's opinions indicate (neutral), which suggests relative dissatisfaction with the process of providing services in terms of quality and speed of delivery.

- personnel:

The table shows that the **Average** of the answers for this dimension amounted to 2.135 with a standard deviation of 0.825 according to the study scale, the trends of the research sample's opinions indicate (neutral), which indicates the weakness of competencies within the tourist institutions in Beni haoua, from the point of view of tourists.

- Tourist pricing.

The table shows that the **Average** of the answers for this dimension amounted to 2.1225 with a standard deviation of 0.6725, and according to the scale of the study, the trends of the opinions of the research sample indicate (neutral), which suggests the relative dissatisfaction of tourists with the prices offered.

Tourist distribution:

The table shows that the **Average** of the answers for this dimension amounted to 2.025 with a standard deviation of 0.6, and according to the study scale, the trends of the research sample's opinions indicate (neutral), which indicates the dissatisfaction of tourists with the distribution of tourist services in beni haoua.

Tourist services:

The table shows that the **Average** of the answers for this dimension amounted to 1.6725 with a standard deviation of 0.715, and according to the study scale, the trends of the opinions of the research sample indicate (neutral), which indicates the dissatisfaction of tourists with tourist services as a kind.

Physical environment:

The table shows that the **Average** of the answers for this dimension amounted to 1.1475 with a standard deviation of 0.4125, and according to the study scale, the trends of the opinions of the research sample indicate (no), indicating that tourists did not feel satisfied with the physical environment of the tourism establishments located in beni haoua.

Recommendations

Smart tourism application in Beni haoua:

The implementation of smart tourism in Beni haoua will be a very difficult step, being an ordinary city in the first place and secondly because the tourism sector is linked to other sectors in the city, including the transport sector, agriculture, Building and construction: , Health, Public facilities and services, Money and finance etc...This means connecting these sectors with intelligence , and the ultimate goal is to transform primarily into a smart tourist city, so we have some crisis suggestions for the application of smart tourism in Beni haoua:

Strategic initiatives at Beni Haoua:

Initiatives in tourism:

1-preservation of heritage sites in destination areas

Tourism and its development.

2-revive the Customs and traditions by which the Beni Haoua area was known, such as pottery making and the art of wrestling with a stick.

3-exploiting the mountains and reviving the mountain adventures.

4-establishment of the tourist destinations Development Management Office in Beni haoua area.

5-establishing tourist agencies in Beni haoua that contribute to marketing/ promotion.

6 - Developing a special strategy for marketing Sea tourist trips to Beni haoua through the ferry project.

5- Initiatives in the economy:

1-reactivating the planting of vines in Beni haoua and activating the paste factory, which was neglected for a long time.

2-paying attention to the water wealth and monitoring the activities of the seawater desalination plant located in the Beni haoua area and the environmental risks that result from it.

3-paying attention to the aspect of Agriculture and monitoring the conditions of farmers and the problems they face.

