



## STRATEGIC MANAGEMENT OF THE DOMESTIC TOURISM: THE FIRST STEP FOR A SUCCESSFUL ALGERIAN TOURISM SECTOR

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### Abstract

Tourism has proven it self to be the major catalyst for development in any country. It has also elevated its role as a major player in other aspects such as environment protection and revitalization of culture. Unfortunately Domestic Tourism is usually neglected even though it's considered as the beating heart of the tourism sector and an essential component in the tourism process. In order to that we try to present in this paper the different aspects of Domestic Tourism and its successful South African strategy as a guideline for futur algerian investments.

### Introduction

Domestic tourism is important not only to stimulate leisure travel at home, but also to attract more foreign tourist arrivals to the home country. When you have a nation of enthusiastic and passionate domestic leisure tourists, you gain a priceless bank of recommendations and ambassadors with which to attract more foreign tourists to your country. It also creates a kind of tourist affiliation. As a result , 80% of the volume of tourism in the United States, is domestic tourism. In order to that Algerians should be tourists in their own country and experience the sheer beauty of their land, its rich culture , heritage, , warmth and the hospitality of their fellow citizens. so they can be themselves the ambassadors of this experience to the millions of international tourists annually .**Research'**

**Problematic :** we can formulate the problematic of this research in the following question :

### How to successfully apply Domestic Tourism?

And for answering this problematic we chose to build this paper on three main axes as follows :

- 1- Domestic Tourism Concepts ;
- 2- Domestic Tourism Practices ;
- 3- South Africa's Study Case .

### Objective and Methodology

The importance of this research lies in the importance of the Domestic Tourism in the Tourism sector. We seek to show the most important features of the approach to encourage national economic institutions to adopt it in the tourism field . So the purpose of the present paper was to clarify the concept , indicating its importance, and the necessary requirements for its habilitation and development in Algeria as an alternative solution to improve the national economy in the light of the current crisis.

To conduct this paper we used the descriptive analytical approach, the main emphasis has been made on the domestic tourism. Data has been collected from multiple sources which helped us to analyze the ideas, and connect them logically and scientifically.



### A. Domestic Tourism Concepts

#### 1. The Difference between Domestic & International Tourism

- a) **The Tourism Definition :** " tourism comprises the activities of people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes ".<sup>(1)</sup>
- b) **Types of Tourism :** Different types of tourism can be recognized depending on length of stay, mode of transport used, distance travelled, purpose of trip and price paid by tourists. Broadly speaking, there are four major types of tourism namely : international tourism, domestic tourism, long distance tourism, and short distance tourism.<sup>(2)</sup> But based on the WTO, tourism could be categorized as tow main types :
  - ✓ **International Tourism** involves trips between tow countries. Ex: Trips between Algeria and Tunisia. ,Algeria as the point of origin and Tunisia as point of destination ;
  - ✓ **Domestic Tourism** involves trips made by local residents within their own countries. Ex: an Algerian, who lives in Constantine, takes a business trip to Algies.

