

## **The impact of sales promotion on the development of domestic tourism: a study of a sample of travel agency clients in Ouargla province**

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### **Abstract:**

*This study aims to show the impact of sales promotion on the development of domestic tourism in Algeria, with a focus on travel agency clients in Ouargla Province. The study sample consists of 256 individuals, and data was collected through an electronic questionnaire. A quantitative approach was used in the study, with data analyzed using statistical analysis to measure the relationship between sales promotion and increased demand for domestic tourism.*

*The results showed a positive relationship between sales promotion techniques and increased interest in domestic tourism among travel agency clients. The*

*study also highlighted the importance of certain tourism elements in Algeria, such as natural and historical sites, and their impact on the attractiveness of domestic tourism. These findings can contribute to the development of effective marketing strategies to promote domestic tourism in Algeria.*

**Keywords:** *Sales promotion, promotional mix, domestic tourism, tourism, travel agency clients.*

## **L'impact de la promotion des ventes sur le développement du tourisme intérieur : étude d'un échantillon de clients d'agences de voyages de la wilaya de Ouargla**

### **Résumé**

*Cette étude vise à examiner l'impact de la promotion des ventes sur le développement du tourisme intérieur en Algérie, en se concentrant sur les clients des agences de voyages de la wilaya de Ouargla. L'échantillon de l'étude comprend 256 individus, et les données ont été collectées à l'aide d'un questionnaire électronique. Une approche quantitative a été adoptée, avec une analyse statistique des données pour mesurer la relation entre la promotion des ventes et l'augmentation de la demande en tourisme intérieur.*

*Les résultats ont montré une relation positive entre les techniques de promotion des ventes et l'intérêt croissant pour le tourisme intérieur parmi les clients des agences de voyages. L'étude a également mis en évidence l'importance de certains éléments touristiques en Algérie, tels que les sites naturels et historiques, et leur impact sur l'attractivité du tourisme intérieur. Ces conclusions peuvent contribuer à l'élaboration de stratégies marketing efficaces pour promouvoir le tourisme intérieur en Algérie.*

**Mots-clés :** *Promotion des ventes, mix promotionnel, tourisme intérieur, tourisme, clients d'agences de voyages.*

## 1. Introduction

Domestic tourism is considered one of the most important sectors that contribute to enhancing the local economy and stimulating sustainable development in many countries, including Algeria. In light of the economic and social challenges faced by the country, promoting domestic tourism is considered an important strategy for increasing revenue and providing new job opportunities.

Sales promotion techniques are an integral part of the tourism promotional mix adopted by tourism institutions to increase demand for their products. These techniques include a variety of activities, such as promotional offers and special discounts, to enhance the attractiveness of tourist destinations, increase interest in them, and stimulate customers to visit them. This, in turn, increases demand for tourism services by raising awareness and encouraging visits to these sites, making the role of sales promotion an effective tool to enhance interest in domestic tourism. Based on this, the main issue of the study is: **To what extent does sales promotion affect the promotion of domestic tourism in Algeria?**

This leads to the following hypothesis: **Sales promotion affects the promotion of domestic tourism in Algeria by increasing demand.**

### Study Objectives

The study aims to highlight the role and importance of sales promotion in the promotional mix in general and tourism promotion in particular in the activity of travel agencies through increasing immediate demand for tourism services

and its effect on the promotion of domestic tourism. Additionally, it will showcase the tourism resources in Algeria that can make it a distinguished tourism hub.

### **Study Importance**

The importance of the study lies in the fact that domestic tourism plays a significant role in stimulating the local economy, as tourism services are linked to other sectors such as transportation, food, and accommodation. Domestic tourism is of great interest to travel agencies, which strive to increase demand through sales promotion by promoting tourist destinations, introducing domestic tourism and its resources to local tourists, and attempting to guide their choices toward domestic tourism destinations and encourage investment in the tourism sector.

### **Study Boundaries**

- **Geographical Boundaries:** Travel agency clients in the southeastern region of Algeria.
- **Time Boundaries:** The period from December 2024 to February 2025.

### **Research Methodology and Tools Used**

In the theoretical section, the descriptive-analytical approach was relied upon to benefit from theoretical references and previous studies related to the study topic. As for the tools used, the survey was employed as a data collection tool in the applied section, which was directed to the study sample. The data was coded and processed using the Statistical Package for Social Sciences (SPSS) program, and its results were analyzed and interpreted.

