

## The reality of the marketing of tourist sites in the wilaya of Setif and the prospects for its development

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### Abstract:

The tourism industry brings together all the economic activities and the agents exercising in the sector of accommodation services, reservation or organization of stay, travel, vacation or leisure for local or foreign consumers, this industry is focused on tourist sites while relying on tourist marketing techniques, therefore we have set our objective to shed light on the reality of marketing of tourist sites in the wilaya of Setif and the prospects for its development. We therefore went through interviews with the staff of the tourism directorate of the wilaya of Setif, so we analysed statistical documents concerning tourism in the same region. From the above, we conclude that the existing tourist sites in Sétif are sufficient to make it a destination of choice; however the tourism department of the wilaya of Setif does not adopt effective marketing strategies to attract tourists.

**Keywords:** marketing, tourist sites, the wilaya of Setif, development prospects..

### 1. Introduction:

The service industry has become one of the trends of our time. Around the world, the service sector is constantly evolving and continually adapting to rapidly changing environment. The share of services in the economy of developing countries is growing rapidly, and more particularly that relating to the tourism sector, which has become a link of economic development desired and practiced by all nations. Indeed, it represents the first industry of services in the world. The tourism sector is a vital sector, but in our country it represents one of the breaking sectors with Algeria's dependence on the hydrocarbon economy. Energizing this sector would unequivocally requires a real political will. It is also a question of reviving domestic tourism, therefore starting by satisfying an urgent domestic demand alongside an external demand subject to very strong competition, while transforming the Algeria's wealth into tourism products. Algeria has a variety of potentialities ; the development of these potentialities can give rise to a large and prosperous tourism industry.

The wilaya of Setif is considered as one of the largest tourist cities in Algeria, it has undeniable tourist potentialities. The archaeological sites, in particular that of Djemila, the Babor national reserve classified as World Heritage, the numerous existing thermal spas (Hammam Guergour, Hamam Sokhn, etc ...) are all assets for the promotion of cultural, climatic and thermal tourism, one of the most important tools this promotion will focus on is tourism marketing. On that point, we can judge these two pillars "Tourism Marketing & tourist sites" among the fundamental axes to review and analyze in the tourism industry.

We have therefore focused the problem of our research on the following main question :

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### 1.1. Research Problematic:

**What is the reality of marketing of tourist sites in the wilaya of Setif and the prospects for its development?**

From this issue arise the following two sub-questions:

#### The sub-questions:

- Are the existing tourist sites in Setif, sufficient to make the Wilaya of Setif a destination of choice for tourists?
- How effective, is the tourism marketing applied by the tourism directorate of the wilaya of Setif to attract tourists? And what are the prospects for its development?

In order to try to provide answers to our problem, we propose the following hypotheses:

#### The hypotheses:

- H1: The wilaya of Setif has tourist sites capable of attracting crowds.
- H2: The tourism directorate adopts effective marketing strategies to attract tourists.

### 1.2. Research Aims:

The objective of this study is to shed light on the reality of the tourist sites (types, characteristics, role ... etc.) of the wilaya of Setif so that we can enhance them, on the other hand we try to study the relationship between tourism marketing and the tourism directorate of the wilaya of Setif through the analysis of the techniques followed for the promotion of tourist sites in the region of Setif.

## 2. Basics of tourism and tourism marketing:

### 2.1 What is tourism?

The UNWTO defines tourism as "a social, cultural and economic phenomenon which involves the movement of people to countries or places outside their usual environment for personal, professional or business purposes" (World Tourism Organization, 2008).

### 2.2. Definition of a tourist site

A tourist site is a place of passage, but not of stay, because it has no accommodation function, or has an accommodation capacity that is not commensurate with its frequentation. It is a type of tourist place created by invention, that is, by the gaze and use of tourists. (<http://geoconfluences.ens-lyon.fr>).

### 2.3. Definition of Tourism Marketing

Tourism marketing is a comprehensive and integrated activity involving all efforts to attract international and domestic tourists to visit international tourist areas, and these efforts start directly from tourism programs until the preparation of the contract with tourists to complete the programs. Therefore, tourism marketing is a key factor in achieving tourism development in countries due to its important role in defining and promoting product to tourism service.

According to Philip Kotler, tourism marketing aims to meet customer needs. So marketing can be defined as the process by which businesses create value for customers and society, which results in strong customer relationships that in turn capture the value provided by customers.

### 2.4. Organizations responsible for the development of tourism marketing

According to Philip Kotler, event creation and attraction development are the two main strategies used by tourist destinations to attract visitors. Often the organizations responsible for tourism development and promotion are the authorities responsible for tourism, tourism offices, chambers of commerce, congress offices or ministerial bodies of tourism...etc. These local

organizations are usually responsible for planning and organizing events designed to attract visitors to the locality, but also for the enjoyment of its residents. Often the events have an annual rhythm and take the form of a festival. (Kotler, Bowen & Makens, 2016).