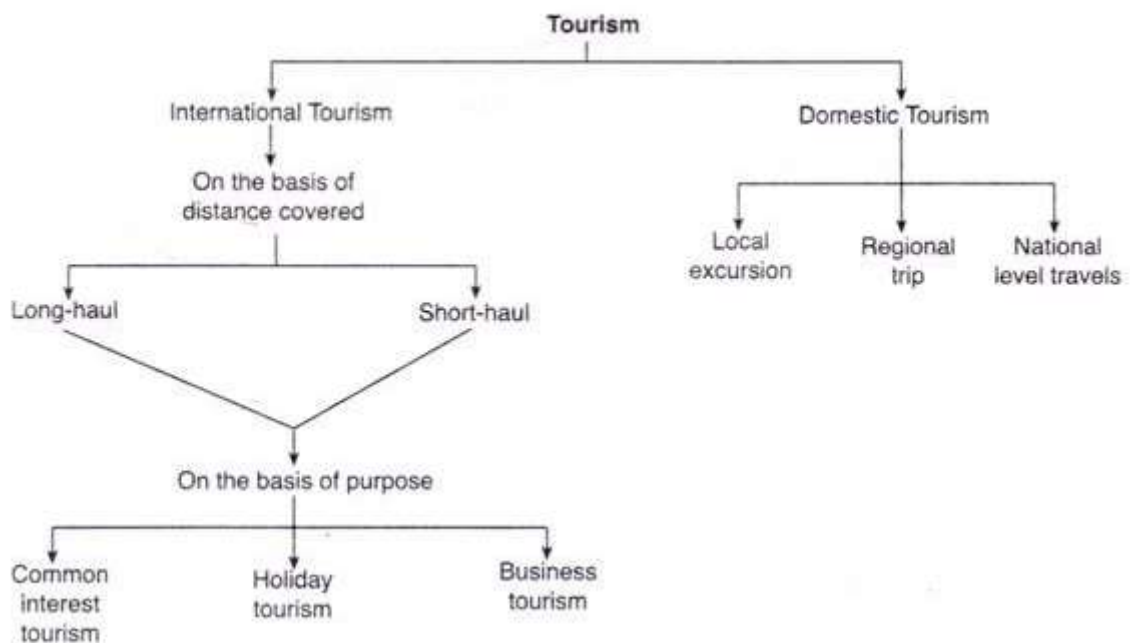


FIG 01 : The Main Types of Tourism

Source : [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com)

#### 2. Domestic Tourism / Tourist Definition

- a) **Domestic Tourism Definition :** Domestic tourism is defined as a tourist activity within the borders of the home country, in other words by the inhabitants and members of the same country. The inhabitants of a particular region travel from their place of residence to another area of the same country for leisure, recreation and tourism. An estimate of an at least 80 kilometers from their homes , in a period not less than 24 hours and not exceeding one year, and then return to the original residence.<sup>(3)</sup>
- b) **Domestic tourists Definition :** Domestic tourists are tourists who travel within their own country. They are ten times as many as-international tourists , as a group spend seven times the amount spent by the latter.<sup>(4)</sup> Domestic tourists could be Vacationers Businessmen ,Executives,Diplomats ,Students and Workers .



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### 3. *Domestic Tourism Characteristics*

Domestic tourism is concerned with travelling within the country in order to that :

- It's usually less Expensive ;
- Less travel requirements ex : It does not need a passport and visa or conversion of one currency into another ;
- Fewer Cultural adjustments ex: no need to use an other lagunages ;
- It has greater scope in countries of large dimensions such as India as compared to smaller countries ;
- From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to a national level travels.

### 4. *Types of Domestic Tourism*

On the basis of the purpose of the tour or the motives of the tourists or the geographical journey , we can say that domestic tourism has several types as follows :<sup>(5)</sup>

- ✓ **Common Interest Tourism** : this type of domestic tourism has the goal of visiting friends and relatives, so it puts a very low pressure on the provision of tourist facilities at the destination ;
- ✓ **Holiday Tourism** : It's the most popular type. A fine weather favourable for sightseeing, touring, recreation and going around different cultural sites are sought after by incoming tourists of this category ;
- ✓ **Business Tourism** : Business tourists travel to boost their business, attend trade fairs and conferences pertaining to commerce or professions. They combine business with recreation using same facilities as provided for holiday tourists ;
- ✓ **Inter Regional Tourism** : Moves from one region to another Ex : From the north Algerian to the Algerian Sahara ;
- ✓ **Intra Regional Tourism** : Moves from one province to another within one specific region Ex: From Annaba to Skikda ;
- ✓ **Local Tourism** : Often classified as an excursionist because of the assumption that the tourist will not need to stay beyond 24 hours in his/ her destination which is always within his/ her province .

### 5. *The Importance of Domestic Tourism* <sup>(6)</sup>

- ✓ Domestic tourism effectively contributes to the achievement of a high level of well-being of the individual and society in general , whether it was psychological, social, health, economic, physical or intellectual well-being ;
- ✓ Domestic tourism limits the leakage of national income outside the country by encouraging tourism investment within the country itself ;
- ✓ Domestic tourism contributes in the raise of the level of employment opportunities for unemployed youth in the case of tourism investment within the country, when the establishment of hotels, restaurants, services and entertainment centers .