▪ **Studies in Arabic:**

1. **Study by Amish Samira entitled "The Role of Promotional Strategy in Adapting Algerian Tourism Demand for Available Tourism Services from 1995 to 2015"**, Doctoral Thesis, Faculty of Economic and Commercial Sciences, and Management Sciences, University of Ferhat Abbas Setif 1, 2014-2015.

This study aimed to highlight the role of the promotional strategy, which relies on the pull and push methods, in directing the tourism supply of tourism institutions in Algeria to adapt tourism demand resulting from available attraction factors. The study also sought to evaluate the effectiveness of this strategy in enhancing tourism demand. It adopted a descriptive-analytical approach, where data was collected and the relationship between tourism supply and demand was analyzed, with the gap between them identified. The study also compared the number of tourists coming to Algeria during the study period. The results revealed a continuous increase in the number of Algerian tourists traveling abroad annually, indicating the flourishing of outbound tourism at the expense of domestic tourism. The study also showed that most tourists arriving in Algeria are Algerians residing abroad, due to their connection to their homeland, in light of the limited tourism promotion within the country, which is restricted to official authorities. Based on these results, the study recommended activating domestic tourism by consulting specialized experts, facilitating tourist movement procedures, developing human resources in the tourism services sector, and enhancing the role of the private sector in stimulating tourism demand.

▪ **Studies in Foreign Languages:**

1. **Study by Raed Ahmed Momani. "The Impact of Sales Promotion on Purchasing Decisions of Children's Meals at Fast Food Restaurants in Jordan." University of Petra, Jordan, 2016.**

The study aims to identify the impact of sales promotion on the decision to purchase children's meals at fast food restaurants. It focused on understanding sales promotion variables, such as coupons, discounts, and gift offerings. The study was conducted on a random sample of 440 parents of children, as children could not answer the questionnaire themselves. The key findings revealed that coupons ranked first in influencing the purchase decision, followed by discounts and games, with gifts ranking third. The results also showed that other factors had a weak influence on purchasing decisions, and that restaurants were not paying much attention to these factors due to their lack of awareness of their impact on consumer purchase decisions.

2. **Study by Benchaib Mohamed. "The Strategy of Developing the Domestic Tourism Sector in Algeria in Light of the Corona Pandemic." International Journal of Economic Performance, Volume 05, No 01 (2022).**

The study aimed to highlight the importance of domestic tourism currently as a strategic option for contributing to achieving economic and social objectives, due to Algeria's natural and cultural resources that make it an outstanding tourism destination. The study used a descriptive approach to understand the strategy for promoting the tourism sector in light of the decline caused by the COVID-19 pandemic. The results showed that the strategy must target the domes-

tic tourism markets in order to attract more tourists by offering diverse services at competitive prices and promoting them through effective marketing strategies.

### **Theoretical Framework of the Study:**

## **2. The concept of sales promotion**

### **2.1. The concept of sales promotion**

#### **Introduction**

This section discusses tourism promotion in general and sales promotion.

#### **1) Definition of sales promotion**

The American Marketing Association defines sales promotion as: "Marketing activities—other than personal selling, advertising, and publicity—that influence the consumer's purchase decision and stimulate other intermediaries or agents, adding value to the product within a specific time period."

Kotler also defines it as a set of methods aimed at stimulating sales, typically in the short term, by increasing the frequency or volume of purchases made by consumers or distributors.

It has also been defined as providing short-term incentives to encourage tourists to purchase tourism services within a specific time frame.

Based on the above, sales promotion can be defined as any incentive provided to the customer within a short time period, aimed at stimulating immediate demand.

## **Advantages of sales promotion**

The main advantages of sales promotion are as follows:

- Encouraging customers to try the product.
- Encouraging customers to purchase a larger quantity of the product.
- Positioning the product or brand in a prominent display location due to the effect of price discounts on sales volume.

## **2) Sales promotion techniques**

Sales promotion includes a wide range of promotional tools designed to elicit a faster and stronger response from the target market. These techniques can be summarized as follows:

### **2.1) Price Reductions**

The company uses this promotion by reducing prices while respecting certain conditions, such as no-loss sales and special prices suggested by the company to its consumers for a specific short period. This is reflected in prices marked with a strikethrough of the old price and the new price next to it, such as advertised prices for tourism trips in newspapers where the new price is lower than the old price. This technique is used during the product introduction phase to attract new buyers or when inventory levels are high to stimulate purchases in the face of competition. It provides effective and immediate results, and its application is easy. However, frequent use reduces consumer loyalty to the brand and causes losses to the company.

