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**Department of Management Sciences**

**Management of hotel establishments**

**Master's Thesis**

**Assessment of Algerian historical destination image**

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## **Abbreviations list**

WOM :	word of mouth
e-WOM :	electronic word of mouth
UNWTO :	United Nations World Tourism Organization

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## **INTRODUCTION**

Tourism has a rich history that dates back to ancient civilizations, where travel was primarily for leisure, religious pilgrimages, and cultural exchanges. In ancient Greece and Rome, wealthy citizens traveled to partake in festivals, visit religious sites, and enjoy the arts and architecture of different regions. This laid the groundwork for the evolution of tourism as an organized activity.

Tourism is crucial to the modern economy, serving as a major catalyst for economic expansion, job creation, and cultural interaction. It brings in considerable revenue by drawing international visitors who spend money in local businesses such as hotels, restaurants, and shops. Additionally, tourism boosts infrastructure development, including transportation and communication systems, which benefits various economic sectors. The industry also enhances cultural awareness and preservation by encouraging the upkeep of historical sites and traditional customs. Furthermore, tourism offers a wide range of employment opportunities, from hospitality and travel services to tour guiding and event planning, which helps reduce unemployment and support local economies. In a globally connected world, the economic significance of tourism is steadily increasing, promoting international cooperation and understanding.

Territorial management is essential for sustainable development and efficient resource use. By planning and regulating land and natural resource utilization, it ensures balanced growth that meets present needs while safeguarding the future. Effective territorial management prevents urban sprawl, protects natural habitats, and maintains biodiversity, which is vital for environmental health. It also boosts economic development by optimizing land use for agriculture, industry, and housing, thereby improving productivity and quality of life. Additionally, it promotes social equity by providing all communities with access to essential services, infrastructure, and opportunities. In a rapidly evolving world, strong territorial management is crucial for balancing economic development, environmental preservation, and social well-being.

The concept of destination image emerged as scholars began examining the perceptions and mental images that potential tourists hold about different travel destinations. This concept



highlights how various factors, such as marketing, media portrayals, and personal experiences, shape a destination's image in the minds of travelers. Understanding destination image is essential for tourism management and marketing, as it affects travel decisions, tourist satisfaction, and overall destination competitiveness.

For Algeria, creating a positive destination image is crucial to attracting both local and international visitors and competing with more established tourist destinations. Algeria, with its rich history, diverse landscapes, and cultural heritage, has great potential as a tourist destination

It is imperative to focus specifically on the evaluation of historical destinations in Algeria. By narrowing the scope to these culturally and historically significant sites, we can gain a deeper understanding of their current state and assess their potential for contributing to the growth of tourism in the country.

Given this focus, the central question that arises is: **What evaluation can be given to the historical destinations in Algeria?** This question is crucial for understanding how these sites are perceived by tourists.

From this question, we can postulate this hypothesis :

**Algerian tourist has a positive perception of local historical destinations.**

The thesis addressing this question is divided into two chapters. The first chapter is a literature review that breaks down the concept of destination image, its formation, motivations, and sources of information. It provides a theoretical framework for understanding how destination images are created and the factors that influence them. The second chapter is a case study focusing on the historical destinations . This chapter includes both quantitative research, which consists of a questionnaire distributed to the public , and qualitative research, which involves an interview guide sent to a manager of the historical site of Timgad. This comprehensive approach aims to provide an evaluation of Algeria's historical destinations, offering insights into their current image and potential for future development.

## **Theoretical framework**

The destination image is a critical component in the tourism industry, as it represents the mental construct that tourists hold regarding a specific tourist destination. This construct is formed through a complex individual evaluation process that evolves from pre-visit expectations to post-visit experiences. The destination image is a multidimensional construct that includes cognitive, affective, and conative components, which are influenced by various factors such as information sources, personal experiences, and marketing efforts.

### **destination image**

The destination image is crucial in determining tourist behavior, including destination selection, desire to revisit, and intention to spread word of mouth.

So, to start off on the right foot we will begin by defining the concept of destination image and image.

### **1 – Defining Image and Destination image:**

Before examining the whole concept, it is necessary to understand the key word “image” which can be used broadly and in various contexts and disciplines with different meanings.

- In psychology, the concept of image comes with the visual representation such as graphs, charts , icons and so on
- In behavioral geography the definition of image is more holistic which includes impressions, knowledge, emotions, belief, values
- As for a marketing view, image is associated with the attributes that underlie image and there is always a connection between image and consumer behavior.

Imagery is the capability of the mankind’s mind to perceive inputs of audio, visual, textual information, which is the process of analyzing perceived fragments of information and storing it as an impression, (Dichter & E, 1985) concludes that “image is not only individual traits and qualities, but the total impression an entity makes on the mind of others

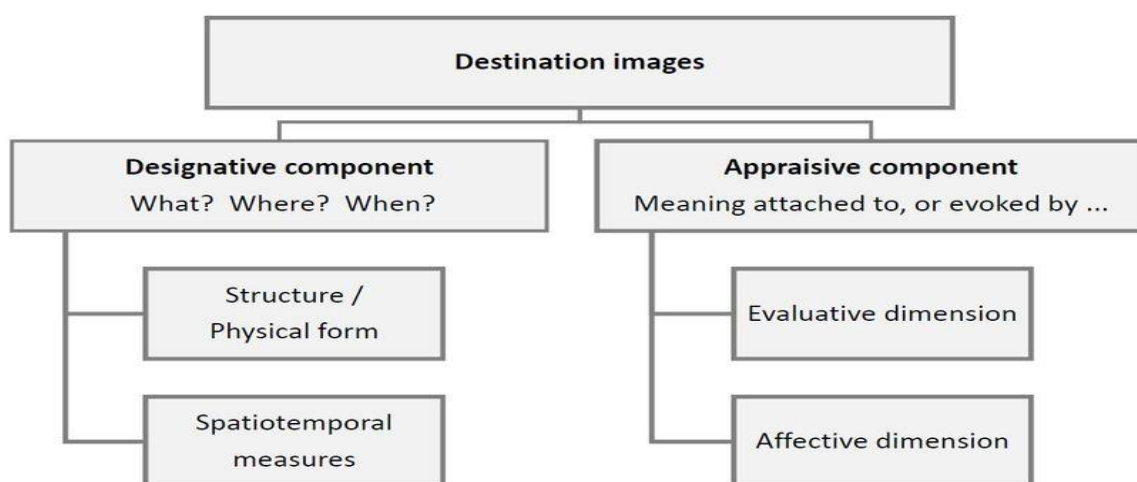
The relationship between objects and image in the human mind has been explained from a psychological perspective which explains that mental imagery is an ordinary experience for human beings , we have the skills to evoke past experience or visualize situations by forming a mental image , the difference between image and perception is that image can take place

even if the object does not exist at that given moment while perception on the other hand can't , therefore images function as a mental representation which support the subject to evoke memories , to make plans for the future and give possibilities about the unknown

In our field of tourism researchers gave a verity of definitions for this concept which means that there is a serious level of uncertainty towards it and how its formed , according to (Gallarza M. G. , Gil, & Calderon, H. , 2002) said that it's " multidimensional and complex " these researchers describe image as a largely used and yet ambiguous in two different ways , firstly as the image that's promoted and advertised on a destination or a product , secondly as the beliefs and expectations of the consumers .

(Fakeye & Crompton, J. L. , 1991),clearly pointed out that its lacking a theoretical and conceptual structure in their point of view , for some of the given definitions provided are complementary to each other while others are contradictory

(Crompton & J. L. , 1979) suggest the definition of a destination image as " it is the sum of beliefs , ideas , and impressions that a person has of a destination " this concept also can be perceived as an overall impression of a place a product or experience , (Reynolds, 1965) however describes it as a " mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions it comes into being through a creative process in which these selected impressions are elaborated , embellished and ordered "



**Figure 1 :** destination image

## **2-Destination image formation**

The process of the formation of a destination image begins as soon as a person is exposed to information's relatable to a destination or recognizing a place based of some initial Information, emotion or attitude.

One of the attempts to create a model of destination image formation according to (Stabler & M. J. , 1988) where he elaborated dimensions of destination image moreover he pointed out how common functional features of a destination may create unique affectional perceptions and vice versa, Even though perceptions can differ from one to another, there are certain common characteristics that can evoke the same emotions across all visitors to that destination due to similar factors shared upon in that place.

(Baloglu, S. & McCleary, K., 1999) contributed massively to the research which is related to this topic for they stated that the conception of destination image formation is related to two main factors that participate in the process of creating a destination image in the mind of an individual , the first is majorly affected by socio-psychological factors of individuals including the factors of age and education which are really important in forming the “big ” image , later on rese rchers added that the difference in values, motivations and lifestyle should be added to those two factures .

In the research which is conducted by (Baloglu, S. & McCleary, K., 1999), the subjects of this research were selected on the basis of their interest in the destination chosen by them , this subjects or informants where considered as prospective / potential customers , come to conclude that there is a major influence was caused by the quantity of information to which informants were exposed prior to the interviews which in turn created a deviation from an initial non-disturbed image of the destination .

(Gunn & C. A. , 1972) however, gave a definition to the process of destination image formation as a never-ending process of modifications of mental images by exposing the consumer to new information's connected to the destination, Gunn said that the process moved through seven levels:

1. Mental picture of destination created .
2. Picture modified by additional information.
3. Decision made to travel to the destination .
4. Travel .

5. On site experience.
6. Return to initial circumstances.
7. The picture is modified by personnel experience.

The process begins by giving the location acknowledgment of existence and identifying initial characteristics of identification , After that with the motivation to consider a potential visit ; the subjects discovers additional information regarding the location through different sources of information , an organic image turns into induced image which becomes the decision making level for purchase and intention for travel, on-site experience also influences the induced image , as the tourist returns home to the routines of the daily life the image becomes a modified induced image .

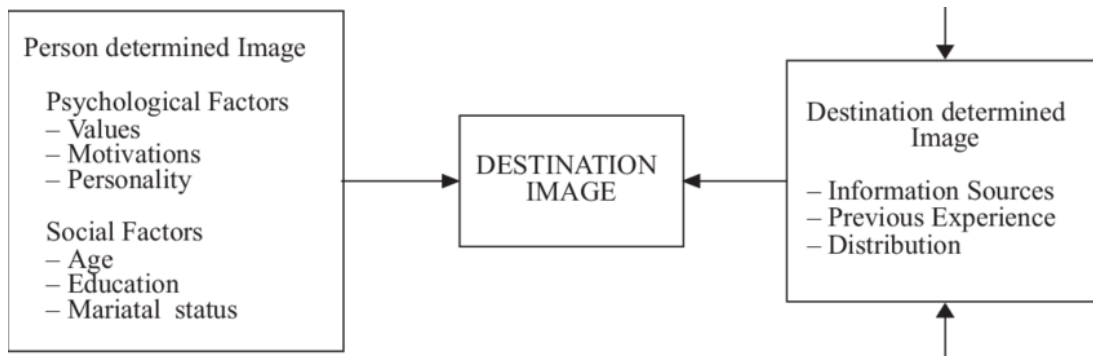
Research by (Gartner & W.C. , 1993) divided various information sources into primary and secondary categories:

The primary is what the individual's own experience in the given destination, as for the secondary is subdivided into five types of information:

1. Directly influenced by marketing and advertising .
2. Involving the personas of authority and reputation in promotion.
3. Mass media information about the location in movies television.
4. Natural social Influence by relatives .
5. Personal visitations .

Although it's difficult to separate the kind of information sited above influenced the tourist's imagery especially for the second time visitors due to tourist having a distinct overall image in consequence of their first visitation.

(Kim, H, & Richardson, 2003) have come to conclude that movies have a lasting effect to locations as it evokes emotional effects on tourists towards locations, on the other hand indicated that there is major influence on the pre-visit destination image apparently for being of cognitive and informational nature which in place creates a holistic and unique attachments for those who are aware of this movie rather than those who don't.



**Figure 2:** destination image formation

### 3- Image evaluation

When we talk about evaluation of an image it has to be some factors that reflect and affect on the image of that destination as if it's good or bad which in turn affects the number of potential visitors to that destination, some of those factors are safety, satisfaction, familiarity, security and so on.

