

Evaluating the elements of the hotel marketing mix from the perspective of local and foreign tourists: A case study in three- and four-star hotels in Annaba, Algeria

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Abstract---The study aimed at identifying the marketing servicing in Algerian hotels, depending on the analyzing the impact of the mixed marketing, servicing on the satisfaction of tourists (Algerian and non-Algerian) in the three and four stars hotels. The study covers six hotels at Annaba and the suggested measurements model consist of 55 variables. The study was based on a questionnaire, 175 forms were distributed. The most important results of this study are doing feel a high degree of no satisfaction of the tourists in hotels on general, regarding the hotel services rendered to them. Based on these results, several recommendations are forwarded with the purpose of necessary marketing servicing program to develop services and keep competitive in Algerian tourism as a prerequisite for positive development.

Keywords---Marketing, Services, Mixed marketing, Tourists satisfaction.

ملخص:

هدفت الدراسة للتعرف على واقع التسويق في الفنادق الجزائرية، من خلال الاعتماد على تحليل أثر عناصر المزيج التسويقي الخدمي على رضا السياح المحليين والأجانب في فنادق ثلاث وأربع نجوم بمدينة عنابة-الجزائر. وقد شملت الدراسة على ستة

How to Cite:

Belkebir, B., & Bouleksibat, M. (2025). Evaluating the elements of the hotel marketing mix from the perspective of local and foreign tourists: A case study in three- and four-star hotels in Annaba, Algeria. *The International Tax Journal*, 52(6), 3160–3174. Retrieved from <https://internationaltaxjournal.online/index.php/itj/article/view/312>

The International tax journal ISSN: 0097-7314 E-ISSN: 3066-2370 © 2025

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Submitted: 09 July 2025 | Revised: 18 September 2025 | Accepted: 31 October 2025

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فنادق، وتم استخدام مقياس مكون من 55 متغير من خلال توزيع 175 استمارة على السياح الجزائريين وغير الجزائريين. ومن أهم نتائج الدراسة أن السياح في الفنادق بشكل عام يشعرون بدرجة كبيرة من عدم الرضا عن نوعية الخدمات الفندقية المقدمة لهم. بأهمية برامج تسويق الخدمات في تطوير مستوى الخدمات الفندقية، ودعم وترقية كما قدمت الدراسة عددا من التوصيات تتعلق الصناعة السياحية في الجزائر.

الكلمات المفتاحية: تسويق، الخدمات، مزيج تسويقي، رضا السياح.

Introduction

Many countries rely more on tourism activity than on other sectors, as it is an important source of value creation and a contributor to the national gross product, by generating income and providing new job opportunities. In this regard, the *Arab Countries Investment Climate Report* indicates that the world witnessed unprecedented growth in international tourism during the period 1950–2005, as the number of tourists increased from 25 million visitors in 1950 to 807 million visitors in 2005. The *World Tourism Organization* estimated tourism activity revenues at more than 685 billion U.S. dollars, and the volume of global tourism reached about 842 million international tourists. Tourism has become one of the main drivers of economic diversification and sustainable development in many regions, including the Arab world (Verner & Breisinger, 2013; Moncada, 2024).

As for the tourism sector in Arab countries, it experienced significant growth. During the period 1995–2005, the group of Arab countries outperformed all other regions, achieving the highest global growth rates in the number of tourists about 11.8 percent during 1995–2000, and 8.7 percent during 2000–2005. Consequently, their share of international tourists in the global market increased from 4 percent in 1991 to about 6.5 percent in 2005 (*Arab Countries Investment Climate Report*, 2005).

In Algeria, the number of incoming tourists increased in 1995 due to the beginning of political stability, which contributed to the revival of desert and safari tourism. The average annual growth in the number of tourists during the period 2000–2005 in Algeria reached 13.5 percent, and the growth rate in tourism revenues reached 13.9 percent (Arab Countries Investment Climate Report, 2005). France and Tunisia occupied the first positions in the number of tourists arriving in Algeria, accounting for about 60 percent of the total number of foreign tourists.

Algeria was also ranked according to the *Travel and Tourism Competitiveness Index*, which covered 124 countries worldwide, including 10 Arab countries. It ranked 93rd globally and tenth among Arab countries that is, last among the selected Arab states (Blanke, 2007; World Economic Forum, 2007). In the second report issued in 2008, Algeria dropped to 102nd place globally World Economic Forum (2008). More recent editions of the index continue to emphasize the importance of enhancing infrastructure, sustainability, and competitiveness to attract long-term investment in tourism (Calderwood & Soshkin, 2019).