## 2.2). Free Samples

Free samples are one of the most effective methods to influence and convince the consumer to try a new product. It involves distributing a sample of the product for free to customers, which can be done via mail, house visits, or when purchasing other products. Free samples are usually used for fast-moving consumer goods. The distribution of free samples offers many advantages, such as trying the product in a positive atmosphere and directly showcasing the product, which generates curiosity in consumers to purchase larger quantities. However, this method cannot be used for high-cost or perishable goods that cannot be divided into small samples, and it is not suitable for products that are in the maturity stage or those with a slow turnover rate.

## 2.3). Gifts and Rewards

Here, the company announces the distribution of gifts to anyone who purchases a specific product or service. These gifts are known to the consumer before making the purchase, such as souvenir gifts given to customers of the company. The gift can carry the name of the company and can include items like pens, bags, and more.

## 2.4). Coupons

Coupons are vouchers or cards that entitle the holder to a discount when making a purchase. These coupons can be distributed through retail stores or attached to products. The use of this technique depends on the nature of the product in terms of its seasonality and whether it has not yet entered the maturity stage. It is also suitable when the purchase rate is still slow.

### **2.5). Contests and Games**

These are the most aggressive sales promotion techniques. They are competitions that require skill, brilliance, and intelligence from participants without the intervention of chance. The goal is to win a prize, either in cash or kind, by purchasing a specific product and participating in the contest's activities. The company uses these methods to increase its sales and reduce inventory. Games, similar to contests, offer entertainment and are often free. These require significant intellectual effort, and the winner is usually determined by luck. This is called a lottery, which is an attractive and popular method with the public.

### **2.6). Bonuses**

A bonus is an additional reward given to the customer, intermediary, or salesperson to foster competition in a market where quality and price dominate. These bonuses include free products, packaging, or services given to the customer. As for paid bonuses, they occur when the company buys products in bulk and resells them to the public at the same price or with a discount.

## **3. The Concept of Domestic Tourism:**

Tourism is a vital sector that contributes to achieving the competitive advantage of countries by developing tourism products and providing added value to tourists. Domestic tourism is an essential element in tourism marketing strategies, as it enhances customer loyalty and contributes to the local economy. Its success depends on market analysis and providing tourism offers that meet the needs of the target audience. This is achieved through effective promotion,

which relies on many techniques, one of the most prominent being sales promotion to increase visitor rates and strengthen the branding of local tourist destinations.

### 1) **Definition of Domestic Tourism:**

There have been several definitions of domestic tourism, including:

It refers to the movement of a citizen from their usual place of residence to a destination within the country for no less than 22 hours and no more than 6 months. The difference between it and international tourism is that the latter exceeds geographical and political borders. It is also defined as the movement of a citizen from their usual residence to a destination for no less than 24 hours and no more than six months for any purpose other than earning income or migration.

From this, it can be said that domestic tourism in Algeria is defined as the movement of individuals within the borders of the Algerian state for the purpose of relaxation and enjoyment of free time, provided the distance traveled exceeds 80 kilometers and the trip lasts more than 24 hours but does not exceed one year.

### 1) **Importance of Domestic Tourism:**

Domestic tourism plays a crucial role in enhancing the cultural and social awareness of citizens by highlighting the nature of tourist sites as a means of intellectual and cultural communication between residents of different regions. It contributes to familiarizing people with the prevailing customs and traditions of these areas, as well as playing an important role in spreading environmental

awareness. In addition, domestic tourism strengthens community unity, social solidarity, and adherence to prevailing values, generating a sense of nationalism and belonging. It is also an inexhaustible source of national income, helping to achieve economic balance between different regions of the country.

Domestic tourism is a fundamental pillar for external tourism, as its activation encourages the improvement of various tourist facilities and the creation of new tourist destinations. This, in turn, leads to the development of skilled leaders capable of providing various types of tourism services, thereby enhancing the development of different productive sectors.

#### **1) Types of Domestic Tourism:**

The diversity of tourism components in Algeria has led to several types of domestic tourism, including:

#### **3.1. Coastal Tourism (Beach Tourism):**

Algeria is a leader in this field thanks to its 1,200-kilometer-long coastline. This coastline is surrounded by many tourist structures such as hotels, youth hostels, parks, and gardens, which attract tourists from various regions of Algeria, especially from the highlands and southern Algeria. This tourism is particularly active during the summer period, from June to August, and includes summer camps organized by the Directorate of Youth and Sports for the benefit of children from low-income families, as well as family trips during the annual vacations of most employees. Some of the famous coastal cities visited by tourists include Sidi Fredj and Tipaza in western Algeria, Jijel, Skikda, and El Kala in

eastern Algeria, and Les Andalouses in Oran. However, there is a lack of tourist facilities and insufficient accommodation capacity, which leads to high rental prices for homes and hotel costs, with some people resorting to exploiting educational institutions.