So starting by satisfaction as a factor of evaluating an image, satisfaction is very important for convincing a tourist to revisit or promote visitation to other potential visitors “word of mouth” through personal connection or social media.

The evaluation of satisfaction is somehow directly connected with the factor of motivation, motivation has a correlation with the affective component which in turn influences the overall image of the destination , (Kim, H, & Richardson, 2003) on the other hand others say that motivation is majorly affected by another factor which is familiarity as tourists gain more information and familiarity with a destination which sets the bar higher for them for the possibility to get to know about opportunities for a vacation there , as its obvious that people will choose destinations that provides safety and comfort .

However, if a destination gained much more familiarity in the minds of visitors over an optimal index it might lose its attractiveness due to boredom and loss of anticipation of something new therefore it might also have a negative effect on the motivation forming processes , the concept of familiarity and safety has been also explored by using two approaches firstly the perception of safety and security as a cognitive attribute and secondly by investigating and studying the concept of risk , they covered the importance

of the correlation between the cognitive destination component and risk management as experience significantly influences the motivation and decision making process ,thus there is a direct link between experience based familiarity and choice of destination , usually people have a distinct idea of the type of travel they want to make “ education, business , pilgrimage , leisure and so on ” which often defines and reveals the purpose and the motivation of the visit , it is important to understand these characteristics to focus on the core value of the specific type of travel for each of those types to deliver what it actually needs to make the experience satisfactory .

( Richard Oliver 1980) addressed the concept of satisfaction and dissatisfaction and said that the difference between the two relies in the expectation of pre-travel perceived quality which means if tourist’s expectation is met with what he perceived then the overall image of the destination would be satisfactory in his mind and vice versa .

The link between motivation and satisfaction after the visit of a particular destination draws the line of process of destination image formation in the tourist mind on the basis of initial recognition of the destination and it is recognized based on characteristics and attractiveness for the individual therein the motivation to visit is formed , later if there is a sign of the intention to revisit shows that there is an indicator of a satisfactory formation for the overall image of the destination Therefore marketers of destinations conduct studies on the destination image in the minds of tourists before and after the visitation

## **4- Cognitive and affective image**

### **4-1 Definition of cognitive and affective image**

We as humans most of the time have a rather subjective view of the world then objectively, according to (Boulding) who was among the first researchers to recognize the existence of cognitive and affective dimensions of image said that( there is a difference between the image we hold of the physical objects and our valuations of them, which is how we often rate the different parts of our image of the world.)

The cognitive dimension is a mental response that involves not just beliefs’ or knowledge but also evaluations, memories, interpretations and decisions which not always are representative of the reality therefore they are subjective.

Affective image on the other hand is defined as the appraisal of the affective quality of environments , an emotional reactions responses and feelings towards tourist destinations (Russell, J. A. & Pratt, G., 1980), Affective image is categorized into semi-affective and pure-affective , the semi-affective images have typical characteristics for cognitive and affective responses , pure-affective however is similar to the conventional affective images .Psychologically speaking it seems to be a link between emotions and cognition , emotions can influence cognition whereas cognition can exist in the absence of emotions .

#### **4-2 Cognitive and affective image in tourism**

In a research conducted empirically by (Baloglu, S. & McCleary, K., 1999) said that cognitive and affective in tourism are not only involved in the overall tourism destination image but also that the cognitive evaluation of a destination influences its image indirectly through its affective evaluation , in another research which supports this claims (Kim, B. K & Park, S. H, 2001) conducted that affective evaluations are influenced by cognitive appraisals and that the overall image is shaped both by cognitive and affective images , they continue to suggest that cognitive components are antecedent of the affective components

A study dealing with affective image components suggest that they are not just more influential than the cognitive components in the formation of a destination image but they are better in the case of predicting consumers behavior which means the study of emotions that a tourist hold of a destination is more important than the study of the actual and the objective knowledge of the destination, the tangible “ cognitive ” items such as weather , price and locals attitudes towards foreign visitors and more intangible holistic elements related to emotions and feelings towards a destination affects its image

(Tasci & Gartner, W. C., 2007) suggested a dynamically interactive and reciprocal system of tourism destination image components which explained the core cognitive knowledge of destinations common and unique attributes and their respective affective evaluations are positioned and every one of them could be both a cause and an effect of a change at any time , through the interactions between cognitive and affective attributes a composite overall image is formed and where the more detailed and knowledge based the cognitive and affective attributes the less stereotypical the image is





**Figure 3:** Tasci et al interactive system of image components

## 5- Brand identity & destination image

This thesis focuses on tourism destination image, but it's important to note the related concepts of destination brand and identity. While these are distinct ideas, they're all connected.

Destination branding is a relatively new concept in tourism studies, and there's debate about how it differs from destination image (Tasci, & Kozak, , 2006). Some see them as closely linked while others argue image is just one part of branding offer a helpful distinction: tourists perceive destination image, while destination brand is the overall reputation a place has built. This reputation might stem from a core identity, shaped by the people who live there. Marketing strategies then aim to reflect this identity and create a strong brand image.

So, managing a destination's image goes hand-in-hand with building its brand. This requires understanding the destination's resources, what tourists want, and how competitors are perceived ( Scott, Parfitt , & Laws, , 2000) , A destination brand is a collection of consistent elements like logos, slogans, and packages used to create a distinct identity and stand out from competitors. A place's unique features, both physical (beaches) and cultural (history), contribute to this identity. Ultimately, differentiation comes from the emotional connection a destination fosters with visitors.

Brand identity adds another layer of complexity. It's what marketers aim to project (sender side), while destination image is what potential visitors perceive (receiver side). Tourists build their image based on marketing messages, and marketers shape their brand identity based on their understanding of tourist perceptions.

## **Determinants of destination image**

In this section we will delve in the determinants of a destination image that help and effect the formation of the destination image

### **1- Information sources**

Information sources and past experiences and external information's ( friends , relatives , travel agencies ) are all considered as a very important determinates of the destination image even though a large sum of literature it is lacking empirical studies which clarifies the role of different types of information sources in the process of destination image formation

**a- Internet:** The internet plays a crucial role in the tourism industry as an information source for choosing a tourism destination. It allows companies to reach a wider audience, attract both domestic and inbound tourists, and provide a source of information and a sales channel for travel options,

The internet has revolutionized the travel industry by making it easier for customers to review and compare travel options, and it has contributed to comprehensive sustainable economic development, social inclusion, and environmental protection Social media, a group of applications that operate on the internet, is particularly effective in conveying tourism information to both tourists and providers.

Social media applications affect consumers' decision-making by providing extensive information about tourist destinations, which is crucial for making destination decisions and purchasing travel-related products. Content generated on social media platforms by service providers can influence final tourism destination decisions.

Online reviews about a travel destination can serve as a kind of interpretation that includes rich information regarding cultural traditions and local environments, potentially affecting tourist destination awareness and enhancing tourists' knowledge of a travel destination. Aggregated online travel narratives have the potential to substantially affect tourist destination awareness and enhance tourists' knowledge of a travel destination.

Tourists gather information to compare prices, accommodations, transport, and services, particularly through posts on social media platforms.

Tourism service providers can share more visual content (photos and videos) on destinations through social media platforms such as Facebook, YouTube, Instagram, and TripAdvisor

**b-** Travel agencies: Travel agencies as well as the internet play a significant role as an information source in the choice of a tourism destination. They provide essential travel information to tourists, including details about destinations, modes of travel, accommodations, sightseeing, shopping, customs clearance and procedures, health and security rules, and various permits required to travel in particular areas

Travel agencies are also responsible for itinerary preparation, airline ticketing and reservation, tour packaging and costing, reservation, travel insurance, and currency services.

Moreover, they act as intermediaries between visitors and travel service providers, bringing travel-related products and services to customers on behalf of the hospitality industry. They can reduce consumers' monetary and opportunity costs when searching for the best deals, leading to more informed decisions and potentially influencing their behavior

. Travel agents' ethical decision-making is influenced by their perceptions of how their decisions impact their clients, with a focus on favoring stakeholders with strong social, cultural, legal, and economic links to the agent

Travel agencies also maintain close ties with airlines, hotels, car rentals, banks, insurance companies, railways, government, trade associations, foreign tour operators and travel agents, ground operators, cruise companies, and tourism educational institutes this extensive network allows travel agencies to provide comprehensive information and services to their clients. (Mazurek & Kusiak, A. , 2020).

c- Movies and documentaries: movies and documentaries serve a valuable source of information for choosing a tourism destination. They provide rich knowledge about the attributes of a destination, inspire viewers to travel to specific locations,

Films can create destination images through scenes and actors, as for documentaries they are providing rich knowledge about the attributes of a destination, such as cultural structure, historical places, event facilities, and shopping activities.

## **2 Word of Mouth & e-WOM**

Word of mouth can be defined as the informal exchange of information about a service, product, or a brand between people who know each other such as family, friends, relatives, colleagues

Consumers are cautious when buying services or travel because they can't physically see or experience them beforehand. This makes them seek out reliable information to feel less unsure. People trust recommendations from friends and family (word-of-mouth) the most when making these decisions.

While companies offering these services should be involved in online discussions to address customer needs, positive reviews from satisfied customers aren't the most effective way to spread word-of-mouth. Research shows people are more likely to look for recommendations themselves than wait for others to brag about a good experience. This means marketers should focus on understanding how people search for information, rather than just relying on happy customers to spread the word.

Studies show that actively seeking recommendations has a stronger influence on decisions than passively receiving them. People who actively look for recommendations are also more likely to be swayed by them because the information is fresh in their minds and seems more believable. This is especially true for recommendations that are vivid and memorable, like face-to-face conversations, compared to written reviews.

Negative word-of-mouth (WOM) can have a bigger impact on consumers' perception of a brand than positive WOM. Negative reviews tend to be more memorable and have a stronger influence on how people judge a product. While some marketers believe negative WOM is

more common overall, its effect can be lessened by positive WOM that is vivid and memorable.

Studies have explored how negative WOM is spread and how it affects brand evaluation. Negative WOM often involves people sharing their personal experiences with others. The way a negative experience is described can influence how it impacts a brand. For example, if multiple people have similar negative experiences with a brand (high consensus), and the person sharing the experience seems reliable (high distinctiveness), it's more likely that the receiver will believe the negative review and be less likely to spread positive WOM themselves.

However, not all negative WOM necessarily hurts a brand. Negative experiences may not be seen as a reflection of the entire brand if the customer believes the issue is isolated. In such cases, the negative WOM might not have a lasting impact.

The internet has revolutionized how people share information. It allows companies to reach a massive audience for less money, and it empowers individuals to share their opinions with the entire world, both traditional word-of-mouth (WOM) and electronic word-of-mouth (e-WOM) share some key features.

- **Trusted Source:** Consumers trust both traditional WOM and e-WOM because they come from other consumers, not from marketers trying to sell something. However, e-WOM can also be like advertising, where the source might be biased. In both cases, people decide how much to trust the information based on the reputation and experience of the person sharing it. With e-WOM, it can be harder to judge trustworthiness, especially if the message appears on a website selling the product
- **Ease of Measurement:** Traditional WOM is hard to track because it happens in private conversations. E-WOM, however, can be easily monitored and measured because the messages are posted online and can be collected over time.
- **Informed Consumers:** E-WOM helps level the playing field between consumers and businesses. By sharing information online, consumers can become more knowledgeable about the marketplace.
- **Wider Reach:** Traditional WOM is typically spread among small groups of people. E-WOM allows consumers to get information from a vast and geographically diverse

group. However, the anonymity of e-WOM can also lead to false information being spread online, which can hurt a company's reputation.

## **2-1 Electronic Word-of-Mouth**

Electronic word-of-mouth (e-WOM) can spread through many channels online, including email, social media, and review websites. Each platform has its own characteristics.

- **Email:** Emails between friends are like traditional word-of-mouth, but they can be forwarded to a much larger audience very quickly and easily
- **Review websites:** These are the most popular form of e-WOM . They allow consumers to read reviews from others and write their own. Unlike newsgroups, review sites cover a wide range of products and services, are easy to use, and are seen as more trustworthy than marketing materials Because of this trust, reviews on these sites can have a significant impact on consumer behavior.