However, the low hotel capacity and the limited quantity and quality of accommodation and tourism facilities according to international standards have hindered tourism demand in Algeria. In 2024, Algeria received more than 3.5 million foreign tourists, an increase of 10 percent compared to the previous year. The government aims to attract 12 million tourists by 2030 (McClain, 2025).

Research Problem

At the forefront of the services that tourists need are hotel services, as they are among the most essential tourist facilities, received by visitors during the initial stages of their arrival. This means that the first impressions tourists form about the country will, in part, reflect the quality of the hotel services

provided Al-Shoura (2004). In particular, it is well known that marketing is a state of mind and a set of techniques available to institutions for entering markets (Chirouze, 1988).

Therefore, this study seeks to shed light on the reality of hotel marketing in Algeria by examining the level of satisfaction of Algerian and foreign tourists with the services provided to them in the hotels where they stay in the coastal province of Annaba. The study aims to answer the following question:

1. What is the reality of implementing the tourism service marketing mix from the perspective of Algerian and foreign tourists in three- and four-star hotels in the city of Annaba?
2. What are the main elements of the service marketing mix that influence satisfaction with the services provided in three- and four-star hotels in the city of Annaba, from the perspective of Algerian and foreign tourists?

Study Objectives

This study aims to identify the following:

1. To determine the level and reality of implementing tourism service marketing in Algerian hotels, with a focus on a case study represented by three- and four-star hotels in the city of Annaba.
2. To identify the weaknesses in the services provided by three- and four-star hotels in Annaba, which have negative impacts on the satisfaction of Algerian and foreign tourists.
3. To reach conclusions and formulate recommendations that may help improve the effectiveness of services provided in three- and four-star hotels in Annaba and enhance the position of the tourism product.

Methodology of the Study

1. Study Method: This study relies on the descriptive analytical approach, through a review of various previous studies and the relevant literature. As for the field study method, a case study was used, represented by a group of hotels in the city of Annaba. Field visits were conducted to all three- and four-star hotels in this city, and questionnaires were distributed to the study population. The collected data were then analyzed to achieve the study objectives.

2. Study Population and Sample: The study population consists of Algerian and foreign **tourists** residing in three- and four-star hotels in the city of Annaba. A **random sample** was selected to suit the purpose of the study by distributing 175 questionnaires to Algerian and foreign tourists, at a rate of 20 questionnaires per 100 beds. A total of 56 questionnaires were retrieved, representing a return rate of 32%. Four invalid questionnaires were excluded, and this percentage is considered statistically acceptable.

3. Study Instrument and Statistical Processing: The study relied on a questionnaire developed and constructed based on a scale prepared by Hani Al-Damour and Hoda Ayesh (2005), with several modifications introduced. The questionnaire was translated into French and English and included 55 statements, each rated on a five-point scale, where the number 1 indicates that the tourist is very dissatisfied and the number 5 indicates that the tourist is very satisfied. The first part of the questionnaire contained questions related to general information about the study sample, while the second part focused on the elements of the service marketing mix in hotels, which included service, price, distribution, promotion, staff, physical environment, and the service delivery process. A set of appropriate statistical methods was used to analyze the data, including percentages, arithmetic means, and standard deviations. Statistical processing was carried out using the Statistical Package for the Social Sciences (SPSS) software.

4. Validity and Reliability of the Instrument: To ensure the validity of the tool in terms of both form and content, it was presented to a group of faculty members. Several corrections were then made, particularly those related to rewording certain statements to make them easier for non-specialists to understand. In addition, the questionnaire was proofread in both English and French based on the evaluators' suggestions.

Regarding the reliability of the measurement instrument, it was tested by calculating Cronbach's alpha coefficient to ensure the internal consistency of the items. In this regard, Table 1 demonstrates that the reliability coefficients for all items and dimensions of the study are high, which indicates excellent reliability, as these values are much higher than the acceptable threshold of 0.600.

Table 1: Values of the Scale Reliability Coefficients

Item Numbers	Study Dimensions	Reliability Coefficient (Cronbach's Alpha)
1–7	Tourist's Evaluation of Service	0.97
8–12	Tourist's Evaluation of Price	0.93
13–18	Tourist's Evaluation of Distribution	0.78
19–27	Tourist's Evaluation of Promotion	0.92
28–34	Tourist's Evaluation of Personnel	0.94
35–46	Tourist's Evaluation of the Physical Environment	0.95
47–55	Tourist's Evaluation of the Service Delivery Process	0.90
1–55	Total Scale Variables and Dimensions	0.98

We divided this study into two parts as follows:

The **first part** (*theoretical framework*) addresses the general concepts related to the study variables.

