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The Role of Tourism Marketing in Advancing Sustainable Tourism Development: An Analytical Study of Tlemcen Province (Argélie)

El papel del marketing turístico en el desarrollo del turismo sostenible: un estudio analítico en la Wilaya de Tlemcen (Argelia)

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Abstract

Tourism occupies a significant position in the economies of many countries due to the various benefits it offers across multiple sectors. Among the key approaches that support and enhance tourism is tourism marketing, which is considered one of the most important tools for achieving and promoting sustainable tourism development. Tourism marketing is a comprehensive activity encompassing all efforts aimed at attracting both domestic and international tourists to visit tourist destinations. This study focuses on the city of Tlemcen, highlighting its foundational and tourism-related assets, and analyzing the current state of tourism marketing and its role in advancing sustainable tourism development in the region. To gain a comprehensive understanding of the topic, we adopted the descriptive-analytical method as a means of collecting data from primary sources. The findings indicate that the province possesses all the essential elements for tourism attraction; however, what is lacking is public awareness among citizens and adequate attention from the authorities.

Keywords: Tourism Marketing, Tourism Development, Sustainable Tourism Development, The Role of Tourism Marketing in Supporting Sustainable Tourism Development.

Resumen

El turismo ocupa un lugar destacado en las economías de numerosos países debido a los múltiples beneficios que genera en diversos ámbitos. En este contexto, el marketing turístico se considera una de las herramientas y enfoques fundamentales para alcanzar y fomentar el desarrollo turístico sostenible. Se trata de una actividad integral que engloba todos los esfuerzos dirigidos a atraer la atención de turistas nacionales e internacionales hacia los destinos turísticos. En este estudio, nos centramos en la ciudad de Tlemcen, destacando sus recursos básicos y turísticos, así como el estado actual del marketing turístico y su papel en el impulso del desarrollo turístico sostenible en dicha región. Para abordar el tema de manera exhaustiva, se empleó el método descriptivo-analítico como herramienta para recopilar información a partir de fuentes primarias. Los resultados obtenidos indican que la wilaya dispone de

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todos los elementos necesarios para atraer turistas; sin embargo, carece de conciencia ciudadana y de un adecuado interés por parte de las autoridades.

Palabras clave: Marketing turístico, Desarrollo turístico, Desarrollo turístico sostenible, Papel del marketing turístico en el fomento del desarrollo turístico sostenible.

1. Introduction

Economic growth is closely linked to the diversification of services offered. The evolution of marketing concepts has highlighted the pivotal role that the service sector plays across various fields. Tourism, as a social phenomenon, experienced rapid developments during the second half of the twentieth century, benefiting from advancements in multiple service-related aspects such as transportation, information technologies, and the availability of comfort amenities. Consequently, numerous countries and governments have sought to develop their tourism sectors due to its positive impact on economic dimensions and its interconnection with various other industries.

Tourism marketing is a fundamental factor in achieving tourism development, as it plays a key role in promoting and introducing tourism products and persuading customers to increase their demand for these products.

Sustainable tourism development encompasses a range of programs aimed at achieving continuous and balanced growth in tourism resources while deepening and rationalizing productivity within the tourism sector. Thus, it represents a goal pursued by various tourism institutions.

1.1. Study Problem

To address this topic, the following question is posed: How does tourism marketing contribute to achieving sustainable tourism development in the Wilaya of Tlemcen?

1.2. Study Hypothesis

- Tourism marketing is considered a primary driver in achieving sustainable tourism development in the Wilaya of Tlemcen.

1.3. Study Significance

The importance of this study lies in its examination of the concept of tourism marketing and its role in advancing sustainable development from a theoretical perspective. It also sheds light on the current state and future prospects of the tourism sector in the Wilaya of Tlemcen by diagnosing its status and exploring ways to improve its performance so that it can become a significant economic alternative contributing to sustainable development and providing an important source of income for the Wilaya, given its unique tourism assets.

