

The Impact of Social Media Marketing on Algerian Tourists' Attitudes Towards Domestic Tourism: The Facebook Platform as a Model

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Abstract

This study examines and analyzes the impact of Facebook marketing on Algerian tourists' attitudes toward domestic tourism. It combines theoretical grounding with a quantitative field test. The study uses a conceptual model in which Facebook marketing is treated as a multidimensional independent variable. Its dimensions are the quality and diversity of marketing content, interactivity, the credibility and quality of influencer content, relevance and trendiness, and customization. Tourists' attitudes are treated as the dependent variable. They are measured through three dimensions: the cognitive, affective, and behavioral dimensions. The study adopts the descriptive analytical method. Data were collected through an online questionnaire addressed to a sample of Algerian tourists. The final sample included 244 valid responses, which were analyzed using SPSS 24. The results show a strong and statistically significant effect of Facebook marketing on Algerian tourists' attitudes toward domestic tourism. They also show that customization is the strongest determinant of Algerian tourists' attitudes. It is followed by relevance and trendiness, then interactivity, and then the credibility and quality of influencer content. By contrast, the quality and diversity of marketing content did not maintain an independent effect in the multiple regression model.

Keywords: Facebook Marketing, Tourist Attitudes, Domestic Tourism, Marketing Content.

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Introduction

The rapid technological development of the digital world has reshaped many fields. Social networking sites have played a major role in this transformation. Tourism is one of the fields most affected by these platforms. At the same time, many countries have sought to diversify their economies by investing in the tourism industry.

For this reason, several countries have focused on domestic tourism. They use social networking sites to introduce and promote their tourism assets. These sites offer important advantages. They are relatively low in cost. They also allow destinations to be presented through images, videos, and virtual experiences. As a result, the domestic tourist can experience the destination before visiting it.

The spread of smartphones and the wide coverage of the Internet have strengthened this trend. Domestic tourism has therefore become one of the main areas on which many countries rely. Algeria is also moving in this direction. It seeks to support domestic tourism by focusing on the domestic tourist and by targeting this tourist through social networking sites. The purpose is to influence attitudes toward domestic tourism.

Based on this background, the main research problem can be stated as follows: What is the impact of marketing through the Facebook social networking site on Algerian tourists' attitudes toward domestic tourism?

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The following sub-questions derive from this main question:

What is the impact of the quality and diversity of visual and interactive content published on Facebook pages, such as photos, videos, and promotional stories, on the cognitive, affective, and behavioral dimensions of Algerian tourists' attitudes toward domestic tourism?

What is the impact of comments and recommendations published on Facebook pages on the cognitive dimension, such as knowledge and awareness of the destination, on the affective dimension, such as attraction and feelings toward the destination, and on the behavioral dimension, such as the intention to visit, to search, and to make an actual reservation?

What is the impact of the credibility and quality of influencer content on Facebook pages on each dimension of Algerian tourists' attitudes toward domestic tourism, namely the cognitive, affective, and behavioral dimensions?

What is the impact of the relevance and trendiness of tourism marketing content on Facebook pages on each dimension of Algerian tourists' attitudes toward domestic tourism?

What is the impact of the customization of tourism marketing content on Facebook pages on each dimension of Algerian tourists' attitudes toward domestic tourism?

Study Hypotheses

To answer these questions, the following hypotheses were formulated:

First hypothesis: There is a statistically significant effect, at the 5% level of significance, of marketing through the Facebook social networking site on the three dimensions of Algerian tourists' attitudes toward domestic tourism: cognitive, affective, and behavioral.

Second hypothesis: The quality and diversity of visual and interactive marketing content published on Facebook pages, such as photos, videos, and promotional stories, have a positive effect on the dimensions of Algerian tourists' attitudes toward domestic tourism.

Third hypothesis: Comments and recommendations published on Facebook pages contribute to strengthening the three components of Algerian tourists' attitudes toward domestic tourism: cognitive, affective, and behavioral.

Fourth hypothesis: The credibility and quality of tourism content published by influencers on Facebook have a positive effect on each dimension of Algerian tourists' attitudes toward domestic tourism.

Fifth hypothesis: Relevance and trendiness, understood as the degree to which marketing content matches the interests and characteristics of target tourists and the speed of instant interaction and updated content, have a positive effect on the three components of Algerian tourists' attitudes toward domestic tourism.

Sixth hypothesis: Customization, understood as the selective design of tourism marketing content according to the preferences, behaviors, and characteristics of each tourist, has a positive effect on the three components of Algerian tourists' attitudes toward domestic tourism.

Study Objectives

The main objective of this study is to identify the impact of marketing through Facebook on Algerian tourists' attitudes toward domestic tourism. The study examines a set of dimensions of the independent variable, namely Facebook marketing. These dimensions include the quality and diversity of visual and interactive marketing content published on Facebook, comments and recommendations, and the credibility and quality of influencer content.