### **3.2. Cultural Tourism:**

This includes all travels made by tourists for cultural reasons, such as study, participation in cultural events, and visiting archaeological sites. The essence of these trips is to discover different cultures and enjoy activities that align with the customs and traditions of each region. This type of tourism also includes other forms of domestic tourism such as beach tourism, sports tourism, and desert tourism, as well as festivals and exhibitions that contribute to enhancing cultural tourism. While it is not linked to a specific geographical region, it is more active in major cities due to the variety and abundance of cultural and historical tourism components, thanks to the presence of both tangible and intangible cultural heritage, as found in most major cities in Algeria, such as Oran, Constantine, and Ghardaïa.

### **3.3. Mountain Tourism:**

Algeria is rich in various tourism components in mountainous areas, such as breathtaking landscapes, caves, and grottoes. However, the interest in this type of tourism remains weak or almost nonexistent due to the lack of attention from tourism authorities in developing these areas by providing security, opening paths, and providing necessary tourism services. Mountain tourism in Algeria has been limited to skiing in some regions, such as Chr ea in Blida and

Tikjda in Bouira. The weakness of this tourism may be due to climatic conditions, including the limited snowfall and its occurrence in a short period of time. Despite this, there are some mountain tourism activities in Algeria, such as mountain climbing, hiking, and mountain camping, among others. Often, some local tourists are familiar with global mountain ranges like those in Peru, the Alps, and the Himalayas but are unaware of Algeria's mountain ranges such as the Tell Atlas, Aurès, and Hoggar.

### **3.4. Desert Tourism:**

The Algerian desert covers about 80% of the country's total area. It is characterized by its beautiful golden sands, mountains, palm oases in the heart of the desert, and lakes surrounded by chains of sand dunes. Tourists visit the desert to enjoy these stunning views, escape the noise of the city, and seek a calm atmosphere for relaxation and adventure, such as driving off-road vehicles and hunting rare animals like gazelles and wild rabbits. This tourism is mainly concentrated in southern Algeria, in areas like Ouargla, M'zab Valley, Saoura, and Béchar. However, this type of tourism is considered risky due to the lack of communication networks, the long distances from population centers, and the absence of proper road networks, as well as the challenging conditions due to the extreme heat in summer.

### **3.5. Thermal (Medical) Tourism:**

This is a type of tourism associated with physical and psychological treatment, practiced to alleviate pain and achieve healing. It involves the use of baths and mineral springs through bathing or drinking, where mineral water

plays an important role in domestic tourism. Algeria has 202 thermal springs, whose physical and chemical properties vary depending on the minerals, providing many health benefits. This type of tourism is widely practiced due to the availability of mineral baths at low costs. The thermal baths are spread across most cities in Algeria, such as Zoulfane Bath, Bou Hanifia Bath in Mascara, R'bia Bath in Saïda, and Chelala Bath in Guelma.

### **3.6. Business and Conference Tourism:**

This type of tourism has witnessed significant development in many European countries such as France, Spain, and Italy. In Algeria, this form of tourism was almost non-existent in the past due to security conditions, but after achieving stability and the external diplomacy's efforts to enhance Algeria's global standing, the country began organizing some national and international conferences and meetings aimed at exchanging experiences and cultures. Conference centers were established, such as the Abdel Latif Rahal Conference Palace in Algiers and the Mohamed Ben Ahmed Conference Center in Oran. Additionally, political parties hold semi-annual conferences in various Algerian cities. Universities also organize conferences and seminars at luxurious hotels, such as summer universities and scientific conferences.

### **3.7. Sports Tourism:**

This type of tourism is a strong support for tourism activities as it generates significant revenue and raises awareness of various other forms of tourism and sectors in the countries exporting this type of tourism. Algeria has sought to

organize some major sporting events, such as the Mediterranean Games and the Arab Games, which were held in Algeria in 2023 in the city of Oran.