These local tourism organizations must provide evidence of their ability to carry out their tourist project. They must in particular :

- Set up an adequate organization to plan, organize and market the event.
- Determine an objective concerning the number of expected visitors.
- Develop a marketing plan including a description of the target markets.
- Develop a method to count or estimate the number of visitors who attended the event.
- Attract a minimum number of visitors.
- Complement and reinforce the nature of the locality.
- As far as possible use the services of local companies.
- Authorize / encourage the participation of local residents.

To better develop the above concepts, we have chosen the tourist sites of the wilaya of Setif to be well presented in the following sections. Thus the concept of tourism marketing and its reality in promoting tourist sites.

### 3. An overview on the tourist sites of the wilaya of Setif

The wilaya of Setif is located in eastern Algeria, in the highlands region; it is distant from the capital Algiers by 300 km extending over an appreciable area of 6549.64 km<sup>2</sup> and at an altitude of 1100 m above of sea level. Setif is neighboring Bejaia and Jijel from the north, M'sila and Batna from the south, Mila to the east and west Bordj Bou Arreridj. It occupies a predominant position among the wilayas of the high eastern plateaus, which makes it their capital. Setif is a place of passage connecting the east and the west of the country, Setif is an essential crossroads (ANDI, Setif 2013).

#### 3.1. Cultural, religious and historic sites & monuments in Setif

##### ▪ Prehistoric archaeological sites

**a. Ain Lahneche site (Since 2.3 million years) :** Remains show that the occupation of the site dates back to 2.3 million years ! The Ain Lahneche site is located about 7 km from the city of El-Eulma ; it is one of the oldest prehistoric sites discovered to date in North Africa. It was first reported in 1947 by the eminent professor Camille Arambourg during his paleontological research work ( Rabhi, 2006).

##### **b. Site of Ain Bouchrit, Mezloug and other sites of Captian cultures:**

Ain Boucherit was discovered at the late 1940s, by paleontologist Camille Arambourg, and dated around 1.8 million years ago (Sahnouni, 2018).

The site of Mezloug is known under the name of "Snail", discovered in 1927 by Paul Massiera and Planté and studied by R. There are also other prehistoric archaeological sites which are not very recognized, these sites are : the site of *Kef Ezman (Zraria)* and that of *isolated Dolmens of Oued Ed'hab* which is located in the region of Oued Edhab, in the 'East of Setif.

##### ▪ Ancient archaeological sites

##### **a. The ancient Roman city of Djemila "Cuicul":**

50 km north of Setif, Cuicul is located on a triangular rocky outcrop at an altitude of 900 m. Its remains cover an area of approximately 53 hectares (Benhassir, 2009).

"Cuicul" ! This name full of history and distant times. It is in the pantheon of the great sites of the Roman era that it should be inscribed in luminous letters. There was Timgad, Tipaza, Theveste... etc. and there is Cuicul! Here the living and the dead mix together to see this cohabitation of ocher stones sometimes reddened by the sun, the dazzling green of a luxuriant nature. The striking contrast, it creates in us feelings of confused and nostalgia shrouded in the mystery of the great lost civilizations.

Djemila the beautiful... the enchantress, jewel of ancient Rome. Its importance and interest did not escape the UNESCO, which in order to better preserve it, classified it on December 17, 1982 as a universal heritage of humanity. (Duval, 1995).

#### **b. The Mons site**

Mons, a place called "Henchir el Ksar", where the oldest Latin inscription dated to 157 AD is found, it is not known in what period Mons became a Roman municipality. The Mons site is located on the old route which linked Sitifis to Cuicul, and it extends over a large area (The National Museum of Setif).

#### **▪ Medieval archaeological sites of Setif**

##### **a. The fountain of Ain El Fouara**

It is a must for any traveler visiting Setif or wishing to quench their thirst for crystal clear water. After which, says the legend, he will come back for sure. It is that local myths revolve around it. (Djrada, 2018).

Over time it ended up establishing itself as the emblem of the city of Setif. Who says Setif says Ain El Fouara. Dimensioned history, its construction returns to the school of fine arts of Paris at the request of the mayor of the city in 1898. As for the beautiful lady it is Francis de Saint Vidal who shaped it.

##### **b. Emir Abd El Kader garden**

The epigraphic garden of Emir Abd El Kader ex Jardin d'Orléans is a park, not only of ecological but also archaeological value. It is the first lapidary museum in the city of Setif, the first objects collected in this garden date back to 1894. Currently, it has 200 epigraphic steles, columns with Latin inscriptions and capitals which bear witness to the history of the region. (The National Museum of Setif).