The **second part** (*applied framework*) focuses on a case study of a group of three- and four-star hotels in the coastal city of **Annaba**.

Theoretical Framework:

There are many definitions provided by researchers and specialists for the service marketing mix in the tourism sector; however, in general, they are quite similar, with no major points of disagreement among them. To avoid redundancy, this study adopts the definition proposed by Kotler (2000), who defined the marketing mix as “a set of marketing tools that an establishment uses to achieve its marketing objectives in the target market.” The service marketing mix in the hotel sector can be divided into seven fundamental elements, namely: *service, price, distribution, promotion, personnel, physical environment, and service delivery process* (Al-Damour & Ayesh, 2005, p. 106).

A – Service: According to Skinner (1988), a *service* is an *intangible product* that provides benefits to the customer as a result of applying specific human or mechanical effort, without resulting in the ownership of any tangible item Al-Shoura (2001, p. 61). In other words, a service is intangible and its provision does not lead to the transfer of ownership. In this study, the service dimension was measured through several indicators: the availability of services at all times, cleanliness of public facilities, variety of services offered, manner and speed of service delivery, quality of food and beverages, and accuracy in service delivery schedules.

B- Price: In business markets, *price* refers to what the consumer pays to satisfy their needs in exchange for obtaining the offered products and services Anderson (2000). Price is also defined as the monetary or in-kind value paid by the buyer in return for acquiring a good or service. More clearly, price represents the total exchange value obtained by the customer Al-Damour and Ayesh (2005). The price variable was measured through the prices of accommodation, food and beverages, other facilities, tourist vehicles, granted discounts, and the appropriateness of the price in relation to the quality of the service provided.

C- Distribution: Distribution involves transferring and providing the service from the provider to customers or beneficiaries at the right time and place. This activity represents an added value by *achieving temporal and spatial utility* Tari (2005, p. 91)

The distribution dimension was measured through the hotel's location, ease of access, convenience of booking, availability of transportation, and the presence of clear directional signs to the hotel.

D- Promotion: Hotel service promotion can be defined as the use of a set of communication tools that enable the hotel to establish effective communication with tourists. The goal is to improve and enhance the hotel's image and consequently influence the level of demand for hotel goods and services (Abu Farah & Abu Zaid, 2005, pp. 216–217).

The promotion dimension was measured through advertising credibility, the use of slogans, personal communication, the skills of sales representatives, publicity, gifts, and exhibitions.

E- Employees: Hotel staff play a fundamental role in the success of the hotel organization's operations. Employees represent the true image of the hotel, and through them, the management can build the desired reputation and brand image for the establishment and its diverse services. This can be achieved by selecting well-qualified personnel, and by planning and implementing continuous training and development programmes that keep pace with environmental changes (13). The employee dimension was measured through skill level, appearance and dress, speed of response, and service delivery style.

F- Physical Environment:

The *physical environment* refers to the tangible aspects that include furniture, décor, colour schemes, interior design, parking facilities, noise levels, and other physical elements that facilitate the service (Al-Damour & Ayesh, 2005, p. 107).

To measure the physical environment in this study, we examined the hotel's external and internal appearance, the quality of furniture and décor, the equipment and facilities available in the rooms, the availability of conference halls, the level of tranquillity and comfort, and the adequacy of parking areas.

G- Service Delivery Process: The service delivery process is defined as encompassing the behaviour of employees, the manner in which the service is provided and delivered, the degree of automation involved in service provision, the level of autonomy granted to employees, the extent of customer participation in completing the service, the flow of information, and the systems of reservation and waiting Al-Damour and Ayesh (2005, p. 107). This dimension was measured in the study through employee reception and welcome, the extent to which modern technologies are used in providing the service, and the hotel's booking procedures.

2- Tourist Satisfaction: Marketing is considered a social process that seeks to identify and meet the needs of individuals and groups by creating and offering products and services exchanged to generate value and mutual benefit for all Kotler (2001). Therefore, hotel organisations should strive to achieve a high level of awareness regarding their tourism services, as an individual's perception of a specific situation forms the basis of their behaviour. Consequently, continuous efforts must be made to improve the tourist's or guest's perception of the hotel and its various services.

In cases where there is dissatisfaction with the services provided by the hotel, the tourist or guest is negatively affected, leading to feelings of frustration and dissatisfaction with any future dealings with the hotel whose services they have purchased Abu Farah and Abu Zaid (2005). Hence, the perceived image is defined as the consumer's overall evaluation of the benefits of the service, based on what they have received and what has been offered to them (Al-Damour & Ayesh, 2005).