### **3.8. Virtual Tourism:**

Using artificial intelligence technologies, virtual tourism is defined as the activity of visiting a site of interest online without personally traveling to these places. It includes navigation through streets and areas in virtual reality environments. The goal is to transition physically to physical and temporal locations without traditional travel through virtual tours that simulate the place. These tours typically consist of a series of video images, and other multimedia elements such as sound effects, music, storytelling, and written texts may also be used.

## **4. Components of Domestic Tourism in Algeria:**

The components of domestic tourism include:

- **Natural Components**
- **Historical and Cultural Components**
- **Man-Made Components**

## **5. Factors Affecting Domestic Tourism:**

These factors are divided into internal and external factors:

### **Internal Factors:**

- **Ministry of Tourism:** Its role is to supervise tourism operations and activities.
- **Tourist Hotels and Restaurants:** These are among the most important components that contribute to meeting the various desires of different segments of society.

- **Land and Air Transportation Services:** The availability and quality of these services significantly affect the growth of domestic tourism.
- **Social Factors:** These include the tourist's pride in their country and their desire to explore all of its tourist areas.
- **Legislative Factors:** This includes the establishment of special and distinctive fees for citizens.
- **Political and Economic Factors:** These factors influence through security and economic stability, which creates a desire for tourism spending and safe travel between various tourist destinations in the country.
- **Diversity of Climate and Types of Tourism:** The diversity of climate and types of tourism activates domestic tourism throughout the different seasons.

#### **External Factors:**

- **International Competition:** Other countries may offer better tourist offers than the tourist's home country, which pushes them to visit and prefer those countries over domestic tourism.
- **Tourism Promotion:** This refers to the state's ability to communicate its advantages to attract local or foreign tourists.

### **Sales Promotion for Travel Agencies in Promoting Domestic Tourism**

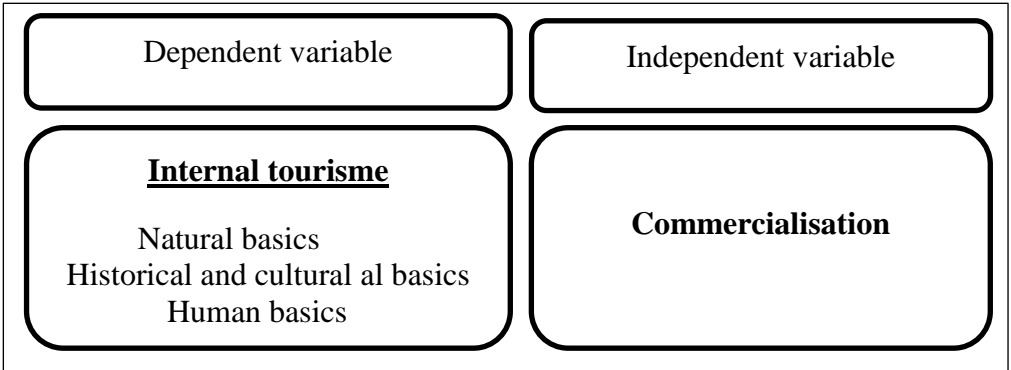
#### **Field Study Framework:**

##### **Travel Agencies**

#### **I. Field Study Model**

The researchers designed the following model for the study based on the above:

**Figure (01): Study Model**



**Source:** done by the researchers

**Study Sample:**

The study population includes a group of customers from travel agencies. A random sample of 256 individuals was selected.

**Table 1: Distribution of the Study Sample According to Demographic Variables**

Demographic Variables	Categories	Frequencies	Percentage (%)
Gender	Male	201	78.5
	Female	55	21.5
Age Group	Less than 19 years	3	1.2
	20 to 39 years	141	55.1
	40 to 59 years	107	41.8
	Over 60 years	5	2

Educational Level	Less than Secondary	13	5.1
	Secondary	39	15.2
	University	125	48.8
	Postgraduate Studies	79	30.9
Monthly Income Level	No income	17	6.65
	Less than 30,000 DZD	14	5.46
	From 30,000 to 60,000 DZD	67	26.17
	More than 60,000 DZD	158	61.72
Number of Interactions with the Agency	Once	181	70.7
	Twice	24	9.4
	3 times or more	51	19.9

*Source: Prepared by the researchers based on SPSS V.29 outputs.*

### **Study Tool:**

The researchers relied on an online questionnaire to collect information for the field study, which included 22 statements related to the study. Therefore, the number of

valid questionnaires for analysis was 256, representing 100%.