##### **c. BARRAL water tower "Roman Bath"**

On Place Barral, "Raffaoui garden" now, large water tower covering the ponds and has a courtyard on three sides, this monument has been restored but it is not yet classified. It was discovered in 1908 following work carried out by the hydraulic services of the town of Setif.

##### **d. Mausoleum of Scipio the African**

Large mausoleum called Scipio, located 1800 meters north-west of Setif in the middle of the new city. It is dated from the end of the 3rd, beginning of the 4th century AD, currently the mausoleum is in a good state of conservation, fenced, restored and cleaned. . (A tourist monograph, the directorate of the tourism and crafts, Setif).

##### **e. The Byzantine citadel**

Its history dates back to the first half of the 6th century to AD 550, when the Byzantines arrived in the region of Setif. This citadel was transformed during French colonization into a military barracks. It is located today in the heart of the amusement park of the city of Setif (Directorate of tourism and crafts of Setif ).

**f. The Atik mosque**

This mosque is one of the best religious architectural works in Setif. It is also considered one of the main sites built in the modern city. Its construction dates back to the time of French colonization (1845-1847). This mosque was built on land, as a religious legacy or Habous.

**g. The old museum**

The construction of this building dates back to the 19th century. Originally, it was the courthouse. It is considered to be the first museum in the national territory after national independence (opened in 1969). It was subsequently ceded to the Mujahedin Ministry to make it the Mujahedin Museum.

**h. Other medieval archaeological sites**

There are also several other medieval archaeological sites in the wilaya of Setif, so we will mention them as follows: The eastern necropolis which is located outside the wall of Sitifis on the eastern side, The Ikdjane site which was classified on the list of national monuments of the medieval period on 20/11/1978; The temple district which is partly located at the foot of the wall of the Byzantine citadel; The basilica district located in the north-west of the city; The circus which is considered the first of its kind in Africa; The spa district.

▪ **The national museum of Setif**

This museum opened its doors on April 20, 1986 ; it was transformed into a national archaeological museum on July 6, 1992. It constitutes the living memory of Setif with all its images and symbols. It is in fact a space that allows us to travel through the ages and the different stages that have given Setif its glorious history.

The museum contains pieces of art of great historical value with great cultural and civilizational significance. It contains mosaics unique in the world, extremely rare pieces of pottery, glass and copper. All these works, in spite of their variety, constitute faithful witnesses which attest to the grandeur of this city and its anchoring in history. The Setif museum consists of five exhibition rooms : The hall of prehistory ; The ancient Romano-Byzantine room ; Islamic art room ; The numismatic room ; The mosaic room.

▪ **The municipal theater of Setif**

The municipal theater of Setif was inaugurated in 1896. With a capacity of 330 seats, it has, like any theater worthy of the name, an entrance for artists and an esplanade for orchestra. It has had throughout its history to host many theatrical events. . ([www.setif.com](http://www.setif.com)).

▪ **The museum of Djemila and the lapidary garden**

Games of light and shadow, our senses on edge, the lapidary garden in front of the Djemila museum gives the illusion of being in a dream with open eyes.

The museum is the largest in the country by its mosaics that is to say 1200 m<sup>2</sup> of which 900 m<sup>2</sup> outside.

▪ **The international festival of Djemila**

Djemila is, since 2005, the seat of a summer festival of music and dance, organized during the month of August. It became international by the performance of many Algerian and Arab artists there.

▪ **Religious vestiges and zaouïas**

These are all religious and cultural buildings whose existence mostly dates back to Turkish times. These are the mosques and scientific zaouïas, like the mosque of Thaguiriount built in the

15th century, the mosque of Sidi El Hocine El Ouertilani, whose construction dates back to the year 1752... etc. To all these vestiges, are added the zaouïas of the sciences of Islam, the capital of the high plateaus can claim to shelter the greatest number of zaouïas (ex : zaouïa of Sidi Hassan, zaouïa of Hamadouche in Guedjal...etc), these places of worship and guardians of traditions and ancestral knowledge.

#### ▪ **Cultural infrastructures in Setif**

The wilaya of Setif has many cultural buildings which are distributed as follows : a house of culture, 3 museums, 2 theaters and 36 libraries.

### **3.2. Spa resorts:**

The wilaya of Setif is also distinguished by thermal tourism, also called health tourism. Indeed, the capital of the highlands has several spa resorts to help promote this kind of wealth-generating tourism and employment opportunities.

