

MOULOUD MAMMMERI University
Faculty of Economics, Business and Management
Sciences Department of Commercial Sciences

Course handout

Tourism marketing

Course for Master 01 students
Stream: Business Sciences
Speciality: **Hotel and Tourism Marketing**

With Services Marketing

Presented by: Dr. FERNANE Djamila
Contact: djamila.fernane@ummtto.dz

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COURSE DESIGN PLAN

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Course information

Module: Tourism Marketing

Fundamental teaching unit

Level: Master

Specialty: Tourism and Hotel Marketing

Coefficient: 2

Credits: 6

Semester: 2

Hours per week: 1.5 hours lecture / 1.5 hours tutorial

Assessment methods: A written test + assessment of work

The tourism marketing course is a strategically oriented course designed for future managers of tourism companies or organizations who wish to master the latest concepts and practices in the management of the marketing function in the specific context of the tourism industry.

Course presentation

Is to introduce the student to the marketing of services and tourism according to the different principles of marketing. This course aims to provide a thorough understanding of tourism marketing by combining in-depth theoretical exploration with practical applications. Students will be equipped to meet the dynamic challenges of the tourism industry and develop innovative strategies to effectively promote destinations.

Content of the subject

In principle, the module contains five chapters:

- A marketing vision of tourism business management
- A solid framework for marketing analysis and decision-making
- A range of marketing concepts that are particularly well suited to tourism
- A toolbox for managing the marketing function of a tourism business
- Understanding marketing concepts in the tourism context
- Master the framework for marketing analysis and planning in tourism
- Learn about the principles of sales and sales supervision

Recommended prerequisites

Students should have a general knowledge of basic marketing and service concepts.

Assessment of learning

Assess the skills acquired throughout the course through written exams, oral presentations and practical work.

The student is assessed on the TDs through continuous assessment (case studies, written test, attendance) and an EMD exam. The final assessment is equal to the average of the EMD and TD marks. (50% TD and 50% EMD).

Teaching and learning activities

So that you can assimilate the concepts of the module. The course offers several methods with their own specific features and advantages, namely

- **A lecture**
- **Tests are scheduled at the end of each chapter**
- **Case studies.**

General introduction

The marketing function is considered to be one of the most important administrative functions of any institution and one of the foundations of its activity and continuity. The importance of this function is shown by the fact that whenever an effective marketing effort is made, the institution is able to identify the needs and desires of consumers. This leads to an increase in the volume of sales and therefore to profits, an objective that every organization aims to achieve.

It appears that in recent years this function has become the essence of economic activity and has reached a great degree of importance, and the institutions were not yet behind this, but rather it was in their essence what they undertook to do, applying marketing principles and foundations whose purpose is due to several reasons, the most important of which are: an increase in supply and a decrease in demand. This situation includes the fact that the quantity of goods and services has become widely available on the market, while demand and interest in these products is low. Another reason can also be included, such as the development and diversity of production, due to ongoing technological development.

The development of the application of marketing has spread to many institutions of all types and in various areas of production until it has reached the service sector. This is due to the fact that marketing was initially concerned with advanced, tangible goods and products, such as food products. However, over the last ten years or so, marketing services have attracted greater interest because of the benefits they bring, unlike the marketing of goods.

Introductory Chapter:
The nature of service marketing

Introductory chapter: The nature of services marketing**Introduction**

In this chapter, we first discuss the nature of marketing, presenting some definitions of marketing and then the importance of marketing at macro and micro levels. In the second section, we look at the scope of marketing, mentioning the stages in the development of marketing, from goods to services, and then present the most important definitions of service and its characteristics.

1. Nature of marketing

Definitions of the concept of marketing vary, due to the diversity and extent of the activities it encompasses. Numerous definitions have emerged from many researchers, and we will try to limit some of them to what has been stated by the American Marketing Association and what has been reported by Mc Carty, Mc Carthy, Staton, P. Kotler, B. Dubois and others who have contributed to enriching the theorization of marketing studies.

1.1 Definition of marketing

One of the most important definitions in circulation is that of the American Marketing Association. (AMA) is defined as: "*An activity that directs the flow of goods and services from the producer to the consumer or user*". What is notable about this definition is that it limits marketing activity solely to the sales and distribution process, and this concept means that marketing activities begin after the production process, as they focus on goods and services that have already been produced.

Marketing is defined as: "*the implementation of project activities that involve the flow of goods and services from the producer to the final consumer or industrial buyer with the aim of satisfying customer needs and achieving project objectives*". (Frochot & Legohérel, 2007, p. 11). This definition means that marketing starts with the consumer and not with the production process.

Staton defines marketing as "*an integrated system in which a group of activities interact to plan, price and promote goods and services to current and potential consumers*". A key feature of this definition is that it clarifies both the elements that make up the marketing mix and the objective of the marketing process, which is to satisfy the needs and desires of consumers.

Marketing as a concept originated in America, and at the same time it is a field method, a technique, but also a behaviour. It is now seen as a genuine management tool for organizations.

The concept of marketing also includes the marketing of organizations themselves with the aim of improving the attitudes of different groups of community members towards the organization, and the marketing of places, ideas and programmes, particularly those of social importance, as well as the marketing of individuals such as candidates, doctors and lawyers. There is another definition which combines the interest of the consumer and the interest of the institution: according to this definition, "marketing is the exercise of commercial activities which direct the flow of goods and services from the producer to the consumer or user in order to satisfy the desires of consumers and achieve the objectives of the institution (Brennemann & Sépari, 2001).

What characterizes marketing is that it strives to achieve the organization's main objective, which is to obtain the maximum return on its investments, and the best way to achieve the desired long-term profit is to adapt products to the needs of the consumer.

Marketing is an activity that involves mobilizing, using and monitoring global efforts to help consumers meet and satisfy their needs while achieving the objectives set by the organization.

As for the definition he gave Yves Chirouze, in his book "Marketing", states that marketing is a state of behaviour based on the consumer to meet his needs as far as possible, and is carried out in stages based on a methodology that begins with the analysis of the market and its environment. This is followed by an analysis of the market and its environment, planning and use, and follow-up of decisions relating to the product, its price, distribution and promotion. It also has special techniques that enable the organization to compete in the market, to create, maintain and develop customers, and to fulfill their aspirations. Through this definition, we conclude that it seeks to improve the behaviours of targeted individuals that lead to the achievement of the organization's objectives based on the use of methods and means belonging to the organization. This definition is considered to be the broadest and closest to the true meaning of marketing of all the previous definitions.

From the above, we can see that there is no unified, agreed definition of the concept of marketing. What emerges from these previous definitions is the extent to which there are different views on the content of marketing and its various dimensions. Therefore, we need to

consider the specifics of each definition and the points of view that need to be highlighted from that definition. Perhaps the most important and comprehensive definition of marketing is this one. B. Dubois and P. Kotler, two pioneering marketing professors, defined marketing as follows: "*It is the economic and social mechanism by which individuals or groups meet and satisfy their needs and wants by creating or exchanging products or things of value.*"

This definition tends towards the phenomenon of exchange, and so the most important points included in the concept of marketing can be summarized in the following points:

Analysis of consumer needs, including: analysis of market conditions, the environment and the organization's ability to carry out planning and control.

An intellectual position that includes: listening to the consumer, seeking to maximize profit, and trying to coordinate and link the tripartite (business, profitability, development) on the one hand, and on the other, between the two production bases with the aim of selling and reselling to continue production.

Behavioural methods include: sales, distribution, pricing and promotion.

Given Kotler's definition, human needs and desires are the starting point for marketing, and although these needs are common to all humans, their content and level differ from one individual to another and from one society to another. In the concept of products, the product is something that satisfies a need or a desire, and the need is a state of feeling deprived, and this feeling generates a state of discomfort and a desire to get out of this state. This desire directs the person towards things that satisfy their needs. The notion of products is not limited to material things, but includes services.

Despite the importance of the existence of needs, as well as the existence of products that satisfy these needs, they are not enough to express the content of marketing, because marketing exists when a person decides to satisfy these needs through exchange, and for the exchange to take place, the following conditions must be met:

1. There are two parties
2. Each party has something of value for the other party
3. The ability of each party to contact the other.
4. The freedom of both parties to accept or reject each other's offer.

1.2 The economic importance of marketing

Marketing is considered to be a vast field that cuts across various other areas of business, and the breadth of this field has led researchers to focus the study on two levels. The

first level includes the global Macro viewpoint and the second level contains the Micro viewpoint. The importance of marketing can be determined from both points of view.

1.2.1 The importance of marketing at the macroeconomic level

From the point of view of macroeconomics, marketing is the activity that governs the economic expenditure of goods and services on consumers in order to achieve society's economic objectives.

Because of the diversity and multiplicity of an individual's needs and desires, marketing attempts to satisfy as many of them as possible, which leads to raising people's standard of living and productive activity, in order to achieve the production of high quality goods and services. quality, at the right price, in the right place and at the right time. The importance of marketing to the consumer is evident in a number of ways, including job creation.

Occupation of individuals through a marketing activity. The organization's inability to market its products may lead to a reduction in its production capacity and thus to the redundancy of a large number of workers.

Since prices play a role in marketing operations, they can sometimes be affected by costly promotional spending. The prices of the products on offer can be reduced by an effective marketing method, which benefits the consumer and allows him or her to save some of the money for other consumption. Marketing enables consumers to obtain products with the specifications and quality they want, and at the right price, place and time (Richet, 2006).

By offering and advertising different types of goods and services, marketing encourages people to aspire to a higher standard of living by acquiring goods that will ensure them a profitable life.

1.2.2 The importance of marketing at the micro economic level

Marketing is seen as a link between the institution and the society in which it operates and the markets it serves. Each institution defines its objectives and strategies and strives to achieve them. Consequently, successful marketing management is one that can provide the institution's senior management with information and research on the unmet demands and desires of consumers.

The importance of marketing for an organization can be summed up by the fact that it leadstotherealisationofprofitsresultingfromthesalesprocess.Themarketingman's

mission is to make as many sales as possible and thus to make as much profit as possible. This leads to conservatism

On the institution's competitive position. As well as contributing to and encouraging research and development by anticipating the desires and needs of members of the community. It also contributes to the survival and continuity of the organization by providing information via the marketing information system. (Balfet, 1997).

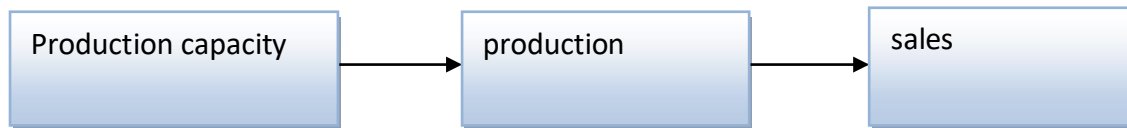
The importance of marketing also lies in the process of attracting customers with an attractive and competitive offer and retaining them by satisfying them. Providing the organization's management with regular marketing research that determines consumers' needs, trends, specifications, professions, ages and factors of preference for one organization over another. Marketing helps the organization to design the goods and services it provides. This is considered to be one of the most difficult areas in which to make a marketing decision, as it involves setting prices that are profitable for the organization and at the same time acceptable to consumers (Monereau, 2002).

2. The scope for expanding marketing applications (marketing development stages)

Marketing, as an activity, has gone through several different stages. In the beginning, the organization's activity was mainly focused on production, so all its interest was in increasing production. That's why this stage was called the production concept. Next, interest turned to sales and product distribution methods, so this stage was called the sales concept. Then the focus shifted to... Marketing, and this stage became known as the marketing concept or marketing perspectives. Finally, a different point of view from the previous one was adopted, namely social marketing. The differences in the marketing concept are mainly due to the stages that the marketing activity goes through. Here is a brief explanation of the previous stages (Rival, 2008):

2.1 Production stage

This stage was described as the production of goods, because the institution's aim at the time was to increase production while introducing scientific improvements in production and reducing its costs, because the institution worked according to the concept that consumers buy the best quality products at a better price.

Figure 1 : Directing the organization's production concept

Source: Mohammed Said Abdel Fattah, Gestion du marketing, 1984

This stage was characterized by the following features:

The main aim of the organization was to produce goods, because everything that was produced was sold because demand exceeded supply.

- 1- There was no problem selling because the market was vast and the customers numerous.
- 2- Consumers choose products on the basis of their availability on the market and the ease with which they can be obtained, which is why the sales process comes into play in the second stage (Autissier, Bensabaa, & Boudier, 2010).

Despite these features, there are some disadvantages at this stage, namely that it is difficult to provide a product that satisfies the needs of many consumers without carrying out a study of their needs, since one consumer differs from another in the way they seek out their needs.

2.2 Sales stage

While output at the production stage exceeded demand, supply gradually moved closer to demand, becoming equal and then slightly increasing. As a result, institutions adopted a sales-led approach, striving to sell their products through sales, using the process of promotion. intensive advertising and sales pressure methods (Brennemann & Sépari, 2001).

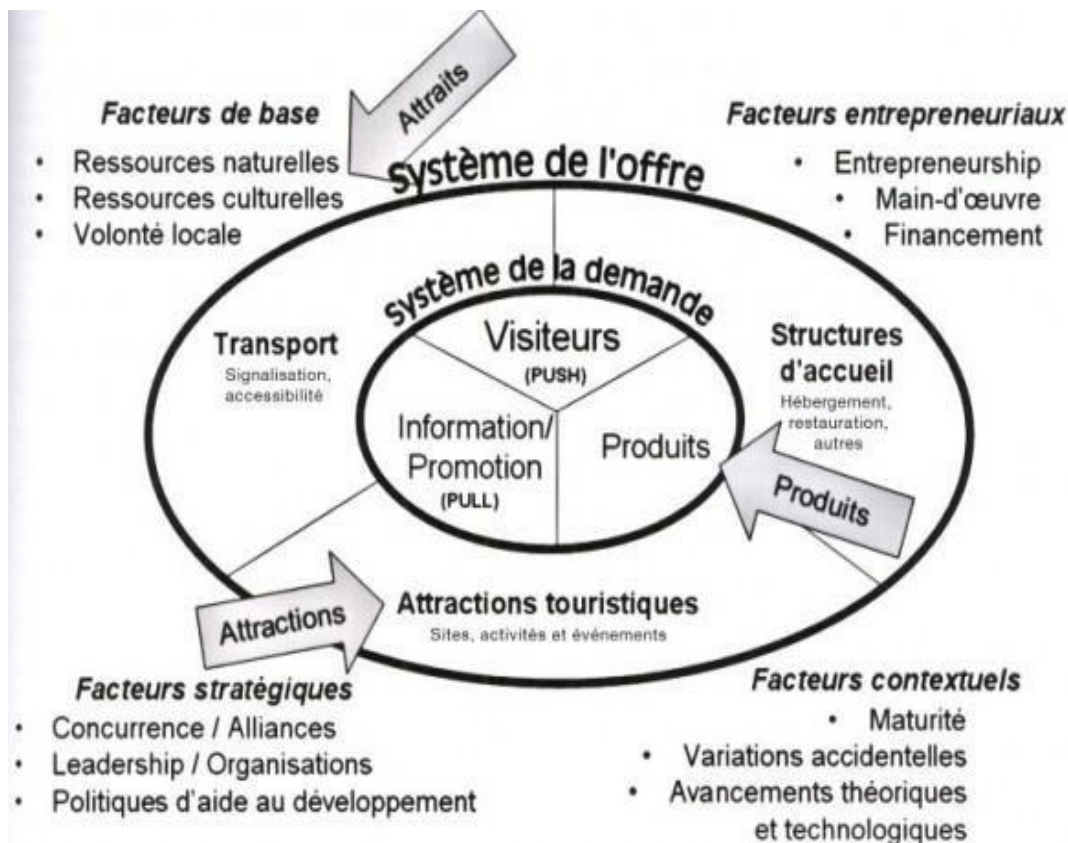
2.3 Marketing design stage

Institutions have become a ware of the importance of marketing, so that the sales phase or perspectives have not borne fruit and have not found solutions to profit-related problems. This is why institutions have turned to marketing perspectives, especially in a period characterized by great changes. and very rapid technological and social transformations and changes, as consumers' taste sand aspiration levels have diversified due to the increase in their income and cultural levels (Besancenot, 1990).

After the Second World War, management shifted from the concept of sales to the concept of marketing: after focusing on selling what was produced, it became interested in the types produced? Whether continuing to produce the old goods, or developing and improving them, or producing new goods that guarantee their acceptance by the consumer, and this trend crystallized in the interest in marketing research, product study and consumer study, as institutions came to understand that the fundamental function is to identify consumer needs and work to adapt and adapt to them with the aim of producing products that achieve the required degree of satisfaction (HEC, 2005).

