



The Impact of Tourism Marketing on Tourists' Attitudes Toward Tourist Destinations: An Exploratory Study of a Sample of Visitors

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Keywords

Tourism marketing; Tourist attitudes; Tourist destination.

Abstract

The tourism sector has experienced rapid development in recent years as a result of the economic, technological, and social changes taking place around the world. These transformations have intensified competition among tourist destinations to attract an increasing number of visitors. In this context, tourism marketing has become one of the most important strategic tools adopted by tourism organizations and institutions to promote tourism resources and influence tourists' behavior and attitudes toward a destination. This study aims to highlight the impact of tourism marketing on shaping tourists' attitudes toward tourist destinations by analyzing the role played by various marketing activities in enhancing the destination's image and influencing tourists' perceptions, preferences, and travel decisions. Furthermore, the study seeks to examine the relationship between the effectiveness of tourism marketing strategies and the development of positive tourist attitudes that encourage destination selection, visitation, and revisit intentions. The findings indicate that tourism marketing is a fundamental factor in shaping the image of a tourist destination and enhancing its attractiveness. It significantly influences tourists' psychological and cognitive perceptions by providing information, visual content, and marketing experiences that create favorable impressions of the destination. The study also reveals that technological advancements and social media platforms have become among the most

influential tools in directing tourist attitudes and supporting individuals' travel decision-making processes.

The significance of this study lies in emphasizing the necessity of adopting modern and integrated tourism marketing strategies that align with developments in the digital environment and meet the needs of contemporary tourists. Such strategies can strengthen the competitiveness of tourist destinations and contribute to achieving sustainable tourism development.

Citation

Boudaoud, H., Lamri, H., Hamidi, A., Saou, B., Belmehdi, N., & Tahtah, A. (2026). The impact of tourism marketing on tourists' attitudes toward tourist destinations: An exploratory study of a sample of visitors. *Science, Education and Innovations in the Context of Modern Problems*, 9(6), 1-22. <https://doi.org/10.56334/sci/9.6.17>

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Received: March 12, 2026

Accepted: April 19, 2026

Published Online: May 21, 2026

I. INTRODUCTION

The tourism sector is one of the most dynamic and influential sectors in promoting economic and social development. It plays a vital role in supporting national economies, generating employment opportunities, attracting foreign currency earnings, and fostering cultural exchange and mutual understanding among nations. Over the past few decades, the tourism industry has undergone significant transformations driven by globalization, technological advancement, and digital transformation, resulting in intensified competition among tourist destinations at both national and international levels.

Within this increasingly competitive environment, the success of a tourist destination no longer depends solely on its natural, historical, or cultural attractions. Rather, it also depends on the ability of tourism organizations to market these resources effectively in ways that influence tourists' perceptions, preferences, and travel behavior. Consequently, tourism marketing has emerged as one of the most important strategic tools for promoting destinations, highlighting their competitive advantages, and creating a positive destination image in the minds of potential tourists.

Tourists represent the core element of the tourism system, and their decisions and attitudes are influenced by various psychological, social, economic, and cultural factors, as well as by different marketing activities. Advertising campaigns, digital content, and social media promotion have become powerful instruments in shaping tourists' beliefs and directing their destination choices.

Technological advancement has also fundamentally transformed tourism marketing practices. Tourism organizations have increasingly shifted from traditional marketing approaches to interactive digital marketing strategies based on online platforms, mobile applications, and social media. These developments have enabled direct communication with potential tourists and enhanced the effectiveness of influencing their attitudes. Today, tourists rely heavily on online information, images, reviews, and digital ratings when making travel decisions, making the destination image a decisive factor in the success of tourism marketing efforts.

Accordingly, examining the relationship between tourism marketing and tourist attitudes has become increasingly important, as the success of any marketing strategy largely depends on its ability to influence tourist behavior and foster positive attitudes that encourage destination visits and repeat visitation. Therefore, this study aims to analyze the impact of tourism marketing on shaping tourists' attitudes toward tourist destinations, with particular emphasis on the various marketing tools and strategies employed in this field.

II. RESEARCH PROBLEM

Given the growing competition among tourist destinations and the increasing reliance of tourists on digital media and marketing information when making travel decisions, tourism organizations are required to adopt effective marketing strategies capable of influencing tourists' attitudes and creating a positive image of the destination.

Accordingly, the study addresses the following main research question:

To what extent does tourism marketing contribute to shaping tourists' attitudes toward a tourist destination?

This main question is further divided into the following sub-questions:

- Is the concept of tourism marketing effectively implemented by tourism organizations?

- Are tourists significantly influenced by each element of the tourism marketing mix?
- What is the relative importance of each element of the tourism marketing mix in shaping tourists' attitudes toward a destination?

Research Hypotheses

To address the research problem, the following hypotheses are proposed:

Main Hypothesis

- Tourism marketing has a significant positive effect on tourists' attitudes toward tourist destinations.

Sub-Hypotheses

- **H1:** Tourism organizations implement the concept of tourism marketing.
- **H2:** Tourists are significantly influenced by each element of the tourism marketing mix.
- **H3:** Price is the tourism marketing mix element with the greatest relative importance in shaping tourists' attitudes toward a tourist destination.

Significance of the Study

This study is significant for several reasons:

- It draws the attention of tourism institution managers to the importance of tourism marketing activities in ensuring the sustainability and continuity of tourism organizations.
- It highlights the elements of the tourism marketing mix, their importance within tourism institutions, and the role of each element in influencing tourists' attitudes.
- It contributes to a better understanding of the nature of tourist attitudes and the factors affecting them, thereby assisting tourism stakeholders in designing tourism services and packages that meet tourists' needs and expectations.
- The significance of the study also stems from the potential contribution of its findings to tourism development through improving the quality of tourism services and enhancing the attractiveness of tourist destinations, which, in turn, positively impacts the national economy and increases tourism revenues.

III. OBJECTIVES OF THE STUDY

This study seeks to achieve a number of scientific and practical objectives aimed at understanding and analyzing the role of tourism marketing in influencing tourists' attitudes toward tourist destinations. Specifically, the study aims to:

- Clarify the scientific concept of tourism marketing within its theoretical framework and explain its characteristics and importance in the modern tourism industry.
- Identify the various psychological, social, economic, and marketing factors that contribute to shaping tourists' attitudes toward tourist destinations.
- Examine how marketing activities contribute to creating a positive image of a tourist destination in the minds of tourists.
- Analyze the role of the tourism marketing mix in influencing tourists' perceptions of tourism value and their attitudes toward a destination.
- Explain the relationship between the effectiveness of tourism marketing strategies and the development of positive tourist attitudes toward tourist destinations.