The dependent variable is Algerian tourists' attitudes toward domestic tourism. It is examined through cognitive, affective, and behavioral dimensions. These dimensions include knowledge of the destination, awareness of the destination, attraction, feelings toward the destination, intention to visit, search behavior, and actual booking.

To identify the role of marketing through Facebook in shaping domestic tourists' attitudes toward domestic tourism.

To determine the nature of the relationship between Facebook marketing and domestic tourists' choices of internal destinations.

To assess the effect of the credibility and quality of tourism content published by influencers on changing and strengthening tourists' attitudes toward domestic destinations, especially when influencers present sincere content based on personal experience.

To measure the effect of visual and interactive content on Facebook, such as high-quality photos, short videos, and live broadcasts, on the Algerian tourist's decisions related to domestic tourism.

To explore the relationship between repeated exposure to tourism content on Facebook and the strengthening of tourists' intention to search, book, or recommend domestic destinations to others.

To study the effect of electronic recommendations and visitors' reviews on Facebook in shaping Algerian tourists' attitudes toward domestic tourism.

To provide scientific recommendations that may help Algerian tourism institutions design marketing strategies for domestic destinations through Facebook.

To identify the reasons for differences in Algerian tourists' attitudes toward domestic tourism.

Previous Studies

Several studies have examined the role of social networking sites in shaping and influencing tourists' attitudes. Filieri (2015) studied the effect of online consumer reviews, including recommendations and comments, on consumers' decisions and future orientations toward products or services. The study found that consumers are mainly influenced by the quality of the information displayed on social networking sites. Customer evaluations came second, followed by the overall ranking of the product. The study also showed that online consumer reviews affect the evaluation of the quality and performance of products or services that consumers intend to purchase.

Sultan et al. (2021) aimed to identify the main factors that influence travelers' behavior in choosing a destination. The study also referred to the different effects of tourism influencers on destination image formation through cognitive and affective perceptions. It concluded that travel information sources on social networking sites have a major effect on destination image. The tourism consumer is also influenced by the content published by travel organizers and by user-generated content shared by previous visitors to the destination.

In the same context, Huimin (2022) examined the effect of the quality of marketing information, or marketing content created by tourists on social media, on the intention to travel to a destination. One of the main findings was that the quality of information provided through social networking sites has a positive effect on travel intention. Trust also plays a mediating role between the quality of marketing content and tourists' travel intention.

Khatab (2024) addressed the role of Facebook influencer pages in promoting Egyptian domestic tourism and heritage. It was an analytical and field study. The study aimed to identify the role of Facebook influencers and to examine the relationship between following their pages and forming an image of tourist

destinations. One of its key findings was that the personal dimension of influencers is an influential factor. It also found that Facebook plays a strong role in promoting tourism, influencing followers, and shaping their intention to visit domestic tourist destinations.

Al-Banna et al. (2024) aimed to identify young people's attitudes, with their cognitive, behavioral, and affective components, toward the role of social media influencers in marketing Egypt as a tourist destination. The study also measured Egyptian youth's exposure to influencers in the tourism field and identified the most important social networking sites used to market the Egyptian destination. It concluded that social networking sites have become a basic part of young people's lives. Their exposure is often extensive and lasts for long hours. This confirms the role of these sites in influence and targeting.

The previous studies show that most research focused on tourism in foreign countries. Only a limited number of studies addressed domestic tourism. Many studies also focused on one form of digital marketing, such as influencer marketing or electronic reviews. In addition, most studies examined social networking sites in general. This reduced the level of specialization in studying the effect of marketing through one specific platform. It also limited the accuracy of the results and made it difficult to generalize them to other contexts, such as Algeria, due to social and cultural specificity.

The studies also differed in their field tools. Some relied on questionnaires, such as Khattab (2024) and Huimin and Yan (2022). Al-Banna et al. (2024) relied on the functional theory of attitude. Sultan (2021) relied on structural equation modeling. Most of these studies did not examine tourists' attitudes toward domestic tourism in detail. They focused more on destination image and did not provide a deep analysis of the three dimensions of tourist attitudes.

The scientific contribution of the present study lies in its analysis of the impact of Facebook marketing on Algerian tourists' cognitive, affective, and behavioral attitudes toward domestic tourism. It examines this subject in a more detailed way. Unlike other studies, it focuses on Facebook rather than on social networking sites in general. It also studies several marketing tools, including comments, recommendations, user-generated content, and influencers.

The study seeks to address the following research gaps:

Unlike previous studies that examined one independent variable or a limited number of dimensions, this study combines several marketing dimensions in one model. These include the quality of marketing content, likes, interactions, recommendations, and influencers on Facebook. It links these dimensions to the three components of Algerian tourists' attitudes: cognitive, affective, and behavioral.

