



The Role of Integrated Marketing Communications in Promoting Algerian Sports Tourism in Light of Social Media Platforms

Zehra Kemel^{1*} 
Hanane Chetibi¹ 

¹ University Algiers 3, Department of Commercial Sciences, Algeria, kamel.zohra@univ-alger3.dz, chetibi.hanane@univ-alger3.dz, ror.org/01pynjp12

*Corresponding Author



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Abstract: This study seeks to explore the link between integrated marketing and the growth of sport tourism in Algeria, emphasizing the role social media in shaping Algeria sport tourism identity. To achieve the objectives of the study, the researchers used the descriptive and analytical approach due to its relevance to this type of research. The sample was an intentional random sample of people working in the Sports Directorate and tourism and travel institutions in Algeria. 80 questionnaires were distributed, and the research included two main variables, the independent variable represented by integrated marketing communications. In light of social media platforms and the dependent variable is sports tourism, the study reached results including that integrated marketing communications via social media platforms have a role in promoting sports tourism in Algeria, and that the obstacles facing the use of integrated marketing communications via social media platforms have a role in hindering the promotion and revitalization Sports tourism in Algeria, and in light of the results, recommendations were presented.

Keywords: Integrated Marketing Communications, Sports Tourism, Social Media Platforms, Sports Tourist

1. Introduction

Sports tourism, a dynamic sector that leverages the power of sporting events to attract visitors, has gained significant momentum in Algeria. Recent years have witnessed a surge in major sporting events like the Mediterranean Games Oran 2022 and the African Cup of Nations, which have not only captivated local audiences but also drawn international attention.

To capitalize on this growing interest, effective marketing strategies are crucial. Integrated Marketing Communications (IMC) offers a comprehensive approach to promoting sports tourism by coordinating various marketing channels to deliver a consistent and compelling message. Social media platforms, in particular, have emerged as powerful tools for reaching a diverse audience and fostering engagement.

This study aims to delve into the impact of IMC, particularly through social media, on the development of Algeria's sports tourism sector. By examining the various definitions and applications of IMC and social media in this context, the research seeks to shed light on their significance in stimulating sports tourism. Ultimately, this study will contribute to a deeper understanding of how effective IMC strategies, leveraged by social media, can enhance Algeria's tourism competitiveness on both regional and international levels. When studying the literature on Integrated Marketing Communications (IMC), it becomes evident that since the 1990s, it has gained significant importance as a strategic approach to marketing management (Holm, 2006). This increased prominence is attributable to the effectiveness of various marketing communication tools, including advertising, public relations, personal selling, sales promotion, and direct marketing (Percy, 2008). IMC operates by leveraging the synergistic impact of these tools on the sports tourist, IMC adopts a comprehensive vision aimed at optimizing the combined effect of multiple communication channels, ranging from traditional media to modern platforms like social media. This transition from one-way communication to interactive two-way dialogue has been highlighted in recent research (Dina, 2018). Studies focused on sports tourism have underscored the potential of social media platforms to achieve synergistic and superior results in promoting this sector (Prokopento et al., 2020; Doliskan & Atghia, 2021; Stjepić et al., 2022).

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Based on the preceding review of the studies, it becomes evident that sports tourism is one of the most significant types of tourism and has a positive impact on countries. A study by Stjepić, Pintar, and Ćurlin (2022) highlighted the relationship between sports and tourism, as well as marketing strategies and tools, identifying potential variables that could encourage Slovenian organizations to enhance successful participation in sports tourism in the coming years.

The current study aligns with previous research in its focus on sports tourism and the utilization of digital marketing. However, it diverges from these studies by addressing integrated marketing communications within the context of social media platforms, an aspect that has not been explored in any Arabic research. Additionally, the study shares similarities with previous research in its descriptive and analytical methodology, as well as its reliance on questionnaires as a research tool.

The preceding review reveals a gap in the existing literature, namely the absence of studies examining the importance of integrating social media platforms into integrated marketing communications to promote sports tourism.

2. Theoretical Framework Integrated Marketing Communications Via Social Media Platforms Integrated Marketing Communications

Defined as the process of developing and implementing various forms of persuasive communications with current and potential customers with the aim of influencing the behavior of the target audience (Percy, 2008).

It is also defined as a strategic, analytical, executive and control process on all elements of marketing communications that achieve efficiency, economics (minimum costs), effectiveness (best results) and increase transaction packages between institutions and their current and potential customers (Holm, 2006).