1.4. Study Objectives

The objectives of the study are to generally address the concepts of tourism marketing and sustainable tourism development. Additionally, it aims to provide an overview of the tourism sector in Tlemcen, emphasizing the role of tourism marketing in supporting sustainable tourism development within the Wilaya.

1.5. Study Methodology

This study employs a descriptive-analytical approach in an effort to describe the key theoretical concepts relevant to the study, as well as to analyze and diagnose the current state of tourism marketing in the Wilaya of Tlemcen and its role in enhancing tourism development. Tlemcen is rich in tourism potential, ranging from religious landmarks to historical sites of significant cultural and touristic value.

We sought to address the study's central issue in two parts. The first part is theoretical, where we examined the various concepts encompassed by the study namely, tourism marketing, tourism development, and sustainable tourism development. The second part consists of an analytical study of the current tourism situation in the Tlemcen province.

2. Concept of Tourism Marketing

Any tourism establishment aiming to attract tourists must prioritize marketing. Before initiating tourism projects, some argue that the success of any tourism endeavor requires an effort comparable to that of a well-functioning machine. However, to avoid failure, it is essential to prevent errors by carefully studying both the macro and micro tourism environment using appropriate methods and principles. This process is known as tourism marketing.

2.1 Definition of Tourism Marketing

It is defined as the practical and coordinated implementation of business policies by tourism enterprises whether private or public at local, regional, national, or global levels, aimed at satisfying the desires of specific consumer groups while achieving an appropriate return (Abu Nabaa, 2005, p. 186).

Others describe it as an administrative philosophy embodied in tourism demand through research, forecasting, and selecting the suitable market, alongside setting organizational objectives to maximize returns (Chnini, 2010, p. 59).

Therefore, tourism marketing constitutes an integral part of general marketing and, more specifically, service marketing. It is also defined as encompassing all activities and efforts undertaken by an organization, performed in a deliberate and harmonious manner by all service providers, involving the various components of tourism services, with the objective of fulfilling the desires of beneficiaries or prospective tourists in all their forms and aspects (Obeidat, 2000, p. 18).

Tourism marketing is regarded as a set of strategic policies that link the service product to the consumer, ensuring that the product meets all consumer needs, whether quantitative or qualitative.

Tourism marketing does not merely involve offering and presenting tourism programs or services at internal and external levels. It must begin with studying tourism markets, identifying their deficiencies and product needs, recognizing available opportunities, and analyzing customer characteristics to meet their desires and requirements at the highest possible level. Marketing should not end at this stage; it must extend to monitoring customers throughout their tourism experience, assessing their satisfaction, impressions, and the challenges they encountered (Sabri, 2006, p. 32).

2.2 Foundations and Objectives of Tourism Marketing (Chahed, 2012, p. 65):

Tourism marketing is based on several fundamental principles, including:

- It is both an administrative and technical process, as it involves planning, organizing, directing, coordinating, controlling, and establishing marketing policies, which are considered the core managerial functions of any business activity.
- It is not an independent activity carried out solely by certain tourism agencies or institutions; rather, it is a collaborative effort practiced by various public and private entities, even if their objectives differ.
- It is a multifaceted activity that extends beyond marketing efforts abroad; it originates within the country serving as the primary source of this activity, where diverse resources and the necessary material and human capacities are available to ensure its success, development, and continuity.

Tourism marketing also rests on the following pillars (Obeidat, 2000, p. 16):

- Studying the needs, desires, capabilities, and preferences of consumers or users in target markets, both domestic and international, for goods and services.
- Defining the level of satisfaction achieved by a production or marketing organization, or both.
- Directing all efforts and activities within the organization under the direct supervision of senior management.

As for its objectives, they include (Muqabala & Al-Salmi, 2001, pp. 13-15):

- Short-term objectives: The organization may seek to achieve these within a limited scope, such as the number of tourists or tourist nights, usually within a short period ranging from 1 to 2 years.
- Long-term objectives: These represent a strategic tourism plan aimed at maximizing financial revenues and enhancing widespread recognition. This strategy typically spans a longer timeframe, ranging between 5 to 10 years.