### **Structure of the Study Tool:**

The tool includes three main sections:

- **Section 1:** Personal data of the sample, including gender, age, education level, income level, and number of interactions with the agency.
- **Section 2:** Sales promotion, consisting of 8 statements focused on: gifts, coupons, and competitions.
- **Section 3:** Domestic tourism (14 statements) covering natural components, historical and cultural components, and man-made components.

To assess the responses of the sample, the researchers used a 5-point Likert scale, where participants were asked to rate their agreement with each statement.

### **Validity of the Study Tool:**

To ensure the validity of the questionnaire, its content was reviewed by a group of specialized experts. Based on the feedback, some statements were modified or reworded for clarity, and others were removed to make the questions clearer for the sample.

### **Reliability of the Study Tool:**

To test the reliability of the questionnaire, the researchers used the Cronbach's Alpha coefficient. The results are shown in the table below:

**Table 2: Cronbach's Alpha Reliability Coefficients**

Survey Section	Number of State-ments	Cronbach's Alpha
Sales Promotion	8	0.816
Domestic Tourism	14	0.866
Overall Survey	22	0.890

**Source:** Prepared by the researchers based on SPSS V.29 outputs.

From the above table, we observe that the Cronbach's Alpha reliability coefficient for the Sales Promotion scale is 0.816, indicating strong correlation, which reflects the reliability of the first scale related to sales promotion. Additionally, the Cronbach's Alpha coefficient for the Domestic Tourism scale is 0.866, also showing strong correlation, indicating the reliability of the second scale related to domestic tourism.

### Validity of the Study Tool:

**Table 3: Validity Coefficients**

Survey Section	Number of State-ments	Validity Coefficient
Sales Promotion	8	0.903
Domestic Tourism	14	0.930

**Source:** Prepared by the researchers based on SPSS V.29 outputs.

From the table, we observe that the validity coefficient for the Sales Promotion scale is 0.903, which is a strong validity coefficient indicating the accuracy of the scale. Similarly, the validity coefficient for the Domestic Tourism scale is 0.930, which is also a strong validity coefficient, confirming the accuracy of the scale.

After measuring the validity and reliability of the two scales, and considering the strong correlation coefficient (Cronbach's Alpha) for both scales and the strong validity coefficients, we can conclude that the tool is valid for the study.

### 1- Model Fit Quality:

**Table 4: Model Fit Quality**

Model	Pearson Correlation Coefficient (R)	Coefficient of Determination (R <sup>2</sup> )	Mean Absolute Error (MAE)	Maximum Mean Absolute Error (MAX AE)
	0.526	0.277	4.603	27.96

**Source:** Prepared by the researchers based on SPSS V.29 outputs.

From the table, we observe that the Pearson correlation coefficient between domestic tourism and sales promotion is 0.526, and the coefficient of determination is 0.277, meaning that sales promotion can explain about 27.7% of the changes in domestic tourism, with the remaining variation explained by other variables.

Additionally, the mean absolute error is 4.603, while the maximum value of the mean absolute error is 27.96.

## 2- Overall Significance Test for the Model:

To determine the overall significance of the model, we use the following table:

**Table 5: Overall Significance of the Model**

Model	Sum of Squares	Degrees of Freedom	Mean Square	F Value	Significance Level (sig)
Regression	3542.32	1	3542.32	97.37	<0.001
Residuals	9240.36	254	36.37		
Total	12782.68	255			

**Source:** Prepared by the researchers based on SPSS V.29 outputs.

From the table, we observe that the sum of squares for regression equals 3542.32 with 1 degree of freedom, and the mean square for regression equals 3542.32. The sum of squares for residuals equals 9240.36 with 254 degrees of freedom, and the mean square for residuals is 36.37. We also observe that the F-test value equals 97.37 with a significance level of <0.001, which is less than the significance level of 0.05, indicating that the model is significant (true).

## 3- Partial Significance Test for the Model's Parameters:

To test the partial significance of the model, we use the following table:

**Table 6: Partial Significance of the Model**

Model	B Coefficient	t Value	Significance Level (Sig)
Constant (Constante)	31.85	12.38	<0.001
Sales Promotion	0.831	9.86	<0.001

*Source: Prepared by the researchers based on SPSS V.29 outputs.*

- **For the constant:** From the table, we observe that the constant coefficient is 31.85 with a t-test value of 12.38 at a significance level of <0.001, which is less than the significance level of 0.05. Therefore, the constant parameter is significant.
- **For the Sales Promotion variable:** From the table, we observe that the sales promotion coefficient is 0.831 with a t-test value of 9.86 at a significance level of <0.001, which is less than the significance level of 0.05. Therefore, the sales promotion parameter is significant.