## B. Domestic Tourism Practices

### 1. *The Planning Methods for a Successful Domestic Tourism*

As we live in an era of rapid developments it is useful to take the latest planning methods that put into account the changing factors affecting the tourism sector, and the most important of these methods are the following :<sup>(7)</sup>

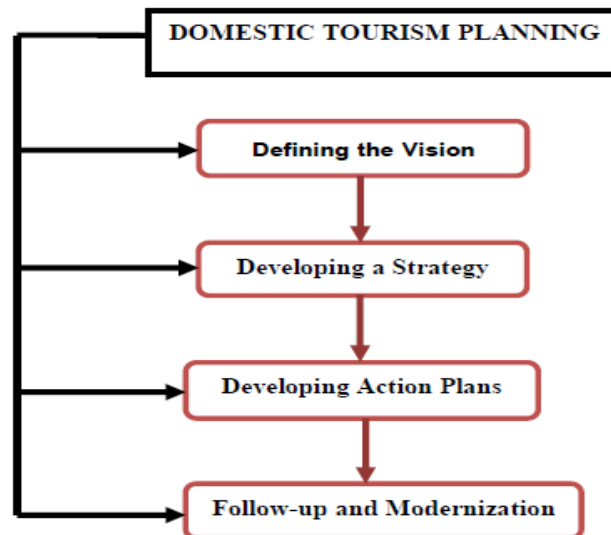


FIG 02 : The Planning methods of Domestic Tourism .

Source : Author treatment based on the info from : Benaoud elmoushaabi omar , ( 2000 ) : **Towards a Modern Domestic Tourism Vision** , al-jazirah Journal , 01 st ED .

- ✓ **Defining the Vision** : depends on a precise analysis of the current situation and a realistic outlook on the future situations, not only on the level of the tourism sector, but on the level of all the actions affecting it or affected by it, and not only at the target area, but also at the level of the areas that affect or are affected by that region.
- ✓ **Developing a Strategy** : Once the tourism vision has been adopted and determined, a strategy should be proposed to achieve the following orientations :
  - Developing tourism as an industry and focusing on the domestic one ;
  - Putting a comprehensive definition of the wanted type of domestic tourism and focusing on it ;
  - The Reformulation of tourist activities ;
  - Opening new tourist areas and sites ;
  - Focusing on Human efficiency development ;
  - Working on Internal and external tourism integration.
- ✓ **Developing Action Plans** : Following the adoption of the above elements of the strategy, the policies, activities and programs required to achieve them must be identified, after that action plans are developed to implement those specific policies, activities and programs.
- ✓ **Follow-Up and Modernization**: The follow-up of the implementation of policies, activities and programs is one of the fundamentals of the sound planning process to determine the level of implementation and the extent of success in achieving the desired benefit and then it must be an updating to face the changes in the tourism sector.

## 2. The Obstacles to the Application of Domestic Tourism in Algeria

Domestic tourism in general and in Algeria in particular is affected by a number of negative factors, which can be summarized as follows:<sup>(8)</sup>

- ✓ **The Lack of Integration in the Tourist Structure**: The concept of the cities infrastructure, which serves mainly residents of those cities and their surrounding areas, namely roads, electricity, water, telephone lines and other is defrent from the tourism infrastructure (or so-called tourist triangle), which consists of the appropriate tourist accommodation , tourist entertainment places, and suitable tourist food , in other words :
  - **Weak infrastructure**: This causes the internal and external roads linking the states and cities of the state, especially those containing archaeological sites to be dangerous or less valid ;



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- Insufficient services: which tourists need on the roads leading to the tourist places ;
  - Lack of many necessities, especially housing such as: three-star hotels for low-income, as well as hygiene.
- ✓ **High Prices:** and high taxes in relation to internal tourism costs.
  - ✓ **Lower Per Capita Income:** This leads to the inability to go out for tourism and leisure as a luxury, being busy providing basic needs first.
  - ✓ **Archaeological Negligence :** the lack of attention and care of adequate and necessary archaeological sites and the weak of their promotion within the country.
  - ✓ **Lack of Tourism and Cultural Awareness** of the importance and place of these tourist attractions. Adding to that the limited diversity of recreational activities and programs that encourage tourism and entertainment for different segments of society.
  - ✓ **The Absence of Tourist Information:** If we look at our local tourist areas, we find that the tourist information is absent from it, Therefore, we find that the vast majority of citizens are moving towards the tourist areas with available information for a safer trip and these are usually foreign countries .
  - ✓ **The Traditional Thinking of Tourism Activities :**When the signs of success begin to appear on one of the tourism projects, we find that many investors are moving towards the simulation of this project as consequence the replication of the projects negatively affects the profits of the basic project and the replicated one, so It is more worthy for the investors , the region and its tourism activities to do complementary projects instead of duplicating the existing ones .
  - ✓ **Tourism Competitiveness :** While there are global trends towards the integration of tourism among the different regions of the world, we find that the domestic tourism activities are similar, even when it's known that what succeeds in one region it most likely will not work in other regions due to their differences . each region has its own advantages, so it is important that our orientation would be towards the integration of tourism activities because of its positive role in increasing the proportion of domestic tourism.
  - ✓ **Emotional Discourse in the Call for Domestic Tourism :** This discourse may affect a small segment of society, while the big segment that favors foreign tourism will not be affected by it because its preference for foreign tourism is due to its own previous successful experiences or its friends and relatives, or because of the temptations of advertising, which has reached a high level with the spread of various satellite stations and internet service. Therefore, in order for this discourse to have a great impact, it must be supported by facts such as remarkable economic benefits and competitive entertainment advantages.