- Shared objectives: These are goals pursued jointly with other tourism institutions, focusing on achieving significant sales volumes and market share while providing high-quality services.
- Diverse objectives: These are pursued by various tourism organizations and may include financial goals such as maximizing tourism income and expanding into new markets, as well as goals related to tourist satisfaction to gain a competitive advantage.

3. Tourism Development

3.1. Concept of Tourism Development

Some scholars define tourism development as the expansion of the infrastructure and services base to meet the needs of tourists (Pearce, 1989, p. 10). While tourism development often assumes the form of integrated development entailing the establishment and construction of tourism centers that provide a comprehensive range of services required by tourists during their stay, tailored to the financial capacities of different tourist segments it nevertheless remains an integral component of economic development. Tourism development is also viewed as a means of economic growth, reflecting the extent to which economic development relies on tourism activity to varying degrees in increasing national income and per capita income (Al-Sherei, 2010, p. 14).

3.2. Elements of Tourism Development

Among the most important elements are (Ghoneim & Benyatt, 2001, p. 54):

Tourist Attractions: These include natural features such as climate, forests, and green spaces, as well as man-made elements like parks, museums, and artificial beaches.

Transportation: Various modes including land, sea, and air transport.

Accommodation: Both public facilities such as hotels and private lodging like guesthouses and rental apartments.

Supporting Facilities: Encompassing all forms of assistance including tourism advertising, tourism administration, handicrafts, and banking services.

Infrastructure Services: Refers to electricity, telecommunications, and water services, which are essential for sustainable tourism development. Implementation of these services may be carried out by the public sector, private sector, or a combination of both.

3.3. The Role of Tourism Marketing in Advancing Sustainable Tourism Development

Tourism marketing is a critical factor in achieving tourism development, as its mix elements play an active role in promoting, enhancing, and elevating tourism services in line with evolving consumer preferences. Consequently, the concept of tourism development has

become closely linked with tourism marketing; no country can be considered to have achieved effective tourism growth and dynamism without relying on efficient tourism marketing. Recently, there has been growing attention to tourism marketing as a vital resource for the state to realize comprehensive development tourism is not an end in itself but a means to an end.

Sustainable tourism is defined as all forms of tourism activity, management, and development that preserve natural, economic, and social integrity, ensuring the protection of natural and cultural resources. Thus, in its pursuit of sustainable tourism development, tourism marketing simultaneously provides and prepares the fertile ground to realize its principles and foundations, among the most important of which is (Shamayleh & Al-Qasem, 2021, p. 56):

- Minimizing human impact on the earth's surface to a level compatible with its carrying capacity through the application of conscious administrative methods to reduce the negative effects of tourism development.
- Preserve the region's biodiversity by maintaining natural diversity and protecting life-supporting ecosystems, emphasizing that impacts on natural resources must be non-destructive.
- Promote long-term economic development alongside the adoption of technologies based on renewable energy sources.
- Strive to reduce the depletion of non-renewable resources, given that the tourism industry and its development largely depend on these finite natural resources.
- Enhance the role of the local community in decision-making related to sustainable tourism development, particularly regarding environmental decisions that affect them directly.

4. Analytical Study of the Tourism Sector in the Wilaya of Tlemcen

4.1 Overview of the Wilaya of Tlemcen

Tlemcen is a historically rich region that has been governed by various nations and peoples since prehistoric times, evidenced by stone tool findings at sites such as Mouilah in Maghnia, Ozidan to the north of the city, and Bouhnaq in the west. This was followed by Roman rule in the last quarter of the 5th century AD. Subsequently, the city experienced successive Islamic rulerships, including the Almoravids, Almohads, Zayyanids, and Marinids, followed by the Ottoman period. The region later came under the leadership of Emir Abdelkader before enduring French colonial rule until Algeria's independence (Khitab, 2017, p. 10).