IV. RESEARCH METHODOLOGY

In light of the nature and objectives of this study, the descriptive-analytical approach was adopted. This approach involved providing a theoretical description of the research topic and explaining the concepts related to tourism marketing and tourist attitudes. Subsequently, field data were collected through a structured questionnaire. The collected data were organized and statistically analyzed using appropriate statistical techniques with the assistance of the Statistical Package for the Social Sciences (SPSS), which is widely used for this type of research.

Conceptual Framework of the Study

First: Tourism Marketing

Tourism is one of the oldest human activities. Since ancient times, people have traveled to satisfy various needs and desires, including transportation, recreation, security, and the search for more suitable places to live or visit.

The concept of tourism originates from the word "Tour," which is derived from the Latin word "Torno." The term "Tourism" was first used in 1643 to refer to travel or movement from one place to another. The concept encompasses all professions and activities that satisfy the diverse needs of travelers. Likewise, travel may be considered tourism when it is temporary and voluntary and is not undertaken for employment or income-generating purposes.

According to the Larousse Dictionary, tourism is defined as *the act of traveling for leisure and recreation. It encompasses the technical, financial, and cultural facilities available within a country or region and is reflected in the number of tourists visiting that destination* (Souli Ali et al., 2025, p. 5).

According to the World Tourism Organization (UNWTO), tourism refers to *the activities of individuals traveling and staying outside their usual environment for a period not exceeding one consecutive year for leisure, recreation, or other purposes, provided that such travel is not related to engaging in remunerated employment* (Amina Berkan & Manal Hani, 2020, p. 288).

4.1. Concept of Tourism Marketing

Tourism marketing is a branch of marketing in general and service marketing in particular. Many tourism service providers employ marketing principles and techniques to promote their services in an increasingly competitive environment.

Tourism marketing is the administrative and technical activity carried out by tourism organizations, companies, and establishments, both domestically and internationally, to identify existing and potential tourism markets and influence them in order to increase tourist flows while achieving a balance between tourism supply and demand.

Krippendorf defined tourism marketing as *the scientific and coordinated implementation of business policies by tourism enterprises—whether public or private, and whether operating at the local, national, or international level—with the aim of satisfying the needs of identified consumers while achieving an appropriate return* (Abdullah Mohammed Al-Harash & Abdul-Mu'ti Abu Al-Rub, 2013, p. 137).

Fyall defined tourism marketing as *an integrated activity encompassing all efforts made to attract tourists to visit a country's tourist destinations. These efforts begin with the design of tourism programs and continue through contracting with tourists and implementing these programs. Tourism marketing extends beyond merely offering tourism services domestically and internationally; it begins with studying tourist-generating markets, identifying their needs for tourism products, understanding customer characteristics, and satisfying their preferences to the highest possible standard. Furthermore, tourism marketing continues during the tourist's journey by monitoring satisfaction levels, impressions, and any problems encountered throughout the travel experience* (Zir Ryan, 2018, p. 109).

Based on the foregoing definitions, tourism marketing can be defined as a set of integrated activities aimed at serving target tourists and satisfying their needs and desires by providing comfort, recreation, and entertainment while simultaneously maximizing the profitability of tourism organizations.

4.2. Characteristics of Tourism Marketing

The main characteristics of tourism marketing include the following:

- Tourism marketing seeks to stimulate the desires, motivations, and attitudes of potential tourists from different parts of the world to visit a particular country or region for tourism purposes.
- In tourist-receiving countries, tourism marketing relies on the tourism supply, whose components are generally characterized by limited flexibility and cannot be significantly altered in the short term (Sabri Abdel-Samie, 2006, p. 36).
- Tourism marketing primarily aims to promote a country's tourism image by highlighting its attractions and tourist destinations, thereby increasing annual tourist arrivals (Demad Nawal, 2010, p. 41).
- Tourism products inherently exist within the destination throughout the year; therefore, marketing activities can be conducted at any time.
- Tourism marketing does not create possession utility because tourism products cannot be owned or transferred to the tourist in exchange for payment in the same manner as tangible goods.

- Tourism marketing depends on direct interaction between the tourism organization providing the service and the tourist purchasing it.
- Tourism products are almost entirely consumed within a limited period, namely the duration of the tourist's stay at the destination or accommodation facility.
- The law of diminishing utility generally does not apply to tourism and hospitality services except under exceptional circumstances (Zir Ryan, 2018, p. 113).

4.3. Pillars of Tourism Marketing

The main pillars of tourism marketing include the following:

- Tourism Planning

Tourism planning is considered a fundamental requirement for tourism development, particularly long-term planning, as it helps reduce the risks associated with uncertainty and random decision-making. Tourism authorities and organizations are therefore required to anticipate future developments and prepare strategic plans to address expected changes in tourist flows, tourism demand and supply, and tourism markets.

- Tourism Market

From a general perspective, the tourism market refers to the place where tourism products are bought and sold, including travel packages, tourism services, and tourist goods.

From a marketing perspective, however, the tourism market refers to the group of current and potential buyers who interact with sellers in the exchange process. The size of the market depends on the number of individuals who share a common need, possess financial or other valuable resources, and are willing to exchange those resources for products or services that satisfy their needs.

Second: Tourist Attitudes

Attitudes generally reflect a set of cognitive, emotional, perceptual, and motivational processes that express an individual's position or orientation toward a particular issue, object, or product.

Concept of Tourist Attitudes

Attitudes are defined as the expression of individuals' internal feelings, reflecting whether they hold positive or negative inclinations toward a particular object or issue (Mohammed Ibrahim Obaidat, 2004, p. 216).

According to Gibson, a tourist attitude is an acquired positive or negative mental state or feeling that is organized through experience and influences the tourist's responses toward people, objects, and situations.

Tourist attitudes are also regarded as one of the most important psychological factors influencing tourist behavior. Numerous marketing studies have addressed this concept. Allport Gordon defines tourist attitude as a state of mental and neurological readiness developed through the tourist's experiences, which exerts a directive or dynamic influence on the individual's responses to all relevant objects and situations.

Similarly, Kotler defines tourist attitudes as individuals' favorable or unfavorable evaluations and emotional feelings toward a particular object or idea (Rajwani Yassin, 2021, p. 6).