### 3. *The Favorable Factors to the Development of Domestic Tourism*

There are small things in their meanings big in their impact on the domestic tourism that we should as economics and marketers think about, and perhaps the most important of these things are the following:<sup>(9)</sup>

- ✓ **Tourism Integration with Neighboring Countries:**Because of its positive effects on the tourism industry ,the world's tourism trend is towards the integration of tourism among the neighboring countries, especially that the desire of tourism in contemporary societies is to move between different regions and do different activities as a result to the rapid pace in the modern life style . The best example for this tourism style is Singapore's tourism when we see that it's vision for the next century is based on the tourism integration with Southeast Asian countries.
- ✓ **Ownership System :**One of the most important factors that determine the tourist destination for families is the availability of suitable housing, so we find that the majority of tourists who have a tourist housing in some region , especially domestic regions , they visit it annually, even if they want to see other sites, for economic considerations , adding to that the Social links that usually arise because of the repeated seasonal visits to that area.
- ✓ **Publishing Tourist Information:** Which can be easily accessed by surfing the internet and identifying the tourist potential of the desired destination ,projects, services, prices and the possibility of booking.
- ✓ **Human Tourism Qualification :** Sometimes a word from tourist guide or a certain way of service from an office or tourist institution has more impact on a tourist than a luxurious touristic material in a tourist site, so the qualification of those who have to do with tourism, whether they were an



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individuals, offices or institutions is considered one of the most important factors, which must be given their proper amount of importance due to their impacts.

### C. South Africa's Study Case

On May 2nd 2012 south africa initiated a new Domestic Tourism Growth Strategy under the tagline “whatever you are looking for, it’s right here in South Africa”. Before the launch of this new strategy South africa had already a promising results in the Domestic Tourism sector. According to the South african statistics in 2011:<sup>(10)</sup>

- ✓ Domestic tourism contributed with 76% of it’s total tourism volume, and around 20 billion to the country’s economy in 2011, which made a substantial contribution to creating and sustaining much-needed jobs ;
- ✓ A total of 26,4 million domestic trips were taken in 2011 against 29,7 million in 2010.
- ✓ The number of adult South Africans who travel domestically grew to 13,9 million which means 3% more than the 13,5 million who took domestic trips in 2010 ;
- ✓ The average spend per domestic trip grew to R780 per trip In 2011, from an average of R710 per trip in 2010.

As a results to the previous statistics the South African government wanted to get advantage from this profitable sector, in order to that This new strategy centres on innovation, stakeholder participation, and the offering of authentic, affordable experiences and packages that meet the needs of all potential local travellers .

#### 1. The Objectives and Targets of the New Strategy

The new Domestic Tourism Growth Strategy is in further response to the National Tourism Sector Strategy (NTSS)<sup>(11)</sup> announced in 2011, which has set clear targets in terms of domestic and foreign arrivals and projected contributions to the country’s (GDP) <sup>(12)</sup>.

The Domestic Tourism Growth Strategy was developed following an extensive consultative process, which took place over a period of eight months and aims for the following goal :<sup>(13)</sup>

- ✓ In terms of the NTSS, the department aims to reach 54 million domestic trips by 2020 as well as to ensure that domestic tourism contributes 60% of tourism’s overall contribution to GDP ;
- ✓ The strategy aims to increase domestic tourism revenue ;
- ✓ Expand domestic tourism volume ;
- ✓ Enhance efforts to address seasonality and equitable geographic spread of domestic travel ;
- ✓ Entrench a culture of tourism among South Africans.