The most important characteristics on which the marketing concept is based are : Focusing on the consumer's interest when defining the organization's objectives is to satisfy consumer desires requires marketing research that integrates different processes (production, marketing, research and development, etc.). (Rival,2008). There can be confusion between the concept of sales and the concept of marketing, and by comparing them, we can say that the concept of marketing is based on customer needs. The focus is on satisfying consumer needs through producers in addition to other activities related to production design, distribution and consumption. (Gerar,1983). As for the concept of sales, it is mainly based on the needs of sellers. The focus is on converting the goods produced into money. The following figure shows the comparison between the two concepts:

Figure 2: Comparison between the sales concept and the marketing concept

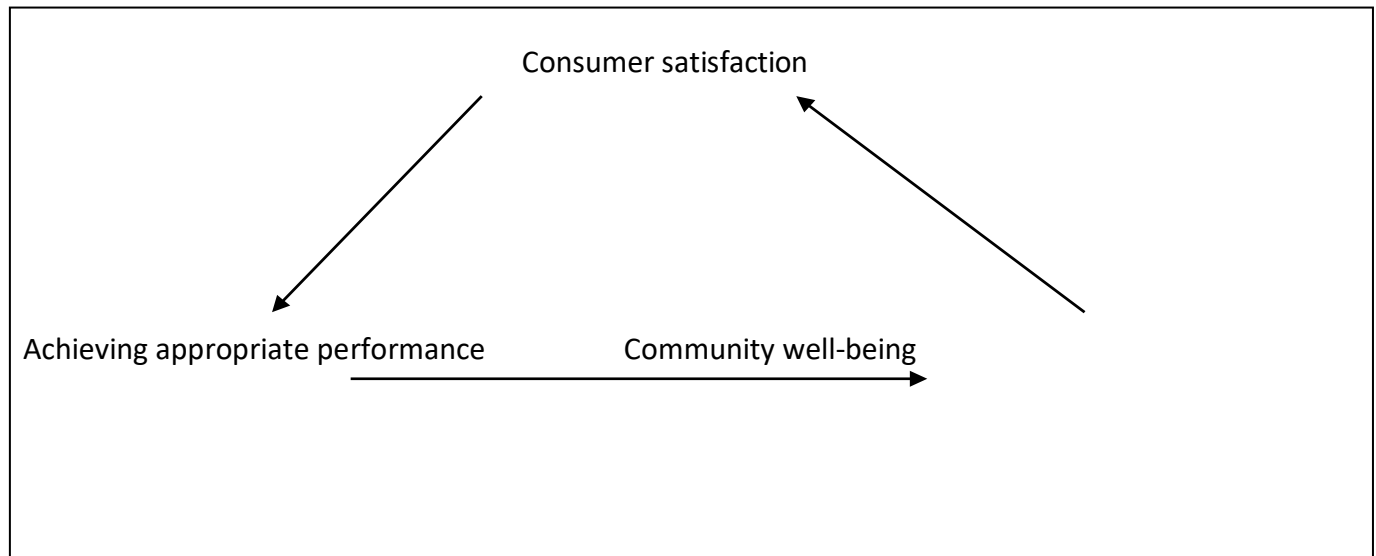


Reference: (AlSahn,1998)

2.4 The concept of social marketing

The effects of the modern marketing concept on society emerge from the impact on consumers and the consideration they give to this concept in a new context, as he puts it. Kenneth John Galbraith: "*The consumer is treated in a way that is consistent with the interests of big business.*" In other words, instead of trying to respond to consumers' preferences, companies determine their demands and then try to influence them through advertising, for example. Thus, voices have been raised and writings have appeared calling for social responsibility (Besancenot, 1990).

Marketing by reconciling three important considerations: the desires of consumers, the profits of the organization and the well-being of the community. The following figure illustrates this relationship.

Figure 3: Concept of social marketing

Source: (AbuBakr, 1993)

It is clear that the social concept does not contradict the modern concept of marketing, because it reflects the fact that the company that follows the social concept seeks to achieve a balance between the interests of the individual consumer in the short term and the interests of society as a whole in the long term. In his book "Marketing Management", Kotler defined social marketing, which states that the social concept of marketing stipulates that the mission of an organization is to identify the desires, needs and interests that exist in a specific market and to satisfy them more effectively than other competitors, and in a way that supports and maintains the security of the consumer and society. (Richet, 2006).

3. The stage of development of the marketing application from goods to services

Marketing originally concerned the sale of visible, tangible goods and products, such as food or other goods such as equipment. However, at the end of the last century, the economic prosperity witnessed in the global system and changes in people's standard of living led to the continued development of the service sector (Dupont, 2002).

Economic activity linked to services has become far more important than economic activity linked to goods and equipment in France, for example, because of the profits it has generated, unlike the marketing of goods, which has seen a certain decline, because the services sector is highly diversified and constantly developing, for example (administration, health, finance, energy, transport, entertainment, education, tourism and other services).

Most service companies adopted marketing concepts later than industrial companies. There are several reasons for the lack of interest in marketing among service companies. Most of them are small, individual businesses, such as barbers, cobblers, etc., because these institutions are considered ineligible for management. Others, such as notaries, doctors and lawyers, are not allowed to enter for legal reasons, such as the ban on advertising and brokerage. If demand exceeds, such as (school, hospital), these institutions lead to... Not paying attention to customer demand, the emergence of the marketing function has given way to a focus on the service sector at the level of most institutions. Providing services at the required level (Fernane, 2015).

Services are a useful platform for developing marketing, and this is what many institutions and companies have taken into account in their activities, such as the Méditerranéen Group, Méditerranéen Club, the Wovotel chain and Walt Disney (Fernane, 2015).

Today, services marketing are a more developed field. We can therefore note that it "includes all activities that meet market needs without offering physical product experiences". So, we mention the ten determinants linked to marketing services:

- 1-** Developing information communication
- 2-** Providing quality guarantees and protection
- 3-** Ensuring uniformity at different points in the distribution net works
- 4-** Use as many distribution channels as possible
- 5-** Promoting the idea of customer education
- 6-** Improving the quality of service-related components of the environment in terms of image, ancillary services and after-sales services.
- 7-** Paying attention to the efficiency, kindness and friendliness of service providers
- 8-** Trying to standardize methods for creating and marketing the service
- 9-** Monitoring commercial relations with customers
- 10-** Paying attention to the variables in the marketing mix

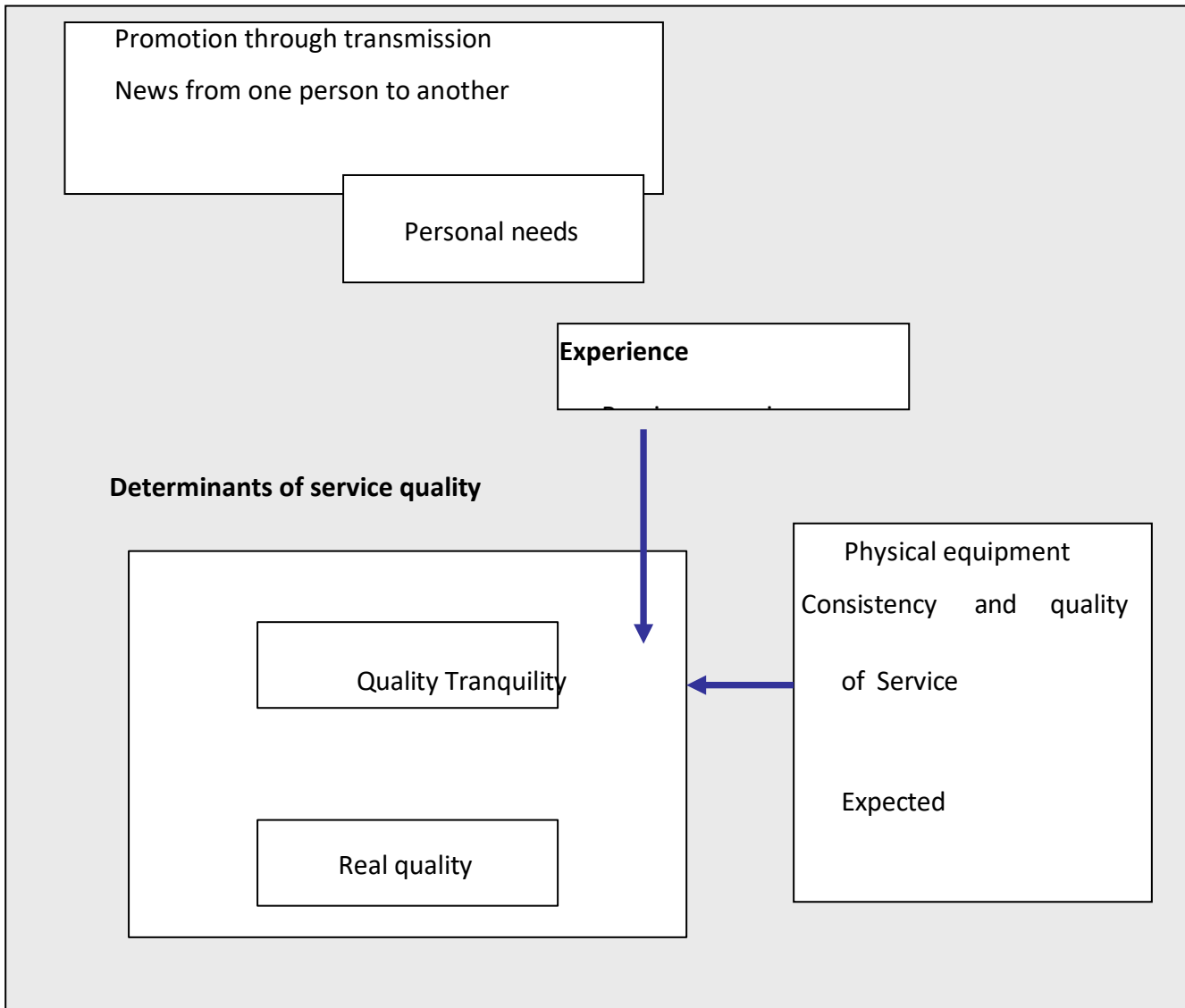
It should be noted that in the face of competition, service institutions have to overcome three barriers, which are at the same time the advantages of marketing services (distinction, productivity and quality).

A- Distinction: Service institutions generally find it very difficult to distinguish their services from those of other institutions, and they can only overcome this problem through research, development and continuous creativity in order to modernize and introduce innovations into the services they offer. (Dupont, 2002).

B- Productivity: linked to the production of services. It is a concept that shows the interaction between the producer and the consumer. Productivity improvement depends on improving the efficiency of work in various functions, and also on the contribution of customers as participants in the process. (Iunius & Fraenkel, 2009).

Quality: From the customer's point of view, this means that "the actual service corresponds to the expected service". Service quality is a growing concern for service marketers. When the service is similar from one institution to another, the customer's assessment of the quality of the service becomes the main determinant of the customer's relationship with the institution itself, and not another (Iunius & Fraenkel, 2009).

Figure 4: Customer service quality determination model



Source: (AlSahn, 1998)

3.1 The importance of marketing departments

In principle, it should be noted that the scientific foundations of marketing, whether they relate to the theories of marketing modernization, the organization and management of marketing activities, or other fields, are the same in the marketing of services as in the marketing of goods.

Materialism. The difference lies in the application and practice requirements associated with marketing services as opposed to the marketing of tangible goods.

This is originally due to the nature of the characteristics that characterize the tourism service/good, which can be seen in the difference in the marketing mix of the service. We can therefore define the service as follows (Frochot & Legohérel, 2007).

3.2 Service definition

There have been many definitions of service by researchers, differing according to their orientation. Generally speaking, the definitions established for the concept of "service" have developed through the establishment of a theoretical foundation which initially adopted the idea of separation Between [product/service] on the basis that the service is the intangible product.

In the midst of this, other definitions have developed to consider a service as any *"activity or provision subject to an exchange, so that this exchange is intangible and does not allow any transfer of ownership, and the service may be linked to a material product. This may or may not be the case"*. (Jouandeau, 2004, p. 12).

Others consider that the service is any activity provided to another person, such as facilitating the provision of a good or activity for another person's use, and that we can not own it during the exchange process. It is invisible (i.e. intangible) and therefore cannot be stored or transferred. It can accompany the sale of a tangible good. The service is provided in the form of a franchise activity and a type of satisfaction offered of the same quality as or subsidiary to the product sold. In other words, it is an activity whose purpose is to obtain profits and the satisfaction of the beneficiary. (Darbelet, Izard, & Scaramuzza, 2007).

Confirms "Theodor Levitt said that the difference between service and product disappears more and more as our knowledge of the concept of service grows, as we see that all institutions acquire a service dimension to varying degrees. In fact, there are virtually no pure services that require financial assistance, nor pure products sold without service, since these products require distribution, which is essentially considered as a service. There is a link between products and services. On the one hand, there are the services involved in the sale and consumption of products: distribution logistics services, the Shura Council for salespeople, financial services, after-sales services, institutional consumer services, etc. (Tauran-Jamelin, 2002). On the other hand, there are many services that can only be rendered in the presence of a material See table no. (1), which shows the grouping of all services and products into four categories: pure services (which use or make minimal use of material goods), services accompanied by material goods, products accompanied by a service, pure products. products (with or little use of the service;

Table 1 : Services and related products

Tangible assets		Services	
Pure physical goods	Physical goods associated with services	Support services	Services
Soap, petrol	Purchase of cars, television, automatic media	Car hire, hotel, air transport	Doctor, hairdresser

Source: Marketing des services (Theodor Levitt)

"Service is characterized by a series of activities aimed at resolving the difficulties encountered by the customer", Grönross emphasised. In other words, service is not limited to a specific activity, but can include several activities, and its presence helps to solve the customer's problems. Only a small percentage of the agricultural sector is still active. For example, work has moved from agriculture to industry, and then to another sector, services (Balfet, 1997).

This change has been observed in every country in the world. The percentage of the workforce, for example, in the industrial sector has fallen considerably in Great Britain, where it fell by 20 percent between 1960 and 1997, and this decline has been confirmed by the OECD organization, so that the fall in the working population will reach 10 per cent in the coming years, which means that the working population has moved from other sectors to the service sector. Services account for the largest share of GDP gross domestic product (Dupont, 2002).

Many developed countries, such as the United States of America and certain other countries, have seen their economic activities expand, with the services sector making a significant contribution to GDP.

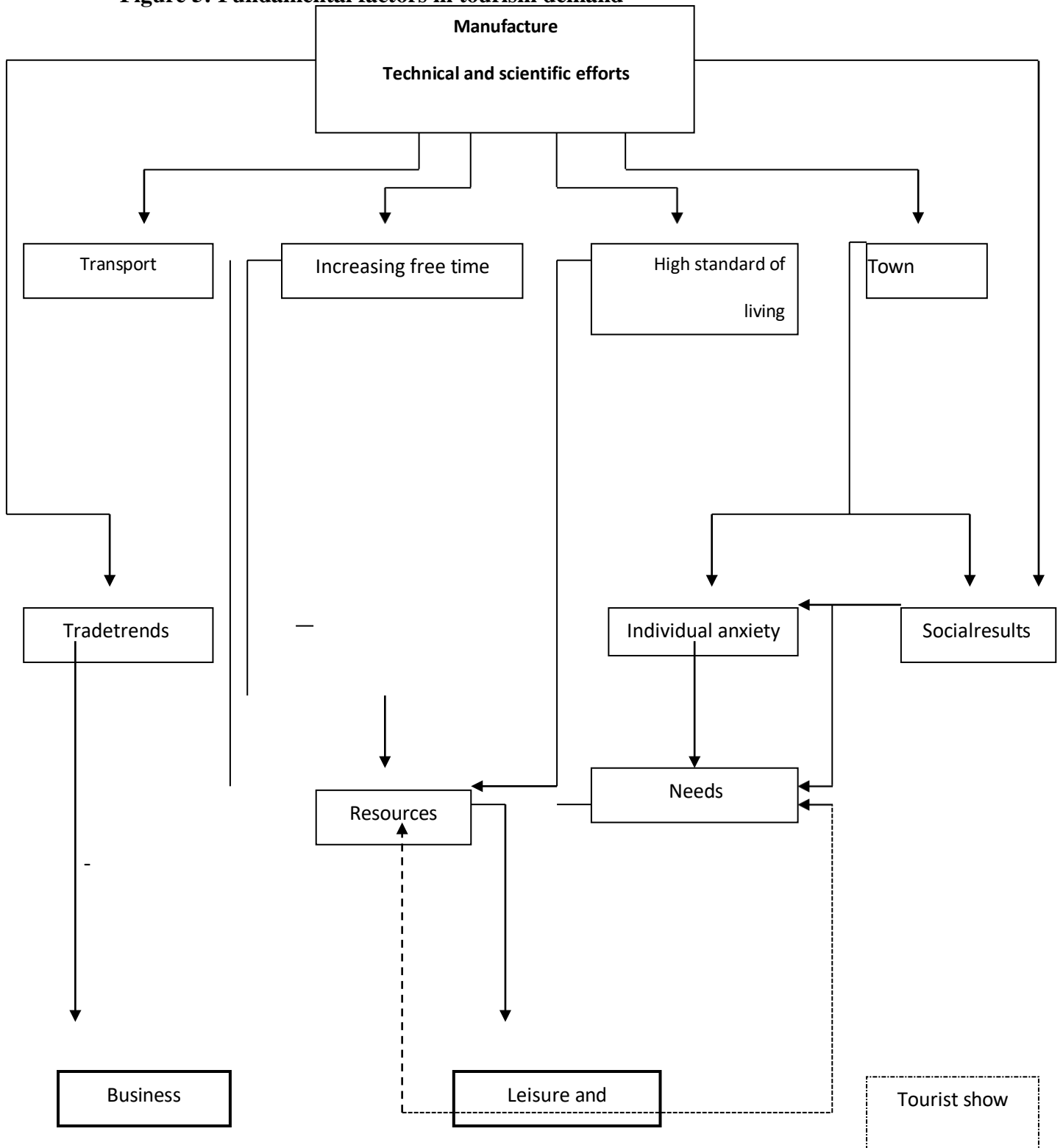
In fact, the emergence and development of the services sector is nothing more than the reorganization of services that already existed in the past but had no scope in the economic system and were therefore not included in it.

In addition, the emergence of the services sector is mainly due to the growth in efficiency observed in the production sector, i.e. the significant increase in productivity due to the development of agricultural and industrial machinery. The growth rate of services, and therefore the scientific and technical efforts witnessed in industry, have led to the development of production and the creation of profits from it.

This has led to a number of results, such as the development of urbanization, an increase in the standard of living (quantitative view), an increase in leisure time and the development of transport. It has also led to the development of financial, technical, commercial and scientific exchanges, as well as social outcomes.

As a result of these various developments, individuals and communities have led to a demand for services such as tourism, and these developments have therefore become key factors in tourism demand (see Figure 5).

Figure 5: Fundamental factors in tourism demand



Increase in births – Increase in income-Daily-Railway

- Pollution-Low real-monthly- air craftcosts
- External savings for many products-annual-passenger cars
- Increase in basal structures-at the beginning and end of working life

The disappearance of traditional financial companies

- Social and technical pressures
- Deterioration in ocean quality-commercial
- The operation
- Incentives- Technology
- Costs-Financial
- Time

Miscellaneous fittings

Entertainment and promotional factors

From these definitions and the way in which the service sector has developed, we can conclude that service is characterized by the following features.