Unlike studies that focused on purchase intention or affective interaction, this study analyzes Algerian tourists' attitudes toward domestic tourism as a triadic structure: cognitive, affective, and behavioral.

Unlike studies carried out in other temporal and spatial contexts, such as Egypt and China, this study addresses the topic in the Algerian context, which differs in time, place, and social characteristics.

The Theoretical Framework of the Study

The Conceptual Framework of Social Networking Sites

Before discussing the tools of social networking sites, it is necessary to define their nature. Many studies describe social networking sites as software programs or applications within the Internet environment. They enable users to communicate with others in different forms. Kaplan and Haenlein define them as a group of Internet applications that allow users to create and exchange user-generated content (as cited in Ghomari, 2020, p. 16).

This definition focuses on creating and sharing content with others. It does not refer clearly to the mutual and multidirectional interaction that takes place through conversations among users.

Filieri defines social networking sites as digital platforms that allow users to create and exchange content. This content may be text, images, videos, or evaluations. These platforms are an influential source in consumer decisions because of social interaction, reviews, and digital recommendations (Filieri, 2015, p. 1262).

This definition focuses on social interaction within these platforms. It also links that interaction to consumer decisions. However, it remains general and does not address the tourism context directly.

Sultan (2021) defines social media as electronic media used by individuals to organize tourism trips by exploring previous experiences shared by other users or marketing actors through interactive media (p. 6).

This definition is situated in the tourism context. It also stresses the informational and interactive role of social networking sites. Huimin defines social media in a similar tourism context as digital media channels based on content created by users or influencers. These channels are used to publish marketing information that aims to influence consumers' travel intention through the quality of content and the trust created by these media (Huimin, 2022, p. 3).

This definition highlights the role of influencers in content creation and its impact on tourists' attitudes. Yet it focuses mainly on the behavioral dimension, represented by travel intention. It does not refer to other important dimensions, such as the cognitive and affective dimensions.

Based on the above, social networking sites can be defined as interactive digital platforms based on modern Internet technologies and artificial intelligence. They enable users to create, exchange, and edit digital content in different forms, such as texts, images, videos, and reviews. They operate within an instant and multidirectional communication framework. This framework allows continuous interaction among individuals and institutions.

These platforms combine information flow with social interaction. This makes them effective tools for influencing users' knowledge, feelings, and behaviors. In tourism, they play a central role in shaping tourists' attitudes and decisions through previous experiences, recommendations, reviews, and content created by tourists or influencers. Their influence therefore extends to the cognitive, affective, and behavioral dimensions of tourism response.

Social Media Marketing: Facebook as a Model

Because social networking sites have become increasingly popular worldwide, their number of users has grown rapidly. Today's consumer often searches these platforms before making decisions. This has increased their importance for marketers.

Facebook is one of the most important social networking sites, if not the most important one. It ranks first worldwide in terms of monthly active users. In 2024, the number reached 3.065 billion monthly active users worldwide (Dixon, 2024). In Algeria, Facebook also ranks first in terms of users. In March 2025, the number was estimated at 32,627,000 users. This represented 69.4% of the total population (NapoleonCat, 2025).

The Characteristics of Facebook as a Platform for Tourism Marketing and for Promoting Algerian Domestic Tourism

Facebook has several characteristics that made it the preferred platform for many Algerians. These features encouraged Algerian tourism institutions to focus on it when preparing their marketing campaigns. The most important characteristics are the following (Kermiche, 2024, p. 188):

Wide reach. Facebook is the most popular and widely used social networking site in Algeria. This makes it an effective tool for tourism promotion. It is also easy to use, even for people with limited digital skills.

Diversity of media. Facebook allows the use of photos, texts, stories, and videos. These formats help deliver marketing content to a large audience. They also allow tourists to experience a destination before visiting it.

Instant interaction. Comments, likes, shares, and reactions accelerate communication among the different parties involved.

Psychological and social influence. Facebook can influence users through marketing content created by influencers or other people. This influence is especially strong when friends publish their own tourism experiences and preferred destinations.

Tourism Marketing Tools on Facebook

Facebook is one of the most important electronic marketing platforms in tourism. It provides media and tools that enable users to create professional, useful, and interactive content. This content can influence the tourism attitudes of the target audience. Based on previous studies, the main tourism marketing tools on Facebook can be summarized as follows.

Marketing Content Quality

Marketing content quality refers to the level of professionalism, accuracy, creativity, and diversity that characterizes content created and published through social networking sites to promote tourism destinations. Effective content should include the following characteristics (Huimin, 2022, p. 4):

Credibility and clarity in presenting tourism information.

Diversity of media, including high-resolution photos, short videos, live broadcasts that present the destination without distortion, and interactive stories.

An attractive visual and linguistic style that arouses the attention and curiosity of the target audience.

Continuous renewal and updating of published content to avoid routine and viewer fatigue.