Tourist attitudes have also been defined as an anticipated implicit response supporting behavioral patterns that may be activated by various characteristics resulting from prior learning or by an individual's ability to associate or discriminate within the society in which they live (Boulgroun Radia, 2020, p. 98).

Based on the above definitions, a tourist attitude can be defined as a positive or negative evaluation of a particular tourist destination that reflects an individual's beliefs and feelings, which are ultimately translated into behavior and are influenced by the tourist's psychological characteristics.

Characteristics of Tourist Attitudes

The principal characteristics of tourist attitudes can be summarized as follows (Mouloud Abdelaziz Hawas & El Baz Kalthoum, 2018, p. 98):

- Acquired: Attitudes are developed through information and experiences gained from direct personal encounters.

- Directed toward a specific object: The object may relate to a particular aspect of the tourism experience, such as food quality, accommodation, or room type.
- Possess direction and intensity: Attitudes are generally positive or negative rather than neutral, and they vary in strength depending on the individual's level of preference or dislike.
- Serve as the basis of behavior: Although attitudes strongly influence behavior, they are not necessarily identical to behavior.
- Reflect preference or non-preference: Preferences motivate tourists to favor certain destinations and are closely associated with emotions and feelings.
- Relatively stable and generalizable: Because attitudes are formed over time, they tend to be relatively stable and difficult to change.
- Easily recalled: Attitudes are generally associated with a high degree of confidence and can be readily remembered.
- Subject to change: Despite their relative stability, attitudes may change in response to environmental and contextual factors.

Types of Tourist Attitudes

Tourist attitudes can be classified into several major categories (Ali Lounissi, 2007, pp. 26-27).

General and Specific Attitudes

General attitudes concern an issue or phenomenon as a whole without focusing on its individual components or details. These attitudes tend to be relatively stable.

Specific attitudes focus on only one aspect of a broader issue or phenomenon. They are generally less stable because they relate to particular components rather than the entire subject.

Individual and Collective Attitudes

Individual attitudes are closely linked to the personal characteristics, lifestyle, and thinking patterns of an individual tourist. They influence only the individual's perceptions and do not necessarily affect the attitudes of others.

Collective attitudes are shared by groups of tourists who hold similar views toward a particular issue or destination, resulting in a common pattern of beliefs and perceptions.

Strong and Weak Attitudes

Strong attitudes have a powerful influence on tourists and significantly affect their behavioral responses toward a particular issue or destination. Such attitudes often lead to consistent and influential behavioral outcomes.

Weak attitudes, by contrast, exert only limited influence on tourist behavior and may sometimes have little or no observable effect on decision-making.

Positive and Negative Attitudes

Positive attitudes involve favorable evaluations of a destination or tourism-related phenomenon, encouraging supportive behaviors and a willingness to protect or promote it.

Negative attitudes involve unfavorable evaluations that result in rejection of a destination or tourism phenomenon and may lead tourists to avoid or criticize it.

Public and Private Attitudes

Public attitudes are openly expressed because they are consistent with the prevailing values and norms of society. Since they are socially accepted, individuals generally express them without hesitation.

Private attitudes are personal feelings and perceptions that tourists deliberately conceal from others. These attitudes are usually shared only with trusted individuals who hold similar views.

Factors Influencing the Formation of Tourist Attitudes

There is a close relationship between attitudes and learning, as attitudes are acquired from the surrounding environment. In other words, tourists' attitudes are influenced by several environmental and personal factors, including family, reference groups, previous experiences, and personality (Rania Al-Majni, 2020, p. 93).

The principal factors influencing the formation of tourist attitudes are as follows:

- Family

The family plays a significant role in shaping a tourist's attitudes toward a tourist destination by influencing values, preferences, and travel-related behaviors from an early age.

- Reference Groups

Reference groups have a considerable influence on tourists' attitudes and purchase decisions because they are regarded as credible sources of information and guidance by the individuals who belong to or identify with them.

- Previous Experiences and Personal Experience

Previous travel experiences are among the most direct factors shaping tourist attitudes. However, tourists' evaluations of these experiences are influenced by two additional factors:

- Unfulfilled needs, which change over time and affect tourists' expectations and preferences.
- Selective perception, whereby individuals interpret experiences according to their personal viewpoints and prior knowledge.

- Personality

Tourists' attitudes are also influenced by their personality traits, which determine how they perceive tourism products, evaluate destinations, and respond to marketing efforts.

Third: Tourism Marketing as an Approach to Shaping Tourist Attitudes

The relationship between tourism marketing and tourists' attitudes toward a destination can be understood through a comprehensive perspective that integrates behavioral, psychological, communication, and strategic dimensions. This relationship is neither direct nor instantaneous; rather, it develops through a gradual and complex cognitive process in which marketing efforts interact with individual characteristics and contextual factors.

Within this framework, tourism marketing can be viewed as a form of "cognitive engineering" aimed at reshaping tourists' mental representations of a destination. Tourists do not perceive destinations merely as physical locations; instead, they perceive them as complex mental images formed through previous experiences, acquired knowledge, social impressions, and marketing communications. Consequently, tourist attitudes should not be viewed as immediate decisions but rather as the cumulative outcome of cognitive, emotional, and behavioral processes.

V. COGNITIVE DIMENSION

From a cognitive perspective, tourism marketing plays a fundamental role in organizing tourists' knowledge about destinations. Tourists are often confronted with an overwhelming amount of information and numerous destination alternatives, creating uncertainty during the decision-making process. Tourism marketing addresses this challenge by highlighting distinctive destination attributes such as uniqueness, quality, memorable experiences, and perceived value. This organization of information is intended not merely to inform tourists but also to direct their attention toward selected destination attributes, thereby influencing the attitudes they ultimately develop.

Perceptual and Emotional Dimension

At the perceptual and emotional levels, tourism marketing transforms information into an anticipated emotional experience. Contemporary tourism advertising emphasizes creating emotional engagement rather than merely describing destinations. It enables potential tourists to imagine themselves experiencing the destination before their actual visit—a phenomenon that may be described as "imaginary travel." Such marketing enhances what tourism psychology refers to as place attachment, an essential determinant of positive tourist attitudes.

Social Dimension

The influence of the digital social environment has become increasingly significant in shaping tourist attitudes. Today's tourists are influenced not only by official promotional messages but also by the experiences of other travelers shared through online review platforms and social media. This phenomenon reflects the concept of social proof, whereby individuals are more likely to develop

favorable attitudes toward destinations that receive widespread positive evaluations. Consequently, tourism marketing increasingly depends on managing a destination's digital reputation in addition to promoting its attractions.