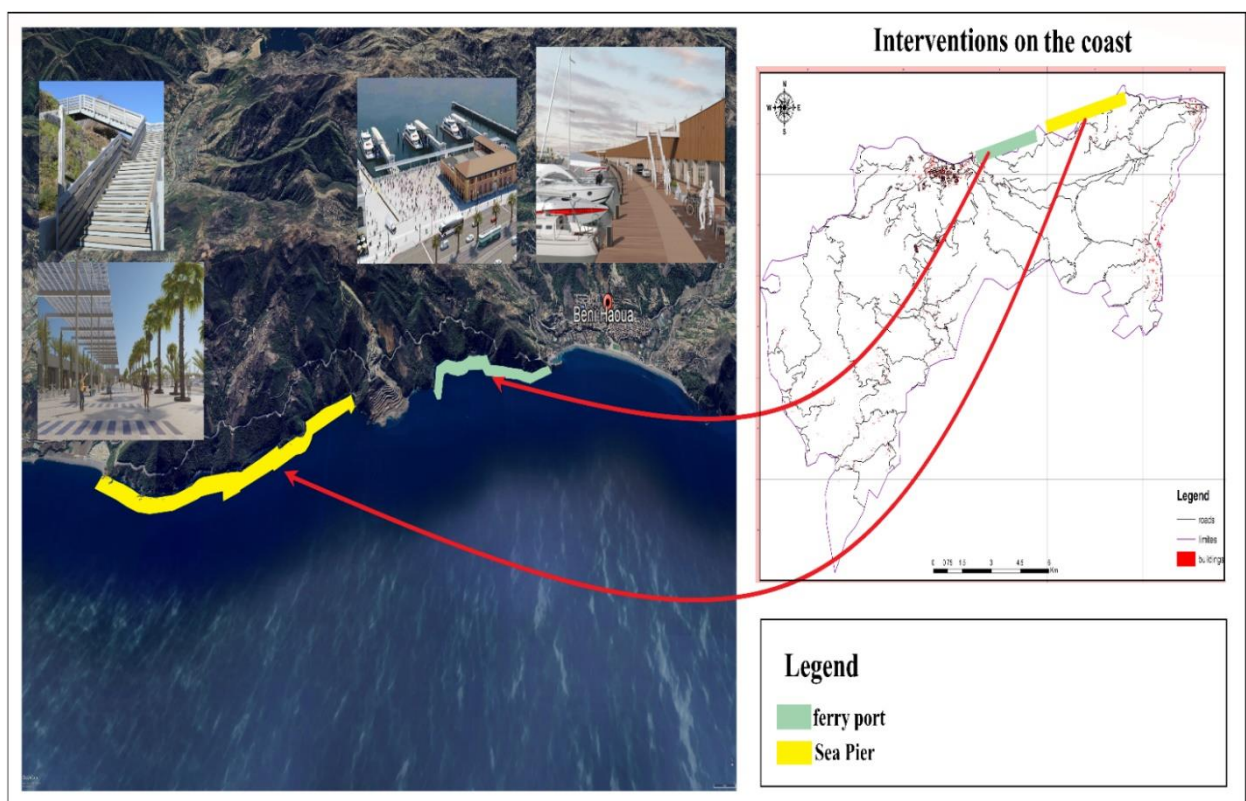
Initiatives in the revival of heritage and culture, are:

- 1- conducting a preliminary study for the renovation/ restoration of heritage sites
- 2- implementation of the market renewal program
- 3- implementation of a program for the renovation of mosques.

Necessary suggestions in Beni haoua:

- 1- Construction of a water pier from the eastern side of the beni haoua coast to the beginning of tigma jaloul Beach