Electronic Word of Mouth (eWOM)

Electronic word of mouth refers to the interactions produced by the experiences of others, such as visitors, influencers, and previous tourists, on tourism posts and pages. It includes the following elements:

Comments made by previous visitors on published tourism content.

Personal tourism recommendations and experiences shared in comments. According to Filieri (2015, p. 1262), these recommendations support information diagnosticity, that is, the credibility and usefulness of the information on which consumers rely when making decisions.

Interactive replies to questions and inquiries.

Reviews associated with positive or negative evaluations.

Influencer Impact on Facebook

Influencer impact refers to the role played by influencers through the content they create on Facebook pages. This content affects tourists' attitudes in their cognitive, affective, and behavioral components (Al-Banna et al., 2024, p. 318).

Some studies show that influencers play a major role in digital and electronic marketing. Large institutions and brands therefore cooperate with them and regard them as an important factor in the success and spread of their brands. For example, a survey on social media influencers conducted by BPG Cohn & Wolfe in cooperation with YouGov showed that 94% of marketing experts in the United Arab Emirates believe that cooperation with influencers is an important factor in the success of their brands (Allawa, 2022, p. 179).

An influencer is a person who uses social media and has a large base of fans and followers who are influenced by his or her opinions and suggestions about products, services, and brands. Influencers play an essential role in shaping customers' opinions and purchasing decisions. They are also considered a credible source of information by their followers (Bibi, 2023, p. 754).

In tourism, influencers are seen as reliable sources of tourism information. Their influence appears in the following ways (Al-Banna et al., 2024, p. 715):

Sharing real tourism experiences with others through their pages.

Maintaining continuous interaction with followers and providing recommendations and advice to support decision-making.

Creating a positive mental image of the intended tourism destination.

Exerting a strong influence on followers because of the trust and admiration they receive.

Relevance and Trendiness

Relevance refers to the degree to which tourism marketing content published on social media matches the tourist's personal preferences and interests. Relevant content makes the tourist feel that it has been designed specifically for him or her. It also maintains continuous contact between the tourist and the tourism institution. This supports purchasing decisions (Kouribiz, 2024, p. 742).

Trendiness refers to the presentation of innovative and contemporary tourism marketing content. It means that content keeps pace with developments and popular trends in the tourism market. It also refers to the speed of updating content and data according to new developments in the communication environment. This strengthens affective and behavioral interaction (Boulahbal, 2025, p. 61).

Customization

Customization in social media marketing refers to the ability to design specific tourism content and accompanying tourism services according to the preferences of each tourism consumer. It makes the tourist feel distinguished and personally recognized by the tourism institution (Boulahbal, 2025, pp. 62-63).

Tourism Attitudes: Definition and Dimensions

Attitudes have attracted the attention of many researchers in tourism consumer behavior and marketing. They are among the factors that influence and determine the response of the tourism consumer to external stimuli, such as tourism offers or promotional messages about destinations.

Definition of Attitudes

Ajzen (2018) defines attitudes as the readiness or tendency of an individual to respond positively or negatively toward the object of the attitude (as cited in Brahimi et al., 2025, p. 97). Khelifi (2019) confirms this view by defining attitude as a psychological tendency that expresses an evaluation of a given entity with a degree of favor or disfavor (p. 242).

Dimensions of Attitudes

Most researchers in social psychology agree that every attitude includes three basic dimensions or components: a cognitive component, an affective component, and a behavioral component (Alian, 2021, p. 396). Many recent studies have adopted this same view.

Alsoud et al. (2023) explored the impact of social media marketing activities as an independent variable on tourists' purchase or visit intention as a dependent variable, with destination image as a mediating variable. The present study intersects with that study in some dimensions of the independent variable, such as interaction and electronic word of mouth. It differs from it in other dimensions, such as trendiness and customization. The dependent variable in that study was purchase or visit intention. This belongs to the behavioral dimension of attitudes. It may also be viewed as the outcome of the cognitive and affective dimensions, although the study did not state this explicitly (Alsoud et al., 2023).

Al-Banna et al. (2024) examined the role of influencers as an independent variable through the dimensions of credibility, expertise, attractiveness, and trust. The study analyzed their role in tourism marketing for Egypt and in shaping Egyptian youth's attitudes as a dependent variable with three dimensions: cognitive, affective, and behavioral. The present study adopts this triadic view in its applied part. However, it treats influencer impact as one dimension of the broader independent variable, namely Facebook marketing. It also adds other dimensions, such as marketing content quality and interaction with marketing campaigns (Al-Banna et al., 2024).

Brahimi et al. (2025) examined the use of Algerian consumers' perceptions of tourism marketing activities through social networking sites as a way to influence their attitudes toward domestic tourism. The independent variable included interactivity, electronic word of mouth, and informativeness. Some of these dimensions intersect with the present study. The dependent variable was Algerian consumers' attitudes toward domestic tourism, composed of cognitive, affective, and behavioral dimensions. This is consistent with the applied design adopted in the present study (Brahimi et al., 2025).