The geographical position of the wilaya of Setif has made it possible to develop the thermal activity where many investors have recently launched into this very profitable niche. Indeed, the wilaya of Setif has about twenty thermal spas which are systematically located near to the hot waters recognized for their healing virtues distributed to the four corners of the wilaya. For the moment, the stations operated are located in the municipalities of Hammam Sokhna to the south-east of Setif, Hammam Guergour to the north of the capital of the wilaya, Ouled Tebbene and Boutaleb to the south of Setif (Chouabah & Hadjab, 2015).

This type of health tourism continues to attract more and more a large public including the elderly and the sick from all over the country but also from abroad. In terms of attendance, the spas of the wilaya of Setif welcomed, during the year 2018, a million curists, or 5% more than in 2017, we learned from the director of tourism directorate of the wilaya of Setif Kamel Tighza (2020). It should be noted that the thermal spas welcomed, in 2017, nearly 950,000 spa visitors according to statistics communicated by the directorate of tourism. The spa resort of Hammam Guergour is ranked the best spa resort in Algeria by the quality of its waters and the third in the world.

### **3.3. The natural sites, landscapes and mountains in Setif**

The wilaya of Setif has magnificent natural sites and landscapes of fascinating beauty. A restful calm, where it is good to live and relax. Among these landscapes, we can cite the forest area of the Babors Park, the heights of Megress, the Tamentout mountains and the Boutaleb mountain... etc. To this end we will shed light on some important natural sites.

#### ▪ **The Babors nature reserve**

The Babors nature reserve covers an area of 2367 ha. The Babors mountains are located in Little Kabylia, on the edge of the high plains of Setif. The vegetation making up the national forest of the Babors includes the only fir station in Algeria. Several stands characterize the Babors forest : cedars, Zen oaks, Numidian firs, fir oak and holm oaks.

The fauna of Babors forest is as rich as its flora. This fauna is distinguished by several species, among the mammals identified, we find the monkey, jackal, fox, wild boar, hyena, mongoose, weasel, genet, rabbit and the Hedgehog ([www.jijel-echo.com](http://www.jijel-echo.com)).

#### **The mount of Megress**

The Mount of Megress rises to more than 1800 meters and is covered with snow several months a year ; it is located less than 20 km from Setif. The Megress Mount is a natural site of 1500 hectares, overlooking a magnificent panorama, with the advantage of a natural environment

deserted of any construction. This site was recently chosen to house a youth camp intended for the organization of winter and spring stays, or leisure weekends, or even inter-wilaya exchanges (Djebel Megrès" on the site <https://setif.info>).

- **The falls of "Oued El Bared"**

The municipality of Oued El Bared is located 50 km north of Setif, it is one of the important areas characterized by the diversity of its geographical relief namely mountains, waterfalls and forests. It is a dream destination for tourists especially in summertime. The flow of water from the high ratchets on the middle of the valley between the slopes and the smooth ratchets lead to the creation of various waterfalls which flow into ponds thus forming natural pools (The waterfalls of Wadi Al-Bared on the website <https://sawtsetif.com>).

- **Other forests of Setif**

The wilaya of Setif is a wilaya with a relatively steep relief, located on the high plateaus of the east of the country ; its territory includes large forests, especially on the northern slope of the wilaya which enjoys a humid and semi humid due to the proximity and influences of the Mediterranean Sea. Among this heritage : the Babors forest, the Tamentout forest, the Laalam forest, the Taza forest and the Ouled Zerrouk forest. In the south of the wilaya, we find the forests of Boutaleb and Righa-Dahra. As well as the wooded Oueds such as Hardjet el-Djouz and the poplar forest of Oued Boussellam. The overall area of forests in the wilaya of Setif is estimated at 101,707 ha (Directorate of the tourism and crafts, Setif).

### **3.4. The various leisure parks, gardens and shopping centers in Setif**

- **The Zenadia forest**

The forest of Zenadia is a forest with an area of 192 ha, it is located near to the city of Bouras, and it is located near the urban fabric of the town of Setif and easily accessible to the population. The Zenadia forest is characterized by peculiarities and assets which differ from the other forests of the Wilaya of Setif and which allow it to play the role of lung of the town of Setif (MIHI, 2012).

- **The Chellal Tayeb garden**

Dating from the colonial period (1940), it was built in the center of the city, near the Mohamed Guessab football stadium. It is located between Avenue of the A.L.N and Avenue de Larbi Ben M'hidi. Its area is approximately 3 ha. It is equipped with two sport fields (one for handball, and one for basketball) and a room for combat sport (judo, karate, etc.). In addition, it is the seat of cultural and sport associations. Its users are particularly sportsmen.