Fig 35: Setting up the coast



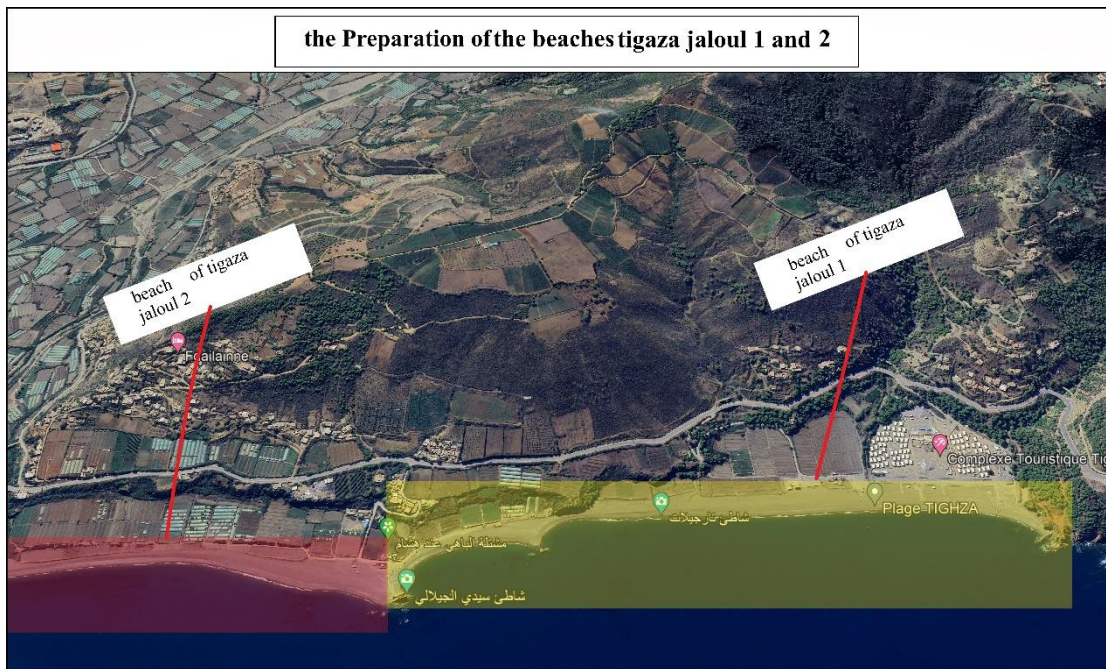
Source: Author

- 2- Construction of a tourist ferry terminal for sea-level navigation through ferries to promote sea tourism: The establishment of a ferry port that helps in maritime movement between the beaches of Beni haoua and is intended for touring, and external movement that is outside the borders of the municipality with other states such

as Beni haoua -Mostaganem, Beni haoua -Tipaza, which will relieve pressure on the land transport sector and will also stimulate maritime tourism , and what will ensure the application of this proposal is the multiplicity of ferry ports in other states, which will facilitate the process of docking ferries.

- The exploitation of wave energy and solar energy to generate electrical energy that will be used at the water pier. As well as the ferry port in the activities that are practiced there.
- Providing the pier with urban furniture and a parking lot for cars and electric bicycles.
- Preparation of the sea facades of the beaches of tigaza jaloul 1 and tigaza jaloul 2

Fig 36: Preparation of the sea facades of the beaches



Source: Author

3- An increase in transport lines between the municipality and its regions is dependent on the states.

4- Construction of a bus stops.

5- preparation forests to promote forest tourism.

6- Construction of a cable car station that helps in Mountain Tourism

Photo 41: cable car



source: Singapore Cable Car. (<https://www.roots.gov.sg/places/places-landing/Places/landmarks/Sentosa-Heritage-Trail/Singapore-Cable-Car>). Visit Summit Cable Car Station: The Ultimate Mountain Adventure.(<https://trekkingtoursapa.com/summit-cable-car-station/>).

Key points for the consolidation of a smart tourism in beni haoua

- Public electric mobility as an alternative to traditional private transportation.

Photo 42-43: Public electric mobility



source: Modern electric bike charging station-green-technology-concept-by-manufacturer-chargingcube-a-solar-powered-container-with-several-cables-providing-image359356526.html. solar charging station for electric bicycle. (<https://www.facebook.com/oursolarenergy/photos/a.415129015514905/1410044826023314/?type=3>).

- Promotion of a more ecological and sustainable smart tourism:

-managing waste in a smart way

-the use of sensors that measure the fill level of trash bin.

-Use electric scooters and bicycles, to travel between beaches and forests and reduce pollution from ordinary vehicles.

-Environment: Protect the nature and biodiversity.

-Beni haoua is a city known for its forest wealth, but this does not mean that it will not decay one day, so it is better to address the monitoring of this wealth using the internet of things that will consist in designing an intelligent management system, by placing sensors at the level of protected forests in Beni haoua to monitor the atmosphere to sense the temperature in the event of forest burning activity.

-It is also possible to resort to a smart application that will help to identify the condition of trees (their type, age, is there anything threatened by a fungal pest,) and it will be by taking a picture of a tree or plant and you will have all this information, which will help in diversity. It is also possible to resort to a smart application that will help to identify the condition of trees (their type, age, is there anything threatened by a fungal pest,) and it will be by taking a picture of a tree or plant and you will have all this information, which will help in diversity.

- Connecting protected forests to a water system that is used when there is a drought, as well as to extinguish fires

--Economy: local prosperity

-Culture: Respect for local culture, religion, diversity, promotion of traditions, customs and rituals .By promoting it via websites and smartphone apps.