Since the present study deals with these variables in a tourism context, the three dimensions are presented as follows (Alian, 2021, p. 397):

The cognitive component consists of the perceptions, beliefs, and knowledge held by the potential tourist about domestic tourism. It includes what the tourist knows, perceives, and believes about domestic destinations. These beliefs may concern service quality, tourism resources, safety, infrastructure, and prices. This dimension can be influenced by marketing content, likes, and recommendations on social networking sites.

The affective component refers to feelings and emotions toward the object of the attitude. In the case of domestic tourism, it includes attraction, admiration, satisfaction, hesitation, boredom, or dislike. Creative tourism marketing content on social networking sites can create positive feelings among tourists.

The behavioral component is the outcome of the two previous components. It relates to intention, desire, readiness, and response. It appears when the potential tourist takes actual steps to travel domestically, such as booking, contacting tourism agencies, searching for information, or interacting with promotional videos, comments, recommendations, influencers, and marketing content.

The Field Study

This section presents the main elements of the field study conducted on Facebook users and Algerian tourists.

*Field Study Design**Study Model*

Based on the theoretical framework and the study variables, the field study model analyzes the relationship between the dimensions of tourism marketing through Facebook and Algerian tourists' attitudes toward domestic tourism. The independent variable is Facebook marketing. Its dimensions are marketing content quality, interaction with marketing campaigns, electronic recommendations, influencer content, relevance and trendiness, and customization. The dependent variable is Algerian tourists' attitudes toward domestic tourism. It includes the cognitive, affective, and behavioral dimensions.

Figure 1. Study Model

Independent variable: Facebook marketing	Dependent variable: Algerian tourists' attitudes toward domestic tourism
Marketing content quality	Cognitive attitudes
Interaction with marketing campaigns or interactivity	Affective attitudes
Credibility and quality of influencer content	Behavioral attitudes
Relevance and trendiness	
Customization	

Source: Prepared by the researchers based on previous studies.

Study Hypotheses

H0: There is a statistically significant effect of marketing through Facebook on Algerian tourists' attitudes toward domestic tourism.

H1: The quality and diversity of visual and interactive marketing content published on Facebook pages positively affect a dimension of Algerian tourists' attitudes toward domestic tourism.

H2: Comments, likes, shares, and electronic recommendations published on Facebook pages positively affect a dimension of Algerian tourists' attitudes.

H3: The credibility and quality of influencer content on Facebook pages positively affect the different dimensions of Algerian tourists' attitudes toward domestic tourism.

H4: The relevance and trendiness of tourism marketing content positively affect all dimensions of Algerian tourists' attitudes toward domestic tourism.

H5: The customization of tourism marketing content positively affects each dimension of Algerian tourists' attitudes toward domestic tourism.

*Analysis and Discussion of Results**Data Collection Method and Instrument*

To collect data, the present study used a questionnaire developed according to the dimensions presented in the theoretical framework. The independent variable included the quality and diversity of visual and interactive marketing content, interaction with marketing campaigns such as likes, comments, shares, and electronic recommendations, the effect of influencers through their credibility and the quality of their content, relevance and trendiness, and customization. The dependent variable included the cognitive,

affective, and behavioral dimensions. A Likert scale was used. The questionnaire was divided into three sections, as shown in Table 1.

Table 1. Sections and Dimensions of the Questionnaire Used in the Study

Section	Dimension	Item numbers	Number of items
1. Demographic data	Gender, age, educational level, marital status, and income	1-5	5
2. Independent variable: Facebook marketing	Quality and diversity of marketing content	6-10	5
	Interactivity	11-15	5
	Credibility and quality of influencer content on Facebook	16-20	5
	Relevance and trendiness	21-25	5
	Customization	26-30	5
3. Dependent variable: tourists' attitudes toward domestic tourism	Cognitive	31-35	5
	Affective	36-40	5
	Behavioral	41-45	5
Total		1-45	45

Study Population and Sample

The study population consists of all Algerian users of Facebook. This platform was selected because it is one of the most widely used sites in Algeria, especially for searching for tourism information and exchanging tourism experiences. The study relied on an available sample because no sampling frame was available. The self-selection method was used because data were collected electronically by distributing the questionnaire through Facebook and email. Each respondent decided whether to participate in the sample. The number of questionnaires valid for statistical analysis reached 244. This size is sufficient for descriptive and inferential statistical analyses.

Study Methodology

The study adopted the descriptive analytical method. This method is appropriate for analyzing the impact of social media marketing, especially Facebook marketing, on Algerian tourists' attitudes toward domestic tourism. It describes the phenomenon as it exists in reality and analyzes the different effect relationships among its variables.