## **3 Socio-Demographic characteristics**

People's backgrounds and social characteristics, along with their past experiences and information sources, all influence how they perceive a tourist destination. In other words, everyone sees a place differently. For example, a destination's image might be more appealing to younger people or those with higher social status (Pearce, 1982). Research suggests that external factors like advertising and media shape what people believe about a destination, but these beliefs are also influenced by internal factors like a person's age, income, education, and even where they live .

Studies have explored how various demographics affect destination image, including:

- Age (older vs. younger travelers)
- Gender (men vs. women)
- Family status
- Education level
- Income
- Origin (tourists from nearby countries vs. those from far away)
- Marital status

However, the findings on these demographics are mixed. Most research has focused on how these factors influence how people perceive a destination before they visit, rather than how they affect their perception after they've actually been there.

There is more agreement on the impact of a tourist's origin country. People are more likely to have a positive image of destinations that are close to home, either because they've visited them before or because they've heard more about them through media or word-of-mouth (Hunt, 1975). Studies have shown that tourists from far away tend to have less vivid and detailed mental images of a destination (Beerli & Martin, J. D. )This can also lead to them having different perceptions about things like infrastructure, food, and friendliness of the locals

Researchers aren't entirely sure how different visitor characteristics affect how they perceive tourist destinations. Some studies suggest age, marital status, and job type might influence how people see a place. Others find gender and income have less impact.

Education's role is even more unclear. Some research shows it doesn't significantly affect overall image, while others suggest it might influence specific aspects ,There's also a hint that age might be more important for factual aspects of a destination's image, while emotions might be swayed more by gender (being female) and age (being older) , Interestingly, higher education might be linked to less positive emotional impressions.

Most studies focus on how these characteristics influence image perception before a visit, not during or after the trip except (Baloglu, S. & McCleary, K., 1999) . So, while demographics seem to play a role, the exact way they influence how people see a place is still up for debate. There's also a need for more research on how these factors affect perception during and after a visit.

#### **4-Trip characteristics**

There's a gap in tourism research on how aspects of a trip itself influence how tourists perceive a destination. While some studies suggest a connection (Fridgen, 1984; Baloglu, 1997), they focus on factors like trip length, season, and travel companions. (Fakeye & Crompton, J. L. , 1991) even found that longer stays led to more positive destination images.

(Vogt & Andereck, 2003) took a different approach, looking at how a vacationer's perception of a destination changes during the trip itself. They found that knowledge about the destination (cognitive image) increased with time spent there, but feelings towards the destination (affective image) were less likely to change. This suggests that initial impressions are strong and hard to alter, while knowledge of a place grows with time spent there.

This research aims to delve deeper into this under-explored area of tourism research, focusing on how the characteristics of a trip itself shape how tourists perceive their destination.

## **5 Number of activities at the destination**

Few researchers have explored how many activities tourists do at a destination impacts their overall impression (destination image). While there's no clear understanding yet, it's likely that the number of activities plays a role, alongside factors like past visits, trip details, information sources, demographics, and travel motivations. (Fakeye & Crompton, J. L. , 1991) found that connection - longer stays led to more activities and more nuanced destination perceptions.

However, research remains inconclusive as they don't know for sure how much the number of activities (visiting museums, attending events, etc.) truly affects how tourists perceive a destination. Additionally, existing studies haven't considered the complex, multifaceted nature of a destination's image.

## **6- Behavioral intentions**

In today's crowded tourism market, keeping customers loyal is key. Loyal tourists mean steady profits and lower marketing costs (Korte, 1995) They also act as free promoters, recommending destinations to others So, understanding the link between a destination's image and tourist behavior is crucial.

Studies suggest that a destination's image can influence how likely tourists are to recommend it or return . Positive perceptions are linked to a higher chance of revisiting. More recent research confirms this connection;; (Chen & Tsai, How destination image and evaluative factors affect behavioural intentions, 2007) identify two types of loyalty: behavioral (affecting travel choices) and attitudinal (based on feelings towards a destination). Attitudinal loyalty



might not lead to a return visit but can still turn someone into a promoter through word-of-mouth.

However, current research has limitations. Most studies view destination image as a single, overall impression, and haven't examined the link between tourist behavior and the image's different aspects (cognitive and affective). Additionally, loyalty is often seen as simply the intention to return or recommend, without explaining what aspects of a destination's image lead to "non-loyalty." This is a critical question for marketers who want to convert one-time visitors into loyal customers and promoters.

Finally, the research on destination image determinants is scattered and sometimes contradictory. There's no universally accepted framework that explains all the factors influencing image formation. This fragmentation stems from studies focusing on different stages of the tourist experience. Some studies examine image before a visit, while others look at behavior and loyalty after a trip. Lastly, many studies only consider the cognitive aspects of destination image, or treat it as a whole, overlooking its complex structure.

The existing models aim to understand image formation better, but weaknesses exist. The general ability of findings can be limited by sampling issues (The level of education an individual possesses can be a significant determinant in shaping their perception of a tourist destination. This influence arises from the interplay between educational attainment and travel motivations) (Baloglu & Brinberg, , 1997), For instance, using small, unrepresentative samples can weaken the study's conclusions.

## **7- Marketing**

Travelers' perceptions of a destination are significantly shaped by marketing efforts within the fiercely competitive tourism industry. Marketing goes beyond simply promoting a place; it acts as a sculptor, crafting a captivating narrative and emotional connection that leaves a lasting impression on potential visitors. here's a closer look at how marketing wields its power in influencing destination image.

One key aspect is the strategic curation of a destination's most attractive features. Marketers carefully select what to showcase, shaping how tourists perceive the place. Vivid visuals of pristine beaches alongside thrilling adventure tours cultivate an image of an exotic escape for adrenaline seekers (Baloglu & Brinberg, , 1997) .Conversely, highlighting historical sites and

cultural events can transform a beach vacation into an enticing exploration for history buffs, appealing to specific tourist segments. This targeted communication allows destinations to compete effectively within specific niches.

Marketing campaigns can also weave a compelling story around a destination, breathing life into its unique selling points. Imagine a campaign that focuses on ancient ruins steeped in mystery, transforming a simple beach vacation into an enticing exploration of forgotten civilizations. This storytelling approach goes beyond factual descriptions, fostering a sense of intrigue and adventure that fuels tourist interest . Effective marketing can further manage expectations by setting a realistic picture of what awaits visitors. Tourists who arrive with a clear understanding of the destination, based on transparent marketing materials, are more likely to have a positive experience that reinforces the destination's image (Morgan et al., 2018).

The level of education an individual possesses can be a significant determinant in shaping their perception of a tourist destination. This influence arises from the interplay between educational attainment and travel motivations, interests, and expectations. Here's a more scientific exploration of this concept, incorporating relevant research:

- **Increased Travel Propensity and Cultural Appreciation:** Travel and Leisure Industry Report (2023): Studies by the World Travel & Tourism Council (WTTC) consistently demonstrate a positive correlation between education level and travel frequency. Individuals with higher educational qualifications tend to travel more often, broadening their cultural horizons and influencing their destination image preferences.

- "Marketing and the Destination Image":

Research by Crompton and Lamb suggests that travelers with higher education levels often prioritize cultural experiences during travel. They are more likely to be drawn to destinations rich in history, art, and authentic cultural interactions.

- **Demand for Intellectual Stimulation:**

- "Tourism: Principles, Practices, Philosophies»: Individuals with higher education may be motivated by a desire for intellectual stimulation during travel. Destinations offering

museums, educational tours, workshops, and opportunities for learning can positively influence their image.

- Focus on Leisure and Relaxation:

United Nations World Tourism Organization (UNWTO) (2023) - "World Tourism Barometer": The UNWTO's reports indicate that leisure and relaxation remain key motivators for travel across all educational backgrounds. However, tourists with lower education levels might prioritize these aspects more significantly when choosing a destination.

- Value for Money:

- "The Value of Holiday Destinations": Travelers with lower education levels might be more sensitive to costs and prioritize destinations offering affordability and good value for money.

- Limited Cultural Awareness:

- "Cultural Awareness in Tourism": individuals with less education might have limited exposure to different cultures. Destinations that provide clear communication, familiar amenities, and cater to a broader range of cultural understanding can create a more welcoming image for this group.

- Segmentation Strategies and Balancing Needs:

(Philip Kotler, 2019) , as outlined by Kotler advocate for segmentation strategies. Tourism professionals can utilize education level as a factor to segment their target audience. This allows for tailored messaging and marketing campaigns that resonate with the specific interests and expectations of different educational groups.

- "Tourism Planning": tourism planning emphasizes the importance of catering to diverse needs. Destinations can strive to create a positive image by offering a variety of attractions and experiences that appeal to a broad range of educational backgrounds and cultural preferences.

Socioeconomic Factors: It's crucial to acknowledge the link between education level and socioeconomic factors like income. This can further influence travel choices, preferences, and the perceived value of destinations.

Cultural Background: Independent of education level, an individual's cultural background can significantly shape their perception of a destination

## **Conclusion**

In conclusion, the chapter on destination image underscores the critical role that perception plays in tourism. It highlights how the collective images and beliefs about a destination influence travelers' decisions, experiences, and overall satisfaction.

## **The case study**

This chapter sets out the methodological research design of this thesis and provides a description of the findings. We employed both quantitative and qualitative research methods to gain a comprehensive understanding of the subject matter. The quantitative aspect involved systematically investigating phenomena by collecting and analyzing numerical data using a questionnaire distributed through Google Forms, Meanwhile, the qualitative aspect involved collecting and analyzing non-numerical data through interviews , such as the manager of the site of Timgad, to gain in-depth insights into underlying reasons, opinions, and motivations. By integrating both approaches, we aimed to ensure a robust and nuanced analysis, leveraging the strengths of each method to provide a well-rounded perspective on the research questions.

### **1-Subject of the study:**

The main subject of this study is to understand how tourists form and construct an image about historical destinations. The formed image plays a crucial role in tourists' decisions to return, making the understanding of these processes a significant concern for managers of tourist destination sites and tourism marketers. Ultimately, this study focuses on one type of the many different destinations which is historical sites.

### **2- The purpose of the study:**

The purpose of this study is to explore and analyse how the average Algerian citizen perceives historical destinations within their country by employing quantitative and qualitative research

methods, this study will provide a comprehensive understanding of the attitudes, beliefs, and emotional connections that Algerians hold towards their historical heritage.

## **Methodology**

In this section we will break down and explain the methodology used in our case study

### **1- Quantitative Research:**

Quantitative research involves systematically investigating phenomena by collecting and analysing numerical data using statistical, mathematical, or computational tools to quantify variables and derive meaningful insights. The aim is to identify patterns, relationships, or trends that can be extended to larger populations. Key characteristics of quantitative research include a structured design conducted within a clear framework with predefined objectives and hypotheses, involving methods such as surveys, questionnaires, or experiments to gather data. It typically involves large sample sizes to ensure the accuracy and reliability of results, achieving statistical significance and generalizability. The data collected is objective and measured accurately using various scales (nominal, ordinal, interval, or ratio), minimizing researcher bias and allowing for precise analysis and comparison. Data analysis employs statistical techniques, including descriptive statistics and hypothesis testing, to validate assumptions and draw conclusions based on empirical evidence. Common data collection methods in quantitative research include surveys and questionnaires, which use closed-ended questions to facilitate quantification of responses; controlled experiments, which test hypotheses under specific conditions by manipulating variables to observe their impact on dependent variables; and observational studies, which use structured observation techniques to gather quantifiable data on behaviors, events, or conditions. (Creswell & Creswell, J. D , Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 2017)

#### **Advantages :**

- Produces clear, concise, and quantifiable data.
- Facilitates statistical analysis and hypothesis testing.
- Results are often generalizable to larger populations.

- Identifies relationships and patterns within data.

### **Limitations :**

- May not capture the depth and complexity of human experiences.
- Limited flexibility in addressing unexpected findings.
- Potential biases or inaccuracies in data collection tools.
- Requires substantial resources and expertise in statistical analysis.