The preservation of historical sites and monuments and the sustainability of their importance and role in the Beni haoua area and the use of the Internet of things in restoring its original form through virtual reality, which shows its three-dimensional image or the use of simulation technology to show the history of that archaeological site, how it was and how it became.

-social aspect: Community well being

- Example: support the creation of public spaces with technology that are more social and supportive of health, while improving the quality and nature of the public domain. - Clean water and sanitation.

- Attention to health or security emergencies through mobile applications.
- Real-time information for timely decision making, such as vehicle flows and public transportation incidents.

Example: the use of electronic regulations that exist at the level of bus stops helps to know the arrival times of the bus, how long it will take to reach your destination and this will help, especially for the elderly who do not use smartphones will be available to them to look at the information like the entire general public.

- Innovative and interactive cultural activities, such as visiting monuments and museums with virtual reality.

Suggestions for tourism marketing for the city of Beni haoua

1- Quality improvement of the existing services aimed at increasing arrivals, average stay, and address seasonality.

2- Creation and regular updating of relevant databases.

3- Creating and promoting cultural events regularly (i.e., festivals, festivities/special events to promote local products), in order to enhance and enrich the touristic product of Beni haoua.

4- establishing tourist agencies in Beni haoua that contribute to marketing/ promotion.

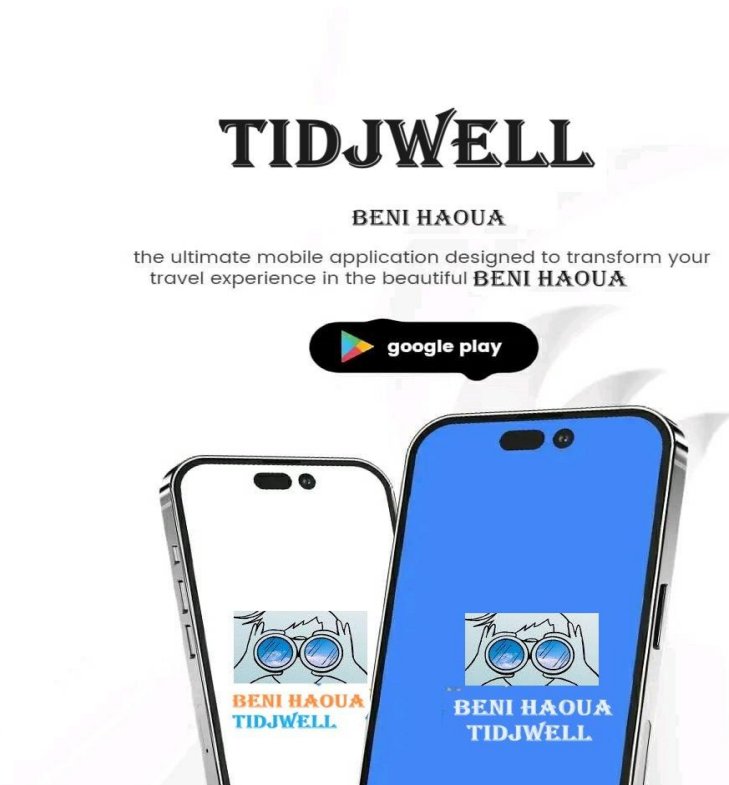
- It is essential to upgrade Beni haoua brand name and maximize the brand awareness campaign.
- enrich the existing gastronomic tourist product, the gastronomy tourism market, and the distribution channels by providing a high value for money. .
- Launch campaigns on tourism via domestic and foreign media.

Photo 44: smart tourism application



- Create a tourism application and web page for Beni haoua to be used in social media (Facebook, Twitter, Instagram).