*Descriptive Analysis of the Data**1. Demographic Characteristics of the Sample***Table 2. Distribution of Sample Members by Gender and Income (Cross-tabulation)**

Gender	Category	Less than 30,000 DZD	30,000 to less than 60,000 DZD	60,000 DZD or more	Total
Female	Count	44	18	52	114
Female	% within gender	38.6%	15.8%	45.6%	100.0%
Male	Count	15	21	94	130
Male	% within gender	11.5%	16.2%	72.3%	100.0%
Total	Count	59	39	146	244
Total	% within gender	24.2%	16.0%	59.8%	100.0%

Source: Prepared by the researchers based on SPSS 24 outputs.

Table 2 shows clear variation in the distribution of monthly income according to gender. Females are concentrated in the low-income category at 38.6%, while 45.6% fall in the high-income category. This indicates a near balance. Males, however, are strongly concentrated in the high-income category at 72.3%, compared with 11.5% in the low-income category. Overall, the high-income category is dominant, representing 59.8% of the sample. This suggests relatively high purchasing power among respondents. It also fits the purpose of this study, since income is one of the factors that influence tourism decision-making.

*Descriptive Analysis of the Dimensions of Facebook Marketing***Table 3. Means, Standard Deviations, and Variances for the Dimensions of Facebook Marketing**

Statistic	Quality and diversity of marketing content	Interactivity	Credibility and quality of influencer content	Relevance and trendiness	Customization
N valid	244	244	244	244	244
Missing	0	0	0	0	0
Mean	4.3598	3.8303	4.1689	3.9992	4.1279
Std. deviation	0.77206	1.05373	0.76099	1.01357	0.87886
Variance	0.596	1.110	0.579	1.027	0.772

Source: Prepared by the researchers based on SPSS 24 outputs.

Table 3 shows that all dimensions of Facebook marketing recorded high means. All values exceeded the neutral value of the five-point Likert scale, which is 3. The highest mean was recorded for the quality and diversity of marketing content (Mean = 4.36), with a relatively low standard deviation (SD = 0.77). This indicates that respondents had a strong positive perception of the importance of this dimension in influencing their tourism attitudes.

The credibility and quality of influencer content also recorded a high mean (Mean = 4.17) and a limited standard deviation (SD = 0.76). This reflects the important role of this dimension in shaping Algerian tourists' attitudes toward domestic tourism. Interactivity recorded a relatively lower mean (Mean = 3.83)

and the highest dispersion in responses (SD = 1.05). This shows clear variation among respondents in their level of interaction with content, comments, and electronic recommendations.

Relevance and trendiness, as well as customization, recorded high means (Mean = 4.00 and Mean = 4.13, respectively). Relevance and trendiness had a relatively high standard deviation (SD = 1.01), while customization recorded SD = 0.88. The variances of these two dimensions also indicate differences in respondents' evaluations of the extent to which Facebook marketing content matches individual needs and provides instant and updated tourism information. These results show that the effectiveness of Facebook tourism marketing does not depend only on tourism content. It also depends on the degree of relevance, trendiness, and customization according to the characteristics and expectations of Algerian tourists. These descriptive findings support the acceptance of hypotheses H1 to H5, pending confirmation through inferential analyses.

Descriptive Analysis of Algerian Tourists' Attitudes toward Domestic Tourism

Table 4. Means, Standard Deviations, and Variances for the Dimensions of Tourists' Attitudes toward Domestic Tourism

Statistic	Cognitive dimension	Affective dimension	Behavioral dimension
N valid	244	244	244
Missing	0	0	0
Mean	4.0508	3.7033	4.2836
Std. deviation	0.77345	0.89819	0.79622
Variance	0.598	0.807	0.634

Source: Prepared by the researchers based on SPSS 24 outputs.

Table 4 shows that all dimensions of Algerian tourists' attitudes toward domestic tourism were generally positive. The behavioral dimension recorded the highest mean (Mean = 4.28), with a relatively low standard deviation (SD = 0.80) and limited variance (Variance = 0.63). This reflects clear consistency in the intention to visit, search for tourism information, and make bookings. The cognitive dimension also recorded a high mean (Mean = 4.05), with a low standard deviation (SD = 0.77) and the lowest variance (Variance = 0.598). This confirms that respondents perceive Facebook as a tool that enhances their tourism knowledge about domestic destinations. The affective dimension recorded the lowest mean (Mean = 3.70), with a standard deviation of 0.90 and a higher variance of 0.807. This indicates variation in emotional responses among respondents. Overall, these results show that Facebook marketing has a stronger and more consistent effect on the behavioral and cognitive dimensions than on the affective dimension.