Social networking sites A means of interaction between people who create and exchange information and ideas in virtual communities and networks (Ahlqvist et al., 2008).

It is a communicative sharing over the Internet where photos, videos, news, articles, and audio blogs are circulated to audiences via various social networking sites (Evans, 2012).

2.1. Integrated marketing communications via social media platforms

Integrated marketing communications via social media platforms is defined as “interaction between a company or brand and its customers using digital channels and information technology.” (Kaur & Sambyal, 2017).

The emergence of the Internet and social media platforms has interactive features that have enabled the advancement of marketing methods and provided great opportunities to achieve marketing goals, as information technology has contributed to the growth of the digital economy by supporting integrated marketing communications and improving its practice, and social media platforms have enabled the development of interactive methods to improve marketing across communication platforms. (Janska, 2011), The advantage of social media platforms as a means of integrated marketing communication is the possibility and speed of reaching all target consumers due to the multiplicity of platforms and their applications.

2.2. Dimensions of integrated marketing communications via social media platforms

Some studies have dealt with integrated marketing communications as a concept with four dimensions, such as the study (Oluwafemi & Adebisi, 2018), while the study (Selvakumar, 2014), dealt with it through five dimensions. Study (Ate & Oyediji, 2019) Through six dimensions. Some studies have addressed the fundamental differences between the dimensions of traditional integrated marketing communications and electronic integrated marketing communications Some studies have also

addressed the dimensions of electronic integrated marketing communications as a three-dimensional concept as a study (Al Khattab et al., 2015) while other studies have addressed integrated marketing communications via the Internet through five dimensions as a study (Jensen, 2008).

Accordingly, the researcher adopted the following five dimensions as dimensions to measure integrated marketing communications via social media platforms: (advertising via social media platforms, public relations via social media platforms, activating sales via social media platforms, personal selling via social media platforms Social, activating sales via social media platforms), will be presented as follows:

Advertising via social media platforms: The term advertising in English is derived from the Dutch word

Adverentie, and means renting media space in order to provide a service or product to all people (Barra, 2021), With the beginning of the widespread use of networks at the local and global levels, what is called online advertising has become known It means directing promotional messages to the target audience using means used by the communicator, taking advantage of virtual communities on the Internet and social media platforms (Jenyo, 2015). Advertising via social media platforms is advertising campaigns conducted on various social media platforms in a variety of ways and methods.

Public relations via social media platforms: The concept of public relations has been around since its early days There are many discussions and debates about the reality of its role and importance to institutions, and public relations is defined as multiple and different attempts to create and maintain mutual understanding between the institution and its public (Alhariri, 2015, p. 17), and public relations is defined as “planned, drawn up and continuous administrative efforts that aim to establish and strengthen mutual understanding between the company and its public” (Mulvin, shareholders, trade bodies, suppliers, government officials, and society in general) (Blythe, 2006)

Meaning that it is an effective and planned communication process between institutions in all sectors, social media platforms have enabled organizations to communicate with their audiences in both ways, as they have opened new horizons to communicate with him, enter into two-way communication. Social media platforms have also helped public relations practitioners move from the one-way communication model of information to two-way, equal communication in order to practice interactive marketing communication.

Personal selling via social media platforms: Personal selling is one of the most important activities you will use the enterprise is to establish good relationships with consumers regardless of the market, whether it is the end consumers market, industrial buyers’ market or resale market.

Personal selling is direct communication between the seller and the consumer, with the aim of introducing him to the product and service and trying to convince him of it He pushed him to buy it. Satisfying his needs and desires (Couko et al., 1992, p. 922).

The concept of selling has evolved beyond the primitive concept, which means direct meeting, face-to-face negotiation, and in-kind delivery Hence, as selling has become electronic, and with the advent of social media platforms, sales have become carried out even without the customer’s knowledge. Current and future customers are contacted through chat rooms, as sales personnel work to inform customers and persuade them to buy the organization’s products.

Activating sales through social media platforms: Sales activation is a special case of marketing Sometimes some services or products face a state of stagnation and decreased demand for them, which threatens a decline in profitability The project highlights the role of stimulating sales in getting out of this stagnation through some methods that re-draw the consumer’s attention to the product and attract their interest. Sales activation is defined as a set of techniques directed to motivate the customer in the short term, in order to increase the level of purchase of the product (Kotler et al., 2020).