- **Mostefaï farm or "El Firma Club"**

Located a few kilometers from the capital of the wilaya, the Mostefaï farm called "El Firma Club" not far from the old "Audureau" farm ; it is a place of relaxation for children and families (The daily LIBERTY, 2018).

Open from the early hours of the morning, it offers a very pleasant and secure environment. Open until a late hour of the night, the family space includes several entertainment and games for children besides the horse breeding that children admire, a swimming pool, restaurants, a cafeteria and an inn.

- **The garden November 1<sup>st</sup>, 1954 "El Hidhab"**

The "El Hidhab" garden was developed during the extension of the urban perimeter to the north-east of the city of Setif during the 2000s. It is one of the most recently created gardens by the municipality, which has increased its attendance by the local population ; it is a place of meeting, relaxation and rest for the majority of its visitors. (Lamri, 2012).

▪ **The Setif amusement & leisure park**

Created on September 09<sup>th</sup>, 1985 ; the Setif amusement park extends over 47 hectares, including 13 hectares of lawns including a "family space" of nearly 04 hectares. It is wonderfully located as it is well situated in the heart of the city and has nine entrances, four of which are main ones. It proposes a new model of urban space, a collective place of exchange and meeting mixing urbanity, pleasure and activity (Dk News, 2015).

A large and a small lake occupy the central part of the park, which has experienced renewed interest from users since 2001 thanks to an investor who installed leisure equipment (pedal boats, etc.). For athletes, the park offers three tennis courts and two courts (under construction), one for roundabout games (plastic ball) and the second for iron balls and offers also a children's pool. As for the play equipment installed, they are in the order of 16 (adult merry-go-round, trampoline, car circuit, sulky, bouncy castle, children's games 4 arms, children's games 6 cups, children's games airplane address, train, bumper car, Ferris wheel, boat (pedal boat)). The park also has a private zoo, occupying a space limited by its animal numbers. It plays a great educational and curiosity role for children.

The reopening of this latter in 2018 after its redevelopement has improved and diversified its services ; the artificial lake has been completely renovated in the result of cracks and water infiltration. More than fifty multiservice kiosks, fast food restaurants and various businesses have been created there. Five plots have been redesigned for the sitting of rides and nearly 20 others for slides and swings for children. The part reserved for the zoo has been completely remodeled with a space specially designed to accommodate a couple of crocodiles.

▪ **The Park Mall**

The Park Mall is a shopping center located in Setif in Algeria. Inaugurated in 2016 by the Minister of Territorial Planning, Tourism and Handicrafts Ammar Ghoul, the Park Mall with an area of 143,000 m<sup>2</sup> is the largest shopping center in Algeria and the second largest Park Mall in Maghreb after that of Casablanca in Morocco. The Park Mall is a leisure and shopping center, offering customers a bouquet of brands and a wide choice of range and prices to ensure that all local and regional demands are met for everyone (child, woman, man). It allows shopping in complete safety and comfort by offering several additional services to the main missions (Shopping & leisure) (Boughaba, 2020).

Following an interview with the head of the marketing department of the Park Mall Madame Boughaba. H, we have summarized the different services offered by this center, detailed as follows: Sanitary facilities, Massages, ATMs, Space for mom (baby diaper change, Breastfeeding) , Accessories stores (12 stores), Beauty store (6 stores), Children's clothing stores (7 stores), Sporting goods stores (6 stores), Men's / women's clothing stores (31 stores), Shoe stores (5 stores), 5 Home goods stores (household appliances, fittings, etc.), A bookstore, An hypermarket of 7000 m<sup>2</sup> "UNO", Mobile phone stores (5 stores), 1 single store of musical accessories, Catering areas (18 areas), 10 Service stores (Mobilis, Oredoo and Djezzy point of sale, Insurance, photography, Vehicle washing, aqua pressing and laundry, hairdressing salon, BNA and BNP bank seats), Loan

of wheelchairs for the disabled, Parking (4 levels with a capacity of 1400 vehicles), Security service which plays a very important role, Prayer room, Customer complaints service, The Dome Park Mall Setif which will be the flagship structure of the next events in the great East of Algeria, A large 4-star hotel with 192 rooms from the international Sheraton chain, Leisure park and games for children and adults (an ice rink, bowling lanes....).

From the various services offered by the Park Mall Setif, we realize that the Park Mall offers tourist services that correspond to International standards for shopping and leisure tourism.

▪ **El Eulma Market "Charaa Dubai"**

The commercial market of El-Eulma "Charaa Dubai" is a market located in El Eulma which is a municipality in the wilaya of Setif, located 26 km east of Setif.