Review of Previous Studies

In this section, we will review the most relevant studies and literature related to the topic. However, we found that only a limited number of studies in the Arab region have addressed this issue, and there is an even greater scarcity of research on the subject in Algeria.

In this field, the study by Murphy (1996) examined the topic of hotel management and marketing through the use of the Internet. The study found that the adoption of websites contributed to transforming the very concept of marketing, marking a shift from traditional media to technologically

advanced communication. This evolution reflects the reality of operating within virtual boundaries in the knowledge economy—an environment that drives both survival and success.

Similarly, Bechetoille (2004), in a study on service marketing, argued that the service provided can be viewed as a contract defined by a specific duration and location, relying on both human and material resources to achieve customer satisfaction and create economic value.

In addition, Al-Taie (2000) explored the evaluation and procedures of internal marketing in the Jordanian hotel industry from the perspective of employees. The findings indicated that most hotel employees were generally satisfied with their job performance; however, they felt that their relationship with supervisory management did not meet their expectations. Consequently, the study recommended that hotel management acknowledge employees' efforts in order to better satisfy their customers.

Furthermore, Al-Shura (2001) investigated the segmentation of the domestic tourism services market in Jordan and identified the dimensions upon which the perceived positioning of tourism service products is constructed. The study concluded that the current quality and pricing of services do not meet desired standards. Therefore, it recommended a review of price levels to align them more closely with the income levels of Jordanian tourists.

The study by Abu Rumman (2002) examined the trends of small Jordanian hotel administrations specifically those with one or two stars towards adopting the modern concept of marketing. The findings revealed weak marketing capabilities among small hotel owners, a lack of essential human skills, and insufficient training, all of which lead to higher service costs. In addition, the study highlighted a shortage of information regarding market needs and customer preferences. It recommended that small hotels move beyond the current framework of services towards a moderate diversification of offerings, within their available resources and capacities, while also focusing on new competitive dimensions.

Similarly, the study by Al-Taie (2002) addressed the societal marketing concept within the tourism industry. Its objective was to identify and analyse both the positive and negative factors influencing the marketing activities of hospitality institutions through the implementation of societal marketing mechanisms. The study concluded that tourism is essentially a human and social interaction industry, involving both service providers and beneficiaries alike. It recommended paying greater attention to the challenges of growing competition in the sector, and emphasised the need to strengthen professional ethics and social responsibility.

Another study, conducted by Kwash (2003), explored the components and indicators of tourism in Algeria. The findings showed that the number of beds and accommodation capacity in Tunisian and Moroccan hotels far exceed those available in Algeria, despite Algeria's abundance of tourism resources. The study pointed out that the performance indicators of Algeria's tourism sector remain far below the value and potential of its available resources. Accordingly, the author recommended re-evaluating the national tourism policy and drawing lessons from pioneering experiences particularly those of neighbouring countries such as Tunisia and Morocco.

As for the study by Al-Taie and Abu Ayesh (2004), it examined knowledge management in the Jordanian hospitality industry, specifically in first-class hotels belonging to international hotel chains operating in Jordan. The results indicated that employees' evaluations of knowledge management standards in the hospitality sector were positive; however, the study did not provide specific recommendations.

The study by Al-Shura (2004) addressed the measurement of service quality in five-star hotels in Amman, Jordan. It found that the actual level of hotel service quality provided by these hotels was close to the expected level of service quality. The study recommended that hotel management in Jordan adopt marketing, pricing, and promotional programmes designed to enhance the delivery of services and maintain competitiveness in the market.

The study by Al-Damour and Ayesh (2005) aimed to analyse the impact of the elements of the service marketing mix in five-star hotels in Jordan on the image perceived by tourists. One of the main findings of the study was the presence of a general sense of satisfaction among the study population regarding the quality of hotel services provided.

The study by Abu Fara and Abu Zneid (2005) examined **promotional activities** within the hotel environment, confirming that the use of fundamental tools in hotel service promotion strategies is significantly influenced by both internal and external environmental factors.

Finally, the study by Bazza (2005) investigated the development of the tourism market in Algeria, using the province of M'Sila as a case study. The findings revealed that accommodation and catering services were generally characterised by average pricing and quality levels. Consequently, the study recommended improving the quality of hotel services and revising accommodation and catering prices to align more closely with the middle-income social class.

In a study by Abdullah (2005), the economics of tourism in Syria were examined. The author concluded that deriving economic benefits from tourism requires substantial progress in economic and social development across all agricultural and industrial sectors, as well as in infrastructure and services. The study recommended avoiding a focus on large hotels modeled after those in other countries, as such establishments do not necessarily attract tourists. Instead, small- and medium-sized family-oriented hotels and hostels are more effective. The study also emphasized the need for increased state investment in infrastructure development, including roads and transportation.