Validity and Reliability of the Study Instrument

Table 5. Internal Consistency Reliability Coefficients for the Study Variables (Cronbach's Alpha)

Variable	Dimension	Number of items	Cronbach's alpha	Reliability level
Independent variable: Facebook marketing	Quality and diversity of marketing content	5	0.695	Acceptable
	Interactivity	5	0.849	Very good
	Credibility and quality of influencer content	5	0.631	Acceptable

	Relevance and trendiness	5	0.827	Very good
	Customization	5	0.731	Good
Dependent variable: tourists' attitudes toward domestic tourism	Cognitive	5	0.635	Acceptable
	Affective	5	0.688	Acceptable
	Behavioral	5	0.701	Good

Source: Prepared by the researchers based on SPSS 24 outputs.

The reliability test using Cronbach's alpha showed that the reliability values for the study dimensions ranged between 0.631 and 0.849. These values fall within acceptable limits in behavioral studies. They indicate that the study instrument has an acceptable to good level of internal consistency. This confirms the reliability and usability of the instrument in the following analyses.

Testing the Study Hypotheses

Testing the Main Hypothesis H0

Table 6. Simple Regression Analysis of the Effect of Facebook Marketing on Algerian Tourists' Attitudes toward Domestic Tourism

Model	R	R square	Adjusted R square	Std. error of the estimate	Durbin-Watson
1	0.843	0.710	0.709	0.39125	2.183

Predictors: Constant, Facebook marketing. Dependent variable: Tourists' attitudes. Source: Prepared by the researchers based on SPSS 24 outputs.

Table 6 presents the simple linear regression model for the effect of Facebook marketing on Algerian tourists' attitudes toward domestic tourism. The correlation coefficient reached $R = 0.843$. This is a high value and reflects a strong positive correlation between Facebook marketing and Algerian tourists' attitudes toward domestic tourism. The coefficient of determination reached $R^2 = 0.710$. This means that 71% of the variance in tourists' attitudes can be explained by Facebook marketing. This is a high percentage and reflects the explanatory strength of the model. The adjusted coefficient of determination was Adjusted $R^2 = 0.709$, which is very close to R^2 . This indicates the stability of the model and shows that it is not affected by the sample size of 244 respondents. The standard error of the estimate was 0.39125, which is a low value and indicates acceptable prediction accuracy. The Durbin-Watson statistic was 2.183. This value falls within the acceptable range of 1.5 to 2.5 and indicates the absence of autocorrelation among the random errors.

Table 7. Analysis of Variance (ANOVA)

Model	Sum of squares	df	Mean square	F	Sig.
Regression	90.864	1	90.864	593.601	0.000
Residual	37.044	242	0.153		
Total	127.908	243			

Dependent variable: Tourists' attitudes toward domestic tourism. Predictors: Constant, Facebook marketing. Source: Prepared by the researchers based on SPSS 24 outputs.

The ANOVA table shows that the regression model is highly statistically significant. The value of F reached 593.601 at $\text{Sig.} = 0.000$, which is below 0.001. This confirms that the results are not random. Facebook

marketing explained 71% of the total variance in tourists' attitudes, with 90.864 out of 127.908 of the total sum of squares being explained. The explained variance was clearly higher than the unexplained variance. Therefore, the main hypothesis is accepted. There is a statistically significant effect of Facebook marketing on tourists' attitudes toward domestic tourism.

Testing the Sub-Hypotheses

Table 8. Multiple Regression Analysis of the Effect of the Dimensions of Facebook Marketing on Algerian Tourists' Attitudes toward Domestic Tourism

Model	B	Std. error	Beta	t	Sig.	Zero-order	Partial	Part
Constant	0.422	0.171		2.459	0.015			
Quality and diversity of marketing content	0.059	0.036	0.062	1.620	0.107	0.467	0.104	0.054
Interactivity	0.139	0.033	0.203	4.249	0.000	0.675	0.266	0.142
Credibility and quality of influencer content	0.135	0.040	0.142	3.381	0.001	0.565	0.214	0.113
Relevance and trendiness	0.204	0.030	0.285	6.826	0.000	0.614	0.405	0.228
Customization	0.344	0.042	0.416	8.254	0.000	0.752	0.472	0.276

Dependent variable: Tourists' attitudes toward domestic tourism. Source: Prepared by the researchers based on SPSS 24 outputs.

Table 8 shows the following results. For the quality and diversity of marketing content, Beta = 0.062, $t = 1.620$, and Sig. = 0.107. Since this value is above 0.05, the effect is not statistically significant. The sub-hypothesis related to this dimension is therefore rejected. This means that this dimension does not have a substantial independent effect after controlling for the other dimensions.

For interactivity, Beta = 0.203, $t = 4.249$, and Sig. = 0.000. This result is statistically significant. The sub-hypothesis H2 is accepted. This indicates that higher interactivity improves tourists' attitudes toward domestic tourism.

For the credibility and quality of influencer content, Beta = 0.142, $t = 3.381$, and Sig. = 0.001. This result is statistically significant. The sub-hypothesis H3 is accepted. This means that the credibility and quality of influencer content have a positive effect on tourists' attitudes toward domestic tourism.