The market of El Eulma represents the largest and most important market in the east of the country; therefore the city of El Eulma represents the second economic pole of the wilaya of Setif. El Eulma has become the emblematic place of transnational trade in Algeria. Its souk "Dubai", also called Charaa by the local population, has become the main commercial center in Algeria for domestic goods (personal equipment and household equipment). Its influence also affects Tunisia and Tamanrasset which serves the countries of the Sahel. This market has acquired a great reputation inside and outside the country. The city is currently studying an international trade project with the countries of the Arabian Gulf.

▪ **Other tourist sites**

The wilaya of Setif contains many markets and shopping centers such as the Malizia shopping center, "Tadjnnt", "Rais", "1014 shopping center" and that of "Bouaroua", so it is endowed with diversity and multiplicity of its shopping centers as well as the services offered by these centers.

This retrospective allowed us to appreciate the tourist sites and their diversity, from the historical to the cultural, from hydrotherapy to shopping... etc., the highlighting of everything will take us on a journey through time and history. The traditions and crafts of the wilaya of Setif are also considered as a tourist asset that must be given a lot of importance.

In addition to that, we find that a significant number of tourist sites that are located in the heart of the city of Setif, we cite the fountain of Ain El Fouara, The El Atik mosque, The amusement and leisure park, the famous Park Mall, The National Museum of Setif, this fabulous location which brings together history, leisure and shopping with tree-lined boulevards which are surrounded by buildings of colonial-style architecture has made the city of Setif, an interesting tourist town.

After the presentation of the above tourist sites, we will clarify the role of the directorate of tourism and crafts of the wilaya of Setif in the promotion of these marvelous sites as well as its state of progress on the marketing plan and this will be explained in the next part of our study. The choice of the tourism directorate of the wilaya of Setif was made in relation to its role of controlling and monitoring the various tourism and hospitality sites and organizations in the region.

#### **4. The reality of marketing of tourist sites at Setif and the prospects for its development**

##### **4.1. Tourism marketing applied by the tourism directorate of the wilaya of Setif**

The directorate of tourism and craftsmanship of the wilaya of Setif is the department responsible for the development of the territory, the environment, tourism and crafts in the capital

of the highlands, it reports directly to the Ministry of Planning of the Environment and Tourism Territory. (Directorate of tourism and crafts, Setif.).

According to the organization chart of the latter, we find the general management that oversees three “3” departments of which the tourism department is part ; the latter is composed of three “3” services cited as follows :

- Tourism investment monitoring service
- Tourism and statistical development service.
- Control service for tourist, hotel and spa activities.

By analyzing the organization chart of this directorate, a marketing service for tourism is missing to have a reliable study about tourism marketing applied by this directorate. To this end, we carried out an interview while citing some statistics concerning tourism in the wilaya of Setif and the marketing policy adopted, below the essential points of the interview:

✓ **General basic facilities for tourism in the Wilaya of Setif**

Regarding the basic tourist facilities, the general manager said that there are until the month of December of the year 2020 :

- 84 operational hotel establishments.
- 172 tourist agencies.
- A tram line crossing the main tourist sites of the city of Setif and aims to make life in Setif easier by improving transport conditions.
- Shopping and leisure centers.
- A variety of catering areas.
- Transport network: Setif has a vast road transport network, represented by a huge fleet of small and large buses and taxis; it connects the city of Setif with other tourism sites located in the outskirts such as Djemila and Oued El Bared
- Rail transport linking the wilaya of Setif with the other wilayas.
- Air transport: As for air transport, Setif has an airport of great importance (International airport: Airport of May 08<sup>th</sup>, 1945) which is a civilian airport for the transport of passengers, both international and national, it is located at 17 km from the city center of Setif, and due to the economic importance of this airport, it will expand to become the largest airport in Algeria after the Houari Boumediene International Airport, this airport was ranked fourth at the level national in terms of the number of international travelers. The most important destinations that Setif airport operates are: Algeria and Oran as two national destinations, and Lyon, Paris, Mulhouse, Marseille, in France as international destinations.

The existing basic tourist installations in Setif as well as the tourist sites mentioned above effectively participate in the formation of a good tourist image, hence a sufficient heritage to make the Wilaya of Setif a destination of choice for tourists.

✓ **The state of progress of tourism in Setif**

The capital of the Highlands has become in recent years, a favorite destination for national and foreign tourists, especially Tunisians. According to the boss of tourism directorate Mr. Kamel Tighza (2020)., no less than 62,900 foreign tourists in 2019 visited the wilaya of Setif (the majority of them are Tunisians). In addition, 198,366 national tourists visited Setif in the same period. According to statistics communicated by the tourism directorate, the spa resorts of Setif welcomed, during the year 2019, nearly 1 million spa guests (Directorate of tourism and crafts, Setif.).