3.3 Service characteristics

The service has fundamental and recognized characteristics that have been extracted from the various concepts presented by the researchers. We can say that the most striking characteristics recognized by the researchers revolve firstly around "intangibility". Inseparability of production and consumption", "rapid extinction" and "variation". Below, we attempt to highlight these characteristics one by one.

3.3.1 Intangibility

This is considered to be one of the fundamental characteristics that distinguish services from goods. Services have no physical embodiment and therefore cannot be perceived by the senses. Consequently, they cannot be transported, stored, packaged or inspected prior to purchase. From this point of view, the production and consumption of the service occur at the same time, which has implications for the program.

Marketing for service organizations, where the promotional message should focus on the benefits or satisfaction obtained from the service rather than on the service itself.

3.3.2 Production is inseparable from consumption

This characteristic means that the production and consumption of the service take place at the same time, allowing the customer to be the guide for the service provider. This characteristic also means that direct sales between the producer and the consumer is the only distribution channel that can be used to distribute services.

3.3.3 The fast courtyard

Because of the inseparable nature of production and consumption, services are characterized by rapid depreciation, which means that they cannot be stored for later use. In addition, customer demand for services is changing.

In particular, this can be seasonal, such as an increased demand for services during the annual holidays, or it can be monthly or daily.

Service industries cannot standardize the services they provide, as each unit is somewhat different from the others.

From the same service, this imposes consequences on the service provider, in terms of the provision of the service, as it must ensure that the same level of service is provided as far as possible, taking the greatest care in the selection and training of service staff.

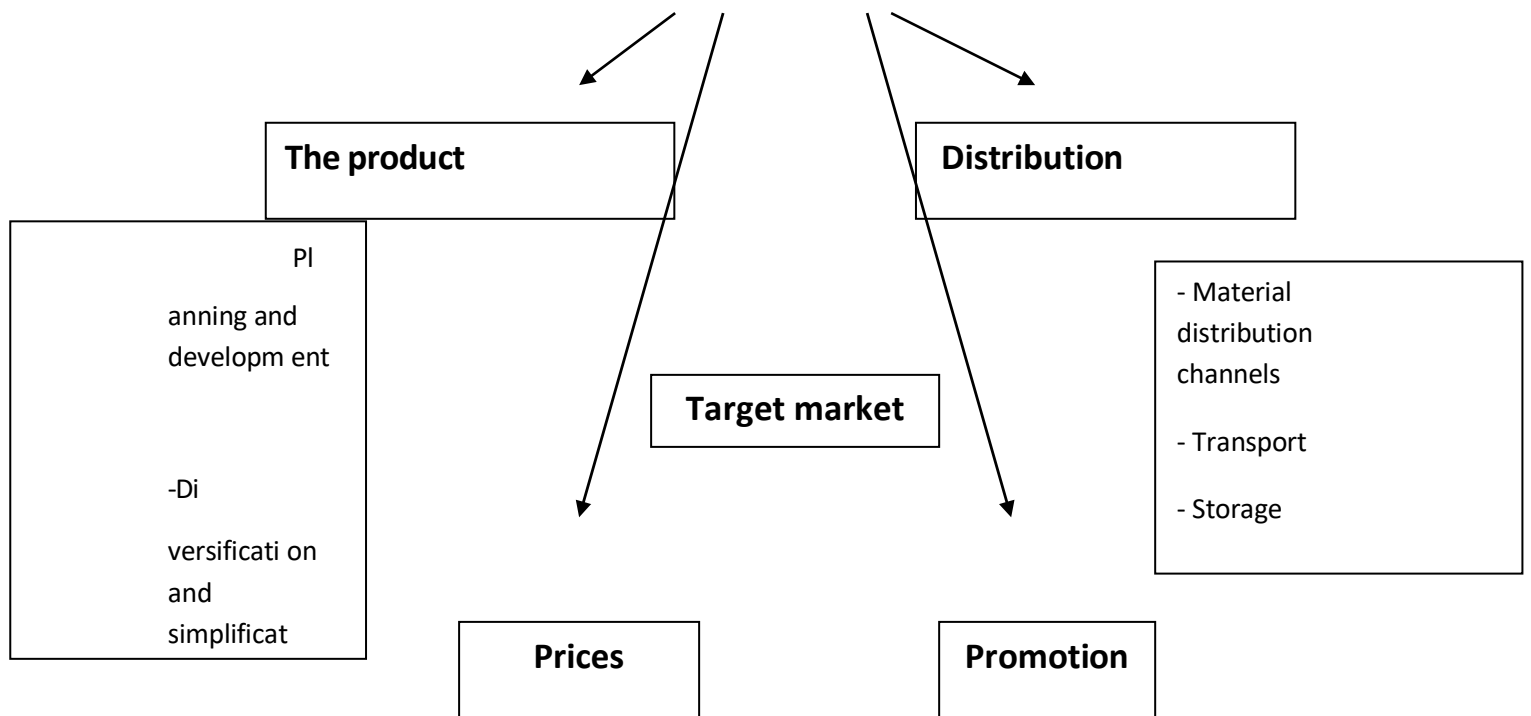
Given these characteristics, the marketing process for services differs because of the difference in the nature of the service itself, and this is evident in the difference that appears in the marketing mix for the service, contrary to the traditional view of marketing. a tangible manufactured good.

3.3.4 Marketing mix

It is an integrated set of marketing activities designed to achieve the institution's overall strategy, through which marketing attempts to respond to the various issues that arise within the institution's capabilities, and the components of the marketing mix change from one period to the next to coincide with the changes that occur.

Kotler defines the marketing mix as a combination of various marketing elements that the organization controls in order to increase its sales in a specific market.

Figure 6: The marketing mix with its four elements



Source:(AlSahn,1998)

The product: This is a set of specifications combined to satisfy the specific needs and desires of the consumer, whether for tangible or personal services. The basic components of the product may be tangible or intangible, and the product may go through stages during its life (Abu Bakr, 1993).

Price: This is the amount the customer offers in exchange for the product or service they receive, and the price is based on the actual cost of producing the product, time, workers' wages and all materials included in the product. While marginal profit is the difference between cost and price (Al Sahn, 1998).

Distribution: Distribution is considered to be the activity that makes the product or service readily available to customers, and is a set of mutual relationships between numerous intermediaries and the physical transport and storage of goods (transport, division, assembly, storage, financing, insurance... etc.).

Promotion: Promotion includes customer interest, public relations, sales, corporate image and advertising. Promotion is a set of marketing efforts aimed at providing the consumer with information on the advantages of a particular good or

service, arousing his interest in it and convincing him that these products, compared to others, satisfy his needs with the aim of inducing him to make a purchasing decision and then continue to use them in the future. (Abu Al-Qahf, 1992). If these four variables represent the marketing mix, known as the **4Ps**. The variables and elements of the service marketing mix outweigh the other elements. See the following table.

Table 2: Elements of the marketing mix for goods and services

Marketing mix for services	Number of objects	Marketing mix for tangible manufactured goods
Article	01	Article
The price	02	The price
Location	03	Location
Promotion/advertising	04	Promotion/advertising
People	05	
Physical character	06	
The operation	07	

Source:(Abu Bakr, 1993)

As the table shows, services have to deal with what are known as 07 elements of a mixture with the four classic elements of tangible manufactured goods, and other elements have to be added to the marketing of services because of the characteristics that uniquely distinguish and characterize services, unlike goods.

The scope of marketing science has broadened and its importance has increased in recent years, as marketing has become more complex. The problems of marketing are in themselves distinguished by a greater degree of complexity than those of financing or production (CNEPD, 2009).

Organization is considered to be one of the fundamental conditions for the efficiency and competitiveness of an institution, as it has been observed that institutions are able to face great difficulties despite great financial and technical capacities, due to the total absence of an organisational element or its presence in a minimal way. Implementing

organizational activities that direct the flow of goods to services from the producer to the industrial consumer and the final consumer, as one of the functions of marketing, with the aim of satisfying customer needs. In all of this, marketing occupies a clear place of importance that is not limited to the institution alone, but is of great importance from which society benefits on the one hand (Berger, 1999).

On the other hand, marketing services are now a more developed area in various fields such as insurance and tourism, so that the latter has become a separate industry with its own foundations and investments, as it is at the forefront of countries' strategies because of the income it generates and the work it provides. It is therefore of great interest in any reflection on the problem of development, particularly in developing countries. Tourism marketing is one of the strategic foundations on which the tourism sector depends, insofar as the tourism movement in all its forms cannot do without its marketing and media promotion, as we shall see in the next chapter.

Chapter I:

Tourist organisations

Chapter I: Tourist organisations**Introduction**

There is no doubt that the provision of hotel services (catering, accommodation, entertainment) is the result of an organized process using inputs, means of production and financial resources, and requiring, like any other industrial product, the intervention of human resources. The perishable nature of the hotel product, which is linked to the nature and operation of the production process, calls for a closer look at the activities involved in producing such a complex product, which requires a series of sometimes indissociable services. In this respect, a study into the development and economic contribution of the tourism industry, in particular an analysis of the factors that make it unique and its various impacts, would be of undoubted scientific interest. On the one hand, it would contribute to the application of management in a field that has been little exploited in this respect and, on the other, it would highlight the major role that the hotel business could play in its economic and social environment if it were better organized.

In addition, the structuring of the tourism offer is giving rise to the development of a veritable tourism industry, which is undergoing a profound upheaval-just under the effect of more or less radical innovations. As a result, it is not enough to look only at the problems involved in developing hotel services, but also at the ways in which their various services are organized. The activities developed in the¹ tourism sector cover a wide range of products and services, most of which are based on the country's culture and historical and geographical particularities. Hence the difficulty for a tourism business to opt for a specific activity and to organize itself in such a way as to exploit it to the full. However, in the light of the experience of the world's leading tourist destinations, it is abundantly clear that mastering the tourism of today, and no doubt tomorrow, requires reference to the tourism of yesterday, even if the latter has undergone profound changes. This is why we have decided to focus on the following points in this first chapter:

1/ Developments in the tourism industry

2/ Technical study of tourism production

¹ We use the term "industry" to designate a set of coherent production processes for producing goods and services for tourists.

1. Developments in the tourism industry

Tourism has existed since ancient times, driven by the almost natural desire of people to travel to different places for different reasons. And even if, as numerous books and travelers' accounts attest, the reasons for travelling have changed over the ages, the need to discover new horizons has always been present in mankind.

1.1 Benchmarks and historical overview

Tourism, understood as the organized movement of travelers in search of a "change of scenery", has only recently taken on significant proportions. This form of travel, referred to as mass tourism on a large scale, is in fact a new phenomenon dating back barely half a century, particularly since the introduction of paid holidays.

1.1.1 From antiquity to the mid-19th century

The very beginnings of tourism can be traced back to ancient times, to the Greek and Roman civilizations. Ancient history teaches us, for example, that the Greeks loved to visit the seaside, the thermal springs and the many sanctuaries dedicated to the many divinities of the time. Among the Romans, thermalism seems to have been the most popular tourist product, with the wealthy often having holiday homes close to natural hot springs (Haddadou, 1994, p. 48)

However, two conditions had to be met to encourage people to travel and stay for pleasure:

-Safety and relative ease of communication (early Roman road systems, "Pax Romana") (Hoerner, 1997, p. 15) .

-The existence of a wealthy, idle class who, thanks in large part to slaves, had sufficient material resources and the free time required to enjoy the wide range of leisure activities on offer.

As early as the 5th^e century BC, there were guest flats within private houses, which attests to both a certain improvement in urban housing and the practice of hospitality, as in the case of "Cimon" in Athens and "Philip II" in Macedonia, who welcomed many travelers. (André & Baslez, 1993). These meetings encouraged negotiations, giving a foretaste of today's business tourism. While the Greeks set up a genuine state-run hotel industry, the Romans allowed private initiatives to flourish, laying the foundations of the modern hotel

industry, thanks in particular to a whole range of hotel establishments set up to supplement the accommodation traditionally provided (hospitium²) by friends, relatives or mutual acquaintances³. They even went so far as to invent legislation for the hotel profession, specifying the quality of the premises, authorisation to serve wine, etc.

With the end of the Roman Empire, which coincided with the country's sharp economic and social decline, there was a certain decline in large-scale leisure activities, while in the Middle Ages, travel was only undertaken out of necessity (business, fairs, studies). It was only from the 15th century onwards, thanks to relative political stability and a certain ease of communication, that tourist travel began to pick up again somewhat.

1.1.2 Mid-19th century to early 20th century

It was the 19th century that saw the real birth of mass tourism, thanks in particular to the industrial revolution and the changes in mentality brought about by new currents of thought. The emergence and development of means of transport, rising incomes, new travel opportunities created by colonial conquests and the great tourist guides of the time all contributed to the advent of modern tourism. In Switzerland, the importance of structural changes favourable to the tourist industry was quickly understood. In 1883, the first official document on the hotel industry was published in Zurich. Shortly afterwards, other works were published in Austria, Germany, Belgium, Spain, France and Italy (Lanquar, 1994, p. 5).

1.1.3 From the First World War to the present day

The First World War brought about major changes in society (the disappearance of empires, a sharp decline in the aristocracy) and considerably advanced the development of the material basis of mass tourism, including modern means of transport and hotels. Two major events marked tourism during this period:

-The world economic crisis of 1929 saw tourism, like many other economic sectors, collapse in many countries, causing many hotels, boarding schools and transport and tourism companies to cease trading. (André & Baslez, 1993).

-The advent of National Socialism in Germany: Adolf Hitler, who became Chancellor of the Reich in 1933, introduced social measures that had a beneficial impact on the revival of

² In the hotel trade, the word hospitium means a quality hotel, as distinct from the less noble deversorium, and especially from stabulum, which is a combination of low-class inn and stable.

³ This is what is known today as solidarity tourism.

tourism. The introduction of paid holidays for workers enabled a large section of the population to take a holiday away from home, giving shape to mass tourism as we understand it today. The same measure, taken a few years later in France by the Front Populaire, further accentuated this trend in Western European countries (Cannell, 1976).

After the 2nd World War and in the 1950s, tourism expanded to reach the majority of the citizens of the Western world, giving concrete content to this phenomenon, now referred to as "mass tourism" as opposed to the "elite tourism" that had prevailed until then. The range of tourist destinations has expanded considerably over the last thirty years. In addition to the five or six countries, mainly European, with a strong "tourism tradition", there are now other countries with a tourism vocation. No fewer than 140 countries from all five continents are now members of the World Tourism Organization (WTO). (CNES, 2006).

Hotels and restaurants, which for many centuries had been the only means of welcoming travelers, have now been joined by other vectors for the expansion of mass tourism, such as tourist offices, tourist associations, various incoming tourist organizations and a whole range of services offered by hotel networks (cultural and sporting events, gastronomy, conference centres, theatres). (André & Baslez, 1993).

To sum up, here are a few historical points to bear in mind: the beginnings of tourism date back to ancient times, the first major developments took place in the 19th century and it developed into mass tourism in the 20th century.

1.2 Changes and adaptations

The confusion that has arisen, particularly in the use of tourism statistics, confirms the importance of clarifying the concepts of tourism and tourist, whose meanings vary according to the contexts and connotations (economic, ideological, professional) that users wish to give to these concepts, but also, and above all, the transition from tourism as a social phenomenon to tourism as an industrial phenomenon with multiple aspects.

1.2.1 From the concept of "tourism" to "tourism production"

Boosted by advances in passenger transport and communications, tourism is in the midst of an international expansion that is turning our planet into a "holiday village".

According to the universal encyclopaedia, tourism is "the expression of human and social mobility based on a budget surplus likely to be devoted to free time spent outside the main residence". The World Tourism Organization defines tourism as "*the set of activities undertaken by people during their travels and stays in places outside their usual environment, for leisure, business or other purposes*". (Lozato-Giotart & Balfet, 2004, p. 11)..

The concept of tourism comes from the English expression "TOURISM", first used in England at the end of the 18th century to describe the travels of English middle-class people to Europe, particularly France. In Arabic literature, "EL SIYAHHA" is a very old word used to describe movements for various reasons. Innovation, the development of transport techniques and the upheaval of mentalities led to a change in the meaning given to this concept, which eventually came to designate an industry.

At first sight, it is surprising to associate the two terms industry and service. However, it is customary to refer to the tourist industry, even if the English translation "tourist trade" seems to be less common. (Rouanet-Laplace, 1993).. Just as it is customary to speak of the hotel industry, an expression which is found in the French corporate name of the national Federation of hotel. In this sense, however, it seems that the word industry is used simply to designate an economic activity. What's more, since tourism activities are both capital-intensive and labour-intensive, they can be likened to the most typical industries. But, one way or another, taking into account usage, we will retain the expression tourism industry (hotel industry); moreover, it is indeed a heavy service industry, which should benefit from the constant growth of the tertiary sector throughout the world (Besancenot, 1990).

1.2.2 From "traveler" to "tourist"

A tourist is defined as a person who leaves their usual place of residence for more than 24 hours, for a reason other than to earn money. When the duration of the trip is less than 24 hours, the visitor is no longer referred to as a tourist, but rather as a day-tripper.

This definition highlights the desire to define the notion of tourist by at least three structuring elements. These are :

-travel: there is no tourist without travel, we can't be tourists by looking out of the window at home.

-the duration of the trip: which must be more than 24 hours, a tourist being a person staying in any form of accommodation for at least one night.

the reason for travelling: a tourist is an individual who travels, not to exercise a profession or earn money, but to have fun⁴. Tourists travel in order to satisfy their social needs and gain self-esteem, as presented by B. Maslow in his famous pyramid (Darbelet, Izard, & Scaramuzza, 2007).

1.2.3 Hotels

A hotel is an accommodation structure designed for the stay and, incidentally, the catering of guests. The hotel sector in Algeria is governed mainly by Article 48 of Law 99-01 of 6 January 1999, which lays down the rules for the construction and fitting out of hotels, Executive Decree 2000-46 of 1 March 2000, which defines hotels and lays down their organization, operation and operating procedures, and Executive Decree 2000-130 of 11 June 2000, which lays down the standards and conditions for the classification of hotels in the "hotel" category. (CNES, 2006). Hotels must also meet the technical standards imposed by the regulations in force, which classify hotels into five categories. Algerian hotels are subject to the regulations of the Ministry of Tourism, which classify them by number of stars as follows: luxury (05 stars), second category (4/3 stars) and tourist category (2/1 stars).