Photo 45: smart tourism application for beni haoua(TIDJWELL)

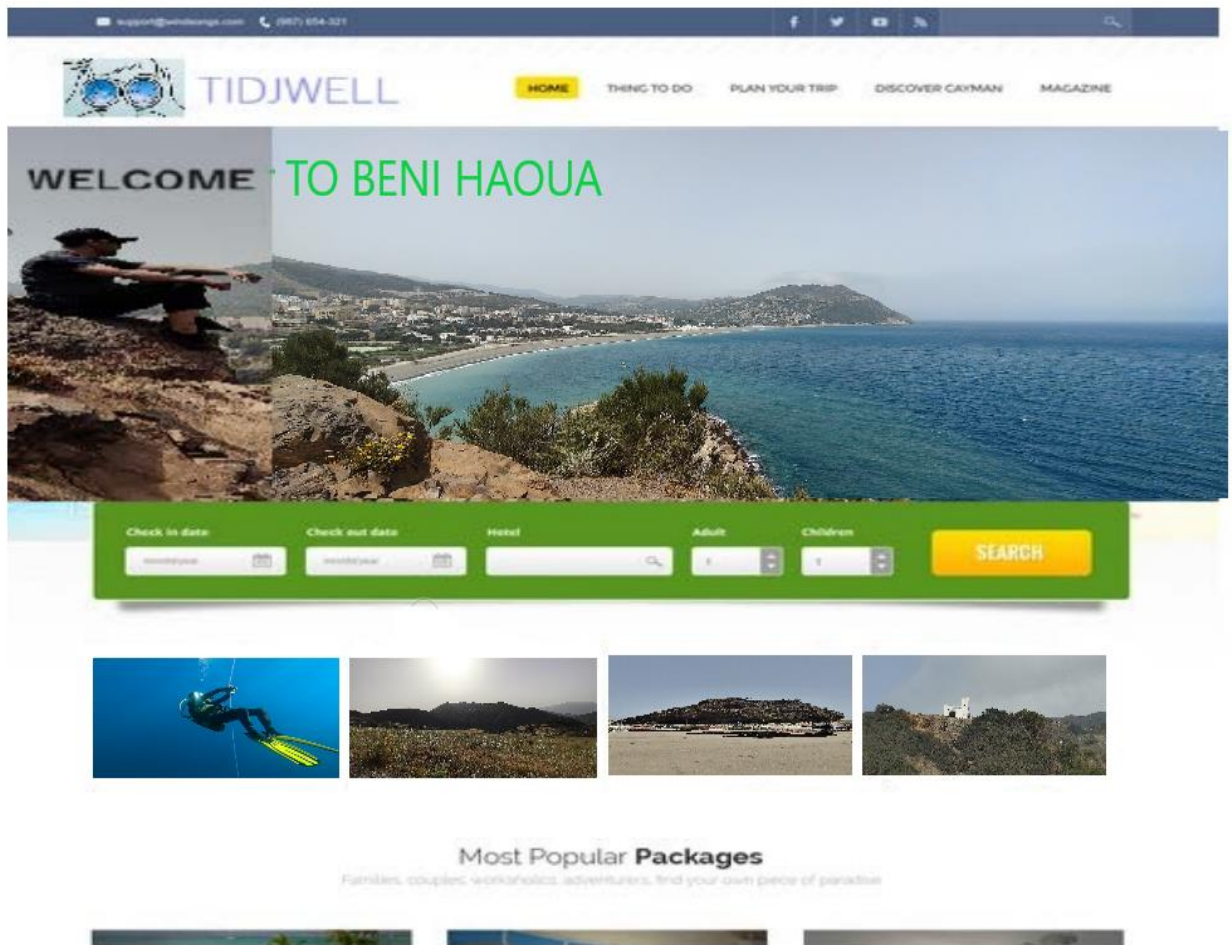


Source: Author+ Supervisor

5- Create brochures in different languages.