For relevance and trendiness, Beta = 0.285, $t = 6.826$, and Sig. = 0.000. This result is statistically significant. The sub-hypothesis H4 is accepted. This means that relevance and trendiness have a positive effect on tourists' attitudes toward domestic tourism.

For customization, Beta = 0.416, $t = 8.254$, and Sig. = 0.000. This result is highly statistically significant. The sub-hypothesis H5 is accepted. Customization has a strong positive effect on tourists' attitudes toward domestic tourism. It is the strongest determinant of attitudes, as shown by beta = 0.416. This indicates that personalized marketing content greatly supports the formation of positive tourist attitudes toward domestic tourism.

Discussion of the Results in Light of Previous Studies

The results of the study show strong agreement with previous studies that emphasized the central role of social networking sites in shaping tourists' attitudes and influencing tourism decisions. The results are consistent with Filieri (2015) and Huimin (2022), who emphasized the importance of information quality and trust in explaining the adoption of tourism content. They also support the findings of Sultan et al. (2021), Khattab (2024), and Al-Banna et al. (2024) regarding the effect of influencers and digital information sources on destination image formation and tourism intentions.

However, the present study shows that the strongest effect is not linked only to content quality. It is also linked to the degree of customization, relevance, trendiness, and interactivity. Customization appeared as the strongest determinant of tourists' attitudes. By contrast, the quality and diversity of content did not maintain an independent effect when the other dimensions were included in the model.

The scientific contribution of this study lies in its focus on Facebook as a specific platform. It also analyzes Algerian tourists' attitudes toward domestic tourism through their three dimensions: cognitive, affective, and behavioral. It does not limit itself to destination image or to one marketing tool. This offers a more accurate and comprehensive understanding of the nature of influence in the local Algerian context.

Conclusion

In light of the rapid transformations taking place in the digital world, tourism marketing is no longer only a traditional activity. It has become a digital process based on communication and interaction. Cognitive, affective, and behavioral dimensions overlap in this process and shape tourists' decisions and positions.

Starting from this context, the present study sought to analyze the impact of Facebook marketing on Algerian tourists' attitudes toward domestic tourism. It relied on a theoretical framework and tested it in the field using statistical analysis tools. The study reached the following results and recommendations.

Results

The results proved that Facebook marketing has a strong significant effect on Algerian tourists' attitudes toward domestic tourism through the cognitive, affective, and behavioral dimensions. This confirms the role of Facebook in shaping tourism perception and guiding tourism behavior.

The statistical analyses showed that the dimensions of marketing do not have the same degree of effect. The strongest effect belonged to customization. This means that personalized marketing content greatly strengthens positive attitudes toward domestic tourism. It was followed by relevance and trendiness, then interactivity, and then the credibility of influencer content. This reflects the importance of specialized, relevant, updated, and interactive content in marketing domestic destinations through Facebook. The quality and diversity of marketing content did not have a substantial effect compared with the other dimensions in the multiple regression model.

The study showed a shift in digital influence. The quality and diversity of marketing content are no longer sufficient on their own to create an independent positive change in attitudes when the other dimensions are included in the model. This dimension remains a basic condition. Yet it becomes more effective when it considers customization and the individual interests of the tourist. The tourist no longer responds only to general content. He or she responds more strongly to content designed according to individual needs and presented in a relevant, updated, interactive, trustworthy, and topic-related way. This strengthens conviction and behavioral readiness to visit domestic destinations.

The results showed that the effect of Facebook marketing differed across the dimensions of Algerian tourists' attitudes toward domestic tourism. The effect was clearest in the behavioral dimension, followed by the cognitive dimension. The affective dimension was relatively less affected. This confirms that Facebook contributes more to shaping and guiding tourists' intentions and actual decisions than to shaping emotions and feelings.

Overall, the study confirms that promoting domestic tourism does not depend only on the richness of natural and cultural resources. It also depends on the ability of prepared marketing content to convey this richness with honesty and professionalism. It must transform virtual interaction into firm conviction and continuous tourism behavior in the real world.

Recommendations

Based on the above, the study recommends that Algerian tourism institutions adopt digital tourism marketing strategies based on the following points:

Focus on customization by using artificial intelligence algorithms and big data analysis tools to understand the preferences of the target audience. Marketing content should be adapted to each segment or to the preferences of each group.

Focus on the trendiness and relevance of marketing information. The content should present a realistic and constantly updated image of domestic destinations, without distortion.

Give greater attention to digital interaction by encouraging comments, electronic recommendations, and user-generated content. Chatbots supported by artificial intelligence can also be used. This strengthens the sense of participation and belonging within tourism groups.

Pay attention to the credibility of influencers by selecting them according to professional criteria. This strengthens trust, supports a positive image of domestic destinations, and has a positive effect on behavioral attitudes.

Expand future research to include comparative studies on the effect of marketing through different digital platforms on tourists' attitudes toward domestic tourism.

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