Geographically, Tlemcen is situated in the far west of Algeria, bordered to the north by the Mediterranean Sea and the Wilaya of Ain Témouchent, to the south by the Wilaya of Naâma, to the east by the Wilaya of Sidi Bel Abbès, and to the west by Morocco. It covers an area of approximately 9,020 square kilometers, located 160 kilometers from Oran and 600 kilometers from the capital. The region sits at an elevation of about 827 meters above sea level (Khitab, 2017, p. 07).

The terrain is predominantly mountainous and rugged, with some narrow coastal plains. The climate is Mediterranean, and the population exceeds 949,135 inhabitants.

4.2. Transportation and Travel Infrastructure

The province is equipped with a network of provincial and national roads, including the East-West highway that connects Tlemcen to several other provinces. There are two type A land stations and one type B land station. Additionally, the province has a railway network spanning 165 kilometers, comprising seven train stations, which will soon be enhanced by an electrified line extending 110 kilometers. Tlemcen also features a civilian airport of considerable importance for both domestic and international transport. The city has a single cable car line linking the city center with the Lalla Setti plateau. In the Ghazwat area, the province hosts a mixed-use port serving both commercial and fishing activities. Furthermore, there are three other ports: two dedicated to fishing (Sidi Oush, Hanin) and one for leisure (Marsa Ben M'hidi).

4.3. Tourism Attraction Elements of Tlemcen Province

4.3.1. Natural Sites

The province offers diverse natural attractions that cater to all forms of tourism, including:

- Beaches: Tlemcen has a coastline stretching 73 kilometers, featuring twenty-five supervised beaches and ten unsupervised ones.
- Mountains: The province is characterized by well-differentiated mountain ranges alongside rugged terrain.
- Forests: Tlemcen is covered by forest areas spanning approximately 225,000 hectares.
- Mineral Springs: The province possesses significant geothermal mineral resources, including eight mineral springs and three mineral stations only one of which is currently operational known for their therapeutic properties addressing various ailments (Aouaj & Manal, 2019, p. 217).
- Loret Waterfalls: Located in a mountainous region east of Tlemcen city, these waterfalls are a notable natural landmark.
- Beni Add Caves: Recognized globally as a major tourist site, these caves rival the province's picturesque beaches due to their cool climate, maintaining a temperature around 13 degrees Celsius year-round (Aouaj & Manal, 2019, p. 218).

4.3.2. Historical Heritage Sites

These include:

The Grand Mosque, the Mechouar Fortress, Sidi Ibrahim Al-Masmoudi Mosque, Sidi Heloui Mosque, Bab Al-Qarmadin Gate, Sidi Boumediene Mausoleum, Mansoura Fortress, and Sidi Lahcen Mosque (Aouaj & Manal, 2019, p. 219).

Additional notable sites for visitors include:

The Regional Museum of the Mujahid located on the Lalla Setti plateau, the National Public Museum of Art and History in Tlemcen, the National Public Museum of Islamic Archaeology in Tlemcen, the National Public Museum of Islamic Calligraphy in Tlemcen, and the National Center for Algerian Traditional Costume.

4.3.3. Traditional and Handicraft Industries

These encompass traditional artisanal crafts, which hold significant importance for tourism, including:

- Carpet Weaving: This includes the Beni Snous rugs, the Burabih Hasheishi, as well as Hanabel and Hayak textiles.
- Food Products: Covering traditional culinary dishes and the production of customary sweets.
- Woodcraft and Artistic Carving: The transformation of dry wood into ornamental art pieces.
- Traditional Clothing: This category primarily involves women's attire. Tlemcen is renowned for the "Chedda," the official bridal dress, which has been inscribed on the Intangible Cultural Heritage of Humanity list. Additionally, the white Haik, made from cotton or silk, is also prominent. Men's traditional clothing includes the Djellaba, typically crafted from cotton, linen, or wool, often paired with a chachia or a red tarboush made of wool. Instead of shoes, men wear balgha slippers. The ensemble is complemented by a burnous cloak, a turban, and traditional Arab-style trousers, all contributing to a dignified appearance.
- Jewelry Craftsmanship: The creation of jewelry and adornments worn by Tlemcen women. Notable items include the 'Asaba' (headbands), 'Zrouf' (earrings), with the most significant being the 'Kharssa' or 'Onayes,' and the 'Jawhar' (necklaces).
- Pottery: This craft is particularly famous in the Nedroma and Bider regions.
- Basketry: Utilizing palm leaves and plant fibers.
- Leatherwork: The 'Sarraj' saddle-making craft is the most renowned among leather trades.
- Marble and Copper Artifacts: A diverse range including kitchen utensils, door knockers, and decorative art pieces featuring Islamic motifs (Directorate of Tourism and Handicrafts of Tlemcen, 2025).

4.4. The Current State of Tourism Marketing and Its Impact on Tourism Development in Tlemcen Province

4.4.1. The Current Situation of Tourism Marketing in Tlemcen Province

Despite the natural, civilizational, cultural, and religious assets available in the province, there remains a need for effective tourism marketing. Sustainable tourism development cannot be achieved by a single governmental body alone; rather, it requires cooperation and coordination among multiple stakeholders operating within a defined and harmonious framework aimed at enhancing the performance of the tourism industry. This involves fully utilizing all material and human resources including hotels, restaurants, travel agencies, and high-quality services which are essential prerequisites for stimulating tourism activity and attracting both domestic and international tourists.

A. Tourism Facilities

Hotels: According to statistics from the Directorate of Tourism in Tlemcen Province, there are 63 hotels, both classified and unclassified, with a total capacity of 4,519 beds and 2,019 rooms, providing 835 employment opportunities.

Restaurants: The province hosts numerous restaurants, some classified by the Directorate of Tourism and Handicrafts. These establishments are distinguished by their diversity and the preparation of traditional, popular, and contemporary dishes.

B. Tourism Organizations and Agencies

Travel Agencies: Tlemcen is home to 154 travel agencies distributed across the municipalities of the province. These agencies play a significant role in promoting Tlemcen as a tourist destination and attracting both local and foreign visitors.

Tourism Associations and Councils: Tourism and artisanal associations are recognized as key partners by the Ministry of Tourism and Handicrafts to support the development of their products and sector.

Table 1. Number of Domestic and Foreign Tourists Visiting Tlemcen Province from 2014 to 2023

Year	Algerian Arrivals	Foreign Arrivals	Algerian Overnights	Foreign Overnights
2014	199,760	7,476	280,145	15,956
2015	182,095	6,122	256,513	12,901
2016	102,855	3,059	150,368	9,003

2017	131,161	4,129	175,394	10,004
2018	96,589	5,165	183,310	9,757
2019	120,335	6,215	197,094	12,012
2020	31,193	580	52,553	1,439
2021	41,353	557	71,205	765
2022	104,405	1,629	179,183	3,190
2023	58,118	2,114	104,953	4,123

Source: Directorate of Tourism and Handicrafts, Tlemcen Province.

From the table above, a decline in the number of both domestic and international tourists is evident. This decrease is attributed to several factors, including:

- The high cost of tourism in the Wilaya.
- The COVID-19 pandemic.
- The deterioration of living standards.
- The emergence of competing tourist destinations such as the Wilayas of Ain Témouchent and Mostaganem.

4.5. The Tourism Marketing Mix and Its Role in Supporting Sustainable Tourism Development in Tlemcen

4.5.1 Tourism Product

The tourism product is a comprehensive combination of goods and services designed to satisfy desires and fulfill needs. To encourage tourists to choose the Wilaya of Tlemcen over other destinations, it is essential to activate attraction factors. This requires the provision of high-quality tourism services and facilities that offer prompt service, a clean and suitable environment, reliable transportation, and security. Coordination among tourism bodies, travel agencies, associations, local councils, and the Directorate of Tourism and Handicrafts in the Wilaya is also vital.