**Table (1) of details for tourists visiting Setif in the past five years :**

Year	National tourists	Foreign tourists
2015	231085	16064
2016	199502	18914
2017	189223	43944
2018	207242	61315
2019	198366	62942

**Source : Tourist and Statistical Development Service, The directorate of tourism and crafts of Setif**

✓ **Marketing strategies, techniques and policies adopted to promote tourism in Sétif**

According to the various declarations of the staff of the tourism directorate: until now no strategy based on tourism marketing has been adopted by the tourism directorate, and this is explained by the total absence of a marketing research office & the complexity of the tourism product which is an assemblage of heterogeneous elements. So tourism marketing is based on an assembled product from which it must result the marketing efforts of complementary companies.

The tourism directorate of the Wilaya de Setif is currently only a marketing support, and its main mission is the control and monitoring of hotels, tourist agencies and spas, etc. These entities have their own marketing which aims to promote their own products. Therefore, the tourism department relies on numerous specialized intermediaries who better cover the market while monitoring and controlling their performance in attracting tourists, and thus obtain a better return through more in-depth contact with the various tourist organizations: agents and travel associations, tour operators or travel organizers, service reservation companies, sales representatives, etc. Each of these intermediaries has its own working methods, different assistance needs and specific business objectives.

According to the head of the tourism service Ms. Beddar Nadhra (2020) ; among the tourist promotion tools we mention: tourist information and orientation offices & tourist kiosks ; unfortunately this is what is really lacking in the capital of the highlands, all tourism directorates must be supported by orientation centers tourism and this is the case in most of the tourism directorates in Algeria. Tourist orientation centers, those are centers attached directly to the tourism directorate. These centers can be installed either in the tourism directorate or next to the tourism directorate or they can be completely independent of the tourism directorate. The main mission of the tourist orientation centers is : the promotion of the destination, the orientation of tourists and this is done by distributing maps, guides and tourist brochures in addition to experienced guides who really have a deep knowledge of the region as well as linguistic knowledge to guide any visitor wishing to discover the region.

Despite this lack and this insufficiency of marketing techniques, there are some tourism promotion activities for the Setif destination; this is done through participation in national and international tourism fairs (twice a year), participation in Setif radio (once a week) and these two activities are regular.

✓ **The most important obstacles to the tourism sector in Setif**

- **Obstacles related to government policy**

There are several obstacles related to government policy in Algeria, so we will mention a few :

- The multiplicity and complexity of customs procedures at airports is an issue to be reviewed.
- Routine of tourist organization and lack of dynamism.
- In the official and informal bodies whose work is linked to tourism activity, there is no coordination between their works in this field due to the different affiliations.
- Do not give tourism as a development sector the priority it deserves.
- The absence of a tourism and hotel training policy.

▪ **Other obstacles**

- Poor quality of transport service : even with the State's desire to strengthen road and rail networks, but there is a misrepresentation of this service, whether in terms of prices or in terms of quality and connectivity.
- The poor quality of the tourist product: despite the distinctive qualifications of the tourist product, but it is not competitive with regard to the quality of tourist services provided at the level of hotel establishments and reception structures, which are characterized rather by their weak capacities and their failure to comply with international standards.
- Lack of dependence on media and communication technologies.
- Lack of security and stability.
- Weakness of the tourism marketing policy: this is linked to the promotion of the destination « Algeria » in general and the destination « Setif » in particular, still unknown to many around the world, due to the lack of cooperation between the different sectors and partners in the tourism sector to define this destination.
- Poor performance of travel agencies, due to the lack of professionalism and the lack of dependence on new technologies.

#### **4.2. The reality of marketing of tourist sites at Setif**

According to our research, we realize that the wilaya of Setif is extremely rich with tourist sites; archaeological (museum ...), spas, leisure parks, natural landscapes, religious sites and commercial markets (Ex: Dubai market in the commercial city of El-Eulma) ... etc, this diversity and multiplicity of sites constitutes a real opportunity to be exploited and a tourist asset which makes it possible to offer several types of tourism such as cultural tourism, historical & religious tourism, tourism adventure, shopping tourism & leisure tourism... etc.

This modest work has enabled us to appreciate the tourist heritage in the region of Setif and to appreciate the tourist potential in the wilaya of Setif. The number of foreign tourists in the capital of the highlands continues to increase and this confirms that the wilaya of Setif is well placed to be a future tourist pole, the lack of foreign tourists compared to national tourists is explained by a lack of hotel infrastructure, the weakening of the marketing strategy outside the country as well as the lack of some minimum basic tourist services such as tourist information offices and exchange offices. The decrease in the number of national tourists in 2019 compared to 2018 is explained by the political situation in the country.