Thus, we can conclude that partial significance is achieved.

#### **4- Availability of Residuals' Assumptions:**

##### **Residual Normality Test**

##### **Table (07): Shapiro-Wilk Test**

##### **Significance Level (sig) Degrees of Freedom Test Value**

<0.001                      256                      0.975

*Source: Prepared by the researchers based on SPSS V.29 outputs.*

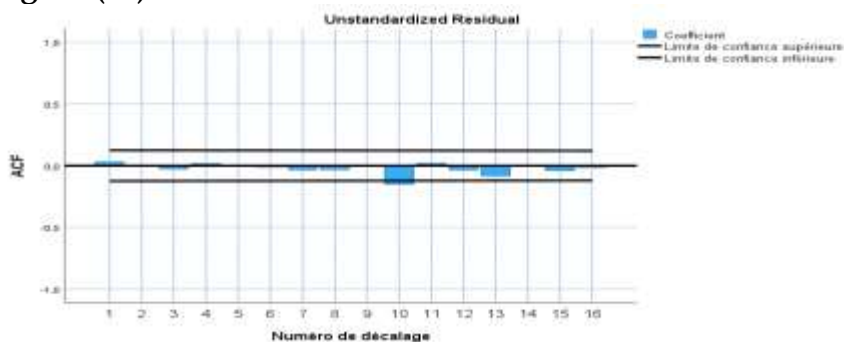
From the Shapiro-Wilk normality test for residuals in the table, we observe that the test value is 0.975 with 256 degrees of freedom at a significance level of  $<0.001$ , which is less than 0.05. This indicates that the residuals do not follow a normal distribution.

### Autocorrelation Test for Residuals

The importance of studying the autocorrelation of residuals in regression analysis is that the presence of this correlation can cause the estimated variance of the error to be lower than its true value. As a result, the test statistics that rely on this variance, such as T, F, and  $R^2$ , will be higher than their actual values, leading to doubts about the validity of the model fit quality decision.

From the chart representing the autocorrelation function of the residuals, we notice that one of the autocorrelation coefficients is outside the confidence interval, meaning there is autocorrelation of the residuals, which indicates a lack of independence among the residuals.

**Figure (02): Autocorrelation Function of Residuals**



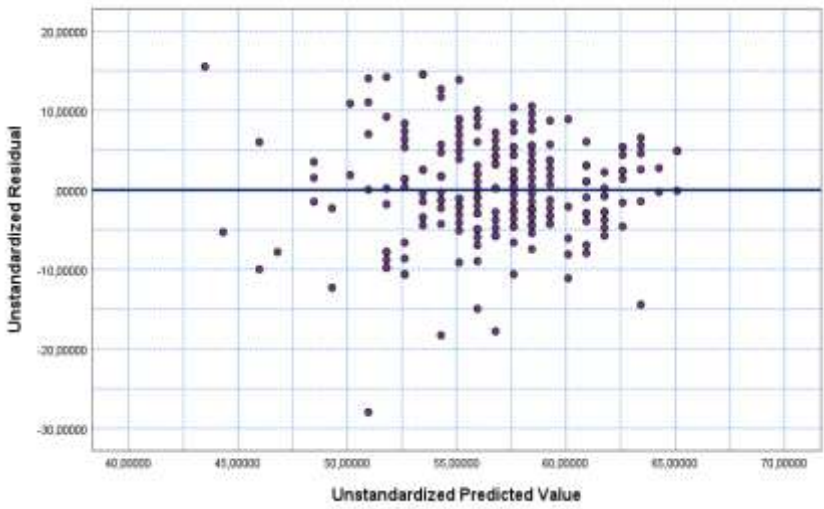
*Source: Based on SPSS V.29 outputs.*

### Homogeneity of Residuals

The lack of constant variance in the regression model can lead to the same consequences as the presence of autocorrelation among residuals. In such cases, the standard errors are estimated to be lower than their true values, which makes these estimates biased, thereby casting doubt on the validity of statistical inference results.

This is examined by inspecting the spread of the standardized residuals against the predicted values of the dependent variable. The spread shows that the distribution is random, which indicates homogeneity of the residuals.