Hotel classification is as varied and heterogeneous as there are hotels. Depending on the specific legislation of each country, the habits and customs of certain regions, and even hotel associations and unions, hotels are often classified differently. There are also classifications such as "4-star luxury", a French speciality designed to deflect the five-star classification, which is subject to higher VAT as a luxury product. As part of the reform of the French hotel classification system, there are major differences of opinion about the new standards and the way they are applied, with, for example, the disappearance of the zero star classification and the replacement of the four star luxury classification by a five star classification. (Fernane, 2015).

Generally speaking, the classification starts with one star for budget hotels and goes up to five stars for luxury establishments. Five stars are often associated with the luxury range, despite a certain inflation of stars, such as the Crown Macao on the island of Taipei, the Palazzo-Versace in Australia and the Park Hyatt in Seoul, South Korea, which have all been

⁴ Emigrants are not tourists.

awarded six stars. For seven stars, we have the famous Burdj El Arabe hotel in Dubai (Iunius & Fraenkel, 2009, p. 24). Admittedly, these classifications, issued under the aegis of a ministerial authority or a professional association, are often based on vague criteria such as the quality of the breakfasts served, the heating in the rooms, the soundproofing, the Internet connection, and so on.

In this respect, we can distinguish two forms of operation: the first is independent operators who generally own their own establishments, which they manage alone or with their families, and the second is hotel chains, which are groupings of establishments offering a number of identical services that may interest customers who are easier to attract and channel when presented with a common product that is likely to appear in all the hotels in the group.

As well as hotels, there are of course other forms of accommodation that meet the same expectations but still have certain specific features. These include motels, holiday villages, inns, guest houses, chalets, tourist residences, camping grounds and stopover gites, to name but a few.

Now that tourism has been distinguished on the basis of the variables of time and space, new concepts with a strong economic connotation tend to present this activity as a coherent productive process designed to satisfy a given demand. From these two definitions, we can deduce that tourism is a multidimensional activity that can take on several economic and social aspects.

1.3 Tourism: a multifaceted activity

Tourism is an activity that has a knock-on effect both upstream and downstream of the national economy. Depending on the scale of its development, it can have a major impact on the country's main economic indicators, namely employment, investment, the production of goods and services, the balance of payments, consumption, inflation and the exchange rate, to name but a few. It is also necessary to take into account the induced effects, i.e. the expenditure that tourists make before their departure in anticipation of their holiday, and then at their destination. (Dupont, 2002). In this third fascicule, we will deal with the economic and social impacts of tourism in general and the hotel industry in particular and, secondarily, its socio-cultural and environmental impacts.

1.3.1 Impact on employment

The effects of tourism on employment can be analyzed from both qualitative and quantitative angles.

-Qualitative aspects: we can start by mentioning the hotel and tourism professions which, by their very nature, differ from professions in other branches and sectors of the economy. We can also mention the restrictive working hours (working at midday, late into the evening, during public holidays and holiday periods, etc.). The seasonal nature of tourist activity means that there are casual workers (from 03 to 06 months) and extra workers (from 15 days to 1 month). (CNEPD, 2009). The remuneration system used is therefore often specific (tips, percentage of turnover).

Compared to many other industries, the qualifications required to work in tourism are relatively low. What's more, the opportunities for exchange and entertainment offered by the tourism industry are also likely to attract the unemployed, particularly young people, to the hotel trade. In our country, where 80% of the unemployed are under the age of 30, and the overwhelming majority of them have little more than an average level of education, training for the needs of the tourism industry should receive the attention of the public authorities, because it is through its development that we can effectively alleviate the unemployment that affects Algerian youth in particular.

Quantitative aspects: the hotel sector is considered to be labour-intensive, as opposed to capital-intensive. As a result, it creates not only direct jobs, but also indirect and induced jobs.

Direct jobs are jobs created by hotel and tourism companies (hotels, bars, restaurants, travel agencies, spas, health resorts, conference centres). In 2012, the sector employed more than 900,000 people, or 10% of the Algerian labour market, compared with 148,000 employees⁵, or around 2.5% of the active Algerian population, in 1999 (Sahel & Kerris, 2009).

Indirect jobs are jobs created in sectors supplied by the tourism industry (agriculture, construction, furniture). Through the development of related activities, one hotel bed can generate 1 to 2 indirect jobs, according to generally accepted estimates (CNES, 2006).

⁵ In 2012, more than 420,000 people were employed in the hotel and restaurant sector,

Induced jobs are jobs created by the various operators working on the periphery of the tourism industry (schools, health, transport, security, shops and sub-contractors). Here again, a 50-room hotel creates at least 5 permanent jobs and 10 seasonal jobs (06 months on average). (CNES, 2006).

In the 1970s, the Algerian public tourism sector only managed to create around 7,250 permanent jobs, barely 1% of the jobs offered by the public sector as a whole. The gradual increase in accommodation capacity, at least 40% of which is classified to international standards, meant that by 2012 there were around 420,000 direct jobs. This represents an increase of almost 28% compared with 1977 (CNES, 2006).

a. Impact on the balance of payments and gross domestic product

According to the classic approach, the impact of tourism on the balance of payments is summed up by the recording of tourism receipts and expenditure. Expenditure includes the sum of tourist allowances granted to nationals under the foreign currency allowance scheme for stays abroad. Receipts include the foreign currency spent by foreigners on their holidays in the host country.

The tourism balance is positive, negative or zero depending on whether receipts are greater than, less than or equal to expenditure. However, this way of assessing the impact of tourism on the balance of payments is considered too restrictive by some researchers, such as Baretje, who proposes more realistic instruments for measuring the impact of tourism on the balance of payments.

Spending on tourism is not just limited to the tourist allowances granted by the country to its nationals wishing to spend their holidays abroad. To these tourist allowances must be added all the additional foreign currency expenditure generated by the purchase of a wide range of products and services available on the markets of the host country.

The same applies to receipts, since it is inaccurate to say that a country's tourism receipts are limited to the expenditure incurred by foreign tourists during their stays in the country in question. To these sums must be added the returns on tourism investments made abroad, the vocational training of foreign staff in tourism, and the repatriation of income from the national tourism workforce staying abroad. The example of this global and effective

assessment of the impact of tourism on the balance of payments is offered by the tourism operating account of R. Baretje⁶.

In 1998, Algeria's foreign exchange earnings were close to those of Iraq (13 million dollars) and Libya (18 million dollars). These two countries were under embargo by the international community. In 2012, revenue generated by tourism in Algeria was estimated at 430 million dollars, compared with 3.4 billion dollars in Tunisia. Worse still, the tourism sector's contribution to economic development, already small (less than 1% of GDP), has continued to decline since 1990, with a slight increase in 2012 to barely 2.4% of GDP, 9.3% of exports and 5.9% of the investment rate, whereas in other countries around the Mediterranean, the contribution of tourism activities to growth continues to rise, reaching very high levels. In Turkey, for example, earnings from international tourism in 2011 represented 15% of export earnings and 8.5% of GDP.

b. Impact on consumption and inflation

Statistical observation shows that tourism consumption is becoming an increasingly important part of overall consumption, for a number of reasons. Firstly, in developed countries, tourism is even tending to become a basic necessity (the emergence of mass tourism), due to rising living standards and longer leisure times. A high level of demand for tourism can therefore be maintained even if the price of services rises.

Over the last few decades, we have also seen a shift in consumption from food and clothing to cars, hygiene and leisure. In quantitative terms, we are witnessing a growing trend in tourist demand (Laplante, 1983). However, the demand for tourism is not regular, alternating with periods during which tourism growth slows or even declines. Driven by changes in modes of transport, accommodation, entertainment and other structuring elements of tourism, tourist demand has, on the other hand, changed considerably in terms of quality, particularly when competition encourages the operators concerned to perform better.

The statistics clearly show that the price index for tourism goods and services is rising faster than the general price index. Tourism is therefore a factor in inflation for two main reasons:

⁶ C. Baretje drew up an external tourism account for Tunisia in 1977.

The increase in demand and its concentration in time and space (demand-led inflation).

Rising wages, energy costs and other inputs almost automatically lead to higher prices for tourism services (cost-push inflation).

c. Impact of tourism spending

The principle is as follows: an investment in tourism or any other initial creation of purchasing power leads to the creation of an income "K" times greater than the initial expenditure. In other words, a promoter who enters the tourism industry by building a hotel will necessarily incur an investment expense that represents the cost of building the infrastructure, which will in fact be distributed in the form of salaries, profits and dividends. This means that the holders of this income will in turn spend this money with a proportion of $\Delta C/\Delta R$ (Marginal Proportion to Consume) in other projects (Jean-Pierre, 1993, p. 73).

Finally, the economic weight of tourism is not limited to the turnover generated by its businesses. We also need to take into account the induced effects, i.e. the expenditure that tourists make prior to their departure in anticipation of their holiday, and then at their destination.

d. Impact on national production and investment

The nation's output is the sum of the value added created by the various economic sectors of the country in question. The Algerian economic system considers as productive the production sector of goods and services likely to be marketed, excluding non-market services provided by administrations and private non-profit institutions. The contribution of tourism to national GDP is still very low given the existing potential (barely 1.7% in 2011 and barely 2.4% in 2012). (Ghrib, 2010).

That said, there are two major difficulties in assessing the contribution of tourism to national output:

Some tourist businesses sell part of their production to non-tourists (transport, bars, restaurants);

Many non-industry businesses help to satisfy tourist demand (crafts, postcards, clothing, cameras).

Assessing the impact of tourism on national production is therefore no easy task.

e. Tourism as a factor in boosting and diversifying the economy

Developments in world tourism highlight its increasingly important contribution to global growth. Algeria cannot escape this general trend, especially as diversification of the economy and its resources is becoming an increasingly important requirement for a country that no longer wants to be dependent solely on hydrocarbon revenues. (Bouzidi, 2012).

The structure of the economies of underdeveloped countries, as indicated by the structure of their exports, is highly concentrated (oil in Algeria, phosphate in Morocco, coffee in Colombia). This excessive concentration means that these countries are highly vulnerable to fluctuations in the price of the raw materials they export. (Gilbert, 1981).

Tourism can help to diversify the exports of poor countries, making them less vulnerable to falls in the world prices of the products and raw materials that structure their export earnings. The development of tourism could clearly offer this opportunity for diversification.

Globalization has led to a major movement towards privatization and deregulation, which has affected virtually all economic sectors, including the tourism industry. Tourism is an important sector for the implementation of structuring development projects. As such, it can be a real boon to the national economy. The dynamism of the tourism sector and its significant direct and indirect effects on economies, particularly those of developing countries, make it a particularly promising lever for development.

Given the large number and variety of tourism businesses (transport, accommodation, catering, entertainment, travel agencies, spas, etc.) and the equally large number of related businesses (construction, agriculture, crafts), tourism is a sector that has a beneficial knock-on effect on virtually all sectors of the economy.

f. Tourism and its socio-cultural and environmental impact

Depending on the form and organization of tourism activities, the socio-cultural impacts are felt

to a greater or lesser extent by the populations of the host countries or regions. There are forms of tourism that encourage and facilitate contact between visitors and local populations, and others that, on the contrary, reduce it. The degree of development of the countries in question in terms of reception infrastructure, openness and education is likely to encourage contact between local populations and visitors.

From a sociological point of view, tourism is a profoundly human activity insofar as it allows the workforce to regenerate by offering workers an invigorating holiday (Besancenot, 1990). It is clear that tourist trips offer opportunities for people from different cultures to meet, which can lead to enrichment and a mutual broadening of horizons of thought.

From an ecological point of view, the environment provides tourism with the basic resources for certain leisure activities. Tourism should therefore encourage the public authorities to invest a little more in its protection and enhancement ⁷. Tourism is unrivalled in generating local trade and investment. It can make a major contribution to rural development, agricultural modernization, community development and social fulfilment, particularly for women. (Sahel & Kerris, 2009).

To sum up, it is worth pointing out that demand and supply are genuinely sensitive to the country's economic and political situation. Finally, optimum consumer satisfaction can only be achieved by responding to consumer demand and meeting their material and immaterial requirements. In this respect, we recommend that a supply-demand adjustment study be carried out prior to any launch of tourism services, in order to forecast the precise nature and quantities of goods and services to be marketed.

2. Technical study of the tourism product

The tourism product is a composite product in the sense that it can take a variety of forms, each combining different tourism products and services. Gerard Guibilato defines the tourist product as "*an amalgam of elements which represents an indivisible whole, in which only the combination of the factors of the original offer and the factors of the derived offer makes it possible to satisfy the needs of tourists*". (Gerar, 1983, p. 51). The tourism product therefore refers to all the natural and cultural elements, both tangible and intangible, which

⁷ But let's not forget that the concentration of tourist demand sometimes leads to environmental degradation through noise, waste and uncontrolled building.

are likely to attract and interest potential visitors to a country. As we have just seen, there is a risk of confusion. The previous presentation seems unnecessarily complicated and would benefit from simplification. (CNEPD, 2009):

-The notion of tourist resources to designate the "original offer" or all the natural resources and those, material or cultural, created by man.

-The notion of tourism production to refer exclusively to the services and products offered by hotel and tourism businesses. We will therefore only talk of a tourism product if it is underpinned by an act of production or entrepreneurial action.

Tourism supply encompasses tourism resources and tourism production. A typology of resources and capacities can be drawn up as follows: the original offer and the derived offer.

The original offer includes two types of resources:

Natural resources: as found in the geophysical environment and climatic regime : coast, mountain, forest, desert, oasis, fauna, flora, sun and snow (Eldjalel, 2003, p. 19).

Man-made resources: man-made resources can be cultural or material. Cultural resources **are** those found in cultural and historical heritage: historic sites and cities, monuments, museums, arts, folklore, festivals and shows. Material resources, on the other hand, are man-made (bridges and other architectural works).

The derived offer will include the services of hotel and tourist companies as well as those of certain other community facilities.

-**Hotel company services:** In his work, Jean Baptiste Say (1867-1932) gave the company the role of leader in the entire economic system, saying that supply creates demand in the sense that by creating new products, the company generates new income which increases purchasing power and therefore demand. Hotel companies structure their offer around a variety of services: catering, entertainment and accommodation. It must be tailored to the type of tourism, customer base and location of tourist facilities (hotels, second homes, holiday villages, campsites, youth hostels, etc.).

-**General facilities:** certain services and general facilities, such as roads, electricity, gas, water, telephone and leisure and entertainment facilities such as stadiums, sports halls,

theatres, cinemas, casinos and discotheques, help to promote tourism and therefore deserve greater attention from the State and private investors.

Tourism-related activities are essentially service-related. This characteristic is not always clearly perceived insofar as the tourism product is concretely translated into chains of functions integrating the provision of tangible goods easily identifiable by the consumer and intangible services whose importance and scope are, on the other hand, less well perceived by the latter. As a result, the product/service distinction is often blurred, particularly when it comes to drawing up precise, detailed inventories of all tourist services.

The tourism product is a semantic field with uncertain contours. It may suggest a much broader meaning than the initial idea that it is the result of a process linked to human history. In our opinion, the tourism product should be understood more in terms of all its components, which may not be homogeneous but are perfectly coherent when viewed from the angle of their interactions.

2.1 Specificity of the tourism product

Tourism is an intangible product: it cannot be seen, tasted, felt, heard or smelt before it is purchased. Hospitality and tourism products are 'experiential': we do not know the quality of the product until we have experienced it. Consumers only take away memories of their experiences, not material goods. The tourism industry needs to be aware of this and strive to create memorable customer experiences (e.g. a hotel that offers to serve a glass of champagne on the beach at sunset).

However, materializing intangibility through communication, employees, appearance and the physical environment of the service company can remedy the problem of intangibility. For example, in the case of a wedding reception in a hotel, the hotel prepares a sample meal for the groom's family. This way, they can experience the food before the reception to avoid unpleasant surprises.

We call the tourism product a "composite product" because it is clearly a very varied set of services. During a trip, we consume transport, accommodation, catering, drinks and entertainment. Although these products and services cannot be stored, they are perishable and must necessarily be consumed on the spot. (Mac, 1976, p. 14). Consumers must therefore

travel to the very place where the tourist product they have chosen is located (sea, mountains, snow).

In addition to all these specific factors that tourism business managers need to take into account, there are of course other structural or cyclical obstacles which, like certain unexpected sociological, political and economic events, can lead to sudden changes in flows, with all the negative consequences that this can have on them.

2.1.1 Spatial concentration (geographical location)

This concentration means that some areas and destinations are more popular than others. This is true both within a country and internationally. If we take a country as our reference point, we will find that certain beaches, winter sports resorts, climatic resorts, historic sites and monuments are very popular, while others are much less so. The same concentration can be observed on an international scale, with the major sending and receiving zones being Western Europe, North America and, to a lesser extent, Japan.

The market share of developing countries remains marginal, even though some areas are tending to open up to international tourism. The widespread idea that developed countries are major emitting countries and underdeveloped countries major receiving countries is, moreover, largely contradicted by the statistics.

Among the many causes of this spatial concentration are the uneven distribution of natural tourist resources (not all countries have sun, beaches and snow) and, of course, the availability of hotel and tourist facilities, the spatial planning policy adopted and the degree of importance attached to the tourist sector by the State. (Tessa, 2010).

2.1.2 Temporal concentration (seasonality)

The number of tourists going on holiday is limited in time, with certain periods of the year and certain seasons being more favourable. It has been established that the overwhelming majority of people take their holidays in summer, while winter is the preserve of only a minority of holidaymakers.

This concentration can be justified by climatic reasons (sun in summer, snow in winter), economic reasons (factory closures and economic slowdown in summer), school

reasons (school closures in summer) and psychological reasons (in the collective unconscious, summer is associated with holidays).

This twofold concentration of tourist demand in time and space has repercussions for the environment, the tourism business and the tourist himself. These repercussions are sometimes so serious (deterioration of nature reserves or archaeological sites, for example) that they require state intervention.