Bernji (2009) addressed tourism services in Algerian hotels and their impact on consumer behavior. The study highlighted the decline of the hotel sector, its non-compliance with international standards, and weak accommodation capacity, in addition to a decrease in the proportion of foreign tourists in Algeria, most of whom visited for work purposes. The study recommended fostering cooperation and enhancing partnerships in tourism between local and foreign public and private sectors, increasing incentives and tax exemptions, expanding Algeria's participation in international tourism exhibitions, and promoting Algeria more extensively through media, communications, travel and tourism agencies, exhibitions, and conferences.

A study by Helgo and Vines (2022) on digital marketing in the hotel industry found that digital marketing has become a critical tool for modern hotel success. Hotels employing digital marketing strategies, such as online advertising campaigns and social media, experience significant increases in room reservations and brand awareness.

Johnson (2021) investigated the role of enhancing customer experience in improving brand loyalty in hotels. The study concluded that providing high-quality services and encouraging positive staff-guest interactions strengthens customer loyalty and encourages repeat visits.

Finally, Thompson and Kelly (2023) examined how hotels utilize big data to personalize offers and improve marketing strategies, highlighting the growing importance of data-driven decision-making in optimizing hotel marketing and service delivery.

The results showed that hotels that analyze customer behavior and data can better tailor their offers, thereby increasing booking rates. Marshall and Neal (2022) found that sustainable marketing has become an essential component of hotel strategies. Hotels that promote environmentally sustainable practices attract a substantial segment of eco-conscious customers, and those adhering to such practices perform better in attracting new clients.

Smith (2021) demonstrated that hotels utilizing influencer marketing on platforms such as Instagram and YouTube can significantly expand their reach to a broader audience. Influencers assist hotels in building a positive image and enhancing brand awareness. Li and Shi (2023) examined the use of artificial intelligence to improve customer experiences in hotels, noting that hotels employing AI to analyze customer behavior and personalize services can increase customer satisfaction and boost repeat visits.

Michaelson and Finch (2022) highlighted the significant influence of online reviews on customer booking decisions. The study found that customers frequently rely on others' reviews when selecting hotels, emphasizing the importance of reputation management on websites such as Tripat and Book Inn.

Potter and Reed (2021) explored the use of experiential marketing by hotels to encourage bookings. Strategies included organizing in-hotel events and offering local cultural experiences, which were shown to strengthen the emotional connection between the customer and the hotel. Baker and Sherman (2022) investigated the impact of digital marketing on hotel evaluations, finding that customers who engage

with hotels via online booking platforms and reviews tend to provide more positive feedback when hotel services meet their digital expectations. Rapid responses from hotels to online customer feedback were also shown to significantly improve ratings.

A study conducted by Lai, (2023) examined the role of electronic reviews in customers' evaluation of hotel marketing. The researchers found that customers who read positive reviews were more likely to give positive evaluations themselves after their stay. Furthermore, the hotel's responses to reviews played a key role in improving customer ratings, thereby enhancing brand trust.

Similarly, a study by Jones, & Walsh, (2021) found that customers who prioritize environmental practices tend to give positive evaluations to hotels that promote sustainable practices. The impact of sustainable marketing was significant, with customers expressing greater satisfaction when they believed the hotel aligned with their environmental values.

The study by McKenzie, & Davis, (2022) explored the effect of influencer marketing on customer evaluations of hotels. It showed that customers influenced by recommendations from influencers on platforms such as Instagram and YouTube gave higher ratings to hotels promoted by these influencers, indicating that influencer marketing has a direct effect on customers' brand perception.

Garcia, & Sanchez, (2023) investigated how experiential marketing affects customer reviews of hotels. Customers who experienced unique hotel offerings, such as cultural activities or local culinary experiences, provided more positive evaluations regarding service quality. This suggests that such experiential initiatives have a strong impact on customer feedback.

Shaw, & Wei, (2021) examined the use of artificial intelligence in customizing hotel offers and its effect on customer evaluations. The study found that customers who received personalized offers based on their previous preferences (e.g., room types or services) were more satisfied with their stay and gave higher ratings, highlighting the importance of technology in enhancing customer engagement.

Finally, Cilio, A., & Bilotto, (2022) investigated the factors influencing customer evaluations of hotel marketing. The study concluded that customers assess hotels based on service quality, price, and online reputation. Hotels that actively enhance their online reputation through effective marketing strategies receive higher customer ratings.