4.5.2 Tourism Pricing

Pricing is one of the most critical elements of the marketing mix, as tourists' decisions are directly influenced by the price or cost of their trips. Tourists evaluate prices in relation to

the benefits, services, and advantages they receive, considering their personal financial capabilities. Competitive and reasonable pricing serves as an effective tool to stimulate demand. In Tlemcen, pricing is primarily cost-based; however, pricing strategies may vary depending on demand and competition for example, beach hotel rates tend to be higher in summer than in other seasons. Pricing policies, especially for accommodation, should carefully consider the economic conditions and the level of services provided in relation to the price paid, both in Tlemcen specifically and Algeria in general.

4.5.3. Distribution

An effective tourism distribution system is essential to bridge the gap between the tourism product and the tourist. It ensures that the tourism product is delivered at the appropriate time and with the expected quality. Tourism organizations in Tlemcen handle distribution either directly or through intermediaries such as travel offices. Most tourism services are delivered directly between the tourist and the service provider due to their intangible nature, while intermediaries facilitate processes such as booking and providing information or suggestions.

A. Tourism Promotion

Tourism companies do not merely provide excellent services or implement carefully devised pricing strategies; they must also maintain continuous communication and relationships with their targeted tourists through various promotional elements. Promotion, in this context, refers to the ongoing interaction with the market, or more precisely, it is the means through which individuals are informed about the characteristics and features of the tourism service, including its timing and location. Therefore, tourism officials in Tlemcen must aim to reach the largest possible number of targeted tourists, both domestically and internationally, using appealing, motivating, and encouraging promotional messages capable of convincing others to visit the city. This is achieved through advertising, personal selling, public relations, and reliance on electronic tourism marketing, which has become an effective and low-cost method to reach a broad audience.

B. Personnel

The key to the success of any tourism company's marketing strategy lies in having a skilled, experienced, and highly competent workforce. Human resources, represented by employees within tourism establishments, constitute one of the most critical elements of the overall marketing mix. Employees act as the communication tools through which the service or product mix is presented and delivered. Unfortunately, in Tlemcen, there is a noticeable lack of cultural awareness regarding tourism among most tourism business owners, their staff, and the responsible official bodies, particularly concerning marketing functions. Therefore, it is essential to conduct training programs to develop competence and tourism culture. Tourism managers should invest in their employees' appearance, qualification, and training in customer service skills, including building trust and fostering ongoing relationships with clients.

Additionally, establishments must implement positive incentive systems to motivate staff to actively contribute to achieving organizational goals. Since individuals are involved in all forms of communication with customers, their behavior significantly influences the quality and longevity of the customer relationship; exemplary conduct yields more positive and lasting effects.

C. Operations

The manner in which services are delivered is crucial for service institutions. The service delivery process encompasses all stages, methods, policies, and techniques employed by the service provider to ensure successful provision. This includes sales phases and the use of technology, such as remote booking and payment, information flow, and information systems all of which are key managerial concerns to ensure that service production is appropriate and acceptable.

Employees and their competencies in delivering tourism services are fundamental in evaluating the effectiveness of the marketing mix. Employee behavior is a core component in tourists' assessment of the success or quality of their tourism experience. Accordingly, the marketing strategy of any tourism organization seeks to achieve adequate coordination among various units and service departments to ensure integration in serving the guests of the tourism establishment.

D. Physical Environment

Numerous physical elements influence the tourist's perceived image. For instance, building design and interior decoration, the arrangement of tables and seating, lighting, and color schemes are all critical factors in shaping the tangible indicators of the overall atmosphere within a tourism establishment. Moreover, this general ambiance is closely linked to the guest's level of satisfaction and sense of comfort. Therefore, special attention must be given to managing the establishment's atmosphere as a key component of the tourism service marketing mix. The interior design should be created by skilled professionals with expertise in effectively integrating visual and auditory elements to achieve the desired outcome. While most tourism establishments in Tlemcen demonstrate these qualities, greater focus is needed on the external environment, such as expanding green spaces, maintaining clean roads, reducing congestion, and ensuring harmonious color coordination.