## **2- Qualitative research**

Qualitative research involves systematically investigating phenomena by collecting and analyzing non-numerical data. It uses interpretative, descriptive, or thematic analysis to understand the meanings, experiences, or concepts associated with the phenomena. The aim is to gain in-depth insights into underlying reasons, opinions, or motivations. Key characteristics of qualitative research include a flexible design that evolves as the study progresses, with open-ended questions and methods such as interviews to gather data. It typically involves smaller sample sizes, focusing on depth rather than breadth to provide rich, detailed understanding. The data collected is subjective and context-specific, allowing for deep exploration of complex issues and minimizing the influence of preconceived notions. Data analysis employs interpretative techniques, such as coding and thematic analysis, to identify patterns and themes within the data. In this study, the primary data collection method used was an interview guide sent to the chief manager of the archaeological site Timgad via email, which provided detailed personal perspectives and facilitated deep exploration of the subjects' experiences and viewpoints. (Creswell & Poth, *Qualitative Inquiry & Research Design: Choosing Among Five Approaches*, 2018)

### **Advantages:**

- Qualitative research provides detailed insights into complex phenomena that quantitative methods might overlook.
- Helps grasp the social, cultural, and historical context surrounding phenomena, providing a deeper understanding.

- Prioritizes the viewpoints and experiences of participants, offering a nuanced understanding of their perspectives.
- Useful for exploratory studies, qualitative research aids in hypothesis generation and understanding complex phenomena before larger-scale investigations.

**Limitations:**

- Interpretations in qualitative research may be biased, leading to subjective analysis.
- Smaller sample sizes, limiting generalizability.
- Demands significant time and resources for tasks like data collection, transcription, coding, and analysis.

**3- Questionnaire Design :**

The questionnaire was designed to comprehensively explore the perceptions and behaviors of Algerian citizens regarding historical tourism. It is divided into five sections, each serving a distinct purpose in the overall research framework. These sections are as follows: Profile of the Respondent, Interest in Historical Tourism, Perception of Algeria's Historic Destinations, Tourist Behavior, and recommendations .

Section 1: Profile of the Respondent

This section aims to gather demographic and socio-economic data about the respondents. The questions in this section include:

- Age
- Gender
- Education level
- Occupation
- Income level
- Place of residence

Collecting this information is crucial for understanding the background of the respondents and for segmenting the data in subsequent analysis. It helps in identifying patterns and correlations between demographic factors and perceptions or behaviors related to historical tourism.

### Section 2: Interest in Historical Tourism

The purpose of this section is to gauge the respondents' level of interest in historical tourism. It includes the following items

- I'm interested in Algerian history?
- How important is historical tourism to you?
- Have I already visited a historic destination in Algeria?
- What motivates you to visit historic destinations?
- How well do you know Algeria's historic tourist destinations?
- What is your image of Algeria's historic tourist destinations?
- What are the most important aspects for you when visiting a historic tourist destination?
- What factors influence your choice of a historical destination in Algeria?

### Section 3: Perception of Algeria's Historic Destinations

This section focuses on the respondents' perceptions of historical destinations within Algeria. Questions in this section include:

- Which historic Algerian destinations do you know?
- What is your overall impression of Algeria's historic destinations?
- Have I already visited historic tourist destinations in other countries?
- How do you compare Algeria's historic tourist destinations with those you have visited in other countries?
- How did you hear about Algeria's historic tourist destinations?
- I think that communication about historic Algerian tourist destinations is sufficient?



-What improvements would you like to see made to Algeria's historic destinations

-Which historic Algerian destinations would you most like to visit?

-Would you recommend historic Algerian destinations to your friends and family?

By exploring these perceptions, this section aims to provide insights into the strengths and weaknesses of Algeria's historical destinations as perceived by our sample

#### Section 4: Tourist Behavior

The fourth section seeks to understand the behaviour of tourists when visiting historical sites. It includes This questions :

-What is your usual budget for a tourist trip

-What is the average length of your stays

-What types of accommodation do you prefer on your tourist trips

-What means of transport do you usually use when visiting

-What are your favourite tourist activities

This section helps in identifying patterns in tourist behaviour, which can inform strategies for enhancing visitor experiences and promoting historical tourism.

#### Section 5: Conclusion

The final section of the questionnaire is designed to gather any additional comments or suggestions from the respondents.

-Would you recommend visiting Algeria's historic tourist destinations to your friends and family?

-Do you have any comments or suggestions for developing historical tourism in Algeria?

This section provides respondents with an opportunity to express their thoughts and recommendations, offering valuable qualitative data that can complement the quantitative analysis.

#### **4- Survey & interview guide administration method**

The administration of the questionnaire was conducted online using Google Forms, taking into consideration linguistic factors . This method was chosen for its accessibility, convenience, and efficiency in reaching a wide audience.

Distributing the questionnaire online ensured that it could reach a broad and diverse audience across different regions, including urban and rural areas. And to allow respondents to complete the survey at their convenience, without time or location constraints for obtaining a higher response rate and more representative data.

Using Google Forms is a cost-effective method for data collection, eliminating the need for physical materials and postage. It also reduces administrative efforts related to data entry, as responses are automatically recorded and stored digitally.

The questionnaire was administered in French, This decision was based to ensure that respondents could understand and accurately respond to the questions without language barriers. As french is more communly used rather than english

As for the Distribution Channels The survey link was disseminated through various online platforms, including social media networks Facebook, email lists, these platforms were chosen to maximize reach and engagement

Clear instructions were provided at the beginning of the questionnaire to guide respondents on how to complete the survey. Additionally, an introductory message explained the purpose of the study, ensuring transparency and encouraging participation

As for our qualitative reasearch interview guide administration, it was sent to the cheaf manager of the archiological site timgad via email , taking in consideration the language barrier to ensure the ease of understanding the interview guide was conducted in french , the interview guide contains an introduction where we thanked him for his conterbution to the study and we explained to him the objective of our study which is visitor trends, marketing and hosting strategies, and the seasonality of visits to the site, plus a conclusion in the end of it

#### **5- Sampling Method and Data Collection**

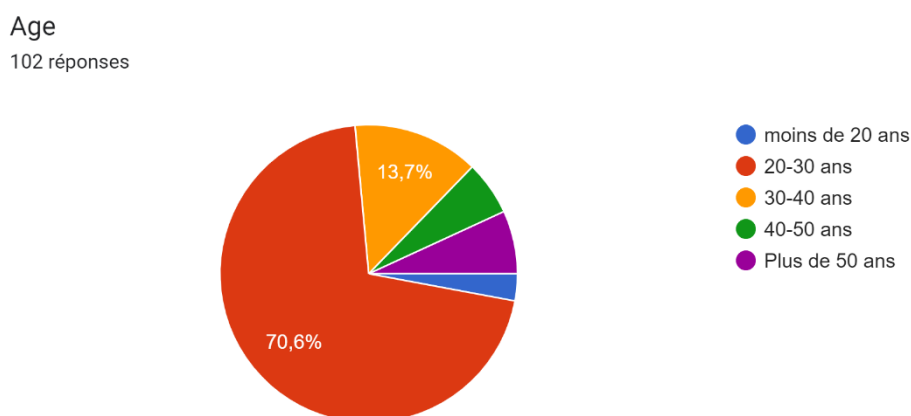
The study employed a convenience sampling method to select participants, resulting in a total of 102 respondents. Convenience sampling is a non-probability sampling technique where

subjects are selected due to their convenient accessibility and proximity to the research. We chose this method because of practical considerations, including time constraints and the need for a quick, efficient way to gather data. The primary advantages of convenience sampling include its ease of implementation, allowing for the rapid collection of data, which is particularly useful when time and resources are limited. It is also cost-effective since it involves selecting participants who are readily available, reducing the cost and effort associated with data collection. Additionally, this method can provide initial insights and serve as a preliminary step for more rigorous future studies. However, there are notable limitations, such as a lack of generalizability, as the sample is not randomly selected and therefore may not represent the entire population. There is also potential for bias, as the sample might be skewed towards a specific demographic that is more accessible, such as internet-savvy individuals or those active on certain social media platforms.

## 6 -Description of the sampler

### 6-1 Age Distribution

- 20 to 30 Years Old: 70.6% of respondents
- 30 to 40 Years Old: 13.7% of respondents
- 40 to 50 Years Old: 5.9% of respondents
- Over 50 Years Old: 6.9% of respondents

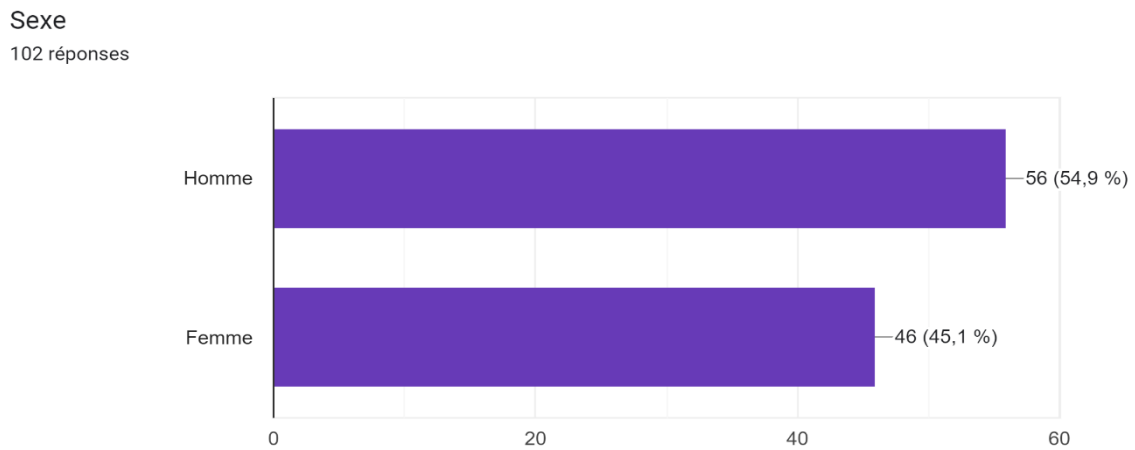


**Figure 4 :** Age distribution

The majority of respondents (70.6%) are between 20 and 30 years old, indicating a significant representation of younger adults.

## 6-2 Gender Distribution

- Men: 54.9% of respondents
- Women: 45.1% of respondents



**Figure 5** : gender distribution

The gender distribution is relatively balanced, with a slight predominance of men (54.9%) over women (45.1 %)

## 6-3 Residency

**Tableau 1** : Sample residency frequency

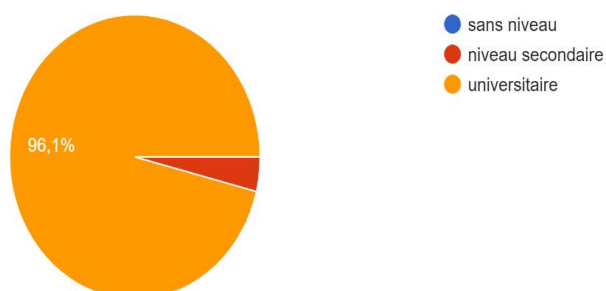
Location	Respondents	Percentage
Bejaia	28	27.5 %
Setif	18	17.6 %
Alger	13	12.7 %
Tizi ousou	7	6.9 %
Boumerdas	5	4.9 %
Biskra	4	3.9 %
Batna	3	2.9 %
Tipaza	2	2 %

Bouira	2	2 %
Constantine	2	2 %
Relizane	2	2 %
Souk ahras	2	2 %
Annaba	2	2 %
Media	2	2 %
Bechar	1	1 %
Tiaret	1	1 %
Jijel	1	1 %
Sidi belabbas	1	1 %
Mila	1	1 %
Telmcen	1	1 %
Oran	1	1 %
Elle oued	1	1 %
Djelfa	1	1 %
Tebessa	1	1%

Bejaia has the highest number of respondents, with 27.45% .Sétif and Alger follow, with 17.65% and 12.75% respectively. other locations have a significantly smaller representation, each constituting less than 5% of the total respondents.