Analysis and Discussion of the Study Results

Section One: Evaluation of Hotel Services by Algerian and Foreign Tourists

Table 2 below presents tourists' responses regarding the evaluation of services provided in hotels. The arithmetic mean values for the various services were generally close to a score of "agree," with the highest values observed for the second and fourth items (3.56 and 3.43, respectively), which correspond to the cleanliness of the hotels' public facilities and the method of service delivery. The standard deviations for these items were approximately the same.

The table also indicates a lower arithmetic mean for the diversity of services offered. Regarding the low mean value for the quality of food and beverages, this result cannot be relied upon, as the standard deviation is relatively high (1.50), indicating considerable dispersion in responses and reducing the reliability of the mean for evaluating this item.

Table 2 *Tourist Evaluation of Hotel Service: Algerian and Foreign Tourists*

No.	Items / Statements	Mean	Standard Deviation	Rank
1	Availability of service at all times	3.25	1.12	3
2	Cleanliness of hotel public facilities	3.56	1.22	1
3	Variety of services offered	2.85	1.06	7
4	Style of service delivery	3.43	1.20	2
5	Speed of service delivery	3.18	1.11	5
6	Quality of food and beverages	2.97	1.50	6
7	Accuracy of service timing	3.24	1.14	4

Section Two: Tourist Evaluation of Hotel Prices: Algerian and Foreign Tourists

From examining Table 3 beneath, it is evident that tourists' responses regarding the evaluation of hotel prices were relatively consistent, with arithmetic mean values ranging between 2 (disagree) and 3 (unsure). Specifically, this resulted in low mean scores for tourist satisfaction with accommodation prices, as well as the prices of food and beverages offered in hotels, and the discounts granted to tourists, which were 2.04, 2.14, and 2.43, respectively values that fall within the "disagree" category. It is also noteworthy that there was a clear consensus among tourists regarding their lack of awareness of the availability of tourist vehicles in hotels, as indicated by the low variance in responses to this item (0.72).

Table 3: *Tourist Evaluation of Hotel Prices Algerian and Foreign Tourists*

No.	Items / Statements	Mean	Standard Deviation	Rank
1	Hotel accommodation prices	2.04	1.21	6
2	Food and beverage prices	2.14	1.03	5
3	Prices of other facilities	2.60	1.02	3
4	Tourist car rental prices	2.81	0.72	1
5	Discounts offered	2.43	1.08	4
6	Price suitability in relation to service quality	2.77	1.36	2

Section Three: Tourist Evaluation of Hotel Distribution Algerian and Foreign Tourists

Table 4, illustrate that the majority of the study participants expressed satisfaction with the location of hotels and the ease of booking, with the highest arithmetic means of 4.02 and 4.00, respectively. This underscores the importance and role of these two aspects in attracting tourists and ensuring their satisfaction. However, satisfaction levels regarding the availability of signboards for hotel locations and the availability of transportation were low, with arithmetic means of 2.00 and 2.91, respectively. This reflects tourists' disagreement and highlights the absence or scarcity of directional signboards, as well as their limited awareness of available transportation options. Consequently, these deficiencies contributed to a lower overall satisfaction score for the distribution aspect in hotels.

Table 4: *Tourist Evaluation of Hotel Distribution Algerian and Foreign Tourists*

No.	Items / Statements	Mean	Standard Deviation	Rank
1	Hotel location	4.02	1.43	1
2	Ease of booking	4.00	1.03	2
3	Ease of access to the hotel	3.47	1.25	3
4	Availability of transportation	2.91	1.15	4
5	Availability of directional signs for the hotel	2.00	1.23	5

Section Four: Tourist Evaluation of Hotel Promotion: Algerian and Foreign Tourists

Table 5 demonstrate that there is an almost unanimous agreement among the majority of respondents regarding their lack of awareness of the slogans used by hotels and the extent to which Arab tourism exhibitions are widespread. In addition, respondents expressed limited knowledge about the credibility of advertisements issued by hotels to promote their services and the reliability of such promotional campaigns. The arithmetic mean for these variables ranges between (3.27) and (2.72).

Furthermore, respondents expressed dissatisfaction concerning tourism-related news and reports about the region, the sponsorship of cultural programmes and activities, service advertising, and the

distribution of gifts, with arithmetic means ranging between (2.54) and (2.31). However, a considerable level of satisfaction was recorded regarding personal communication with hotel staff. The variation in standard deviation values also clearly reflects differences in respondents' perceptions.