In environmental terms, the over-concentration of tourist flows can, as is unfortunately often the case, lead to overcrowding in tourist areas, the deterioration of emblematic sites, road congestion and the development of informal services.

At the level of the tourism business: equipment and staff are in high demand during the summer period, when tourist infrastructures are in full swing. Recruitment and pricing policies will clearly be hostage to these seasonal factors. In addition to the insecurity on the roads, shortages and inflation that characterize the summer period, tourists are often faced with booking difficulties and other inconveniences due to the peak in demand.

Attempts to remedy the spatio-temporal concentration of tourist demand often prove unsuccessful, as they are subject to the vagaries of too great a mismatch between supply, which is often rigid, and demand, which is suddenly on the increase. A more judicious distribution of tourist flows throughout the year could obviously have remedied the problem, but unfortunately it is very difficult to convince people to take their holidays outside the summer season. Even if they are not yet in a position to reverse this trend, it is worth noting that the booming business and senior citizen tourism sectors have somewhat mitigated the excessive seasonality of tourist demand. The concentration of tourism in certain areas could only be resolved by the implementation of more rational planning policies to encourage the emergence of new tourist areas and, consequently, a more judicious distribution of tourist flows across the country.

2.1.3 Heterogeneity

Demand for tourism is varied in the sense that it can come from the young, the old, the rich or the less well-off. It can also be made up of a heterogeneous clientele made up of individuals, families, businessmen and various social groups who have subscribed to travel packages offered by tour operators. (Lazato-Giotart & Balfet, 2007, p. 54). This demand should obviously be matched by a multi-faceted range of services such as transport,

accommodation, catering and entertainment, the availability of which unfortunately remains dependent on the economic situation, particularly the political situation, in the host country. A politically stable country with strong economic growth has a better chance of meeting the expectations of tourists who are increasingly demanding due to competition, than a country in crisis.

2.2 Economic factors behind the development of the tourist industry

These factors are undoubtedly the most decisive. They include income, prices, and the quantity and quality of goods and services directly linked to tourism. The combination of all these factors is of course linked to the degree of importance attached to tourism by the State. If the State places the tourism economy among its top priorities, these factors will obviously have a much better chance of being brought together than if it were placed among the marginal economic activities.

2.2.1 Revenues

The old adage that financial affluence encourages people to go on holiday is amply corroborated by the statistics, which confirm that tourism is particularly developed in rich countries that excel both in terms of sending and receiving tourists. The example of Europe is proof, if proof were needed, of the close correlation between income levels and tourist demand. This correlation between income and the rate at which people go on holiday is also borne out, as R. Baretje points out in his doctoral thesis entitled "Tourism demand", based on the example of Switzerland and the Federal Republic of Germany (FRG).

We can also check the degree of sensitivity of tourism demand to income by the coefficient of elasticity, which is equal:

$$\frac{\Delta DT / TD}{\Delta R / R}$$

ΔDT : change in tourism demand

ΔR : change in income.

Studies have shown that this coefficient is of the order of 1.5, which means that tourist demand is very sensitive to fluctuations in income. Economists also tend to agree that rising incomes have an increasingly clear impact on the structure of consumption. It is now accepted that as incomes rise, demand shifts from primary goods (food, clothing) to other forms of goods, including leisure and holidays. (Abu Al-Qahf, 1992).

2.2.2 Pricing

They generally depend on the quantity of services offered. Theoretically, when prices rise, demand falls. Demand rises again when prices become more affordable, as the classic supply/demand graph tends to show. The price/demand relationship is of particular importance for tourism establishments, as the elasticity of demand is undoubtedly the indicator that provides the best information on how demand reacts to a rise or fall in prices.

In practice, however, consumers of tourism products and services do not always behave rationally. Empirical observations show that, despite price increases, demand for tourism products and services can remain high for a variety of reasons. These reasons include

- The habit of frequenting certain places and people

- Imitative behaviour leading to conspicuous spending;

- The exceptional nature of tourist spending often leads tourists to be less thrifty and to make financial sacrifices. Generally speaking, tourists go on holiday once a year, and some trips are made only once in a lifetime, hence the tendency to spend lavishly, often without even bothering to compare prices.

2.3 Technical and social factors

The industrial revolution and the development of new information and communication technologies have also contributed to the prodigious growth of the tourism industry, particularly in recent decades. However, we believe that two types of factor are more decisive. These are: technical factors relating to the environment⁸ and technical factors relating to the business⁹.

⁸ This mainly concerns transport. The growth of mass tourism has coincided with that of mass transport, and the relationship between the development of transport and the growth in demand for tourism is clear. Remember, there can be no tourism without travel, and there can be no large-scale, long-distance travel without appropriate transport and accommodation. In addition to transport, we can easily identify other technical factors that have led to the development of tourism. These include means of communication (roads, motorways, tunnels), electricity, ICT, telephone and gas.

⁹ Here again, we can talk about the development of household appliances, the furniture industry, the refrigeration industry (storage) and the electronics industry (computer-assisted management). But also, and above all, the mastery and know-how of the staff working in the various departments of the hotel establishment, which has a direct impact on the quality of what is on offer.

Social factors, on the other hand, are endogenous factors that include imitative behaviour and the need for research and discovery. Here we can mention at least four phenomena that have contributed to the growth of tourism (Jouvenel, 1972, p. 32).

2.3.1 Leisure time

To equate time spent outside working hours with leisure time is clearly not accurate. To assess net leisure time accurately, we would have to deduct all the time spent waiting at transport stations, family obligations, administrative formalities, care and shopping. Net leisure time has, however, increased as a result of at least three key factors: annual leave, the organization of the working week and, in some countries, the reduction in daily working hours.

2.3.2 Annual leave

The institution, generalization and increase in paid holidays were undoubtedly at the origin of the advent of tourism as we know it today and, of course, of its expansion (Godet, 1991, p. 166).

The importance of the tourist industry has grown with the introduction and gradual extension of paid holidays. Public holidays, increasing numbers of people retiring and reductions in working hours have also made a major contribution. The reduction in the working week and the introduction of weekends of 1 or 2 days, or even 3 days in some cases, have effectively boosted demand for tourism, particularly short-term leisure activities.

In the space of a century, daily working hours have gone from 15 hours to just 8 hours. It should be noted, however, that the reduction in daily working hours has little impact on tourism demand statistics insofar as, as mentioned above, only journeys exceeding 24 hours can, under current international standards, be classed as tourist trips. This reduction may, however, allow for end-of-day excursions.

2.3.3 Urban development

A number of observations and studies have shown that there is a correlation between the degree of urbanization and the holiday departure rate. The example of French

conurbations, given in the table below, demonstrates the importance of the urbanization factor in holiday departure choices.

Table 3: Holiday departure rates in the French regions in 1980.

Conurbation	Holiday departure rates 1980
-Agglomeration of less than 20,000 inhabitants	51,7%
-Agglomeration of 20,000 to 100,000 inhabitants	57,1%
-Greater than 100,000 inhabitants (excluding the Paris region)	64,1%
-Greater Paris (excluding Paris)	78,8%
-City of Paris	85,3%

Source : www.francetourisme.com

This table shows that the greater the degree of urbanization, the higher the holiday departure rate. By giving potential tourists the means to travel (higher purchasing power than in rural areas, availability of transport, presence of tourist agencies, etc.), large urban centres fuel mass holiday departures. Large urban centres are also the source of many different reasons for going on holiday, not least of which are noise pollution, social tensions, pollution and the ever-accelerating pace of life.

2.3.4 Demographics

While demographic growth in wealthy countries leads to an increase in potential demand, it has the opposite effect in underdeveloped countries. But whatever the country concerned, it is clear that holiday-taking varies according to socio-professional category, age and gender. Adults go on holiday more than the younger population, and senior executives more than ordinary employees. The variation in holiday-taking rates between socio-professional categories can be explained not only by disparities in income, but also by differences in attitudes, aptitudes and behaviour. (Berger, 1999, p. 275).

As well as social factors, there are psychological factors that are closely linked to man's innate and natural needs, which will have a significant influence on the scale of demand for tourism. These are mainly the need to be in contact with nature, to play, to communicate, to change environments periodically, to strengthen friendships and to identify with a higher

class. The need to come into contact with other cultures also plays a part in shaping the demand for tourism, although it is difficult to measure its precise impact.

It is easy to see that Western civilisations place a great deal of importance on consumption in general, and tourism consumption in particular, to such an extent that we can now say, based on the deductions of many sociologists, that the supreme aim of these societies, particularly Western ones, is no longer exclusively the accumulation of material goods, but also the pursuit of pleasure. On the other hand, many Muslim societies regard the pleasures of life as fragile and ephemeral, hence the difficulties they have in promoting the tourist industry.

After examining the economic, technical, sociological and cultural factors which influence the formation of tourism demand, we turn in the next paragraph to the political determinants.

2.4 Sensitivity to economic and political conditions

The tourism sector is extremely sensitive to economic and political fluctuations and, no doubt, even more so to security problems (terrorism, wars, riots).

Political factors also have an impact on tourist flows and often determine their scale. We have already pointed out the extreme sensitivity of tourist demand to political stability and the repellent effect that insecurity has on tourists in search of tranquillity (Tauran-Jamelin, 2002, p. 47). The examples of the Gulf War, the tragic partition of Yugoslavia, the atrocities of terrorism in Algeria and, more recently still, the events in Tunisia and Egypt, are particularly significant in this respect. This major specificity factor still has a negative impact on the tourist industry today because of the insecurity and relative instability that persist in our country. When, for example, it is amplified by the media in the wake of a spectacular terrorist attack, insecurity can lead to sudden changes in tourist flows, which can prove ruinous for the operators concerned. The political instability that still prevails in Egypt and Tunisia today has, as the media report, done a great deal of damage to these countries, which just a few years ago were among the world's top tourist destinations.

The political factor, when expressed in terms of a government policy favourable to tourism or the implementation of incentive measures (reduction in the tax burden, easier access to credit, removal of bureaucratic obstacles) can, on the other hand, encourage the growth of tourism and its promotion. By way of example, if they were to be applied, the facilitation measures introduced in the Finance Act for 2010 and the promulgation of the

National Tourism Scheme (SNAT) for 2011 could all be positive decisions likely to give a new impetus to Algerian tourism, which needs the proactive involvement of the State more than ever.

Conclusion

We would say that the tourism product is the market translation of the tourism activity, in other words, the concrete expression of what can be concretely marketed as an operator in one of the sectors of the tourism industry, which could, for example, take the form of a holiday organized on request, in which a set of goods and services are offered to the tourists concerned. As a direct or indirect result of the tourism resources available (climates, landscapes, fauna, civilisations, monuments, hotel infrastructure, catering), the tourism product can obviously take on a variety of forms that can serve as production and distribution niches for the wide range of businesses that make up the tourism industry.

Chapter II:
**Specific features of tourist
services**

Chapter II: Specific features of tourist services**Introduction**

The tourism industry has become one of the most important economic activities in most developed countries around the world. In countries such as the United States of America and most European countries, it has become one of the most important necessities of contemporary life. Tourism is one of the most important economic sectors in the world, representing almost the second largest economic exchange figure in the world after oil and the electronics and communications revolution. Most of the world's countries value this industry for several reasons: it is a landmark of civilization and progress, and a major source of hard currency. It has a positive impact on the balance of payments, as well as on the employment of the workforce and its organic connection with other economic activities such as industry, trade, services, etc. For example, in most of the countries bordering the Mediterranean Sea, tourism accounts for 10% of their gross domestic product.

We note that statistics confirm that the number of tourists worldwide in 2009 reached around 880 million. According to the same source, export earnings were estimated at 852 million dollars, as forecast by the World Tourism Organization (UNWTO), which expects the number of tourists to reach around 1.6 billion by 2020, and to spend over 2,000 billion dollars. Tourism, considered as the blue gold, has become a social and economic phenomenon due to several factors, mainly represented by free time and improved purchasing power for most social groups, as well as international facilities for the movement of citizens from one country to another for the purposes of entertainment, promotion and, why not, exploration. For some countries, tourism has become a major concern and a priority. As part of their development programmes, these countries have begun to draw up strategies to ensure that tourism continues to flourish. To advance and activate this sector by exploiting all the human and natural resources available, and all with the aim of serving the customer and working to their satisfaction.

1. Tourist information

As tourism is part of the services sector, the following characteristics of services apply:

1.1 Intangibility

It is intangible and cannot be grasped like a commodity, because it cannot be perceived by the senses, just like the processes of production and consumption.

1.2 Heterogeneity of goods

This means that the service provided to the first customer cannot be the same as the service provided to the second customer, either in terms of level or quality, because it depends to a large extent on its provider, in addition to the consumer who participates in it.

1.3 Syndrome

The service cannot be separated from its provider; it is a question of the degree of connection between the service itself and the person providing it, but there may be an intermediary in the request for the service, such as a tourist making a booking remotely.

1.4 Impossibility of storing the service

Services cannot be stored. What is finished and prepared to receive tourists, if not consumed or used, will be lost.

1.5 Fluctuations in demand

This means that demand for certain services is unstable or may fall during certain seasons of the year or from day to day. This creates problems for the company, which means that marketing efforts need to be stepped up.

1.6 Not having the service

The service being an intangible thing, it is used for a period and ends, like booking a hotel room for a certain period and ends. The characteristics of services in general and tourism services in particular can lead to marketing problems, as shown in the following table:

Table 4 : Service characteristics and related problems

Marketing problems	Property
1) Services cannot be stored. 2) There are difficulties in the buyer's assessment of the service. 3) It cannot be protected by a patent. 4) They cannot be displayed on shelves or in showrooms. 5) Difficulty in setting prices	The service is intangible
1) Consumer involvement and participation in the production process. 2) Real-time interaction between the service provider and the service recipient. 3) Difficulty in providing the service in large markets and geographical areas.	Non- separation of services
1) Difficulty in standardising the service. 2) The impact of the service on the provider, the beneficiary and all consumers present during the service. 3) Difficulty in applying quality control concepts to services	Heterogeneity of services
1) The service cannot be stored. 2) Fluctuating demand for the service. 3) Determining service delivery capabilities	Service courtyard

Source: (Al Sahn, 1998, pp. 357-358)

2. Types and forms of tourism

Tourism activities have diversified and differentiated as a result of their development and the diversity and multiplicity of consumer desires and needs for this sector (Abu Al-Qahf, 1992, p. 28).

The scientific, economic and social development of human society has also contributed to this diversity. Several types of tourism have emerged that did not exist in the past, such as conference tourism, exhibition tourism and others. On this basis, types of tourism have been classified according to certain criteria, including :

2.1 Tourism by nationality

There are two main types of tourism:

-Foreign (international) tourism: This type of tourism is carried out by foreigners who have entered other countries for tourism purposes and hard currency is exchanged during the tourism period. This type of tourism can be classified as negative or positive.

Negative: This occurs when a citizen leaves their country of origin for another country and spends the hard currency they have saved in their country of origin.

Positivity: This occurs when a foreign person enters a particular country and spends hard currency which helps the country to increase national income and stimulate the national economy.

:- **Domestic tourism:** This type of tourism takes place within the country's geographical borders and involves spending money in local currency and contributing to the development of certain regions of the country.

2.2 Tourism by purpose

:- **Recreational tourism:** This meets the human need for rest, pleasure and leisure, and is considered to be one of the oldest types of tourism the world has ever known. This type of visit involves spending holidays (holidays) in places renowned for their mild climate or for their superb natural landscapes, the beauty of their beaches and the most marvellous deserts...

:- **Medical tourism:** **The** aim of this type of tourism is to treat visitors' physical, psychological and other illnesses. This type of tourism is practised with the aim of complete healing or pain relief. This therapeutic tourism is used according to the natural methods used in treatment, which are :

:- Climatic medical tourism: Mineral springs are used in this type of tourism, and it is one of the oldest types of tourism.

:- Marine medical tourism: The basic treatment involves swimming and lying on the sand by the water...

:- **Sports tourism:** **This** involves travel and accommodation to actually take part in sports matches. This type includes all known types of sports such as: mountaineering, hunting, camel riding, cars and bicycles, winter sports such as ice skating and all types of sports. (Eldjalel, 2003).

:- **Cultural tourism:** **The** aim of this type of tourism is to increase the tourist's cultural knowledge. Thanks to the tour, they can get to know several tourist areas that are unknown to them, including archaeological areas, museums, ancient civilisations and the history of different peoples.

:- **Business tourism:** This type of tourism has a commercial purpose and is carried out by businessmen and traders visiting exhibitions and trade markets. (Iunius & Fraenkel, 2009).

The Spanish school represents the division established by the "liberal" tourist, while the Austrian school represented by Professor "Per Lecker" makes a distinction between types and forms of tourism and believes that the types of tourism are the result of the objectives that the intentions of the tourist following his trip, and these objectives represent the moral factor such as beach tourism and cultural tourism, sports tourism and economic tourism. (Abu Bakr, 1993).

- **Religious tourism:** This is considered to be one of the oldest types of tourism, and consists of visiting religious sites such as Mecca and Medina in the Kingdom of Saudi Arabia or certain tourist locations. (Berger, 1999).

- **Transit tourism:** This type of tourism emerged as a result of the need to transit for a short period of time by moving from one country to another.

2.3 Tourism by means of transport

This criterion includes the following: land tourism, sea tourism and air tourism.

- **Rail tourism:** This method developed rapidly in America and Europe. This method has contributed to the worldwide tourist movement. This method is characterised by being inexpensive, comfortable and fast (Dupont, 2002).

- **Cycling tourism:** Cycling tourism takes place after working hours in nearby tourist areas.

States of America, particularly those built along the long stretches of road where travellers can rest and repair their vehicles.

- **Village tourism:** These are places that attract large numbers of tourists, especially after the introduction of all the modern tourist facilities.

- **Tourist camps:** This type of tourism is developing very quickly and the reason for its spread is people's love of being close to nature and getting away from it all, especially when it's cursed, and it's inexpensive.

- **Tourism in guesthouses:** These are small hotels and are widely used in France, Italy and Japan...