Activating sales using social media platforms, or as it is called social activation, is an important tool in marketing communications. Among the techniques for activating sales through social media platforms is affiliate marketing, which is considered a great idea for activating sales, as the number of marketers becomes larger and wider areas can be covered, which increases the success of this. The technique is to provide the marketer with an introductory material that contains all the information related to the product to be marketed (Mamdouh, 2023).

Direct marketing via social media platforms: It is defined as interactive marketing that uses one of the advertising methods to create a response that can be measured at any time and from any place. It includes the use of a group of traditional means such as e-mail, telemarketing, and others (Arafa, 2013).

Social media platforms provide an opportunity for consumers to interact with institutions, and also allow business owners to own accounts and pages for their businesses, in order to build a customer base to support their business, as they can use publications of all kinds and promotional advertisements through their pages to attract more followers and thus increasing purchasing opportunities. In addition, most social media platforms provide advertising services to owners. Businesses are equipped with tools that enable them to customize these ads based on their requirements, where they can target segments of certain consumers, and track ad results through analytics tools that show audience interaction with ads.

Sports tourism: A type of tourism whose purpose is to satisfy the individual's need to practice his favorite sport or its purpose is to satisfy his urge to watch some sports matches, competitions, shows, or festivals, or to participate in attending sports tournaments or competitions (Al-Behbahani, 2007, p. 215). Sports tourism is characterized by the movement of individuals or groups in order to participate in a sporting event (Schlemmer et al., 2020).

Organizing sporting events includes preparation, implementation, analysis and control of their effectiveness, taking into account all factors that can influence the specific event and purpose of offering sporting activities to participants and the community locally. Support from the local community and all stakeholders is required, as it is an important factor in the success of management and organization of sports events. Accommodation facilities, climate, access to the destination, image and promotion of the destination are also considered success factors.

Types of sports tourism: Sports tourism varies depending on the activity and is as follows: (Masa'deh, 2017).

- Tourism to attend a sporting event: This type of tourism is linked to international sporting tournaments and events such as: The Olympic Games, the FIFA World Cup, and major professional team tournaments.
- Tourism to attend and contribute to a sports activity: It includes athletes, their family members, and sponsors who travel to participate in sporting events, which leads to the promotion of sports tourism.
- Tourism to places famous for hosting sports tournaments: Tourism and travel to places famous for hosting sports tournaments, a center for well-known sports, and a source of attraction for its athletes and fans.

2.3. The role of integrated marketing communications via social media platforms in supporting sports tourism

The major role played by integrated marketing communications through social media platforms is due to supporting and promoting sports tourism and directing sports tourists towards it. Sports tourism is one of the most important types of tourism in the world, and a means of promoting tourism attraction, taking into account that it is an industry that achieves great economic development in the regions where hosted by. The following figure shows the role of integrated marketing communications through social media platforms in supporting sports tourism.

Figure 1

The Role of Integrated Marketing Communications in Supporting Sports Tourism in Light of Communication Platforms



Source: Created by the Author

Based on the figure above, we notice the most important objectives of integrated marketing communications in activating sports tourism on social media platforms, which are as follows:

- Used as an easy and effective tool to search and access information related to sports tourism;
- Drawing a distinctive mental image of sports tourism facilities and what they symbolize;
- Achieving a continuous increase in sales as a result of meeting the needs of sports tourists;
- Providing all the information that helps convince the beneficiary tourist and encourage him to make a purchasing decision;
- Ensuring the loyalty of sports tourists towards the services provided by providing added value in services and products Sports suit their diverse tastes and needs.

3. Field Study

3.1. Hypothesis development

Organizations are increasingly using integrated marketing communications as a form of Social exchange (Palazzo et al., 2020). There is a stable relationship between Integrated Marketing Communications and Tourism Promotion (Konwar & Chakrabarty, 2020), When IMC provides accurate information, visual representation, local reviews and insights, and support through social media platforms, it collectively contributes to creating excitement for tourists and enhancing satisfaction with tourism direction by delivering high-quality content via SM (Milawati et al., 2023; Cizreliogullari et al., 2019), and confirms that (Királ'ová & Pavlíčka, 2014). The characteristics of social media platforms has an impact on the destination's communication strategy and deals with changes in the behavior of tourists that affect the marketing of the tourist destination.