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Table 01 : The Main Objectives of the New SA Domestic Strategy

Objectives	NTSS Baseline 2009	2010	2015	Targets 2020
To increase domestic tourism revenue	54.8%	55%	58.8%	60%
Increase domestic tourism volume	30.3 million	29.7 million	40 million	54 million
To improve measures and efforts aimed at addressing seasonality and equitable geographical spread ( Bed nights)	128.4 million	130.8 million	20% bed nights (increase over 2009)	34% bed nights (increase over 2009)
To enhance the level of the culture of tourism/travel among South Africans	No baseline		To be determined based on the baseline	

Source : Domestic Tourism Growth Strategy 2012- 2020 , [www.tourism.gov.za](http://www.tourism.gov.za) .

### 2. The Domestic Marketing Campaign

To launch a successful new Domestic Tourism Growth Strategy first and foremost there must be a new domestic marketing campaign. The campaign should extend beyond traditional advertising, and include events, deals and fun trips to get to the domestic tourists and make them talking and excited, and encourage more people to be tourists in their own country, in order to that The South African domestic tourism campaign included the followings :<sup>(14)</sup>

- ✓ A series of television, radio and outdoor advertisements addressing the key market segments chosen with a focus on the country's nine provinces ;
- ✓ Including special offers, stories about exciting things to do, and recommendations about where to go, how to get there and what to look out for on the way ;
- ✓ The new strategy will also see closer working relations with trade, including the continuation of partnerships with airlines, agents and hotel groups.

A research conducted by SAT <sup>(15)</sup> found that an emotional connection to travel plays a central role when consumers make their travel choices. In order to that The central messages, and key drivers, of the new domestic tourism campaign were :

- ✓ Invest in yourself and your relationship with family, friends and loved ones ;
- ✓ Take advantage of all the destinations South Africa offers ;
- ✓ In South Africa, you are able to experience one of the most beautiful, capable, friendly and desirable destinations in the world.

### 3. The Targeted Segment

The new campaign has widened its scope from the young and upcoming segment of South Africa, which was the chief focus of SAT's successful campaign. To address a wider range of target consumers either to stimulate the desire for travel among groups who do not have a holidaying culture, or to encourage those who travel abroad to take their leisure trips in South Africa. The five key consumer segments that the new campaign targeted are as follows:<sup>(16)</sup>



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- ✓ **Spontaneous Budget Explorers** :Young people of all races who impulsively go away for short breaks with friends, and who prefer activity-filled breaks over quiet weekends away ;
- ✓ **New-Horizon Families** : Professionals older than 35, with or without families, who go on holiday to reward themselves for hard work, and who take advantage of special holiday and flight deals ;
- ✓ **High-Life Enthusiasts** : Successful go-getters who travel to boost their social status and seek out exceptional service and luxury experiences ;
- ✓ **Seasoned Leisure Travellers** : People aged about 25 to 45 who have a travel culture, and who go on holiday regularly. They understand the value of memory over commodity, and travel to relax and spend time with loved ones ;
- ✓ **Well-to-do Mzansi Families** : People who travel to escape the city, stress and the pressures of daily life. They seek new and different locations to relax in, and they take advantage of special deals and offers.

#### 4. *The Advantages of South African Tourism*

South africa has a breathtakingly beautiful scenery, a treasure trove of cultures to explore, and fascinating people to meet. It also has wonderful cities, which offer some of the best urban leisure experiences in the world, variety and diversity and an outstanding and capable tourism infrastructure.

South African were determined to promote and enhance domestic tourism and implement strategies to grow this sector, which is the very lifeblood of their tourism industry. The new strategy saw a closer working relations with trade, including the continuation of partnerships with airlines, agents and hotel groups. and the campaign have taken into account that consumers are increasingly cautious about how they spend their money. They seek and demand exceptional value, and that is what the sector intends to offer. <sup>(17)</sup>

### Conclusion

Algerian incomes have collapsed as a result to the recent oil crisis, which necessitates an urgent compensation for these losses by giving the appropriat attention to the possible alternatives, one of which is tourism . We believe that the best method to enhance the quality, the image, and status of the Algerian tourism is to start with the local markets .

We identified in this paper the domestic tourism and it's types for a better and easier approach for algerian tourist institutions and investors while cibling their local tourist targets. We also presented it's Planning methods ( vision - strategy - action plans - follow -up ) as well as its main obstacles and favorable factors along side with a succesfull south africain strategy .

As a conclusion we can say that the rest of the world comes to enjoy the offerings that are available to us on our doorstep. our message is to the tourist investors , Algerian citizens seek world-class destinations to relax in, have an adventure and to explore so you (tourist investors) shoud work for them to find what they are looking for right here in Algeria and gain a very profitibal market with a promessing positive word of mouth to attract foreign segments

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