2.4 Tourism by destination

The most common types are mountain and nautical tourism, rural tourism and wanderlust.

- **Mountain and water-based tourism:** snow skiing, entertainment, beaches and rivers.

- **Rural tourism:** A large number of tourists prefer to stay in villages for the peace and quiet and picturesque countryside.

2.5 Tourism by organizational form

These are :

- **Mass tourism: This is** scheduled mass tourism to desired locations, organized by tourism and travel agencies.
- **Individual tourism: This refers to** people travelling alone to stay outside their original place of residence.

2.6 Tourism by age

According to this criterion, we find the following elements:

- **Pioneer tourism is for** 7 to 14 year-olds and is part of exploration trips, tourism learning trips or nature learning trips. It is organised by trade unions, charities and others.
- **Youth tourism: aged** between 15 and 21: this type of tourism seeks excitement and a social life suited to this age group.
- **Mature tourism: This is aimed at** people aged between 35 and 55. This is tourism for pleasure and the search for rest and relaxation.
- **Retirement tourism:** Older people take part.

2.7 Tourism by level of expenditure and social class

- **Tourism for high-income earners** Distinguished-class **tourism** using excellent services (5-star luxury hotels and first- class seats on planes).
- **Social** or general **tourism** for people with limited authorizations.

2.8 Tourism by geographical region:

- **Domestic tourism:** This involves transporting individuals within the same country, and requires a specific type of service and fare.
- **Foreign tourism:** This depends on foreign tourists, and every country seeks to encourage this type of tourism to bring in hard currency. It also depends on internal scarcity factors, such as infrastructure, security and stability.

2.9 Tourism by nationality:

- **Foreign tourism:** Organized to attract foreign tourists by catering to their various desires.
- **Tourism for residents outside the country:** Organises tourist trips to visit the country;

Chapter III:

Tourism marketing: market research, segmentation and positioning

Chapter III: Tourism marketing: market research, segmentation and positioning

Introduction

Tourism marketing is of crucial importance in the development and promotion of tourist destinations. As a dynamic and constantly evolving field, it requires an in-depth understanding of market trends, traveler behaviour and innovative promotional strategies. This course aims to explore in depth the foundations, strategies and challenges of tourism marketing, while highlighting its central role in the economic growth of destinations. This chapter aims to:

-Further exploration of promotional and communication strategies specific to the tourism sector.

In-depth analysis of travelers' needs and expectations to develop personalized offers.

-Investigate emerging trends and new technologies shaping the future and positioning.

1. Segmentation and marketing positioning for a hotel establishment

The purpose of marketing segmentation is to research the effectiveness and relevance of the actions taken by the hotel company in its market. Not all customers have the same profile, the same needs or the same income. It would be inappropriate to treat them all in the same way, because they are not a homogeneous group and are not interchangeable. The hotel must therefore constantly know and analyse its clientele in order to better meet their expectations. And this is precisely the role of segmentation, which aims to target as precisely as possible the opportunities offered to the establishment in question (Autissier, Bensabaa, & Boudier, 2010, p. 159). In particular, this involves breaking down the market into homogenous groups of consumers, with the aim of implementing a sales policy tailored to each group. Between the 'made-to-measure' product that targets the particular taste of each individual and the 'standard product' that applies to everyone, segmentation involves identifying groups of individuals with similar origins, needs, behaviour and purchasing power, with the aim of offering them services adapted to their sociological profiles (Angelier, 1993).

1.1 Segmentation criteria

For segmentation to be effective, it is first necessary to obtain information on the main characteristics of buyers. Thus, 'simple' variables such as socio-demographic, economic and

geographic characteristics are meticulously measured to better identify buyer profiles (Frochot & Legohérel, 2007, p. 110).

The first criterion consists of identifying the purpose of the destination, **based on the principle** that if a customer chooses a destination, it is for a very specific purpose (Durand, Gouirand, & Spindler, 1994, p. 53). Depending on the characteristics of the destination chosen, it may be a business or leisure trip. The hotelier is therefore expected to know the different types of clientele that make up the overall market, based on information acquired inside the hotel, but also outside through surveys and other data provided by various organisations.

1.1.1 Existing information in the hotel

The hotel has a customer file (cardex) containing details of customers, their dates of stay, their consumption habits and the purpose of their visits. This provides important information on the structure of the clientele who have already visited the hotel. In addition to this file, a satisfaction questionnaire can provide equally valuable information about customer expectations.

1.1.2 Information available from external bodies

In fact, this is information concerning the movement of the tourist industry in direct relation to the hotel's activity, such as information concerning tourist numbers according to seasonality, passenger transport statistics, as well as programmes of historical and cultural events likely to be of interest to certain customers. This inexpensive information constitutes an invaluable database that the hotelier can consult to supplement the often insufficient information available in the hotel. (Godet, 1991).

1.1.3 Setting up targeted surveys

The quest for information also involves providing potential targets with questionnaires, the use of which gives the hotel a clearer picture of the segmentation that can be exploited, both qualitatively and quantitatively.

-Quantitative analysis: this involves identifying the needs and expectations of each strategic business area (SBA) and choosing the customer segment(s) accordingly, based on the characteristics of the establishment and its profitability requirements. In this respect, we would point out that the same hotel offer may be suitable for several types of customer and, consequently, for various commercial targets. Hence the need to always compare the cost of the product with the expectations of the target customer segments, the potential profitability and the possibility of cohabitation between segments. (Brennemann & Sépari, 2001).

-Qualitative analysis: to ensure viability in an increasingly competitive and dynamic environment, each hotel establishment must find a sufficient number of guests, ensure a minimum level of loyalty and preserve its quality label as a place to relax. This is why the company must have a good knowledge of the public and be attentive to changes in this versatile market. (Jouandeau, 2004, p. 15).

Mastering this market requires the implementation of methods to detect the explicit and latent needs of customers and to better understand their motivations and purchasing behaviour (adapting the offer to the real aspirations of tourists). Hotel customers can be individuals, travel agencies or tour operators. Direct methods involve taking stock of customer expectations and determining the reasons for a stay. It can be useful to identify the socio-professional categories concerned, their standard of living, and how much time they generally spend on their holidays.

Information on age can also help to segment a hotel market in that the age criterion allows significant discrimination between national and foreign customers, as young customers have specific expectations.

Family customers also deserve attention, as they generally require facilities and activities tailored to each member of the family, on the assumption that this type of customer is difficult to de-season due to work, school and other constraints.

On the other hand, we are witnessing a new trend in the hotel industry, which is to increasingly seek to understand the specific needs of businesswomen and women travellers for personal reasons, with a view to adapting, or even reserving exclusively, products and services for this target group, which increasingly represents an economic opportunity to be seized. According to Travel Industry Association Research, women account for 43% of the

business customer segment, and 75% of them generally choose the hotel where they stay themselves (Fernane, 2015).

The strategic choice of marketing targets and the appropriate adaptation of the hotel service offering remain dependent on a good knowledge of this expanding customer base. In most cases, socio-demographic and economic characteristics are the most significant and useful in establishing customer profiles and understanding their behaviour. Other criteria, such as social class, lifestyle and personality, can also be used to gain even more precise insights into these customer groups. (Sahel & Kerris, 2009).

1.2 Choice of segments

In the hotel sector, companies generally focus their efforts on market segments made up of customers sharing common characteristics. The aim is to maximise commercial efficiency by rationalising the use of available resources as far as possible. This leads us to define four essential segments. These are tourists looking for the beach and the sun, travelers who prefer city visits, holidaymakers who enjoy cultural or nature visits and tourists who come to spend time with family or friends. (Rouanet-Laplace, 1993).

Significant differences emerge for several descriptive variables such as "family status, employment, group size and composition, length of stay, type of regions visited" (Fernane, 2015). Although the 'beach and sun' segment seems to be the most attractive in terms of volume and economic potential, cultural or environmental tourism in niche markets could be just as attractive.

1.2.1 Audience identification and promotional objectives

The aim of communication is to move the consumer to the ultimate stage of action, i.e. purchase, or even re-purchase. In this case, the wording must be clear and realistic, because the objectives will guide the entire communication process and will often serve as the basis for evaluating the effectiveness of the advertising at a later date. In this case, the objectives should already contain a formulation of the communication intention (positioning a brand or destination, raising awareness of the service). These objectives are determined in conjunction with the identification of a communication target, comprising all the people it would be desirable to reach with the advertising campaign. It is not limited to customers; it can also be aimed at opinion formers who, in turn, will influence consumers (journalists, travel agencies, associations, etc.). (Balfet, 1997).

1.2.2 Advertising budget

The use of carefully thought-out communication strategies to promote and reinforce the hotel's positioning with its clientele helps to reduce the anaesthetic effect of the specificity factors mentioned above. As the means at their disposal have evolved, they can now use a whole range of managerial tools to achieve their objectives. The diversity of media and non-media tools will be discussed, with an emphasis on the emergence of new communication tools and the importance of the budget to be allocated to them in order to achieve the desired results (rental of advertising space, remuneration of communicators, research costs and technical costs associated with producing the advertising campaign). (Lanquar, 1994).

1.3 Choice of media

Among the determining variables used to choose the most relevant advertising medium is the "total and useful audience", covering all the people in the group concerned (Frochot & Legohérel, 2007, p. 209). The choice of promotional method will obviously take into account the nature of the media used, the aim being to maximise the brand image of the hotel service.

Other decisions concerning the format of the advertising, i.e. the length and frequency of exposure per day, week or month for each medium, optimising the length of the advertising within the limits of the budget, the geographical coverage and the amount of investment, must also be the subject of an informed media choice. The cost of the media largely determines the choice of advertising medium, which no doubt explains why two thirds of media promotions for tourism are carried out by the less expensive press and much less by radio and television (a quarter by television and only 2% by radio). (Frochot & Legohérel, 2007, p. 208).

In their communication policies, hotels use a variety of promotional techniques, which we can classify into two categories: media and non-media promotion. Although our hotels clearly suffer from a promotional deficit, we can affirm that communication, and advertising in particular, plays a vital role in increasing occupancy rates.

1.3.1 Media promotion techniques

The proliferation of media has made the choice of media mix more complex. Cable and satellite channels have been added to the terrestrial channels. The magazine market has exploded into a multitude of specialist publications. Various indoor and outdoor advertising media have grown in scale, using a multitude of supports (back of transport tickets, laser

projection, counters). The use of the media mix has enabled hotels that have made good use of it to attract the favour of captive markets.

-Television: this medium reaches a large number of consumers, even though it is obviously the most expensive. The total cost of a television campaign, particularly in terms of prime time, can be exorbitant, which explains the sparing use of this means of communication and the desire of those who use it to make the most of it. Some hotels even go so far as to organise television programmes on the premises (as in the case of the 'Mesk El lil' programme at the Mercure hotel).

-Radio: this tool, unfortunately little used by the hotel industry, has the advantage of being inexpensive and selective in terms of listening hours. It can reach a large number of listeners, particularly via FM. It is clearly more flexible than television, but has the disadvantage of having a more moderate media impact due to the limited amount of information it broadcasts.

-Press: the press is a tool widely used by hoteliers. However, a clear distinction needs to be made between the daily press and magazines.

The local and national daily press provides a high level of coverage at a relatively moderate cost. It does not necessarily allow for a very thorough selection of markets, but it can allow for geographical selectivity. Some dailies, such as El Watan and Liberté, for example, devote pages to specific regions (Algiers, Kabylia, Oran, etc.) which could be judiciously exploited by hotels looking to attract customers. The main advantage of this local press lies in its great flexibility in advertising programming and its ability to reach the clientele immediately concerned.

Magazines, on the other hand, offer the advantage of wide circulation, a long shelf life, better visual quality and, above all, a more educated electorate that is easier to target. Magazine advertising is, however, more expensive and obviously less flexible than newspaper advertising.

-Outdoor advertising: this tool has the advantage of having a strong impact if it is well positioned. What's more, it costs very little to reach an audience that may be very large, but unfortunately is not very selective. It also has the advantage of being highly visible and very flexible to use. However, the impact of the message remains very limited, as it is reduced

to just a few words and powerful images. It can also take up a lot of space if it is not, as is often the case, regulated and controlled. The forests of advertising hoardings that often pollute city entrances are a sad example of this.

-Internet (computerised distribution network open to the public): the importance of online tourism is growing. It accounts for 45% of the volume of e-commerce sales by hotels. The hotel services most frequently purchased over the Internet are airline tickets (40%), hotel rooms (30%) and seasonal rentals (16%). The advantage of the Internet lies in its lower cost compared with other promotional media and its ability to be updated instantly. Almost all the major players in the tourism sector have websites, but there are no platform sites that provide price comparisons to help tourists make their choices. (Frochot & Legohérel, 2007, p. 125).

As well as access to up-to-date information, the expectations of Algerian web users in terms of online services are mainly to be provided with information on the best prices, the availability of accommodation in real time and, of course, electronic booking.

1.3.3 Non-media promotional techniques

Hotels can also promote various non-media promotional strategies. Some focus, for example, on the publication of brochures, while others tend to rely more on the quality of their relations with the public.

-Public relations: an essential component of the promotion policy, public relations aim to create and maintain a favourable climate both inside and outside the company. Public relations are aimed at the widest possible range of customers, as well as professional relations, shareholders and the media. The organisation of a banquet, for example, can be enhanced by the quality of the relations that the hotel chef maintains with the guests.

Internally, public relations actions also concern the company's staff, the aim being to maintain a team spirit and to highlight the importance and performance of certain employees. These actions can take the form of sharing information at different levels of the hierarchy, consulting employees in the implementation of new strategies and, why not, incentive systems to be promoted to boost their performance.

-Eductours: Eductours are used to present the services offered by the hotel to its customers to a group of journalists or certain players in the tourism industry. This approach

provides an 'in vivo' experience of the product that is likely to have a positive impact on influencers. Although it is commonly used by many players in the tourism industry, including luxury hotels, this approach can be cumbersome and costly due to the large number of staff it requires.

At a lower cost, Road Shows aimed at a wider audience make it possible to present all the components of a product in short seminars (a few hours to two days) to the various intermediaries visiting the country. The use of the Internet makes it possible to reach a large number of professionals at a reasonable cost (Fernane, 2015).

-Trade fairs: economic events, such as the international tourism trade fair held every year in Algiers, provide an opportunity to showcase the tourism products of an establishment or destination, which the general public and professionals are often delighted to discover.

1.3.3 Evaluating the effectiveness of an advertising campaign

Assessing the effectiveness of an advertising campaign is complex. It is particularly difficult to isolate the effects of a campaign from all the internal influences (pricing strategy, distribution, quality of service) and external influences (changes in the competition and the international economy). However, advertising campaign tests are the subject of evaluations that have been refined over time. They are commonly used by advertisers to monitor the various effects of their campaigns to ensure their success. Impact and purchase incentive tests are used to estimate the real effect on purchase intent.

1.3.4 Communication in the production system

The imperative need to obtain relevant information in real time in order to optimise sales of hotel services, which are, as we said earlier, volatile services, is driving hotel companies to develop sophisticated communication systems capable of boosting their service offerings. These highly specialised systems, using the latest communication, information processing and transfer techniques, must perform the following essential functions with a negligible failure rate: customer information, reservations and various logistical services.

The information systems of highly specialised companies have gradually been grouped and aggregated, with interfaces and interconnection systems to link systems offering a wide range of services (generally in the form of a network).

The rapid worldwide development of modern reservation systems has given them a strategic role in the distribution of hotel services. They are therefore referred to as global service distribution networks (GSDNs) (Rival, 2008, p. 99). Their importance is now such that they play an essential role in managing global tourism supply and demand. Covering operating costs depends on selling as much availability as possible through a wide network that encourages the sale of volatile services, particularly when the geographical distance and composite nature of demand tend to complicate the commercial action. It seems clear that these modern reservation systems will play an increasingly predominant role in hotel management methods.

If the commercial transaction, i.e. information-reservation, is carried out in minimal real time, this organisational advantage will enable the hotel to compete effectively¹.

Generally speaking, the Algerian hotel market suffers from a low level of penetration of information and communication technologies, largely due to the lack of Internet sites, which the country would do well to remedy as soon as possible if it does not want to be sidelined by the global tourism industry, which has invested heavily in this essential information and management tool.

2. Strategic thinking

The term "strategy" has been used in management terminology since the 1950s. A Greek term, it refers to the mobilisation of a set of resources (military forces) to achieve the objectives set by those in charge. As far as the company is concerned, the definition given by A. D. Chandler in the 60s is worth noting: "*strategy consists of determining the fundamental long-term objectives and goals of an organisation, and then choosing the methods of action and allocation of resources which will enable these goals and objectives to be achieved*". (Brennemann & Sépari, 2001, p. 99).

The nature and strategic objectives of hotels are not very different from those of other businesses. As in the case of the latter, the strategy of a hotel establishment aims to ensure its long-term survival, to increase its comparative and competitive advantages with a view to preparing its future in the best possible way. The company's long-term survival depends on

¹ In addition, customers often demand a chain of services, a series of complementary services provided by separate service centres: when these services can be offered as a whole, at a single point of sale, the chain of services becomes more efficient, thus earning its name.

developing and increasing its market share by constantly improving its profitability, enabling it to offer specific services at lower cost. Strategy is used to extrapolate relevant management actions in an uncertain economic context that demands flexibility and responsiveness from companies subject to tough competition.

2.1 Analysis of the competitive environment

For a hotel company, an environment is made up of all the companies closely or remotely affected by its activity. It must take into account the nature and intensity of the competition from certain companies, as well as the likely benefits that they could derive from this environment (partnership, complementarity, contribution of certain industries, occasional multiform aid, etc.), the aim being to achieve an optimum combination of production factors and quantities of goods and services necessary for the smooth running of the establishment. In developing this strategy, it is essential to think about the best choices to be made and the means to be implemented in order to obtain beneficial spin-offs for craft, cultural, commercial, catering, transport and other services that actively contribute to the sustainable development of the economy in general and the hotel industry in particular.

2.2 Five forces governing the hotel market

In strategic analysis, the external environment is traditionally a source of influences and constraints which often weigh heavily on managerial decisions. The balance of power emanating from direct competitors, or from economic and political players, can effectively interact with the strategic thinking of managers, with economic and social repercussions that can be as unexpected as they are significant.