Table 5: *Tourist Evaluation of Hotel Promotion Algerian and Foreign Tourists*

No.	Items / Statements	Mean	Standard Deviation	Rank
1	Advertising of services	2.50	1.22	7
2	Credibility of advertisements	3.27	1.14	2
3	Slogans used in promotion	2.91	0.67	4
4	Level of personal communication	3.62	0.94	1
5	Extent of Arab tourism fair participation	2.72	1.06	5
6	Tourism news and reports	2.54	0.96	6
7	Sponsorship of cultural programmes and activities	2.31	0.92	8
8	Distribution of gifts	2.50	0.88	7
9	Credibility of publicity	3.16	1.04	3

Section Five: Tourist Evaluation of Hotel Personnel Algerian and Foreign Tourists

Table 6 underneath shows that the majority of the study population expressed satisfaction with hotel staff. The highest level of satisfaction is attributed to tourists' feelings of confidence and safety when dealing with hotel employees, with an arithmetic mean of (4.08), while the lowest level of satisfaction relates to the speed of response to requests, with an arithmetic mean of (3.24). This finding is consistent with the results presented in Table (5), particularly concerning respondents' answers to Statement No. (4), which addressed the level of personal interaction between employees and guests in the context of promotion.

The lowest arithmetic means were recorded for statements related to staff skills, appearance, and responsiveness to requests, ranging between (3.33) and (3.24).

Table 6: *Tourist Evaluation of Hotel Personnel Algerian and Foreign Tourists*

No.	Statements	Mean	Standard Deviation	Rank
01	Staff skill	3.33	1.28	5
02	Staff appearance	3.25	1.30	6
03	Staff attitude	3.56	0.94	3
04	Service delivery style	3.54	1.08	4
05	Speed of response to tourists' requests	3.24	1.10	7
06	Tourists' sense of trust and safety when dealing with hotel personnel	4.08	0.86	1
07	Response to tourists' inquiries and resolution of problems they encounter	3.70	0.99	2

Section Six: Evaluation of the Physical Environment in Hotels by Algerian and Foreign Tourists

Table 6 beneath demonstrates that the majority of the study population expressed satisfaction with hotel staff. The highest level of satisfaction is attributed to tourists' feelings of confidence and safety when dealing with hotel employees, with an arithmetic mean of (4.08), while the lowest level of satisfaction relates to the speed of response to requests, with an arithmetic mean of (3.24). This finding is consistent with the results presented in Table 5, particularly concerning respondents' answers to

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The lowest arithmetic means were recorded for statements related to staff skills, appearance, and responsiveness to requests, ranging between (3.33) and (3.24).

Table 7: Evaluation of the Physical Environment in Hotels by Algerian and Foreign Tourists

No.	Statements	Mean	Standard Deviation	Rank
01	The overall external appearance of the hotel.	3.64	1.47	4
02	The internal appearance of the hotel.	3.66	1.47	3
03	Quality of furniture and décor.	3.02	1.61	9
04	Available equipment in the room.	3.08	1.55	7
05	Quietness and comfort.	3.91	1.34	1
06	Availability of tourist cars.	2.70	0.86	10
07	Availability of halls for parties and conferences.	3.14	0.82	6
08	Availability of communication facilities.	3.04	0.95	8
09	Availability of parking spaces.	3.70	0.86	2
10	Availability of entertainment services for children.	2.66	1.07	11
11	Availability of sports activities.	2.64	1.09	12
12	Level of cleanliness in the hotel.	3.47	1.35	5

Section Seven: Evaluation of the Service Delivery Process in Hotels by Algerian and Foreign Tourists

Table 8 demonstrates that tourists are satisfied with hotel reservation procedures, which recorded the highest arithmetic mean (3.87) and a standard deviation of (0.93). However, they expressed disagreement regarding the advertisement of all services available in hotels, which obtained the lowest recorded arithmetic mean (2.43) and a standard deviation of (1.04). The relatively high value of the standard deviation indicates a wide variation in tourists' responses and suggests that a significant proportion of them are not fully aware of all the services offered by the hotels.

Table 8: Evaluation of the Service Delivery Process in Hotels by Algerian and Foreign Tourists

No.	Statement	Mean	Standard Deviation	Rank
01	Staff hospitality	3.02	1.17	4
02	Reception quality	2.97	1.33	6
03	Use of modern technologies in service delivery	2.89	1.12	7
04	Staff freedom to act	3.29	0.96	3
05	Accuracy in scheduling	3.29	0.90	3
06	Hotel reservation procedures	3.87	0.93	1
07	Commitment to the advertised service	3.45	0.85	2
08	Punctuality in service delivery	2.99	1.04	5
09	Advertising of all available services	2.43	1.04	8

Section Eight: Evaluation of Hotel Marketing Mix Elements from the Tourists' Perspective

Table 9 highlights that the element of the hotel marketing mix that most influences tourists' satisfaction, from their perspective, is the employees, with a total average arithmetic mean of the statements for this element of (3.53) and a standard deviation of (1.08). This result confirms tourists' approval and satisfaction regarding their interactions with hotel staff.