**Figure (03): Spread of Standardized Residuals with Predicted Values of the Dependent Variable**



*Source: Based on SPSS V.29 Outputs*

## 5- Model Summary:

Based on the previous analysis, the model can be summarized in the following table:

### Table (08): Summary of the Simple Linear Regression Model

Residual Conditions	Partial Significance Test	Total Significance Test	Model Fit Quality	Homogeneity Test	Autocorrelation of Residuals	Normality	MAX AE	MAE	R-Square	Achieved	Not Achieved	Not Achieved	Available	Available	27.96	4.60	0.277	Model	$Y = 0.831 * X + 31.85$	Model Equation
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*Source: Prepared by the researchers based on SPSS V.29 outputs*

- Y: Domestic Tourism
- X: Sales Promotion

## Hypothesis Testing

The hypothesis states: "Sales promotion impacts the development of domestic tourism in Algeria by increasing demand."

Therefore, the null hypothesis and alternative hypothesis are formulated as follows:

- **H0:** There is no effect of sales promotion on the development of domestic tourism in Algeria through increased demand.
- **H1:** There is an effect of sales promotion on the development of domestic tourism in Algeria through increased demand.

To test the null hypothesis, we use Pearson's correlation coefficient, and the results of the test are as follows:

**Table (09): Pearson's Correlation Coefficient for Study Variables**

Pearson's Correlation between Sales Promotion Techniques and Domestic Tourism	Significance Level (Sig)
0.526	< 0.001

*Source: Prepared by the researcher based on SPSS V.29 outputs*

From the table, we observe that Pearson's correlation coefficient between tourism promotion policies and domestic tourism equals 0.526 ( $R = 0.526$ ), at a significance level of **Sig < 0.001**, which is smaller than the significance level of  $\alpha = 0.05$ . Therefore, we reject the null hypothesis **H0** and accept the alternative hypothesis **H1**, which states that: "Sales promotion impacts the development of domestic tourism in Algeria by increasing demand," indicating a strong positive relationship.

### **Interpretation and Discussion of the Study Results**

The hypothesis states that "Sales promotion has an effect on the development of domestic tourism in Algeria by increasing demand."

Through statistical tests, the hypothesis was confirmed, indicating that there is a relationship between sales promotion techniques and domestic tourism. This relationship is strong and positive, meaning that as an institution increases the use of sales promotion techniques, domestic tourism becomes more active, reflected in the increase in demand. This is due to travel agencies' implementation of various sales promotion techniques to attract tourists' attention, which contributes to improving domestic tourism by increasing

demand for the many tourist destinations Algeria offers, benefiting from its good geographical location and natural, historical, and archaeological resources, which travel agencies utilize to create promotional offers that capture tourists' attention.

This conclusion is supported by the study of Amiche Samira, which highlighted the role of promotional strategies in boosting tourism demand. Sales promotion is one of the key elements of the promotional mix and helps analyze the relationship between supply and demand for tourism. The tourism supply appears in different forms emphasized by sales promotion techniques to improve domestic tourism, which thrives with the increase in tourist demand. This is also reflected in the Pearson correlation coefficient of 0.526, which approximates 0.60, indicating a strong positive relationship.

## **Conclusion**

In conclusion, sales promotion techniques, as part of the promotional mix, are an effective tool for promoting domestic tourism in various forms by stimulating demand and increasing local tourists' visits to tourist destinations. This is achieved through what tourism institutions offer in attractive packages, such as discounts and enticing advertising campaigns aimed at attracting the maximum number of tourists, ensuring their satisfaction by providing services that align with their needs and desires, ensuring loyalty, and exploiting Algeria's vast tourism assets using digital techniques such as social media marketing and smart applica-

tions to reach the target audience. The adoption of an effective strategy translates into promotional offers that contribute to supporting and promoting the tourism sector, increasing its revenue, and fostering sustainable economic development at the national level, especially following the negative effects of the COVID-19 pandemic.

After conducting the applied study and gaining a deeper understanding of the current situation of sales promotion and domestic tourism, several recommendations can be made to promote the sector and enable travel agencies to achieve their goals and those of the tourists:

- Develop tourism infrastructure, including roads, airports, and hotels, to align with tourists' requirements and provide a comfortable and attractive experience.
- Provide various transportation options covering the entire country, contributing to boosting domestic tourism and enhancing competitiveness while ensuring fair pricing for tourists.
- Improve the quality of financial services, which play a vital role in facilitating the use of tourism services and their related activities, such as accommodation, transportation, and restaurants, by providing digital and physical financial spaces close to tourists.
- Strengthen cooperation between the government, the private sector, and civil society, while promoting the culture of social responsibility to preserve natural and cultural resources, achieving sustainable tourism development.

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