In this respect, the work of Michael Porter provides valuable insights into the competitive situation to which tourism companies are often subject. He presents a very useful diagram in his book "*competitive strategy*", which summarises in a relevant way the dimensions useful for analysing the hotel industry and competition (HEC, 2005, p. 39).

In his strategic analysis, he notes that five forces govern competition. These are: existing rivalry between companies in the same business; the threat of new market entrants (potential competitors which may be foreign or even national hotel chains); the threat of substitute products and services (pizzerias, cafés, home-stay accommodation); the bargaining power of suppliers; and the bargaining power of customers (price and quality negotiation).

2.3 Hotel market constraints

The services offered by a hotel consist of a set of tangible services (rooms, equipment), but also intangible elements such as the welcome, the atmosphere, the culinary art and so on. The genius of the hotel manager lies in knowing which criteria to apply in order to promote services that best meet an expressed or latent demand, with the aim of capturing coveted market share from competitors. (Cannell, 1976).

2.3.1 Markets

The market is the physical and temporal place where exchanges take place. Because of its structure, it determines to a certain extent the sale of the service. The tourism market in general, and the hotel market in particular, are governed by a number of fundamental criteria.

To begin with, any market presupposes one or more products, and consequently there would be as many markets as there are products. The tourism market we are talking about, on the other hand, refers to a global market, of which the hotel and restaurant markets are only segments. Within these market segments, as in the case of the hotel industry, there are also divisions based on the configuration (hotel-restaurant, hotel-restaurant-bar) and standing of the establishments (number of stars awarded). The scope of the hotel market is also limited by a geographical perimeter beyond which it is difficult, if not impossible, to interest customers who are too far from the place where the services are provided. Unless there is a particular attraction, it is hard to see tourists taking the trouble to travel 100 to 200 km simply to consume a product that they can easily find on the spot. (Dupont, 2002, p. 35).

In any case, for a hotel manager, the market is a dashboard that provides valuable information on prices, behaviour, customer expectations and opportunities for expansion.

2.3.2 Customers

The relative size of the hotel customer base largely determines a hotel's bargaining power. When the supplier is large, it generally has greater bargaining power than smaller operators. For example, a small supplier of food products to a hotel chain will have considerably less bargaining power than a multinational such as General Foods or RJR Nabisco. (Sabourin, 2000, p. 57)..

Chapter III: Tourism marketing: market research, segmentation and positioning

Today's hotel customers include not only tourists, but also organisations and other customers who can book directly or through intermediaries via the Internet.

-Direct demand: concerns private individual customers (national or foreign) as well as companies who make bookings without going through an intermediary.

-Indirect demand: these are hotel service prescribers who act as intermediaries for private individual and group customers. These intermediaries account for over 70% of bookings. There are five main players in this category: tour operators, travel agents, airlines, Internet service companies and reservation centres.

***Tour-operators:** are companies that produce travel packages, i.e. trips for which all the key elements (type of service, destination, price, duration, period) are determined in advance.

***Travel agencies:** according to law 90-05 of 19 February 1990, "a tourist and travel agency is any commercial enterprise whose purpose is to provide tourists and travelers with services relating to their travel and stays on a permanent basis"². Depending on their financial resources and managerial capacities, the activities devolved to tourism and travel agencies may be more or less varied and integrated (transport, accommodation, catering, entertainment). They may combine production and commercial activities, or they may, as is often the case, limit themselves to one or other of these activities.

***Airlines: At** the request of a customer or group of customers, an airline may itself allocate bookings at hotels with which it generally works.

***Internet service companies (telematics): this is** a remote reservation system made possible by the use of communication and information technologies. It allows potential customers to find out about the nature and prices of hotel services available, with the option of booking from home.

***Reservation centres: these are** organisations that manage room requests and offers using powerful computer networks. Hoteliers who join this type of centre gain an additional opportunity to promote their establishment by boosting its occupancy rate.

² The Official Gazette of the Algerian Republic No. 18 published Executive Decree No. 92-01 of March 1992, amending and supplementing Decree No. 85-12 of 26 January 1985 defining and organising hotel and tourist activities.

However, the intermediary profession, especially for travel agents, tour operators and airlines, faces a number of problems, including a possible deterioration in its public image. In the minds of consumers, travel agents are often perceived as parasites, middlemen who could do without. This negative perception is largely corroborated by the large number of travellers (between 70 and 90% of tourists) who don't even bother to contact them. Nevertheless, travel agencies continue to dominate the business tourism market and to play an increasingly important role in leisure tourism.

2.3.3 Competitors

In the tourism market, competition between hotels is often fierce. They may compete directly or indirectly. Direct competitors include all hotels offering technically comparable tourism products and belonging to the same category or sub-categories of products targeted by tourists. Indirect competitors, made up of domestic or foreign tourist establishments, offer products that meet customers' expectations, in line with the hotel's own organisation and resources (fast food, home accommodation).

We can also point to another example of competitors: establishments that work illegally, which creates unfair competition that is detrimental to establishments that operate within the standards.

This tradition of competitive analysis, now adopted by the managers of major hotel establishments, offers the advantage of objectifying the environment external to the company so that it can be integrated into the body of management decisions. The fewer the competitors, the higher the company's profits; the more competitors there are, the lower the profits claimed by new entrants.

2.3.4 Assessing the attractiveness of business activity areas and spaces

Strategic analysis leads us to classify the company's main business activities into Strategic Business Areas (SBAs). These correspond to homogeneous groups of activities, products and services, defined as product/market combinations which share the same technology, operate in the same markets and face the same competitors. (collective, 1993, p. 111).

The tourist establishment seeks to develop its business in product/market combinations that present significant commercial opportunities. In economic theory, various tools such as

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the BCG (Boston Consulting Group) matrix and the product life cycle help to formulate and implement strategic analyses. These methods are based on gathering information about the market (growth rate), the competition (relative market share), commercial results (sales volume) and comparative advantages (cost-based or quality-based advantages).

Conclusion

In-depth tourism marketing requires not only a thorough understanding of basic concepts, but also a commitment to continuous innovation, advanced data analysis and maximum personalisation in order to remain competitive in the ever-changing global tourism market.

Chapter IV:
The tourism marketing mix

Chapter IV: Tourism marketing mix

Introduction

Tourism marketing is considered an essential factor in the development of tourism, given the important role it plays in promoting tourism and tourism services in general. From this point of view, tourism marketing through advertising is a necessary step in this direction, based on psychological satisfaction and pleasure in order to create desires and motivations to consume the tourism product, expand the tourism market and attract the largest possible number of applicants for these services .

Studies relating to the extent of the popularity of tourism products are no less important in this field, and it is inevitable to stress in this respect that a successful marketing approach is one that creates ongoing communication between the tourism industry and its consumers, which requires the existence of an overall national tourism marketing plan. In addition to the efforts made at the level of individual tourist and hotel businesses. Joint efforts between the governmental and civil levels, particularly at events such as festivals, conferences, etc., play an important role in promoting the tourism product. This chapter will attempt to introduce the concept of tourism marketing, the elements that make up the tourism marketing mix and the most important tourism marketing strategies. The marketing strategy in the tourism process is based on :

- The project must choose new and well-known markets as targets for its activities.
- Choosing the right marketing segment. This requires skills and abilities to know which segment or sector we want to market to (market segmentation).

1. The strategy linked to the four elements of the tourism marketing mix

It is an intangible service that is specifically promoted to a tourist customer to attract their attention and arouse their motivation and curiosity to purchase this service. The tourism product is an essential element of the tourism marketing mix, and is considered to be a mixture of natural factors and other human components in addition to tourism facilities, establishments and organisations (Balfet, 1997). However, the tourist's purchasing decision is characterised by difficulties, due to the characteristics that characterise tourist services, which can be summarised as follows.

- Integration of the tourism service: in other words, there is integration and harmony. If a fault occurs in one of the services, it can affect all the tourism services and consequently the tourism program.

-An intangible product: This makes things more complicated, as it requires marketers to study carefully how to attract the expected tourist consumers.

- Tourism product diversity: Tourism planners need to develop, design and plan programs that are compatible with target market segments.

- Dependence on natural and human elements: As mentioned above, the product is a combination of these two factors, but the organization must make the best use of them.

The product range consists mainly of :

-Product range: These are all the products that have a common denominator, such as being offered to the same consumers or having a single price level. (Abu Bakr, 1993).

Product policy is, of all the other components of marketing strategy, the one that involves major investment, and therefore the one where mistakes are the most costly and the most difficult to correct.

1.1 Specific features of the tourism product

- Tourism is not a physiological need. It is therefore more difficult to sell and requires an additional marketing effort. (Jouandeau, 2004).

- We live on seasonality, so it's difficult to maintain profitability in off-peak periods. We need to develop leisure and business tourism.

- The product is perishable. This fact has given rise to specific management techniques such as yield management.

- The product is highly dependent on the environment (economic, natural, climatic, political and cultural).

- This product is non-stockable (unsold rooms are not recovered).

-There is a close relationship between the customer and the service provider.

-There is a time lag between purchase and consumption of the product.

- The package product: This generates income in other departments. However, it requires better organisation in order to calculate package prices. (Jean-Pierre, 1993).

- We sometimes buy an image that is different from reality (a room 50m from the sea but the establishment does not specify that there is a motorway separating the room from the sea).

-Appreciation of the hotel product is highly subjective.

- This product is dependent on means of transport. This automatically means that the customer has to travel.
- Quality varies from country to country.
- A heterogeneous package (e.g. catering, accommodation, cruises, transport, discovery holidays, cures, thalassotherapy, etc.)
- For tourists, the expectation of external consumption with a level of satisfaction at least equal to the level of satisfaction obtained in their familiar world.
- The concept of hospitality
- Establish a warm relationship.
- Consider the customer as a host.
- Anticipate material and emotional expectations (moving away from home often creates discomfort).

1.2 Product functions

- Utility functions: linked to the technical characteristics of the product (bedroom: decoration, choice of view, comfort, etc.).
- symbolic functions: search for an atmosphere, a style, certain culinary specialities. Psychological or sociological motivations (expectation of a certain type of customer, price level, etc.).

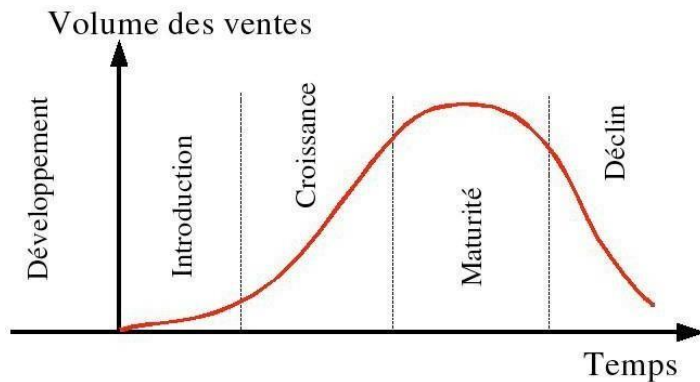
These are more restrictive functions, because the marketing evolution of the product goes hand in hand with the development of its symbolic functions.

1.3 Hotel product life cycle

Like all goods and services, a tourism product has a life and a death. It must remain relevant to the customers who buy it.

Each new product is a facility offered to consumers, but also a difficulty imposed on production. In these conditions, it is normal that the career of a tourism product, i.e. the use made of it, is subject to a large number of influences such as the experience of the producing tourism organisation, the position of its competitors, the appearance of substitute products, the policy of States in the field of tourism and leisure, and the tastes, needs and desires of holidaymakers.

Figure 7 : Tourism product life cycle



Source : (Dupont, 2002, p. 77)

This other managerial approach consists of identifying the life cycle of the product (or of each of the products). Butler adapted this approach to tourism with the hypothesis that the development of a tourism product generally comprises several stages: exploration, involvement, development, consolidation, stagnation and decline, with the possibility of rehabilitation.

The first stage involves exploring the product's potential. The second stage is to consider the need to invest. The third phase of the process involves sustained growth in demand, generally followed by a period of consolidation. Finally, there are the phases of stagnation, ageing and decline of the product in question. The author of the model foresees the possibility that the product may experience a new beginning. This rejuvenation, or rehabilitation as it is often called, may correspond to a change in the public's tastes or to a differentiation action that broadens the public's choice. (Iunius & Fraenkel, 2009).

In general, authors agree that there are four phases in the life of a product: launch, development, maturity and decline.

2.Pricing policy

Price: "This is *the monetary value of the product or service that the consumer pays to obtain the product or service.*

From this definition, we conclude that price is any material consideration studied and determined by specialists that the consumer pays in exchange for a service that he can or will obtain. It is an element that is affected and affected by the elements of the marketing mix.

It is also a means of achieving marketing objectives, so it is necessary for the organisation to coordinate a high level of product design, promotional decisions and distribution points.

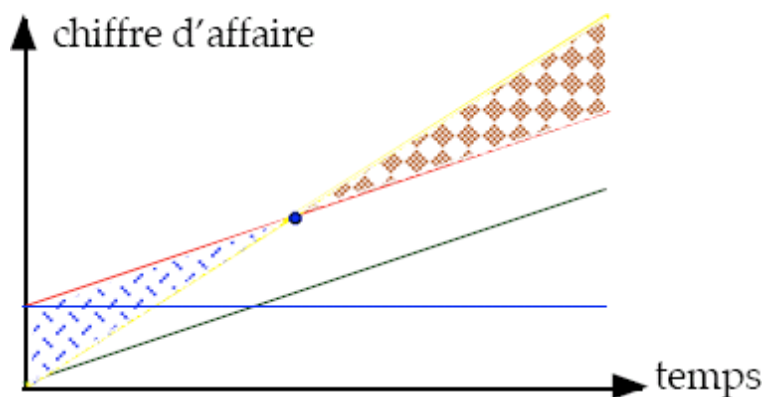
2.1 Policy objectives

-Profitability target

This objective depends on the stage the product is at.

For example: in the launch phase or in the decline phase, the objective will be to ensure profitability. The company will therefore try to find a price that will enable it not to make a loss.

Figure 8: Profitability zones



Source : (Balfet, 1997, p. 48)

The horizontal line represents fixed costs, while the red line shows variable costs. The yellow line shows the company's turnover. Finally, the green line shows total costs. The blue point is the break even point, i.e. the minimum turnover required to make a profit. (Dupont, 2002).

The most important thing for a company is to make a good forecast of the quantities it is going to sell.

-Profit target: (growth phase - maturity)

-Maximising profits

- Sales of ancillary products (rooms and breakfast. Hotel-restaurant package where the hotel is cheap but the restaurant is on the rack).

- Increasing "traffic": Trying to get as many guests as possible into the hotel. This can be done by organising exhibitions and events (fashion shows, shows, concerts, etc.).

2.2 Pricing methods

- *When setting prices for the first time* (launch, relaunch, takeover, exploitation of new segments, distribution channels or intermediaries, etc.).

One-thousandth law: This law is specific to the hotel industry and is only appropriate when setting rates for the first time. It is based on the total cost of building the hotel, divided by 1,000 and multiplied by the number of rooms:

Price per room = construction cost/1000* no. of rooms

For this law to be reliable, the hotel must achieve a minimum occupancy rate of 60-80% (which is relatively rare for a hotel in its start-up phase).

It should be noted that this law only takes into account construction costs and does not look at operating costs (staff, etc.). Nor does it take account of competition or the purchasing power of potential customers. One advantage is its simplicity.

- *For an existing establishment:* It needs to analyse what the competition is offering.

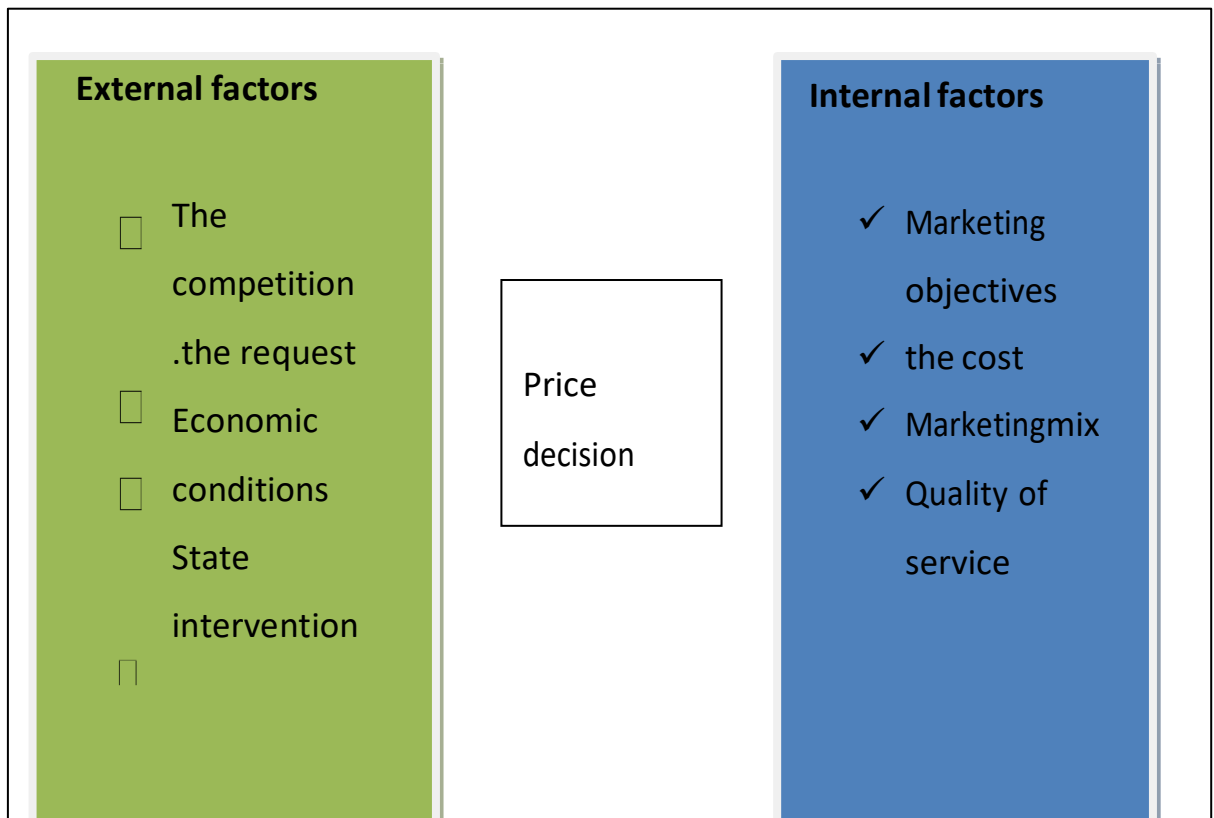
There are 3 alternatives available to the company:

- **Me too pricing**": We will match the prices charged by other establishments. This operation is feasible when competition is low (all establishments work with the same price) and if the product is not too different. (Al Sahn, 1998).