Regarding tourism marketing, we can judge that it plays a very important role in promoting tourism and attracting tourists, *for this purpose we find that Tourism Marketing requires the federation of different public and private actors around a tourism marketing development strategy;*

the point of federation is the pillar that is really lacking between the various tourist actors in the capital of the highlands since certain entities do not even have a service or a marketing department.

#### **4.3. Prospects for the development of touristic marketing in the wilaya of Setif**

This study allowed us to appreciate some recommendations and suggestions that we can judge their use for tourism development an inevitable necessity to make a country, city or region attractive with competitive tourism, these suggestions and recommendations are not linked only to tourism marketing and tourist sites, but they are related to the policy and regulations of the country as well. The suggestions and recommendations play a key role in tourism development and attracting tourists, we can mention a few :

- Improving the country's foreign policy (visa, tourist image of the country, etc.).
- Development of tourism institutions: This would involve supporting the capacities of institutions responsible for tourism in Algeria, placing the dotted roles in each tourist authority and setting up a special body responsible for the implementation and monitoring of the applied tourism strategy.
- The security of people and goods which must be ensured on the territory, day and night.
- Efficient tourism planning and work on its development: The action plan in the field of tourism planning and development should focus on strengthening tourism institutions at regional or local level.
- Hotel rates and services, in this case the ticket for transport serving the region or country, which must be low or at least affordable and not prohibitive.
- Set up a "destination marketing and promotion" system: In this area, we propose to activate the role of the Tourism directorate of the wilaya of Setif and to give it broader powers and capacities to carry out marketing and promotion of the tourism product, working on the development and presentation of the product, intensifying tourism promotion programs such as advertising in various media, formulating and activating public relations, increasing sites for Electronic Marketing and Internet Marketing, the establishment of tourist information centers and tourist kiosks.
- The development of human resources in the field of tourism.
- Foreign exchange offices which must be installed at all corners of tourist activity, as well as at the level of infrastructure participating in the tourist chain such as: the airport, attractions and leisure centers, hotels, etc.
- Create a tourism culture in the community: the tourism strategy must take into account the perception of certain members of the community towards tourism development and tourism and work to bring about a change within the society
- The ease of tourist investment
- Interest in studies and information provision: for the tourism strategy to succeed, we propose to create an information and research center on tourism.

#### **5. Conclusion:**

As a conclusion we can say that the capital of the highlands is a tourist asset and a real opportunity to be exploited, in addition to its strategic location which arises as an essential crossroads connecting the east and the west of the country, it is characterized by its glorious past thanks to the various most illustrious monuments such as Ain El Fouara, Cuicul, El Atik... etc. which tells for today the time of yesterday. One by one, each monument tells its story... so many emotions! This retrospective allowed us to appreciate the tourist sites and their diversity, from the historical to the cultural, from hydrotherapy to shopping... etc. In addition to that, we find that a

significant number of tourist sites are located in the heart of the city of Setif, we cite the fountain of Ain El Fouara, El Atik mosque, The amusement and leisure park, the famous Parc Mall, The National Museum of Sétif, this fabulous location which brings together history, leisure and shopping with tree-lined boulevards which are surrounded by buildings of colonial-style architecture has made the city of Setif an interesting tourist town.. According to the statistics given by the tourism directorate, we realize that the number of foreign tourists continues to increase after the opening of the Park Mall in 2016, so we can confirm our first hypothesis and we certify that the existing tourist sites in Sétif are sufficient to make it a destination of choice for tourists.

After the illustration of the reality of tourist sites and its importance in attracting tourists, we move on to the next objective which is Tourism Marketing applied by the tourism directorate as well as an entity responsible for the development of the territory, the environment, tourism and crafts in the capital of the highlands. Based on the results of the survey carried out in the field, the objective of which is to answer our questions asked at the outset, we can see: The Tourism and Handicrafts directorate is directly attached to the Ministry of Tourism and Handicrafts. The latter does not provide a marketing office but a tourism and statistical development service which aims to control and monitor the various tourist organizations in the wilaya of Sétif.

Despite the tourist potentialities mentioned (tourist sites and basic facilities) found in Sétif, until now no strategy based on tourism marketing has been adopted by the tourism directorate. According to the manager of the tourism directorate of the wilaya of Setif: *the tourism directorate is only a support on the marketing field, and that is due to the complexity of the tourism product; so the tourism marketing requires the federation of different public and private actors around a tourism marketing development strategy.* This point of federation is the pillar that is really lacking since some tourist entities do not have a service or a marketing department. The latter allowed us to invalidate our second hypothesis and to judge that the tourism directorate does not adopt effective marketing strategies to attract tourists.

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