Decision-Making Dimension

Tourism marketing also contributes to reducing perceived risk, which is an inherent component of travel decisions. Travel involves financial, temporal, and psychological uncertainties. When marketing communications present a destination in a consistent, credible, and trustworthy manner, they reduce tourists' perceptions of risk, thereby strengthening their intentions to visit and reinforcing positive destination attitudes.

Tourist Decision Journey

The relationship between tourism marketing and tourist attitudes can also be interpreted through the tourist decision-making process, in which tourists typically progress through several stages:

1. Awareness of the destination.
2. Interest in the destination.
3. Evaluation of available alternatives.
4. Formation of travel intention.
5. Actual visitation.

Tourism marketing performs a different function at each stage. During the awareness stage, it seeks to attract attention; during the interest stage, it provides relevant information; during the evaluation stage, it encourages favorable comparisons; during the intention stage, it motivates purchase decisions; and after the visit, it aims to strengthen satisfaction, loyalty, and revisit intentions.

Perceived Credibility

It is important to emphasize that tourists' attitudes are not shaped solely by the persuasive power of marketing messages but also by the extent to which those messages correspond to reality. A critical factor in this process is perceived credibility, which refers to tourists' confidence that marketing communications accurately reflect the actual destination experience. Any discrepancy between promotional claims and tourists' real experiences may weaken future attitudes and revisit intentions, even if the initial marketing campaign successfully generated positive perceptions.

Contemporary Tourism Marketing

In today's digital environment, tourism marketing increasingly relies on emotional and digital intelligence—that is, the ability to understand tourists' psychological needs and deliver personalized content tailored to their individual interests. This shift from mass marketing to personalized marketing has made tourism marketing more precise and effective. The objective is no longer merely to attract tourists but also to establish long-term relationships that foster satisfaction, loyalty, and continued engagement with the destination.

1. Reshaping Perception

Tourism marketing does not merely present reality as it is; rather, it performs a process of perceptual framing of the tourism experience. In other words, it determines how tourists perceive a destination before they actually visit it.

For example, the same tourist destination may be presented as:

- A place for relaxation and leisure.
- A cultural destination.
- An adventure tourism destination.

This framing is not neutral; it is a strategic choice that determines the type of attitude tourists are likely to develop. Tourists therefore do not interact directly with the actual destination, but rather with a marketing-constructed representation of it. Consequently, tourists' attitudes are shaped primarily by representation rather than by direct experience.

2. Emotional Meaning Construction

At this level, tourism marketing seeks not only to persuade the rational mind but also to establish an emotional connection between tourists and the destination before the actual visit takes place.

Tourism marketing can therefore be understood as the creation of emotional expectations. For example:

- Images of beaches do not merely display scenic beauty; they evoke feelings of relaxation even before travel begins.
- Tourism videos do not simply describe destinations; they create an anticipated emotional experience.
- Tourist testimonials provide more than factual information; they communicate emotional trust based on the experiences of previous visitors.

Accordingly, tourists' attitudes toward a destination become, to a considerable extent, emotionally imagined attitudes, whereby individuals develop emotional attachment to a place before experiencing it firsthand.

3. The Social Structure of Tourist Attitudes

Tourist attitudes are not formed exclusively at the individual level; rather, they develop within a broader digital and social network of knowledge and interaction.

In the contemporary tourism environment, marketing organizations no longer monopolize destination image creation. Instead:

- Tourists themselves have become producers of tourism-related content.
- Social media influencers have become integral components of the tourism marketing system.
- Online reviews have become decisive factors in shaping and modifying tourist attitudes.

This phenomenon highlights the concept of multiple sources of tourism reality.

Rather than relying on a single information source, tourists integrate information from:

- Official marketing communications.
- The experiences of other travelers.
- User-generated digital content.

While this diversity makes tourist attitudes more flexible, it also makes them more vulnerable to rapid change as new experiences and reviews emerge.

4. Reducing Uncertainty and Managing Perceived Risk

From a decision-making perspective, tourism marketing functions as a mechanism for reducing uncertainty.

Travel decisions inherently involve several forms of perceived risk, including:

- Safety concerns.
- Price uncertainty.
- Doubts regarding whether the travel experience will meet expectations.

The more effectively tourism marketing reduces these perceived risks, the more stable and favorable tourists' attitudes become.

More importantly, this sense of reassurance is not always based on objective reality; rather, it is perceptual, resulting primarily from persuasive communication rather than direct experience.

5. The Temporal Dynamics of Tourist Attitudes

Attitudes toward tourist destinations do not emerge instantly. Instead, they develop gradually through a psychological process consisting of several stages:

1. Initial Exposure: Formation of a vague or incomplete general impression.
2. Repeated Marketing Exposure: Reinforcement and stabilization of the initial impression.
3. Comparative Preference: Evaluation of the destination relative to competing destinations.
4. Emotional Crystallization: Development of emotional attachment toward the destination.
5. Behavioral Intention: Formation of the intention to visit the destination.

Effective tourism marketing succeeds by keeping potential tourists engaged throughout this sequence without interruption or conflicting information.

Fourth: Field Study

Study Population

The study population consisted of customers of tourism institutions selected randomly. The units of analysis included all customers who had either made purchasing decisions or sought to benefit from the services provided by tourism organizations.

Study Sample

The study employed a sample of 50 respondents. Every effort was made to ensure that the questionnaires were completed and collected immediately after distribution. All returned questionnaires were carefully examined to verify their completeness and suitability for statistical analysis.

Study Variables

The study included two variables:

Independent Variable

The independent variable is the tourism marketing mix, represented by the following dimensions:

- Tourism product
- Tourism pricing
- Tourism promotion
- Tourism distribution
- People
- Processes
- Physical environment

The study investigates the role of these tourism marketing mix elements in shaping tourists' attitudes toward tourist destinations.

Dependent Variable

The dependent variable is tourists' attitudes toward the tourist destination.