#### 6-4 Education level

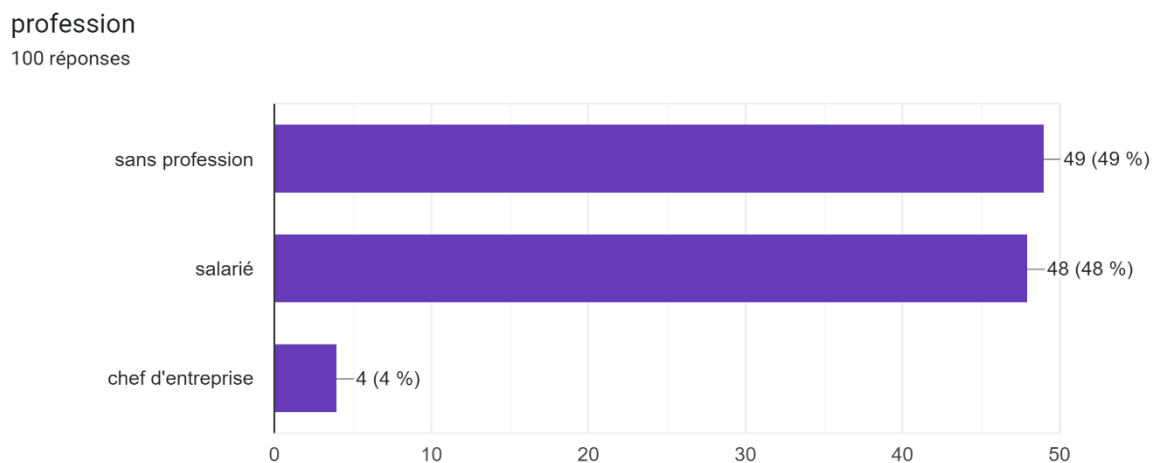
Niveau d'éducation  
102 réponses



**Figure 6 : Sample education level**

The vast majority of respondents, 96.1%, are university graduates, while only 3.9% are high school graduates. This statistic suggests that the high educational level of the respondents contributes to the accuracy of the data and ensures that they understood the questionnaire easily

### 6-5 Profession



**Figure 7 : Sample's profession**

- Nearly half of the respondents, 49%, are without a profession.
- A close second, 48% of respondents, are employed.

- A small portion, 4%, are business owners.

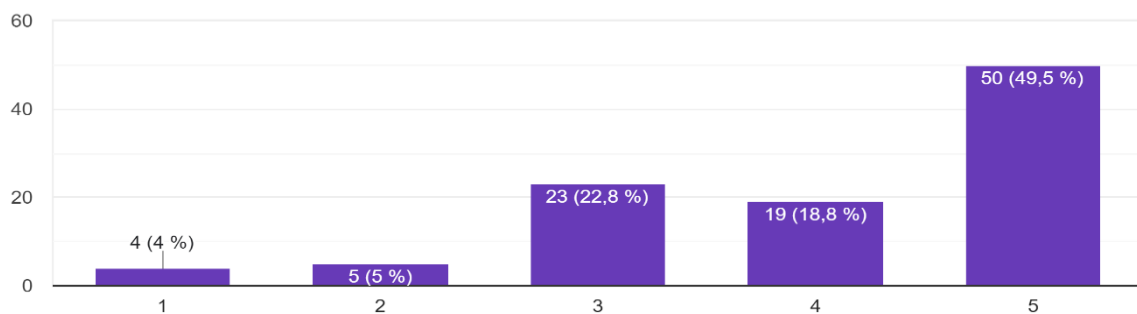
## Descriptive analysis of quantitative and qualitative approach

In this section, we delve into the cognitive perceptions and motivations of our sample group regarding historical destinations. Through meticulous analysis, we aim to uncover how individuals construct their cognitive image of these destinations and the driving forces behind their motivations to visit them.

### 1- historical tourism importance

2. Quelle est l'importance du tourisme historique pour vous ?

101 réponses



**Figure 8** : level of historical tourism importance for the respondents

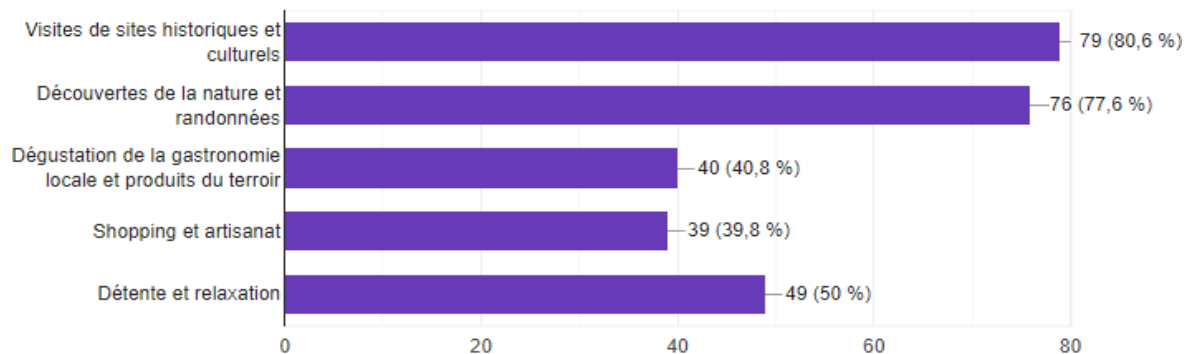
The responses to the question "How important is historical tourism to you?" on a scale of 1 to 5 reveal that the majority of respondents, 49.5%, consider historical tourism very important (rating 5). Additionally, 22.8% of respondents gave a rating of 3, indicating a moderate level of importance. Smaller percentages rated the importance as 1 (4%) and 2 (5%), showing that historical tourism is not very important to them. Combining the top two ratings (4 and 5), 68.3% of respondents consider

historical tourism to be important or very important. This data indicates that historical tourism is highly valued by a significant portion of the respondents

## 2- Preferred activities

5. Quelles sont vos activités touristiques préférées lors de vos voyages en Algérie ? [Copier](#)  
(cocher toutes les réponses qui s'appliquent)

98 réponses



**Figure 9:** sample's favorite activities in touristic destinations

Analysing this graph reveals that the most popular choice by a significant margin (80.6%) is visiting historical and cultural sites, indicating a strong interest in the country's rich heritage. Nearly as popular (77.6%) is nature discovery and hiking, suggesting a desire to explore natural landscapes. Relaxation is also a considerable factor, with half of the respondents (50%) prioritizing it during their travels. To a lesser extent, but still of some interest, are tasting local cuisine (40.8%) and shopping for crafts (39.8%).

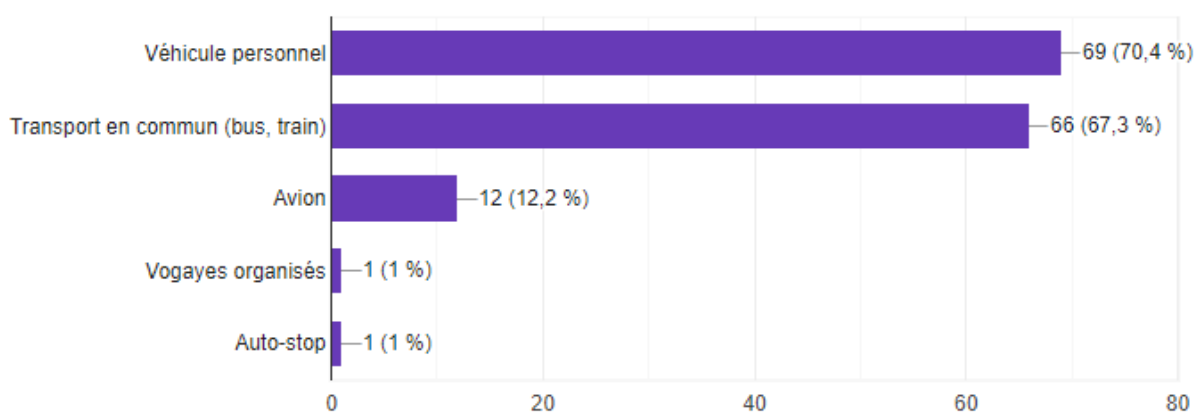


### 3 -Means of transport

4. Quels sont vos moyens de transport habituels lors de vos déplacements touristiques en Algérie ? (cocher toutes les réponses qui s'appliquent)



98 réponses



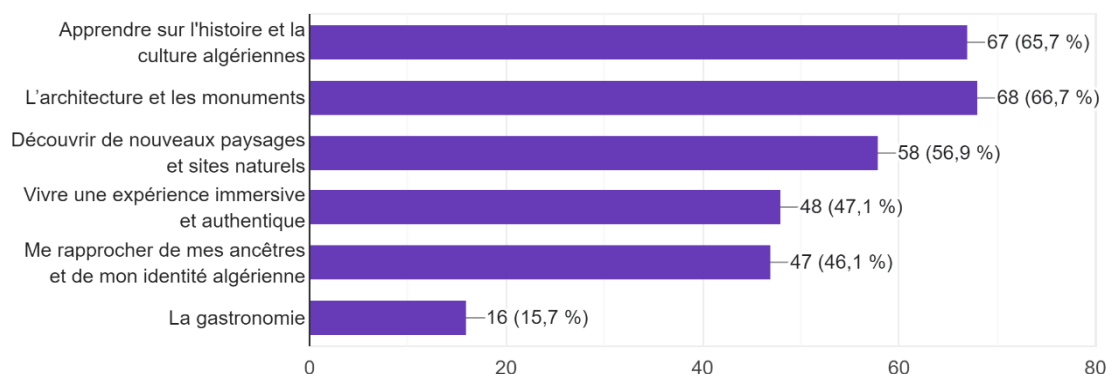
**Figure 10 :** Means of transport used by respondents

(70.4%) opt for personal vehicles, suggesting a desire for self-directed exploration and flexible itineraries. Public transportation (buses and trains) enjoys surprising popularity (67.3%) appealing to budget-conscious or environmentally conscious travelers, possibly due to well-developed networks in certain areas. Planes are used by a smaller portion (12.2%), likely due to cost, or a preference for land travel experiences. Organized tours are rarely chosen (1%), suggesting tourists favor independent planning or exploring at their own pace. Hitchhiking is a marginal choice (1%)

## 4- Motivations

4. Qu'est-ce qui vous motive à visiter des destinations historiques ? (plusieurs réponses sont possibles)

102 réponses



**Figure 11:** motivation for visiting historical destinations

The most popular reason for visiting historical sites according to the respondents is the strong interest in the tangible, built heritage of the country, with a high percentage of respondents particularly drawn to the physical and visual aspects of historical locations, such as buildings, ruins, and landmarks. Closely following architecture, a significant majority of respondents are motivated by a desire to deepen their understanding of history and cultural heritage, demonstrating a keen interest in the educational aspect of visiting historical sites to gain knowledge and insights. Over half of the respondents are also interested in exploring the natural surroundings and landscapes associated with historical destinations, suggesting that the allure of historical sites extends beyond human-made structures to include the natural environment. Nearly half of the respondents value the opportunity to have an immersive and authentic experience, indicating a preference for engaging deeply with the historical atmosphere and local culture, seeking genuine and meaningful interactions during their visits. A significant proportion of respondents are motivated by a personal connection to their heritage, reflecting a desire to connect with their roots and reinforce their sense of identity and belonging through visits to historical sites. Additionally, qualitative data reveals that school

groups and researchers are significant visitors to these sites, emphasizing the educational and research-oriented appeal of historical destinations. Although less popular than other motivations, a noteworthy segment of respondents is interested in the culinary aspect of their visits. This shows that food and local cuisine are also important components of the overall experience for some visitors.

## 5 -Top of mind historical destinations

The main objectif of this item, is to figure out wich destination our respondents prefer to visit

**Tableau 2 : : Top of mind historic destinations**

Destination	Frequency
Timgad	49
Tipaza	28
Djemila	27
Tassili	19
Alger	13
Santa cruz	13
Constantine	11
Tlemcen	10
Ghardaia	9
Bejaia	9
Djanet	5

Timgad, Tipaza and Djemila: These three Roman archaeological sites are among the best known and most visited in Algeria. They attract tourists with their rich history, well-preserved remains and architectural beauty.

Tassili: This UNESCO World Heritage site is famous for its prehistoric rock paintings and engravings.

Algiers: Its a city with a rich history and vibrant culture. It offers tourists a variety of attractions, including the Casbah, the Musée National des Beaux-Arts and Notre-Dame d'Afrique.

Santa Cruz: This coastal town is known for its sandy beaches, turquoise waters and relaxed atmosphere. It is a popular destination for families and water sports enthusiasts.

Constantine: This cliff-top city is nicknamed the “City of Bridges” because of its seven suspension bridges. It offers tourists breathtaking views of the region and a rich cultural heritage.