- **Put out pricing**: This is a way of standing out from the competition by charging the lowest prices. This method is possible when competition is strong. It is essential that the company minimises its operating costs, for example by looking for the cheapest suppliers, cheaper staff from abroad, etc.

- **Stay out pricing**": We will stay out of the competition, often with higher prices. This can be done with a highly innovative product or when you are the market leader (with a market share of over 60%).

Figure 9 : Factors affecting pricing decisions



Source: Dr. Tariq Taha, reference cited above, p. 412

➤ **Factors to consider when drawing up a pricing policy**

-External factors: The economic situation (growth, recession), regulation, seasonal fluctuations and flexibility of demand.

-Internal factors: Costs, breakdown of costs and sales by department.

➤ **Pricing a product in the range**

The price of a product in the range must be set in such a way as to encourage the sale of other related products.

-Policies to increase traffic: e.g. department stores that offer a "price of the day" at the back of the shop encourage customers to buy other products, as they have to walk past to get to the promotion. Hotels, for their part, can attract customers by organising outside events, offering daily menus, etc.

-Induced products: These are products that must be purchased to consume a specific product. For example, buying a dish in a restaurant requires the purchase of a drink. Buying a DVD player leads to the purchase of DVD's (Abu Bakr, 1993).

2.3 Pricing stages

-What is the objective set out in the marketing plan?

Pricing depends on the company's objective.

If the company wants to work on its brand image, the price may be relatively high, but it must match the image.

However, if it wants to win market share, it has to offer the lowest possible price.

Given that the main aim in the hotel business is to maximise profits, you need to set a price that pays off.

-Setting a price range (minimum-maximum)

-The minimum price is the price at which we make no profit and no loss.

-The maximum price is harder to define. We base it on what the competition is doing. If there is no competition, we base ourselves on the psychological logic of our customers.

-Simulation

We look to see if the price we have set is well within the range and what profit we could make.

-Psychological adjustment

The price is adjusted according to consumer reaction.

A study has shown that the number "7" is perceived differently, and the increase seems less significant. For example, if the price is set at €40, it can go up to €47 (Balfet, 1997).

3.Promotion policy

Promotion includes all the tools involved in marketing communication.

3.1 Types of communication

The two types of communication

-Internal communications

The aim of internal communication is to maintain the corporate culture and create a favourable working climate within the company. It is essentially the HR department that will work closely with the marketing department.

Below are some tools for internal communication:

-Produce memos that are visible and available. All changes and new strategies must be included in these memos, and all staff must be kept informed.

The introduction of an in-house newspaper, which has the advantage that everyone can express their views. Notes are issued by management and go down the hierarchy.

-External communication

The aim of external communication is to publicise the bank and its various products and services not only to customers, but also to banks, suppliers and intermediaries.

This communication can take two forms. The first is commercial, with the direct aim of increasing sales.

The second form is that of the firm, which consists of publicising the name and brand.

3.2 External communication tools by life cycle objective

Public relations: Public relations can be defined as "the deliberate, planned and sustained efforts to create and maintain mutual understanding between an organisation and its public".

These efforts will help to improve the company's brand image during the phases of maturity and decline if it is a resurrection phase.

Among the actions that hotels can take to become better integrated into their environment are sponsorship (Sahel & Kerris, 2009).

To do this, the hotel gives money to finance activities that are not directly linked to sales, but the aim is to make itself look good. It can organise events or conferences in schools, for example.

This tool enables the company to forge a credible image and commit to concrete actions.

Company advertising: The aim is to publicise the name of the establishment and create the image that goes with it, during the launch and growth phases, with a view to raising awareness.

Examples include the creation of a logo, a general radio advert for the school, publications in specialist and non-specialist magazines, etc.

Classic product advertising aims to increase sales of a specific product or service, particularly during the growth phase. This type of advertising is often linked to the previous type, since advertising a product inevitably involves advertising the company. To do this, a medium is used, and the advertising is one-sided (the customer receives a message but cannot discuss it with the sender). (Monereau, 2002).

Sales promotions are designed to increase sales of a product or service, but they are carried out over a specific period, unlike product advertising.

This tool makes it possible to fill up during off-peak periods (low season), at different stages in the product life cycle.

Prospecting or direct marketing enables direct contact between sender and receiver. The aim of this tool is to build customer loyalty and find new customers (business category) at all stages.

3.3 Promotion stages

-Consult the objectives of the marketing plan.

-Analyse the stage in the product's life cycle.

-Defining your communication strategy

-Defining the tools and the agenda

-Choose the media used for distribution. Depending on the customer base and costs.

-Setting the commercial budget.

=> MEDIA PLAN (lists the various actions to be carried out, their dates and the costs involved).

Table 5: Advantages and disadvantages of different means of communication

Types of media	Benefits	incontinent	objectives
Daily press	<ul style="list-style-type: none"> -Large number of readers. -You can choose the number of publications. -An ideal situation for reading. -Discount vouchers available. -Targeting. 	<ul style="list-style-type: none"> -A fleeting message. -Mainly for the public male. -Relatively high cost given the number of publications. -Not suitable for customers leisure activities. 	<ul style="list-style-type: none"> Promotions (vouchers). Adapting to events.
Periodical press	<ul style="list-style-type: none"> -Good targeting. -Good coverage geographical. -Longer life Long. -Situation conducive to reading Top-of-the-range customers accessible. - Better quality of publication. 	<ul style="list-style-type: none"> -Higher costs. -Publication deadlines high -Saturation at reader level 	<ul style="list-style-type: none"> -Change of customers. -Improvement of the image. -Selecting the customers.
All boxes	<ul style="list-style-type: none"> -Free for customers. -Directly addressed to customers. -Low cost for the publication. 	<ul style="list-style-type: none"> -Not always wanted. -No precise targeting (except geographic area). -Not always read. -Risk of damaging the image. -Number of competitors 	<ul style="list-style-type: none"> -Local customers (restaurants). -Make yourself known. -Making promotions -Local event.

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Source : made by us

4. Distribution channels

The concept of distribution in the tourism sector must cover two aspects.

- The first aspect is obtaining a tourism product, i.e. the absence of obstacles to achieving it.
- The second aspect: transition of tourist products from the producer to the final consumer, and from there, tourist distribution is the path taken by tourist products until they are enjoyed by the tourist, in time and space. (collective, 1993).

4.1 The different types of distribution channels

Let's distinguish between direct and indirect distribution channels:

-The direct channel: this is the simplest distribution channel. In this case, the hotel manager prefers to sell his product directly to the consumer.

-The indirect channel: This is via wholesalers (tour operators and retailers (travel agencies) and central reservation systems, and currently also via the Internet.

4.2 The main distribution channels

The main distribution channels are :

-Tour operators: These can be defined as people who sell finished tourist products. They buy services in large quantities (transport, day-trips, etc.) at low prices and put together organised trips. These can be sold directly by the retailer or by a travel agency. It is very expensive for a hotel manager to advertise with a tour operator. (Balfet, 1997).

-Travel agencies: Travel agencies sell both trips they have put together themselves and trips put together by a tour operator. They look after a booking (transport, hotel, etc.) and create individual contact between the customer and the hotel manager. On the one hand, the hotel manager has understood that a travel agency offers direct and indirect advertising benefits (there is a certain price to pay for this advertising).

On the other hand, the travel agent agrees that this payment requires quality work. It is important for the manager to give good information about his hotel to the travel agent (Jean-Pierre, 1993).

-Tourist offices: They promote a country's tourist attractions. They are the ideal partners and offer the hotel manager a range of services such as: promoting related activities, providing addresses,....

Example: tourist office, Ministry of Tourism, OPT,....

-A department of a large company: Some large companies (such as banks) see tourism as an additional source of profit. Other firms have their own personnel departments. These benefits offered by the company to its employees may be of interest to the hotel manager.

-Transport companies: Transport companies cooperate with travel agencies, and some have their own sales departments.

-Rail companies: In particular with their "train & hotel" package.

-Airlines: Most airlines offer the option of combining their booking with a hotel stay. Most hotel chains are located close to an airport to provide accommodation for crew and passengers.

-Coach companies: A coach company specialising in travel is a tour operator that sells various tourist services. These often include accommodation. Most of the time, this accommodation is short-term.

-Independent hotel chains: Hotels that are independent but have a common goal can join a chain. The chain markets the hotel under its own brand name. The chain will also develop: marketing activities, sales, a brand image, advantages through grouped orders,....

Here are some examples of hotel chains: Relais du Silence, Relais & Châteaux, Best Western, etc.

-Franchised businesses: Many hotel and restaurant chains are increasing their market share by working with franchised outlets and contracts.

-Tourist guides: You need to distinguish between official hotel guides and commercial editions.

- Official guides are produced by official organizations.

- The commercial editions are hotel guides.

Chapter V:

Tourism marketing via the web

Chapter V: Tourism marketing via the web

Introduction

Despite the role played by each of these international organisations (the World Tourism Organisation, the World Trade Organisation and UNESCO) and other regional and local governmental and non-governmental organisations in the globalisation of the tourism industry, other factors have helped to influence this sector and accelerate the pace of its globalisation, namely the development of communication and information technologies.

1. The development of tourism e-marketing through the development of ICTs

The development of communication and information technologies has had an impact on tourism, as the acceleration in the pace of globalisation through the evolution in the use of these technologies has led to the emergence of new mechanisms and systems that facilitate the link between supply and demand in the global tourism sector. market and the generation of different media and methods to bring producers and consumers closer together, and thus a notable change in the structure and nature of tourism.

The information revolution and the development of its worldwide network (the Internet) have led to the globalization of the tourism sector through the expansion of e-tourism applications. The tourism industry has become extremely dependent on the availability of information, which is why this global network is seen as a complementary service. The use of e-tourism and the constant expansion of its fields are due to the growing use of computers, e-mail, mobile phones and interactive digital television, as well as the increase in the number of websites and subscribers on the Internet and the speed of access. All this has helped to reduce tourism marketing costs (contact with tourists, dissemination of tourist information) and production costs (ease and speed of communication between the producer of tourism services and the intermediary). In addition to reducing the size of the workforce, which in turn leads to lower production and operating costs.

The widespread use of e-tourism also leads to the facilitation of tourism product development and the emergence of new tourism activities compatible with different tourist segments, as well as improving the services provided and building loyalty among a broad base of tourists, then increasing the competitiveness of tourism institutions and increasing their sales, revenues and profits, which is ultimately reflected in the increase in the value added of this sector to GDP.

It is worth noting that as the scope of e-tourism expands, so does development in all branches of the sector. E-tourism is bringing about major changes in the performance of all tourism sectors, the most important of which is the hotel sector, whose quality is improving and the efficiency of its operation is increasing thanks to the equipment of rooms with computers, which facilitates hotel service operations (Autissier, Bensabaa, & Boudier, 2010). But the emphasis remains on the need for a great deal of technological knowledge and serious study of computers, how to use them and how to connect them properly to the Internet, how to market e-tourism, how to open up new markets and how to stimulate global e-tourism .

The report shows that tourists are increasingly using the Internet to organise their trips, according to studies published in the United States in this field.⁵⁶ This means that local and regional tourism organizations and the governments of developing countries, particularly those that have made significant progress in developing their tourism sector, such as Tunisia, Morocco and Egypt, need to focus on making Internet access opportunities universal and creating interconnected networks capable of covering all the topics on which International travel is based. Most of these concerns involve overcoming local barriers to technology, payments, communications and the adoption and use of computers (Abu Al-Qahf, 1992).

The President of the Arab Tourism Organization explained at the "Principles and Arts of E-Marketing for the Tourism and Travel Sector" event, held in Beirut in 2009, that interest in e-tourism is growing with interest in e-commerce, having contributed 7% of total e-commerce in 1997. This contribution rose to 35% in 2002 and is expected to reach 65% by the end of 2010.

World Tourism Organization statistics show an increase in electronic booking rates, with the percentage of air travel booked via the global information network, the Internet, accounting for 20% of the total number of bookings in 2002. There has also been an increase in the use of electronic bookings via the Internet. A study carried out by the United Nations Organization for Trade and Development (UNCTAD) indicates that the tourism sector will be the biggest beneficiary of the application of e-commerce, since the percentage of exports of tourism services will reach more than 18%, which is a high percentage compared to the impact of e-commerce on tourism exports with world exports from other economic sectors.

In this respect, Dr Yahya Abu Al-Hassan, President of the International Organization for the e-Tourism Industry, explains that this type of tourism is the only route to e-marketing. This shows that 66% of American society is turning to online purchasing and around 39% of Europeans are organising their travel programmes on site. In addition, this method saves

around 30% of the travel costs charged by tourism companies, intermediaries, commissions and taxes. (Abu Al-Qahf, 1992).

It can be concluded from the above that technological advances, particularly in information systems, have led to significant changes in the way people communicate and interact with each other, as international flows of knowledge and information increasingly link individuals and organizations to each other. Different parts of the world, and genuine global social movements have emerged (Jouandeau, 2004).

Its scale and scope have led to the emergence of new working and exchange networks. Globalization, thanks to the rapid development of information and communication technologies, has also helped to reduce communication costs and facilitate communication between tourism institutions and stakeholders, whether tourists or other institutions, which has helped to extend the use of this technology by all parties. Because of the additional value it brings to the field.

2. Tourism marketing via WEB

Tourism marketing has become one of the most important resources for countries, particularly in the light of the current global competition to attract tourists through tourist delegations travelling to different countries, and for tourism businesses to promote their country's tourism activity through various mechanisms and means. In this context, a recent study published by the World Tourism Organization called on various tourism companies to market via the global information network "Internet", noting that this network has the capacity to reach many places in the world and is also less expensive than printing leaflets and photos related to tourist locations (Abu Bakr, 1993).

The study showed a steady increase in the number of Internet users, with 459 million people having a computer connected to the Internet, including 40% of the population of the United States and Canada, 27% in Europe, the Middle East and Africa, 22% in Asia and the Pacific and 4% in Latin America.

The study indicates that 20% of all tourism bookings in various forms over the next five years will be made via the Internet. It explained that the Internet has become the main source of information when planning a trip (Rival, 2008).

Going on holiday in developed countries is superior to traditional means such as tourism agency newsletters and television program. She pointed out that the countries that send the most tourists are those that use the Internet the most, such as the United States and Canada.

And Europe, explaining that Internet users are generally from well-educated backgrounds with reasonable incomes, making them one of the most important segments for tourism companies to target and address.

She added that the emergence of the Internet as an important media and marketing tool has forced marketing and sales managers in tourism and hotel companies to change their marketing strategies and ways of ensuring the success of advertising campaigns to focus specifically on the Internet, noting that the use of the Internet will allow tourism and hotel companies to develop in areas of marketing activity, and companies will be able to Tourism, whatever its size, will be able to compete on the market within equal limits, and it will also be able to open up a direct market channel of communication with its customers.

Marketing experts confirm that successful marketing of tourism services via the Internet requires an effective system that uses information technology in a comprehensive way, so that the website includes a database, transaction or deal history, survey tools, selection tools and direct information. e-mail. They stress that keeping pace with this formidable technological development in the world of travel and reservations requires the attention of tourism companies and travel agencies to improve and develop the relationship with their customers and try to provide the greatest possible amount of up-to-date and accurate information and data, enriched with images and prices, and therefore the ability to compete with tourism and hotel companies, which are all now able to enter the world. Tourism e-marketing market.

However, marketing experts point out the difficulty of relying entirely on the Internet to conduct business. There needs to be a trained human element capable of operating this machine, as there are fears that entering the world of tourism marketing via the Internet will have a negative impact on the work of tourist facilities, travel agencies and airline reservations.

2.1 Virtual Reality and Immersive Experiences

Studying how virtual reality and other immersive experiences can be used to promote tourist destinations and improve traveller engagement.

2.2 Artificial intelligence in tourism marketing

Analysing how artificial intelligence can be integrated into tourism marketing, from chatbots to predictive personalisation of offers (Rival, 2008).

Conclusion

Marketing in the tourism business ensures stability and achieves economic growth by evaluating goods and services to satisfy needs. It is the means of making the good or service

available to the consumer. The pillars of the economic project are determining demand, directing resources to meet it through market research and carrying out the forecasting process, because marketing not only precedes the production process, but goes beyond it to find distribution outlets and set prices, while studying the relative status of proposed and alternative products to ensure a renewed production policy and achieve harmony with actual demand. For the consumer and his compatibility with his desires and ambitions, this is the only modern means of predicting the nature of developments and changes in the market and ensuring the creation of special measures to guarantee new needs. From this we conclude that marketing activity is one of the basic activities of any institution that wants to make a profit, with the need to combine marketing activity with production activity in order to be able to satisfy the consumer, as well as to provide high quality at prices appropriate to purchasing power. It can also predict the moment of need, as it indicates the right place and time. The importance of information in the development of electronic marketing, which has contributed to the development of global tourism, cannot be ignored.

General conclusion

In conclusion, tourism marketing is not just about promoting destinations, but encompasses an in-depth understanding of travelers, effective communication strategies, personalized experiences and adaptation to new technologies. Professionals in the sector must remain agile, creative and aware of emerging trends if they are to succeed in an ever-changing tourism environment. By continuing to explore these aspects, we are helping to create new experiences.

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