Statistical Analysis

Several descriptive and inferential statistical techniques were employed to analyze the study data, including:

- Frequencies and percentages: Used to describe and analyze the demographic and personal characteristics of the study sample.
- Mean: Used to determine the degree of respondents' agreement with each questionnaire item.
- Standard Deviation: Used to measure the dispersion of respondents' answers around the mean and assess the consistency of responses.
- Cronbach's Alpha (α): Used to assess the reliability of the measurement instrument. Alpha values range from 0 to 1, with values closer to 1 indicating greater internal reliability.
- Pearson Correlation Coefficient: Used to examine the correlation between each questionnaire item and the overall score of its corresponding dimension, assess internal consistency, evaluate the reliability of the Likert scale, and determine the strength and direction of relationships among variables.
- Stepwise Multiple Linear Regression Analysis: Used to identify the independent variables that exert the greatest influence on the dependent variable.

Determination of Measurement Weights

The questionnaire consisted of closed-ended questions designed according to a five-point Likert scale. Respondents were instructed to select only one response for each statement.

To interpret respondents' attitudes, numerical weights were assigned to the five response categories. The scale range was calculated as follows:

- Maximum value – Minimum value = $5 - 1 = 4$
- Cell length = $4 \div 5 = 0.80$

Successive intervals of 0.80 were then added to the minimum value (1.00) to obtain the interpretation categories shown below.

Table 1. Weighted Mean Values and Corresponding Response Categories

Code	Weighted Mean	Interpretation
01	1.00 - 1.79	Strongly Disagree
02	1.80 - 2.59	Disagree
03	2.60 - 3.39	Neutral
04	3.40 - 4.19	Agree
05	4.20 - 5.00	Strongly Agree

Source: Ezz Abdel Fattah, *Introduction to Descriptive and Inferential Statistics Using SPSS*, Khawarizmi Scientific Publishing and Distribution, Saudi Arabia, 2008, p. 450.

Based on Table 1, the general direction of responses for each questionnaire item was interpreted as follows:

- A weighted mean between 4.20 and 5.00 indicates Strongly Agree.
- A weighted mean between 3.40 and 4.19 indicates Agree.
- A weighted mean between 2.60 and 3.39 indicates Neutral.
- A weighted mean between 1.80 and 2.59 indicates Disagree.
- A weighted mean between 1.00 and 1.79 indicates Strongly Disagree.

Assessment of Variable Levels

To evaluate the level of each construct or dimension (where each construct consists of several dimensions and each dimension consists of multiple questionnaire items), a three-level classification scale was adopted, as recommended in previous studies.

The interval width was calculated as follows:

- Scale range = $5 - 1 = 4$
- Cell length = $4 \div 3 = 1.33$

Accordingly, the weighted means were interpreted as shown below.

Table 2. Weighted Mean Values and Corresponding Levels

Weighted Mean	Level
1.00 - 2.32	Low
2.34 - 3.66	Moderate
3.67 - 5.00	High

Based on **Table (02)**, the levels of the study dimensions and variables can be interpreted as follows:

- If the weighted mean of a dimension or variable ranges from 3.67 to 5.00, its overall level is considered **High**.
- If the weighted mean ranges from 2.33 to 3.66, its overall level is considered **Moderate**.
- If the weighted mean ranges from 1.00 to 2.32, its overall level is considered **Low**.

Questionnaire Design

Based on the nature of the data to be collected and the research methodology adopted, the questionnaire was selected as the most appropriate instrument for achieving the objectives of this study. This choice was justified by the lack of readily available primary information related to the research topic and the difficulty of obtaining such information through other means.

To address the research problem and answer the research questions, a questionnaire was developed based on previous studies addressing tourism marketing and tourists' attitudes toward tourist destinations.

Questionnaire Structure

The questionnaire was divided into two main sections:

Section One

This section collected respondents' demographic and personal information, including:

- Gender
- Age group
- Educational level
- Income level

Section Two

This section was designed to examine the role of tourism marketing in shaping tourists' attitudes toward tourist destinations. It consisted of two major dimensions:

- Dimension One: The current state of tourism marketing in Algerian tourism institutions.
- Dimension Two: Tourist attitudes.

The questionnaires were distributed electronically.

Validity of the Questionnaire

Questionnaire validity refers to the extent to which the research instrument accurately measures the concepts it is intended to measure.

To ensure content validity, the questionnaire was submitted to a panel of academic experts for review. Their comments and recommendations were carefully considered, and the necessary modifications were incorporated into the final version of the instrument.

Construct Validity

To assess construct validity, Pearson's correlation coefficient was calculated between each questionnaire item and the total score of the dimension to which it belongs. The results are presented in the following tables.

Table 3: Pearson Correlation Coefficients Between the Items of the Tourism Marketing Scale and Their Overall Dimension Scores

Tourism Marketing

Dimension 1	Correlation	Dimension 2	Correlation	Dimension 3	Correlation	Dimension 4	Correlation	Dimension 5	Correlation
Item 1	0.809**	Item 5	0.766**	Item 9	0.635**	Item 13	0.704**	Item 16	0.776**
Item 2	0.814**	Item 6	0.700**	Item 10	0.847**	Item 14	0.868**	Item 17	0.749**
Item 3	0.823**	Item 7	0.776**	Item 11	0.863**	Item 15	0.750**	Item 18	0.822**

Item 4	0.837**	Item 8	0.765**	Item 12	0.750**	—	—	Item 19	0.781**
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Statistically significant at $\alpha \leq 0.05$.

Table (03) indicates that the correlation coefficients between each item and the total score of the Tourism Marketing dimension are all positive, ranging from 0.635 (Item 9) to 0.863 (Item 11). Furthermore, almost all items are statistically significant at the 0.05 significance level ($\alpha \leq 0.05$), indicating that the questionnaire possesses satisfactory construct validity and strong internal consistency among the items within each dimension.

Table 4: Pearson Correlation Coefficients Between the Items of the Tourist Attitude Scale and Their Overall Dimension Scores
Tourist Attitude

Item	Correlation	Item	Correlation
1	0.828**	6	0.833**
2	0.744**	7	0.775**
3	0.730**	8	0.724**
4	0.678**	9	0.518**
5	0.607**	10	0.743**

Statistically significant at $\alpha \leq 0.05$.

Table (04) shows that the correlation coefficients between each questionnaire item and the total score of the Tourist Attitude dimension are all positive, ranging from 0.518 (Item 9) to 0.833 (Item 6). All coefficients are statistically significant at $\alpha \leq 0.05$, confirming that the scale demonstrates satisfactory construct validity and internal consistency.

Reliability of the Questionnaire

Questionnaire reliability refers to the consistency of respondents' answers if the same instrument is administered repeatedly under similar conditions.