Tlemcen: This historic city lies at the foot of the Trara mountains. It is famous for its medina, its Great Mosque and its many palaces and mausoleums.

Ghardaia: This oasis town is located in the heart of the Algerian Sahara. It is famous for its traditional adobe architecture, palm groves and ancestral traditions.

Bejaia: This port city is located on the Mediterranean coast. It is known for its beaches, mountains and picturesque old town.

Djanet: This town in the Sahara is the gateway to the Tassili n'Ajjer. It is known for its spectacular desert landscapes and its trekking and safari opportunities.

Influence of the sample:

The fact that the sample was made up mainly of people from Béjaïa and Sétif may have influenced the ranking. Indeed, these people are more likely to know and appreciate tourist destinations located close to their home region. This is why Timgad, Tipaza and Djemila, all located in northern Algeria, top the ranking.

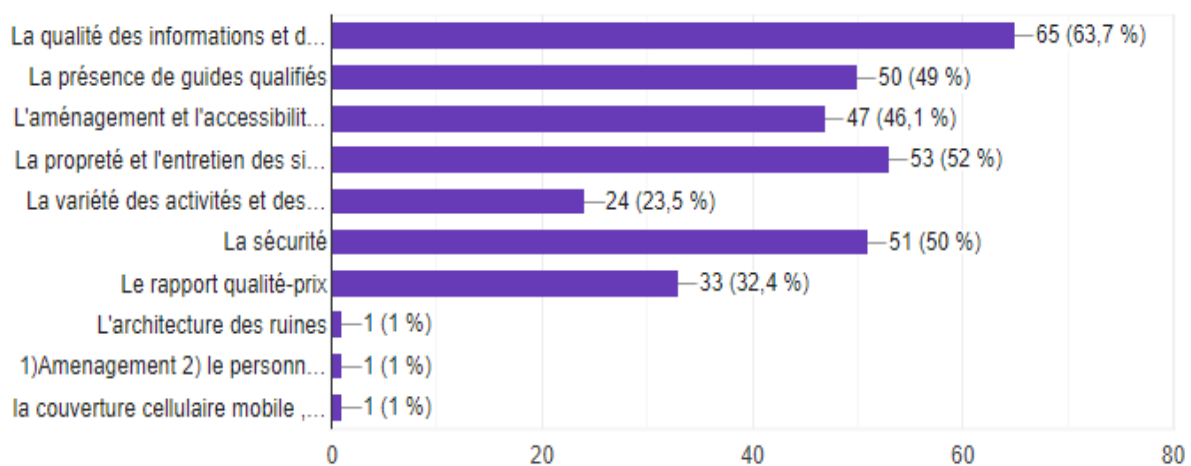
The distribution of the questionnaire in the vicinity of the University of Béjaïa ( where i study ) and in Sétif ( my residency ) may have influenced the results.

## 6- Visitor priorities

7. Quels sont les aspects les plus importants pour vous lors d'une visite d'une destination touristique historique ? (plusieurs réponses sont possibles)



102 réponses



**Figure 12 :** Visitor Priorities at Historic Destinations

The graph shows that 63.7% of respondents highlighting "quality of information and documentation" as a key factor. This suggests a strong desire for clear and comprehensive resources to enrich the historical experience.

Qualified guides are also highly valued, as 49% of respondents prioritized their presence. This indicates a preference for expert insights and guidance to unlock the deeper stories behind historic sites.

However, nearly half of the respondents (46.1% for layout and accessibility, and 52% for cleanliness and maintenance) emphasized well-designed layouts, easy navigation, and a clean environment. This highlights the importance of user-friendly infrastructure and a well-maintained setting for visitors.

security emerges as another key concern, with 32.4% seeking reassurance about safety. This underscores the need for tourist destinations to prioritize visitor well-being and security measures.

Interestingly, value for money seems to be a balanced concern, with slightly over half (50%) of respondents finding it satisfactory. This suggests a focus on experiences that justify the associated costs.

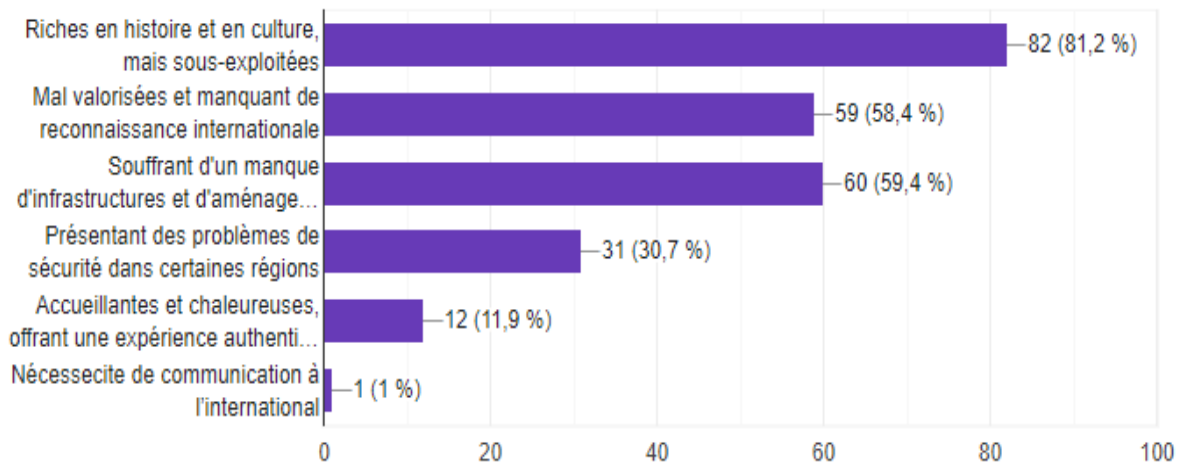
The historical charm remains a strong draw, with over half (51%) appreciating the "architectural significance of the ruins." This highlights the enduring appeal of witnessing historical remnants firsthand.

When we look at historical destinations from a managerial point of view from data collected from the interview guide it states that the historical site needs to improve and strengthen the conditions for conserving and preserving the archaeological site, and public safety as well as to improve the quality of tourist services, as we can see the affirmation of the historical site chief manager goes hand in hand with what the tourists look for when visiting

## 7- Overall image

2. Quelle est votre image globale des destinations historiques algériennes ? (cocher toutes les réponses qui s'appliquent)

101 réponses



**Figure 13 :** Global image of Algeria's historical destinations

81.2% of respondents agree that Algeria's historic destinations are indeed "Rich in history and culture." this consensus highlights the immense cultural heritage and historical significance that lie embedded within these sites.

Despite their undeniable richness, these destinations remain undervalued and lacking international recognition according to 58.4% of respondents

The lack of adequate infrastructure and security measures poses a challenge. 59.4% of respondents point to Suffering from a lack of infrastructure and facilities, while 11.9% highlight security issues in certain regions. These concerns hinder the full potential of these destinations.

Despite these challenges, Algeria's historic destinations exude a warm and welcoming atmosphere. 30.7% of respondents describe them as welcoming and warm, offering an authentic experience. This indicates that visitors can immerse themselves in a genuine cultural

experience. In other item which is complementary to the overall image our respondents hold regarding the historical destination's image we suggested some adjectives about destinations in which we allowed them to pick more than one adjective if they had to the results was as follows : the majority of responses (89.1%) were positive, indicating a generally favorable image of the historic tourist destinations. The most frequently used positive adjectives were "Attractive" (23.8%), "Interesting" (23.8%), "Educational" (65.3%), and "Authentic" (65.3%). These responses suggest that visitors perceive the destinations as visually appealing, engaging, informative, and genuine reflections of history and culture.

A smaller portion of responses (10.9%) were neutral, suggesting a mixed or uncertain image. The most frequently used neutral adjectives were "Well-maintained" (37.6%), "Accessible" (31.7%), and "Affordable" (35.6%). These responses indicate that visitors generally consider the destinations to be in good condition, easy to reach, and priced reasonably.

Very few responses were negative, suggesting an overwhelmingly positive overall perception. The only negative adjectives mentioned were "Surfited" (5%) and "Neglected" (5%). These responses may indicate isolated instances of overcrowding or neglect at specific destinations,

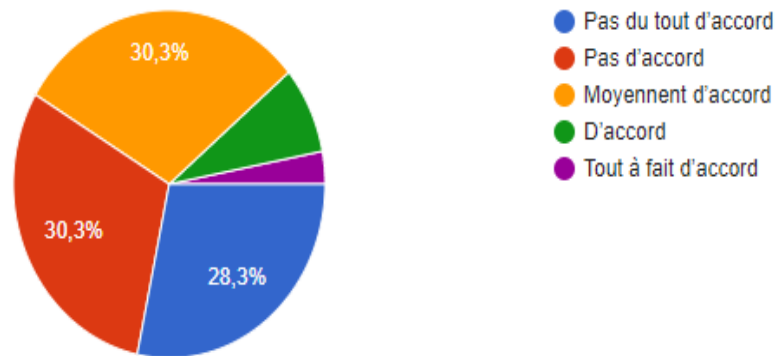
This last claim can be backed up by data provided by the manager of the historical site “ timgad” (Yes, uncontrolled mass tourism causes problems in managing large numbers of visitors. Cause of damage Vandalism , graffiti on ruins , Household waste , Lack of rest areas and basic services).



## 8- Perceptions of communication

6. Je Pense que la communication sur les destinations touristiques historiques algériennes est suffisante ?

99 réponses

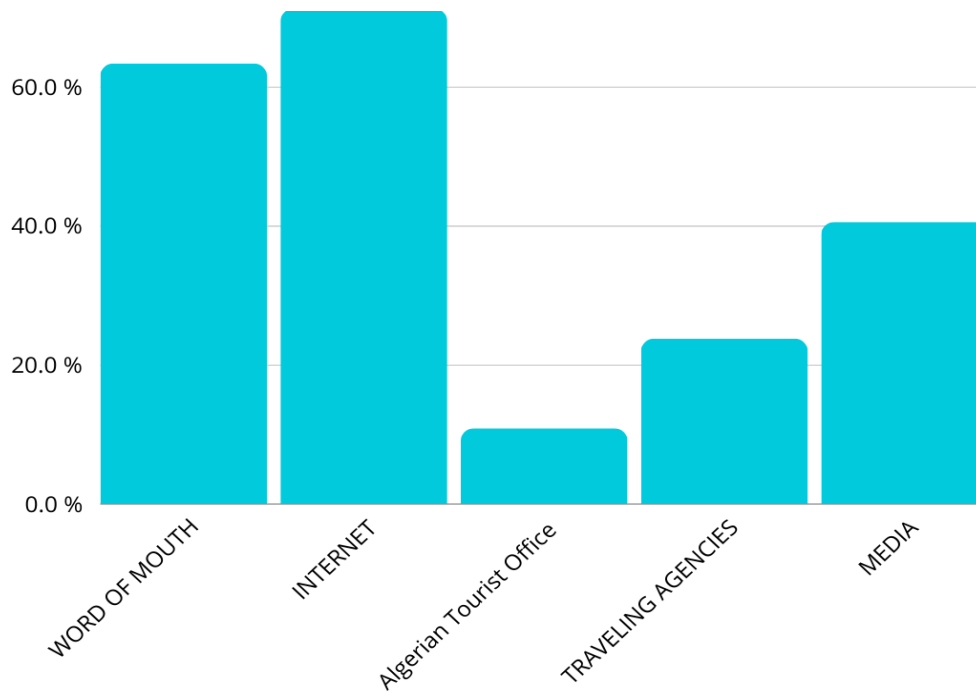


**Figure 14** : Respondents point of view on communication

A combined 58.6% of respondents (28.3% Strongly Disagree + 30.3% Disagree) believe communication is insufficient. This suggests a significant gap in awareness about these destinations. 30.3% of respondents were somewhat agreeable, indicating a neutral stance or limited knowledge. Only 11.1% (8.1% Agree + 3% Strongly Agree) felt communication is sufficient.

An example of communication and marketing from our qualitative research where we asked the manager about their strategies stated that ( it's an average strategy compared to financing shortages ) where they mostly rely on Social networks for daily activities and visits and Partnership with TV channels plus some other forms of communication that helps on growing the awareness of the destination like tourist agencies and cultural association.