The lowest level among the various elements of the marketing mix is recorded for the price element, with a total average arithmetic mean of (2.47) and a standard deviation of (1.07), indicating that the responses of the tourist sample reflect disapproval.

It is also evident from the same table that the tourists in the study are hesitant regarding the extent to which many elements of the hotel marketing mix affect their satisfaction. The arithmetic mean for the effect of distribution on tourist satisfaction is (3.28), and similar patterns are observed for the effect of the physical environment, service quality, the service provision process, and promotion on tourist satisfaction, with arithmetic means ranging between (2.47 and 3.23).

There is a noticeable dispersion in tourists' opinions regarding the impact of these elements of the service marketing mix on their satisfaction, as indicated by standard deviation values ranging from (1.07 to 1.21).

Table 9: *Evaluation of Hotel Marketing Mix Elements from the Tourists' Perspective*

No.	Statements	Mean	Standard Deviation	Rank
01	Evaluation of service by Algerian and foreign tourists	3.22	1.20	4
02	Effect of price on Algerian and foreign tourists	2.47	1.07	7
03	Evaluation of distribution by Algerian and foreign tourists	3.28	1.22	2
04	Evaluation of promotion by Algerian and foreign tourists	2.84	0.99	6
05	Evaluation of personnel by Algerian and foreign tourists	3.53	1.08	1
06	Evaluation of the physical environment by Algerian and foreign tourists	3.23	1.21	3
07	Evaluation of the service delivery process by Algerian and foreign tourists	3.13	1.04	5

Findings and Recommendations

First Results: Customers' evaluation of hotel marketing is influenced by several factors, including digital marketing, electronic reviews, sustainable marketing, and the customization of offers using artificial intelligence. Customer engagement with influencer marketing or experiential marketing campaigns can also significantly contribute to positive evaluations, highlighting the importance of providing personalized and valuable experiences to enhance overall customer ratings.

In light of the above, this study reached a set of important findings. The data indicate that respondents' attitudes are generally negative regarding their evaluation of the elements of the service marketing mix in hotels, with some positive aspects noted. However, several shortcomings cannot be overlooked, as they negatively affect tourist satisfaction. The key results are summarized as follows:

1. The study found that tourists are satisfied with hotel staff and feel highly confident and secure when interacting with them. However, there is a noticeable delay and inefficiency in responding to requests, answering inquiries, and resolving problems.
2. Tourists are generally satisfied with the services provided in hotels, particularly regarding service availability at all times and the cleanliness of public facilities. Nevertheless, a significant portion of tourists reported dissatisfaction with the diversity of services offered, the quality of food and beverages, and the punctuality of service.

3. Most tourists in the sample perceive accommodation prices, food and beverage prices, and other facility charges as high. There is also a lack of provision and granting of discounts, which contributes significantly to their dissatisfaction.
4. Regarding distribution, tourists reported low satisfaction with both the availability of hotel signboards and the availability of transportation services, while confirming satisfaction with the importance of hotel locations and the ease of booking.
5. There is a general lack of awareness and knowledge among tourists regarding hotels' participation in tourism exhibitions related to Algeria's tourism potential, as well as weak hotel engagement in tourism news and reports, sponsorship of cultural programs and activities, and distribution of promotional gifts.
6. Respondents indicated a low level of availability of tourist vehicles and recreational services for children within hotels.
7. The study revealed weaknesses and limitations in hotels' advertising and promotion of all the services they provide.

2. Recommendations

Based on the findings of the study, a set of recommendations and suggestions can be proposed to improve the quality of hotel services and support the development and promotion of the tourism industry in Algeria, as follows:

1. **Price Review:** Hotels should review the prices applied for various services offered to tourists and compare them with those of competing hotels, particularly in neighboring countries, with special attention to Tunisia.
2. **Staff Training:** Hotel management should prioritize the training and development of their employees to deliver services promptly and in a manner that meets customer expectations, thereby enhancing guest satisfaction during their stay.
3. **Signage Improvement:** Hotels should invest in creating clear and effective signboards that indicate the hotel's location and facilitate easy access for tourists.
4. **Marketing Strategies:** Hotels should adopt effective marketing strategies and programs that consider domestic tourism, which is currently experiencing an outflow to neighboring countries. Additionally, they should develop advertising and promotional programs tailored to the specific characteristics of each target market.
5. **Technology Integration:** Hotels should implement modern technological applications to enhance service delivery, ensuring prompt responses to customer requests and efficient resolution of any issues encountered.

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