Table 5: Reliability Coefficients of the Study Dimensions Using Cronbach's Alpha

Study Dimension	Number of Items	Cronbach's Alpha
Tourism Marketing	19	0.922
Tourist Attitudes Toward the Tourist Destination	10	0.896
Overall Reliability	29	0.950

Table (05) indicates that the Cronbach's Alpha coefficient for the Tourism Marketing dimension is 0.922, representing excellent reliability. Likewise, the Tourist Attitude dimension achieved a Cronbach's Alpha coefficient of 0.896, indicating very good reliability. The overall reliability coefficient for the entire questionnaire reached 0.950, demonstrating that the research instrument possesses excellent internal reliability.

The following table presents the value of Cronbach's Alpha when each questionnaire item is deleted individually while retaining the remaining items.

Table 6: Cronbach's Alpha if Individual Items Are Deleted

Item	Alpha	Item	Alpha	Item	Alpha
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1	0.947	11	0.948	21	0.948
2	0.947	12	0.949	22	0.948
3	0.948	13	0.951	23	0.948
4	0.947	14	0.949	24	0.949
5	0.950	15	0.947	25	0.948
6	0.952	16	0.948	26	0.948
7	0.948	17	0.949	27	0.949
8	0.950	18	0.948	28	0.950
9	0.950	19	0.948	29	0.948
10	0.947	20	0.947	—	—

It can be observed from Table (06) that the Cronbach's Alpha coefficients for the questionnaire items range between 0.947 and 0.951, indicating that most questionnaire items make an important contribution to the overall reliability coefficient. Deleting any of these items would reduce the overall reliability of the instrument. Although the deletion of a few items might slightly increase the reliability coefficient, they were retained because the overall Cronbach's Alpha coefficient for the study was already excellent, and the subsequent analyses were therefore conducted using all questionnaire items.

Presentation and Discussion of the Study Variables

Distribution of the Study Sample

Distribution by Gender

The study sample was relatively balanced in terms of gender. Males represented 52% of the respondents, while females accounted for 48%. This distribution indicates that women are also increasingly interested in tourism services, which may be attributed to their higher educational attainment, greater participation in the labor market, and increased interest in travel and tourism as a means of relieving work-related stress.

Distribution by Age

The respondents were classified into three age groups. The largest proportion (60%) belonged to the 20–35 years age category, representing young adults. This was followed by the 36–60 years age group, which accounted for 28% of the sample, while respondents aged 61 years and above represented 12%.

The high participation of younger tourists can be explained by their greater enthusiasm for travel and tourism, better physical ability to cope with travel demands, and their tendency to travel for educational, employment, and lifestyle improvement purposes. In contrast, older respondents generally sought tourism services primarily for religious travel, particularly Umrah.

Distribution by Educational Level

The respondents were classified into two educational categories. University graduates represented the majority (78%) of the sample, mainly seeking tourism services to obtain visas for overseas study or employment. Respondents holding postgraduate qualifications accounted for 22%, reflecting their interest in pursuing business opportunities, research collaborations, or partnerships with foreign organizations.

Distribution by Income

The respondents' monthly income was distributed as follows:

- 44% (22 respondents) reported a monthly income between 30,000 and 50,000 Algerian Dinars (DZD).
- 42% (21 respondents) earned less than 30,000 DZD, many of whom were likely traveling for educational or employment purposes.
- 14% (13 respondents) reported a monthly income of 70,001 DZD or above, representing tourists who generally traveled for leisure and recreation.

- The smallest group consisted of respondents earning between 50,001 and 70,000 DZD, representing approximately 12.4% of the sample.

Analysis and Description of the Study Variables

Results Related to the Tourism Marketing Variable

The Tourism Marketing variable consists of 19 questionnaire items (Items 1-19). To analyze this variable, arithmetic means and standard deviations were calculated to determine the extent to which tourism marketing practices are implemented within tourism institutions.

Independent Variable: Tourism Marketing

Table 7: Means, Standard Deviations, Rankings, and Levels of Agreement for the Tourism Product Dimension

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
1	Tourism institutions strive to provide tourism services that satisfy tourists' needs and preferences.	3.580	0.949540	2	Agree
2	Tourism institutions provide a variety of tourism services.	3.620	1.0079	1	Agree
3	Tourism institutions continuously develop new tourism services.	3.260	1.2089	4	Neutral
4	Tourism institutions provide additional support services, such as transportation, delivery, solving tourists' problems, responding to complaints, and addressing suggestions.	3.560	1.1457	3	Neutral

| Overall Mean | 3.505 | 0.165230 | – | Moderate |

The results presented in Table (07) indicate that the overall level of tourism services provided by tourism institutions is moderate, as reflected by the weighted mean of 3.505 and a standard deviation of 0.165, suggesting little variation among respondents' evaluations.

Overall, respondents demonstrated a moderate level of agreement regarding the tourism product. This finding may be attributed to the limited introduction of innovative tourism services and the insufficient development of existing services, despite the availability of a diverse range of tourism products.

Tourism Pricing

Table 9: Means, Standard Deviations, Rankings, and Levels of Agreement for the Tourism Pricing Dimension

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
5	Tourism institutions set prices that are compatible with tourists' purchasing power.	3.300	1.0151	2	Neutral
6	The prices of tourism services offered are competitive compared with those of competitors.	3.220	1.1119	4	Neutral
7	Tourism service prices are consistent with the quality of services provided.	3.260	1.1214	3	Neutral
8	Tourism institutions offer appropriate	3.680	0.957040	1	Agree

	discounts on their tourism services.				
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| **Overall Mean** | 3.365 | 0.212520 | – | **Moderate** |

As shown in Table (09), respondents expressed a moderate level of agreement regarding the tourism pricing dimension. The weighted mean reached 3.365, with a standard deviation of 0.213, indicating a relatively consistent pattern of responses among the participants.

Overall, the perception of tourism pricing was moderate. This finding may be attributed to the purchasing power of tourists, as price remains one of the most important and sensitive factors influencing tourists' purchasing decisions.

Tourism Promotion

Table 10: Means, Standard Deviations, Rankings, and Levels of Agreement for the Tourism Promotion Dimension

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
9	Tourism institutions use various methods to promote their tourism services.	3.400	1.14286	1	Agree
10	Tourism institutions provide sufficient and reliable information about their services through various promotional channels.	3.260	1.04608	4	Neutral
11	The official websites and social media pages of tourism institutions contain all the information tourists need and answer their inquiries.	3.320	1.01900	3	Neutral
12	Tourists enjoy the time they spend browsing the websites of tourism institutions.	3.400	1.01015	2	Agree

| **Overall Mean** | 3.345 | 0.06807 | – | **Moderate** |

Table (10) indicates that respondents expressed a moderate level of agreement regarding the tourism promotion dimension. The weighted mean reached 3.345, with a standard deviation of 0.068, indicating a high degree of consistency in respondents' evaluations.