## 9 -Communication channels

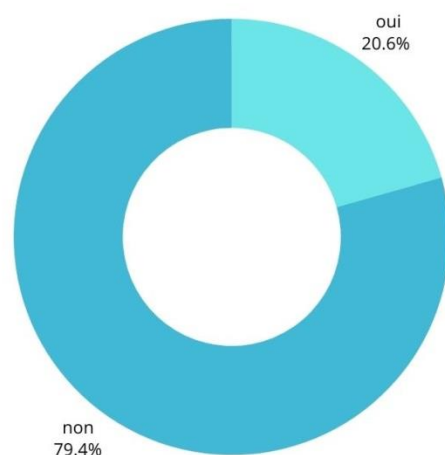


**Figure 15** : communication channels

The data presented above reveals the various ways our sample learned about historic tourist destinations :

Internet was the dominant source of information as 71.3 % of the respondents highlighted it, word of mouth comes in second as a critical source of information as 63.4 % of the respondents highlighted it. Media plays a significant role as a way our respondents learned about historical destination with 40.3 % of our sample highlighted it. Travel agencies contributed as an information source with 23.8 % of our respondents highlighting it. Algerian tourist office comes in last as only 10.9 % of our respondents learned through it about the historical destinations

## 10- Visits abroad



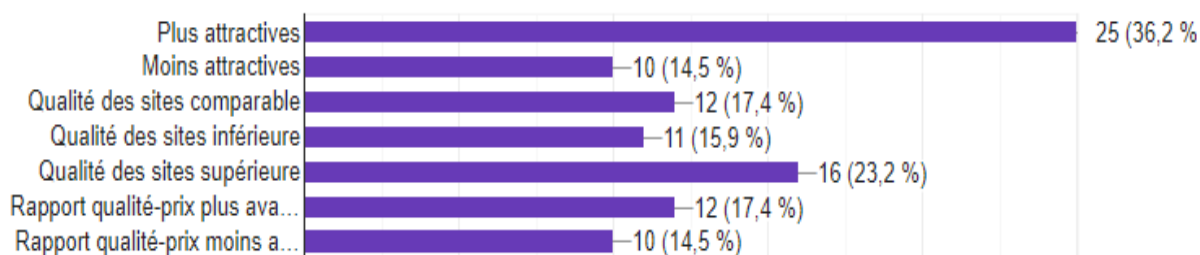
**Figure 16:** visits in other countries

We asked our sample, about their experiences with foreign historical destination, a small sample of 20.6 % of our respondents visited other countries while the majority of 79.4 % did not

4. Comment comparez-vous les destinations touristiques historiques algériennes à celles que vous avez visitées dans d'autres pays ? (plusieurs réponses sont possible)

 Copier

69 réponses



**Figure 17 :** comparison between Algerian historical destination and other countries



- Security (Sécurité): Stands out as a top priority, reflecting a strong desire for a safe environment for visitors.
- Improvement (Amélioration): Captures the overall sentiment of the subjects who want to see these destinations enhanced.
- Communication (Communication): Highlights the need for better promotion and outreach to raise awareness about these historic sites.
- Preservation (Préservation): Shows a concern for protecting and maintaining the historical integrity of these destinations.
- Sites (Sites): Reinforces the focus on improving the condition of the historic places themselves.
- History (Histoire): Underscores the significance of Algeria's rich heritage and the importance of promoting it effectively.
- Cleanliness (Propreté): Indicate a desire for a clean and well-maintained environment at these historic sites.
- Promotion (Promotion): Appears multiple times, emphasizing the need for increased marketing and publicity to attract visitors.
- Culture (Culture): Showcases the importance of highlighting Algeria's unique cultural identity through these historic destinations.

## **12- Analysis of the qualitative approach**

In order to complement the quantitative data gathered from our survey, we employed a qualitative approach to gain a richer understanding of visitor trends, marketing strategies, and seasonality at the Timgad archaeological site. This section dives into the insights gleaned from a semi-structured interview conducted with the chief manager of Timgad, providing valuable first-hand perspectives to supplement the broader quantitative picture.

### **12-1 Visitor statistics**

First, we asked the manager of the site to give us some statistics about the visitors

In 2023 the total number of the visitors reached 79061, in 2024 just in the first half so far they recorded 33757 visits , a follow up question we asked him is if there was an increase or a decrease in the number of visitors over the last three years he provided us with the following answer ( yes , there has been a remarkable increase in the number of visitors ), this could be

justified in correlation with our quantitative research as 80.6 % of our sample preferred visiting historical and cultural sites ( see page 33) .

The factors that contributed to this development according to our interviewee was the transition from covid in which most of the activities throughout the whole world has been deeply affected , plus the role of internet and the social media in promoting the site , the findings of our quantitative research supports the interviewee's claim , if we consulte ( see page 43) internet and social media ( e-WOM ) was the dominant source of information 71.3 % , 63.4 % .

### Visitors by geographic origin

on the national scale most of the visitors come from the east of the country this may be explained because the site is located close to their home region on the international scale Italy – France – China and Romania stand out as the most frequent nationalities

### Segmentation

- Age
- Foreign visitors / Domestic visitors
- Children / adults

A response we got to a question we asked if there is any categories that are most represented, Three categories seemed to be that most frequent ( individual tourists – school groups – researchers ) .

Our quantitative survey data aligns perfectly with the qualitative findings. A significant portion of respondents (see page 35) emphasized cultural enrichment and historical learning as primary motivations for visiting historical sites. This suggests a strong desire to deepen their understanding of the past and cultural heritage.

## **12-2 Marketing and hosting**

This section explores the marketing and hosting strategies employed at the Timgad archaeological site, along with the challenges encountered during peak seasons.

The interview revealed a multi-pronged marketing approach:

- Cultural events: Creation of a dedicated cultural festival and hosting diverse cultural events.
- Scientific collaborations: Partnering with universities and research labs for scientific events and study days.
- Sports events: Inclusion of sporting events to attract a wider audience.

Social media plays a key role in promoting daily activities and visits, while partnerships with TV channels leverage special occasions like Heritage Month and National Tourism Day. However, the effectiveness of these actions is acknowledged as "average" due to funding limitations. (An average strategy due to lack of funding )

In terms of visitor accommodation, Timgad offers a combination of options:

- Guest houses: Promoting local heritage to foreign visitors.
- Hotels: Catering to diverse budgets. (Hotels with prices to suit all demographics.)

( Two hotels and a state-run hostel are located close to the site, but there are currently no partnerships with local accommodation establishments. )

Managing visitor influx during peak season presents a challenge. measures include:

- Staffing: Increased reception and security personnel.
- Extended hours: Offering longer opening times.

Frequent issues due to uncontrolled mass tourism poses difficulties:

- Vandalism: Damage to historical remains through graffiti.
- Waste management: Increased littering by visitors.
- Limited infrastructure: Insufficient rest areas and basic services.

These factors highlight the need for further strategies to ensure sustainable tourism practices and protect Timgad's historical treasures.

### **12-3 Visitor seasonality**

This section explores seasonal trends and visitor patterns at the Timgad archaeological site.

The interview revealed a distinct seasonality in visits, concentrated in:

- Spring and summer: Ideal weather conditions attract both domestic and international visitors.
- School vacations: Domestic tourism surges during school breaks.

Foreign visitors tend to favor the spring months (March to May) due to more pleasant weather. National tourism, on the other hand, peaks during school breaks and vacation periods.

Weekday variations were also noted:

- Weekends: Generally busier due to increased leisure time.
- Saturdays and Tuesdays: Tuesdays see a spike due to organized school visits.

These variations highlight the need for targeted strategies to manage visitor flow throughout the year.

While the focus is on peak season, the interview also touched upon off-season activities:

- Heritage Month Events (April 18th - May 18th): These events aim to celebrate and promote Algeria's cultural heritage.

#### **12-4 Summary of qualitative study**

The interview concluded with a glimpse into the vision for Timgad's future, focusing on both increasing visitor numbers and responsible management.

The manager emphasized the importance of:

- Preservation and Conservation: Prioritizing improvements to the archaeological site's conservation and preservation infrastructure.
- Safety and Security: Enhancing safety measures for both the site and visitors.
- Enhanced Visitor Services: Upgrading the quality of tourist services offered.

Foreseen challenges include:



- Promoting Heritage Tourism: Effectively communicating the value of Timgad's cultural heritage to potential visitors.
- Financial Sustainability: Finding alternative revenue streams to support improvements.
- Investment Attraction: Encouraging investment in the site's development.

The manager's long-term ambitions are ambitious and multi-faceted:

- Restoration: Restoring the archaeological site and museum to their former glory.
- Conservation Measures: Implementing improved conservation practices to ensure the site's authenticity and continued World Heritage status.
- Cultural Tourism Zone: Creating a dedicated cultural tourism zone complete with accommodation, restaurants, rest areas, family-friendly spaces, and event facilities for a potential "Timgad Festival."
- Cultural Infrastructure: Developing additional cultural structures to enhance the site's appeal for visitors.

This interview with Timgad's chief manager revealed a remarkable alignment between the manager's vision for the site's future and the aspirations expressed by our research sample (refer to page 45-46 for details on visitor-desired improvements). This strong correlation underscores the authenticity of the feedback received and highlights key areas for development.

## **Conclusion**

In conclusion, the empirical chapter provides a comprehensive analysis of the findings from both quantitative and qualitative research methodologies, this dual approach allowed us to gain an overall understanding of the perception of our sample about the historical destinations in the country.

## CONCLUSION

The primary focus of this study was to explore how tourists developed and shaped their perceptions of historical destinations. The image they formed was vital in influencing their decisions to revisit, making it an important area of interest for managers of tourist sites and tourism marketers. This research specifically concentrated on historical sites, one of the many types of destinations. This study has explored and analyzed how the average Algerian citizen perceives historical destinations within their country. It has provided a comprehensive understanding of the attitudes, beliefs, and emotional connections that Algerians hold towards their historical heritage.

the methodology employed in this study involved a combination of quantitative and qualitative research approaches. Initially, a quantitative research method was utilized, where a questionnaire was distributed to a convenience sample of 102 individuals. The collected data was then analysed to identify patterns and insights. Following this, a qualitative research method was incorporated, involving an interview guide sent to the manager of Timgad, which was selected due to its frequent mention as a notable historical destination by our sample. This qualitative approach provided a managerial perspective on historical destinations, enriching the study's findings.

The potential of historical destinations in Algeria is substantial. These sites offer rich cultural and historical significance, making them attractive to both domestic and international tourists. The notoriety of these destinations is particularly noteworthy, as the majority of responses from our sample were positive, indicating a generally favorable image of these historic tourist destinations. The most frequently used positive adjectives were "Interesting," "Educational," and "Authentic". These responses suggest that visitors perceive the destinations as visually appealing, engaging, informative, and genuine reflections of history and culture.

The positive perception of Algeria's historical sites underscores their potential to significantly contribute to the tourism sector. The favorable views expressed by respondents

highlight the unique and enriching experiences that these sites offer, suggesting strong prospects for growth in visitor numbers and economic benefits.

However, there are some insufficiencies that need to be addressed to fully realize the potential of these historical sites. Security stands out as a top priority, reflecting a strong desire for a safe environment for visitors. Improvement captures the overall sentiment of the subjects who want to see these destinations enhanced. Communication highlights the need for better promotion and outreach to raise awareness about these historic sites. Preservation shows a concern for protecting and maintaining the historical integrity of these destinations. The condition of the sites themselves also needs attention, reinforcing the focus on their improvement. The significance of Algeria's rich heritage underscores the importance of promoting it effectively. Additionally, there is a desire for cleanliness, indicating a need for a clean and well-maintained environment at these historic sites. Finally, promotion appears multiple times, emphasizing the need for increased marketing and publicity to attract visitors.

To address the insufficiencies identified in this study and fully realize the potential of Algeria's historical destinations, the following recommendations are proposed:

**Enhance Security Measures:** Increasing the presence of security personnel at historical sites and installing surveillance cameras can help improve safety. Developing emergency response protocols and conducting regular safety drills are also essential.

**Implement Site Improvements:** Investing in the restoration and maintenance of historical structures and upgrading visitor facilities are crucial. Ensuring accessibility for all visitors, including those with disabilities, is important for inclusivity.