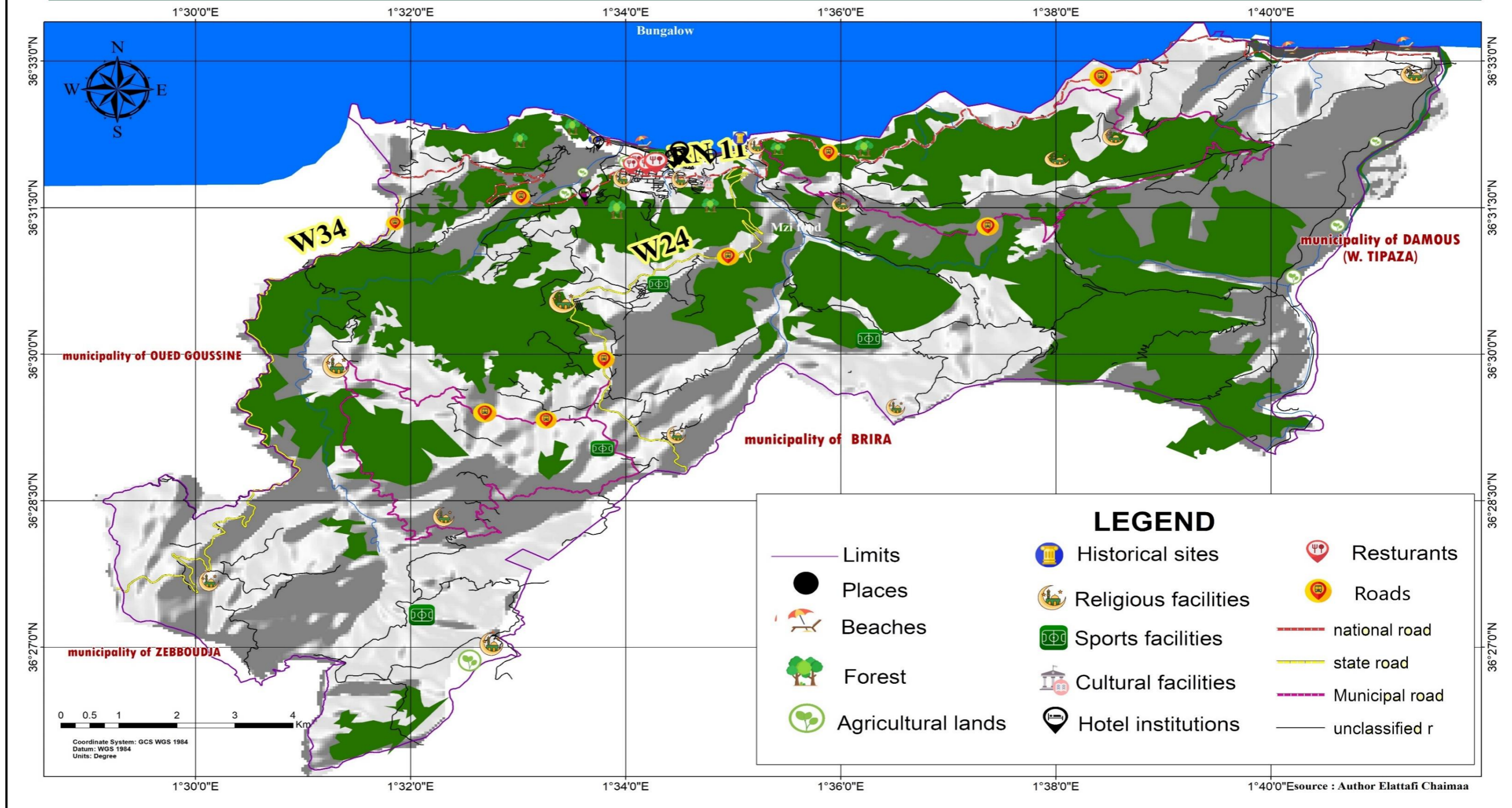
6- create an online Tourist map of Beni haoua.

Photo 46: Tourist platform for the city of beni haoua(TIDJWELL)



Source: Author+ Supervisor

Fig 37: Beni haoua tourist Map



General conclusion

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Our study in this thesis focused on how to apply smart tourism and tourism marketing in the city of Beni haoua, where we found that Beni haoua is one of the Algerian cities that has the potential to become a tourist destination par excellence because of its geographical location and its tourist potential, which consists of being: natural, human, historical and archaeological.