Overall, tourists' perceptions of tourism promotion were moderate. This result may be attributed to the limited use of traditional advertising media such as newspapers, magazines, and television, which generally have a stronger influence on promoting the services offered by tourism institutions.

Tourism Distribution

Table 11: Means, Standard Deviations, Rankings, and Levels of Agreement for the Tourism Distribution Dimension

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
13	Tourism institutions are located in places that meet the needs of the largest possible number of customers.	3.560	1.01338	2	Agree
14	The working hours of tourism institutions are convenient for tourists.	3.380	1.14089	3	Neutral
15	Booking tourism services does not require tourists	3.780	0.84007	1	Agree

	to be physically present.				
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| **Overall Mean** | 3.573 | 0.20033 | – | **Moderate** |

As shown in Table (11), respondents expressed a moderate level of agreement regarding the tourism distribution dimension. The weighted mean reached 3.573, with a standard deviation of 0.200, indicating a high degree of consistency in respondents' answers. Overall, respondents agreed that tourism institutions distribute and provide their services in an appropriate manner.

However, the overall evaluation remained moderate, which may be explained by the operating hours of tourism institutions that are not always convenient for tourists. Consequently, these institutions may not fully achieve time utility for their customers.

Additional Elements of the Tourism Marketing Mix

Table 12: Means, Standard Deviations, Rankings, and Levels of Agreement for the Additional Tourism Marketing Mix Elements

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
16	Employees of tourism institutions are courteous and strive to build good relationships with tourists.	3.780	0.84007	2	Agree
17	Tourism institutions maintain cleanliness and an attractive physical environment in all their facilities.	3.900	0.70711	1	Agree
18	Tourism institutions provide all the necessary physical facilities for tourists (decor, furniture, lighting, air conditioning, transportation, etc.).	3.660	0.89466	3	Agree
19	Tourism institutions use advanced methods that facilitate service delivery, such as computerized systems and electronic payment facilities.	3.640	0.94242	4	Agree

| **Overall Mean** | 3.745 | 0.12042 | – | **High** |

Table (12) shows that respondents reported a high level of agreement regarding the additional elements of the tourism marketing mix. The weighted mean reached 3.745, with a standard deviation of 0.120, indicating a strong consistency in respondents' evaluations.

The high level of agreement can be attributed to tourism institutions' efforts to provide a comfortable physical environment that facilitates customer interaction. In addition, these institutions employ qualified personnel who demonstrate professionalism and courtesy in dealing with tourists while maintaining positive customer relationships. They also continuously improve their procedures and service delivery methods to enhance the overall tourism experience.

Dependent Variable: Tourists' Attitudes Toward the Tourist Destination

Table 13: Means, Standard Deviations, Rankings, and Levels of Agreement for the Tourist Attitude Variable

Item	Statement	Mean	Standard Deviation	Rank	Interpretation
20	Tourism institutions seek to strengthen their relationships with tourists.	3.760	0.87037	4	Agree
21	Tourists trust the promises made by tourism institutions.	3.420	1.10823	8	Agree

22	Tourists feel pleased when dealing with tourism institutions.	3.220	0.95383	10	Neutral
23	Tourists are satisfied with the services provided by tourism institutions.	3.360	1.04511	9	Agree
24	The prices charged by tourism institutions encourage tourists to request their services.	3.460	0.93044	7	Agree
25	Promotional campaigns conducted by tourism institutions encourage tourists to purchase their services.	3.620	1.02798	6	Agree
26	Receiving tourism services at the appropriate time and place creates a sense of satisfaction among tourists.	4.000	0.94761	2	Agree
27	The courteous reception and professional behavior of tourism institution employees create a feeling of comfort among tourists.	4.100	0.97416	1	Agree
28	Tourists are satisfied with the interior design of tourism institutions, which facilitates service delivery and administrative procedures.	3.860	0.75620	3	Agree
29	The ease of registration, booking, and payment procedures contributes to tourists' satisfaction.	3.740	0.96489	5	Agree

| **Overall Mean** | 3.654 | 0.28830 | – | **Moderate** |

Table (13) indicates that respondents expressed a moderate level of agreement regarding tourists' attitudes toward the tourist destination. The weighted mean reached 3.654, with a standard deviation of 0.288, indicating a relatively high degree of consistency among respondents' answers.

Overall, tourists' perceptions of this variable were moderate. This finding suggests that the tourism marketing mix adopted by tourism institutions contributes to shaping tourists' attitudes toward the tourist destination, although its overall influence remains at a moderate level.

Main Hypothesis

Table 14: Pearson Correlation Coefficients Between Tourism Marketing and Tourist Attitudes Toward the Tourist Destination

Dimension	Tourist Attitude	Significance Level
Tourism product	0.849**	0.00
Tourism pricing	0.528**	0.00
Tourism promotion	0.738**	0.00
Tourism distribution	0.618**	0.00
Additional elements of the tourism marketing mix	0.795**	0.00
Overall tourism marketing	0.855**	0.00

Correlation is statistically significant at $\alpha \leq 0.05$

Table (14) shows that the correlation coefficients between all tourism marketing components and tourist attitudes are statistically significant at the 0.05 level. The overall correlation value is 0.855, indicating a strong positive and statistically significant relationship between tourism marketing and tourists' attitudes within tourism institutions.

To test this main hypothesis, it is necessary first to verify the suitability of the model using Analysis of Variance (ANOVA) and stepwise multiple regression analysis, in order to identify the independent variables that have the strongest effect on the dependent variable.

Table 15: ANOVA Results for Testing the Overall Effect of Tourism Marketing on Tourist Attitudes

Source of Variation	df	Sum of Squares	Mean Square	F-value	R ²	Sig. (F)
Regression	5	1874.45	374.891	34.950	0.894	0.00
Error	44	471.966	10.726			
Total	49	2346.42				

The results in Table (15) indicate that the F-value is 34.95, with a significance level of 0.00, which is less than the threshold of 0.05. The coefficient of determination ($R^2 = 0.89$) shows that tourism marketing dimensions collectively explain approximately 89% of the variance in tourist attitudes.