**Strengthen Communication and Promotion:** Developing comprehensive marketing campaigns and utilizing social media platforms can raise awareness of historical sites. Partnering with travel agencies, influencers, and cultural organizations can also boost promotion efforts.

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# Appendix

## Appendix 1 : The ( original ) questionnaire

### Introduction

Ce questionnaire s'adresse aux citoyens algériens et vise à comprendre leur perception des destinations historiques présentes dans leur pays. Vos réponses nous aideront à mieux cerner vos motivations, vos attentes et vos préférences en matière de tourisme historique en Algérie.

### Section 1 : Profil du répondant

1. Age : moins de 20ans,20-30, 30-40, 40-50, plus de 50
2. Sexe : Homme , Femme
3. Wilaya de résidence :
4. Niveau d'éducation : sans niveau, niveau secondaire, universitaire,
5. Profession :sans professions, salarié, chef d'entreprise
6. Revnu mensuel : moins de 20000, de 20000 à 40000, de 40000, à 60000, plus de 60000

### Section 2 : Intérêt pour le tourisme historique

1. Je m'intéresse à l'histoire algérienne ?  
Pas du tout d'accord, pas d'accord, moyennent d'accord, d'accord, tout a fait d'accord
2. Quelle est l'importance du tourisme historique pour vous ? (sur une échelle de 1 à 5, 1 étant la moins importante et 5 la plus importante)
3. J'ai déjà visité une destination historique en Algérie ?
  - Oui, non
  - Si oui laquelle ?
4. Qu'est-ce qui vous motive à visiter des destinations historiques ? (plusieurs réponses sont possibles)
  - Apprendre sur l'histoire et la culture algériennes
  - L'architecture et les monuments
  - Découvrir de nouveaux paysages et sites naturels
  - Vivre une expérience immersive et authentique
  - Me rapprocher de mes ancêtres et de mon identité algérienne
  - La gastronomie
  - Autre (précisez) :
5. Dans quelle mesure avez-vous une bonne connaissance des destinations touristiques historiques algériennes ?

- Très bonne connaissance
  - Bonne connaissance
  - Connaissance moyenne
  - Mauvaise connaissance
  - Pas du tout connaissance
6. Quelle est votre image des destinations touristiques historiques algériennes ?  
(plusieurs réponses sont possibles)
- Attrayantes
  - Intéressantes
  - Éducatives
  - Authentiques
  - Bien entretenues
  - Accessibles
  - Abordables
  - Surfaites
  - Négligées
  - Dangereuses
  - Autre (veuillez préciser)
7. Quels sont les aspects les plus importants pour vous lors d'une visite d'une destination touristique historique ? (plusieurs réponses sont possibles)
- La qualité des informations et des explications
  - La présence de guides qualifiés
  - L'aménagement et l'accessibilité des sites
  - La propreté et l'entretien des sites
  - La variété des activités et des animations
  - La sécurité
  - Le rapport qualité-prix
  - Autre (veuillez préciser)
8. Quels sont les facteurs qui influencent votre choix d'une destination historique en Algérie ? (cocher toutes les réponses qui s'appliquent)
- La richesse et la diversité du patrimoine historique
  - La beauté et la variété des paysages et sites
  - La facilité d'accès et la commodité des transports
  - Le coût du voyage et les prix d'hébergement
  - La présence d'infrastructures touristiques adéquates
  - La sécurité et la stabilité de la région
  - La promotion et la communication autour de la destination
  - Autre (précisez) :

### **Section 3 : Perception des destinations historiques algériennes**

1. Quelles sont les destinations historiques algériennes que vous connaissez ? (citez-en au moins deux)
2. Quelle est votre image globale des destinations historiques algériennes ? (cocher toutes les réponses qui s'appliquent)
  - Riches en histoire et en culture, mais sous-exploitées
  - Mal valorisées et manquant de reconnaissance internationale
  - Souffrant d'un manque d'infrastructures et d'aménagements touristiques
  - Présentant des problèmes de sécurité dans certaines régions
  - Accueillantes et chaleureuses, offrant une expérience authentique
  - Autre (précisez) :
3. J'ai déjà visité des destinations touristiques historiques dans d'autres pays ?
  - Oui
  - Non
4. Si oui, quelles sont les destinations que vous avez visitées ?
5. Comment comparez-vous les destinations touristiques historiques algériennes à celles que vous avez visitées dans d'autres pays ? (plusieurs réponses sont possible)
  - Plus attractives
  - Moins attractives
  - Qualité des sites comparable
  - Qualité des sites inférieure
  - Qualité des sites supérieure
  - Rapport qualité-prix plus avantageux
  - Rapport qualité-prix moins avantageux
  - Autre (veuillez préciser)
6. Comment avez-vous entendu parler des destinations touristiques historiques algériennes ? (sélectionnez toutes les réponses qui s'appliquent)
  - Médias (télévision, radio, presse écrite)
  - Internet (sites web, réseaux sociaux)
  - Office du tourisme algérien
  - Agences de voyages
  - Bouches-à-oreilles
  - Autre (veuillez préciser)
7. Je Pense que la communication sur les destinations touristiques historiques algériennes est suffisante ?
  - Pas du tout d'accord
  - Pas d'accord
  - Moyennement d'accord
  - D'accord
  - Tout à fait d'accord
8. Quelles sont les améliorations que vous souhaiteriez voir apportées aux destinations historiques algériennes ?

9. Quelles sont les destinations historiques algériennes que vous aimeriez visiter en priorité ? (citez-en deux ou trois)
10. Recommanderiez-vous des destinations historiques algériennes à vos amis et à votre famille ?

#### **Section 4 : Comportements touristiques**

1. Quel est votre budget habituel pour un voyage touristique en Algérie ?
2. Quelle est la durée moyenne de vos séjours touristiques en Algérie ?
3. Quels types d'hébergement privilégiez-vous lors de vos voyages touristiques en Algérie ? (cocher toutes les réponses qui s'appliquent)
  - Hôtels classés
  - Résidences de tourisme
  - Gîtes ruraux et chambres chez l'habitant
  - Camping
  - Autre (précisez) :
4. Quels sont vos moyens de transport habituels lors de vos déplacements touristiques en Algérie ? (cocher toutes les réponses qui s'appliquent)
  - Véhicule personnel
  - Transport en commun (bus, train)
  - Avion
  - Autre (précisez) :
5. Quelles sont vos activités touristiques préférées lors de vos voyages en Algérie ? (cocher toutes les réponses qui s'appliquent)
  - Visites de sites historiques et culturels
  - Découvertes de la nature et randonnées
  - Dégustation de la gastronomie locale et produits du terroir
  - Shopping et artisanat
  - Détente et relaxation
  - Autre (précisez) :

#### **Section 5 : Conclusion**

1. Recommanderiez-vous la visite de destinations touristiques historiques algériennes à vos amis et à votre famille ?
  - Oui
  - Non
  
2. Avez-vous des remarques ou des suggestions à formuler concernant le développement du tourisme historique en Algérie ?

**Merci de votre participation !**

## Appendix 2 : interview guide

### Introduction

Bonjour, merci de prendre le temps de m'accorder cet entretien aujourd'hui. Je suis un étudiant de l'université de Bejaïa en master II et je mène une étude sur les sites historiques de l'Algérie. Mon objectif est de mieux comprendre les tendances de fréquentation, les stratégies marketing et d'hébergement, et la saisonnalité des visites pour votre site.

### Statistiques des visiteurs

1. Pourriez-vous me fournir les statistiques de fréquentation du site historique sur les dernières années ?

.....  
.....  
.....

- Y a-t-il eu une augmentation ou une diminution du nombre de visiteurs au cours de cette période ?

.....  
.....

- Si oui, pouvez-vous identifier les facteurs qui ont contribué à cette évolution

.....  
.....

2. Quelle est la répartition des visiteurs par origine géographique ?

.....  
.....

- Y a-t-il des pays ou des régions qui représentent une part importante de la fréquentation ?

.....  
.....

- Comment expliquez-vous cette répartition ?

.....  
.....

3. Existe-t-il une segmentation des visiteurs par type de public ?

.....  
.....  
.....

- Quelles sont les catégories de visiteurs les plus représentées (familles, groupes scolaires, touristes individuels, etc.) ?

.....  
.....

- Y a-t-il des tendances particulières en termes de profil des visiteurs ?

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.....

### **Marketing et hébergement**

4. Quelle est la stratégie marketing mise en place pour promouvoir le site historique ?

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.....  
.....

- Quels sont les canaux de communication utilisés (site web, réseaux sociaux, partenariats, etc.) ?

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.....

- Comment mesurez-vous l'efficacité de vos actions marketing ?

.....  
.....

5. Proposez-vous des options d'hébergement sur le site ou à proximité ?

.....  
.....

- Si oui, quels types d'hébergements sont disponibles (hôtels, campings, gîtes, etc.) ?

.....  
.....

- Existe-t-il des partenariats avec des établissements d'hébergement locaux ?

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.....  
.....

6. Comment gérez-vous l'affluence des visiteurs en haute saison ?

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.....  
.....

- Mettez-vous en place des mesures spécifiques (horaires élargis, réservation obligatoire, etc.) ?

.....  
.....

- Rencontrez-vous des difficultés particulières en période de forte affluence ?

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.....  
.....

**Saisonnalité des visites**

7. Quelle est la saisonnalité des visites sur le site historique ?

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.....

- Y a-t-il des périodes de l'année qui concentrent la majorité des visiteurs ?

.....  
.....

- Comment expliquez-vous cette saisonnalité ?

.....  
.....

8. Observez-vous des variations de la fréquentation en fonction des jours de la semaine ?

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.....

- Y a-t-il des jours plus fréquentés que d'autres ?

.....  
.....

- Si oui, à quoi attribuez-vous ces différences ?

.....  
.....

9. Proposez-vous des animations ou des événements particuliers en dehors de la haute saison ?

.....  
.....  
.....

- Quels sont les objectifs de ces animations ?

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.....  
.....

- Ont-elles un impact sur la fréquentation du site en basse saison ?

.....  
.....

**Conclusion**

10. Pourriez-vous partager avec moi votre vision pour l'avenir du site historique en termes de fréquentation et de développement ?

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.....  
.....

- Quels sont les défis que vous anticipez ?

.....  
.....  
.....

- Quelles sont vos ambitions pour le site à moyen et long terme ?

.....

Merci encore pour votre précieux temps et votre contribution à cette étude.



## Abstract

This thesis explores how Algerian tourists form and construct their image of historical destinations within Algeria. By employing a mixed-methods approach utilizing quantitative and qualitative research methods, the study investigates the attitudes, beliefs, and emotional connections Algerians hold towards their historical heritage. The findings reveal a positive perception of these destinations, with respondents frequently using terms like "interesting," "educational," and "authentic" to describe them. This research sheds light on the significance of historical sites in fostering cultural appreciation and domestic tourism within Algeria.

## Résumé :

Ce mémoire explore la manière dont les touristes algériens forment et construisent leur image des destinations historiques en Algérie. En utilisant une approche à méthodes mixtes combinant des méthodes de recherche quantitative et qualitative, l'étude examine les attitudes, les croyances et les liens émotionnels que les Algériens entretiennent avec leur patrimoine historique. Les résultats révèlent une perception positive de ces destinations, les répondants utilisant fréquemment des termes tels que « intéressantes », « éducatives » et « authentiques » pour les décrire. Cette recherche met en lumière l'importance des sites historiques dans la promotion de l'appréciation culturelle et du tourisme intérieur en Algérie.

## المخلص

تستكشف هذه الأطروحة كيفية تشكيل وبناء صورة السياح الجزائريين للوجهات التاريخية في الجزائر. ومن خلال استخدام منهج متعدد الأساليب باستخدام أساليب البحث الكمي والنوعي، تبحث الدراسة في المواقف والمعتقدات والروابط العاطفية التي يحملها الجزائريون تجاه تراثهم التاريخي. وتكشف النتائج عن وجود تصور إيجابي لهذه الوجهات، حيث يستخدم المشاركون في الدراسة في كثير من الأحيان مصطلحات مثل "مثيرة للاهتمام" و"تعليمية" و"أصيلة" لوصفها. يسلط هذا البحث الضوء على أهمية المواقع التاريخية في تعزيز التقدير الثقافي والسياحة الداخلية في الجزائر.