However, the marketing and the application of smart tourism in this city will face many significant challenges and obstacles, including obstacles in terms of smart tourism itself and obstacles in terms of its marketing: the infrastructure of the city, which is not characterized by modernity and development , the behavior of society and the difficulty of adapting it to modern technology, the weakness of the transport sector in the, The tourism development strategies followed by the concerned authorities are insufficient to reach the desired goals, the absence of effective promotion of this city, the lack of diversity of tourist services, and the weakness of the travel and tourism sector in the city for tourism promotion.

Therefore, the city must make great efforts to reach the desired goal of being a smart tourist destination subject to a tourism marketing strategy that will promote economic success in addition to relying on the strategic recommendations I discussed in Chapter 3.

And finally, we do not forget that the city of Beni haoua with tourist possibilities will enable it to make a big change in it, and it is better to pay attention because it has a strategic geographical location that enables it to connect the western chlef state directly with the eastern states.

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APPENDICES

An electronic questionnaire about:

the reality of tourism marketing in Bani Haoua

First : personal information

1. Gender

Female

Male

2. Age

15-18 years

19-25 years

26-35 years

36-45 years

46-55 years

over 55 years

2. Socioeconomic group

Pupil / Student

Employee

Unemployed

Entrepreneur

Pensioner

3-Place of residence

beni haoua

Outside the municipality

4-Tourist establishments that have already been dealt with

- Hotel
- Tourist agency
- Directorate of Tourism
- Tourist office

5-The season in which the city of Bani Haoua is chosen as a tourist destination

- The summer
- Winter
- Spring
- Autumn

Second: the focus of the study

Marketing mix in tourism

Tourist services		Yes	No	Neutral
1	Do you see that the tourist services in the city of beni haoua are characterized by diversity?			
2	Do you see that the tourist services in beni haoua City meet your needs and desires			
3	Do you see that the tourist services in the city of beni haoua depend on intelligence			
4	Do you see that the tourist services in the city of beni haoua are distinguished by quality			

Tourist price		Yes	No	Neutral
1	The price of tourist services in beni haoua is acceptable			
2	The price of tourist services in beni haoua fits the individual income of each citizen			
3	The price of tourist services in beni haoua corresponds to their quality			
4	Do you think that providing some services for free or at Symbolic prices contributes to the promotion of tourism marketing in beni haoua			

Tourism promotion		Yes	No	Neutral
1	Do you think that the promotional campaigns for tourism in beni haoua are effective			
2	Tourist establishments in beni haoua provide you with remote booking capabilities			
3	Information is available on the internet about the city and its most important archaeological and tourist sites			
4	Do you think that e - tourism promotion contributes to supporting the tourism marketing of beni haoua			

Tourist distribution		Yes	No	Neutral
1	Do you think that opening a tourist agency in beni haoua contributes to the activation of Tourism Marketing at the city level			
2	Are tourist services distributed in beni haoua by tourist intermediaries (tourist agent, tour operator, tour guide).			
3	Would you rather rely on tourist guides for the necessary information they provide than rely on tourism applications and websites			
4	Do you see that there is an effective distribution of tourist service in beni haoua			

personnel		Yes	No	Neutral
1	personnel of tourist establishments in beni haoua have a refined appearance			
2	personnel of tourist institutions enjoy the brown Eve way of dealing with tourists			
3	The personnel of tourist establishments in beni haoua are competent and skilled enough			
4	personnel of tourist institutions contribute to beni haoua in supporting tourism marketing technology			

Physical environment		Yes	No	Neutral
1	Do you see that the general appearance of tourist establishments in beni haoua is characterized by attractiveness			
2	Do you feel comfortable and reassured when entering a tourist institution in beni haoua			
3	Do you think that the physical environment (decoration, furniture, colors...Etc.) contribute to the activation of tourism marketing for the city of beni haoua			

Service delivery process		Yes	No	Neutral
1	Do you think that the tourist services in the city of beni haoua are characterized by the speed of delivery			
2	Is there an effective communication between the service provider and the tourist customer			
3	Do you think that the integration of technology into the service delivery process contributes to supporting tourism marketing in beni haoua			
4	Are tourist services provided in beni haoua with high quality			