4.6 Tourism Development Plan in Tlemcen

The Directorate of Tourism and Traditional Crafts of Tlemcen Province has adopted a new strategy aimed at reinforcing sector achievements and facilitating further progress. This strategy stems from the national tourism development plan "Vision 2030," the regional tourism development framework for Tlemcen, and the directives issued by the Ministry of Tourism and Traditional Crafts. The plan emphasizes the following priorities:

- Supporting and encouraging tourism investment, especially private investment.

- Qualifying, developing, and upgrading tourism activities.
- Modernizing training systems in tourism and hospitality.
- Introducing professional standards in communication, media, and promotional tourism activities.
- Reviving local festivals, celebrations, and tourism and craft events.
- Contributing to the protection of tourist sites and historical landmarks, particularly those officially classified.
- Focusing on the coastal zone.
- Restoring and exploiting thermal and mineral springs for tourism purposes.
- Encouraging and supporting tourism agencies in developing and investing in domestic tourism.
- Promoting and developing alternative accommodation models, such as “homestay” arrangements.

4.7 Tourism Investment

The Directorate of Tourism and Handicrafts supports investors by offering numerous benefits as stipulated in Law 09-16 dated August 3, 2016, concerning investment promotion. All investments must be registered with the National Investment Development Agency (Directorate of Tourism and Handicrafts of Tlemcen, 2025).

Table 2. Summary of Tourism Investment Projects in Tlemcen Province – 2024

	Registered Projects	Projects Under Construction	Non-Launched Projects	Halted Projects	Completed Projects	Projects Proposed for Cancellation
Number of Projects	101	30	38	4	5	24
Number of Beds	10,692	1,882	4,617	1,018	142	3,033
Employment Opportunities	3,471	672	1,462	245	36	1,056

Source: Directorate of Tourism and Traditional Crafts of Tlemcen Province.

From this table, it is evident that the proportion of completed projects that have become operational is low compared to the number of registered projects, despite the incentives granted by the state to investors. This situation negatively impacts the tourism activity within the province.

Study Findings and Recommendations

- The study confirmed the validity of the initial hypothesis that tourism marketing significantly contributes to the development of tourism services by analyzing tourist preferences and designing and improving services accordingly to meet their satisfaction. It also supports the achievement of the desired sustainable development, which ensures the optimal utilization of available resources.
- The absence of a marketing strategy for the tourism product in Tlemcen renders it unable to compete effectively in the tourism market.
- There is a shortage of tourism investments and a lack of encouragement from responsible authorities, in addition to delays in registered projects.
- Although the province possesses substantial tourism potential and assets qualifying it to become a major tourism hub and a leading destination, its current tourism performance remains below expectations. The limited number of tourism facilities and the poor quality of services provided hinder tourism development, economic objectives, and unemployment reduction. Tourism establishments must therefore embrace tourism marketing to improve services and increase revenues.
- The lack of an effective marketing policy for the tourism product has weakened its competitiveness in the tourism market.
- There is insufficient tourism training and a scarcity of specialized tourism institutes, alongside limited use of modern tools and technologies in marketing the tourism product both domestically and internationally.
- Environmental degradation and poor sanitation in tourist areas have adversely affected the tourism environment. Furthermore, there is a lack of tourism awareness among local residents, coupled with the absence of qualified tour guides.

Define the key features of the tourism product in Tlemcen Province by involving experts specialized in marketing and tourism, revitalizing local economic activity, and promoting sustainable tourism.

- Develop awareness programs targeting all stakeholders in the tourism sector as well as the general public.
- Promote and raise awareness of the tourism product of Tlemcen Province.
- Maintain continuous environmental cleanliness and work to preserve the aesthetic appeal of the province, alongside enacting laws that mandate sanitation responsibilities
- for citizens and institutions.

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