Accordingly, the model is statistically valid for testing the hypothesis. The results confirm a significant positive relationship, meaning that an increase in the application of the tourism marketing mix in tourism institutions leads to an increase in positive tourist attitudes toward the destination.

First Sub-Hypothesis

Table 16: Levels of Agreement for Tourism Marketing Dimensions

Dimension	Mean	Std. Deviation	Level
Tourism product	3.505	0.165230	Moderate
Tourism pricing	3.365	0.212520	Moderate
Tourism promotion	3.345	0.06807	Moderate
Tourism distribution	3.573	0.20033	Moderate
Additional marketing mix elements	3.745	0.120420	High
Overall tourism marketing	3.506	0.1863	Moderate

The results in Table (16) show that the overall mean of tourism marketing practices is 3.506 (Moderate level) with a standard deviation of 0.186, indicating a reasonable consistency in responses.

This suggests that tourism institutions generally apply the concept of tourism marketing, as supported by questionnaire responses and interview findings, indicating that these institutions are increasingly customer-oriented and consider the tourist as the “core” of the marketing process.

Second Sub-Hypothesis

Table 17: Stepwise Multiple Regression Analysis for the Effect of Tourism Marketing on Tourist Attitudes

Dependent Variable: Tourist Attitudes Toward the Tourist Destination

Independent Variable	β	t-value	R	R ²	Sig.	Effect
Constant (b)	4.751	1.597	/	/	/	/
Tourism product	0.873	3.548	0.894	0.799	0.001	Significant effect
Tourism pricing	0.133	0.700			0.488	No effect
Tourism promotion	0.344	1.463			0.151	No effect
Tourism distribution	0.060	0.217			0.829	No effect
Additional elements	0.917	3.236			0.002	Significant effect

The results indicate that there is a statistically significant effect of the tourism product dimension and the additional marketing mix elements on tourist attitudes.

However, no statistically significant effect was found for tourism pricing, promotion, and distribution, as their significance values (0.488, 0.151, 0.829) exceed 0.05. Therefore, these dimensions do not have a significant impact on tourist attitudes.

Third Sub-Hypothesis

The regression coefficient for tourism pricing is $\beta = 0.133$, indicating a weak and non-significant relationship with tourist attitudes. This confirms the absence of a positive effect compared to other dimensions. The strongest effect was observed for the additional marketing mix elements (people, physical evidence, and processes), which leads to the rejection of the third sub-hypothesis.

VI. CONCLUSION

Tourism marketing is no longer a simple promotional activity aimed at increasing visitor numbers; it has become a comprehensive strategic process that shapes the destination's mental image and influences tourist attitudes and behavioral decisions.

Modern tourists do not base their decisions solely on tangible factors but also on perceptions, impressions, and emotions formed through continuous exposure to traditional and digital marketing messages.

The analysis shows that the relationship between tourism marketing and tourist attitudes is multidimensional, involving psychological, social, communicational, and behavioral factors. Tourism marketing influences cognitive understanding by providing information, emotional attachment through imagery and storytelling, and behavioral intention through visit decisions and loyalty.

The destination image plays a central mediating role between marketing efforts and tourist attitudes. A clear, credible, and attractive image strengthens positive attitudes, while inconsistencies between marketing messages and real experiences may negatively affect satisfaction and loyalty.

Digital transformation has significantly reshaped tourism marketing, making social media and user-generated content key drivers of tourist attitudes. Tourists are no longer passive receivers but active participants in shaping destination image and reputation.

Tourist attitudes are also influenced by external factors such as income, culture, safety, and previous experiences; however, tourism marketing remains a key driver in guiding these attitudes and enhancing destination competitiveness.

Ultimately, the success of a tourist destination depends not only on its natural or cultural resources but also on its ability to implement effective marketing strategies that create meaningful and integrated tourist experiences.

Study Findings

- Tourism marketing plays a central role in shaping tourist attitudes by influencing cognition, emotion, and behavior.

- Destination image is a key mediating factor between marketing activities and tourist attitudes.
- The credibility of marketing messages directly affects tourist trust.
- Digital marketing and social media have a stronger impact than traditional marketing tools.
- Tourists rely heavily on online reviews and experiences of others before making travel decisions.
- Reducing perceived risk increases positive tourist attitudes.
- Tourist attitudes develop gradually through sequential psychological stages.
- Satisfaction significantly influences loyalty and repeat visitation.

Recommendations

- Adopt modern tourism marketing strategies based on understanding tourist behavior and psychological needs.
- Build a realistic and positive destination image aligned with actual tourist experiences.
- Strengthen digital marketing and social media presence.
- Encourage interactive digital content based on real tourist experiences.
- Improve online reputation management and respond to tourist feedback.
- Enhance service quality and infrastructure to ensure tourist satisfaction.
- Coordinate between tourism stakeholders to present a unified destination image.
- Conduct regular studies on changing tourist behavior in the digital era.
- Focus on experiential and cultural tourism marketing rather than only physical promotion.
- Invest in training and capacity building in digital tourism marketing.

VII. DECLARATIONS

Author Contributions

Conceptualization: Boudaoud Hamida; Methodology: Boudaoud Hamida, Lamri Hadj, and Hamidi Abderrezak; Investigation: Boudaoud Hamida, Saou Baya, Belmehdi Nabila, and Tahtah Ahmed; Formal Analysis: Boudaoud Hamida and Lamri Hadj; Writing – Original Draft: Boudaoud Hamida; Writing – Review & Editing: All authors; Supervision: Lamri Hadj. All authors have read and approved the final version of the manuscript.

Funding

This research received no external funding.

Institutional Review Board Statement

Not applicable. This study is based on a theoretical and exploratory analysis and did not involve human participants, animals, clinical data, or experimental procedures requiring institutional ethical approval.

Data Availability Statement

No new datasets were generated or analyzed during the current study. All information supporting the findings is contained within the article.

Conflicts of Interest

The authors declare no conflict of interest.

Acknowledgments

The authors express their sincere appreciation to Akli Mohand Oulhadj University (Bouira), Algeria, for its academic support and encouragement during the preparation of this study.

Ethical Approval

The authors confirm that this study complies with internationally accepted principles of academic integrity and publication ethics. The manuscript is original, has not been published previously, and is not under consideration for publication elsewhere.

Artificial Intelligence Statement

The authors declare that no generative artificial intelligence (AI) tools were used in the design, analysis, interpretation of data, or writing of this manuscript.

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