"The features of social media platforms influence destination communication strategies and address changes in tourist behavior that impact tourism destination marketing. It is well-established that advertising and public relations, when activated through social media, are increasingly driving sales. Furthermore, the elements of the integrated marketing communication mix in the social media era positively impact sports tourism (Wang et al., 2009), as revealed (Reindrawati et al., 2020), Some IMC

strategies are applied on the beach such as: Advertising, sales promotion, events, experiences, public relations, personal selling. Direct to promote beach tourism social media platforms have revolutionized the way businesses, including tourism industries, interact with their target audience. They provide a powerful tool for disseminating marketing information and promoting destinations (Rinzing, 2024). Social media platforms are visually driven. Sharing stunning photos and videos of a destination's attractions, landscapes, and experiences can create a strong emotional connection with potential travelers (Gebreel & Shuayb, 2022). User-generated content Encouraging visitors to share their own experiences through photos and videos can amplify a destination's reach and authenticity (S'hail & Benabdelouahed, 2024; Alghizzawi et al., 2018).

Social media marketing communication requires many skills. Such as technological knowledge, writing skills, and an understanding of how web content works. Social and data measurement for decision making and expertise with digital tools and platforms and channels. There is a need for a clear understanding of why social media is a tool Vitality and how social media can benefit tourism organizations. One Reasons why tourism institutions resist using social media effective clearer (Magloire, 2009; Ferraj, 2012). In their study, the presence of obstacles in social media marketing communication strategy may resist success.

Marketing Strategy in addition to the above, it is seen that (Diamond, 2012). There are a number of errors that occur in it. Social media marketers believe that these platforms are key tools of marketing. From the above studies we assume that integrated marketing communications play a role in Promoting sports tourism in light of social media platforms and the hypothesis main Three sub-hypotheses.

3.2. The main hypothesis

- **Ho:** There is a positive impact of integrated marketing communication through social media platforms in promoting sports tourism in Algeria

3.2.1. Sub-hypotheses

- **Ho.1.;**
 - There is a positive impact of applying the integrated marketing communication mix (advertising, sales promotion, public relations, direct marketing) through social media platforms on increasing the effectiveness of promoting sports tourism in Algeria
- **Ho.2.;**
 - There is a relationship between the nature of tourist marketing information provided through social media platforms and the increase in demand for sports tourism in Algeria
- **Ho.3.;**
 - There is a negative impact of the obstacles facing the use of integrated marketing communications through social media platforms on the level of promoting sports tourism in Algeria.

3.3. Study methodology

The study used the descriptive approach to describe the study variables and relied on collecting data and information by reviewing a group of previous studies. The analytical approach relates to the applied aspect of extracting conclusions indicating the analysis of the study problem through the questionnaire

Study population and sample: The study population represents employees of the Directorate of Exchanges, Movement, Youth Tourism and Entertainment at the Ministry of Youth and Sports. The two researchers selected the study sample randomly, and it amounted to (80) respondents. The sample size was determined using a study (Dina, 2018; Shaltut, 2020; Doliskan & Atghia, 2021), divided into (30) individuals working in the Youth and Sports Directorate, and (50) individuals working in tourism

institutions. A purposeful sample of senior marketing executives and participants with significant SM responsibilities was selected. The executives involved in the sample can be considered marketing and communication experts or key players. Their opinions and analyses carry significant weight in strategic decision-making within their organizations. While the sample was selected specifically from tourism and sports organizations, the study aimed to explore the potential integration between the tourism and sports sectors and how this integration can contribute to enhancing both sectors.

Study tool: To achieve the objectives of the study and answer its questions, we built the study tool represented by the questionnaire. A paper questionnaire was distributed to officials of the National Office for Activation, Development and Information in the Tourism Field (ONAT), and workers in the Directorate of Exchanges, Movement, Youth Tourism and Entertainment at the Ministry of Youth and Sports, with an electronic questionnaire distributed to Workers in tourism institutions.

The research questions were developed from theories and concepts relevant to the study. Experts in the field were consulted to ensure the questions were both important and well-phrased. The questionnaire's axes were as follows:

The first axis: The reality of using the integrated marketing communications mix via social media platforms to stimulate sports tourism in Algeria, following a comprehensive scientific review, we've formulated 12 statements and corresponding questions to evaluate the effectiveness of an integrated marketing strategy for promoting sports tourism in the light of social media platforms.

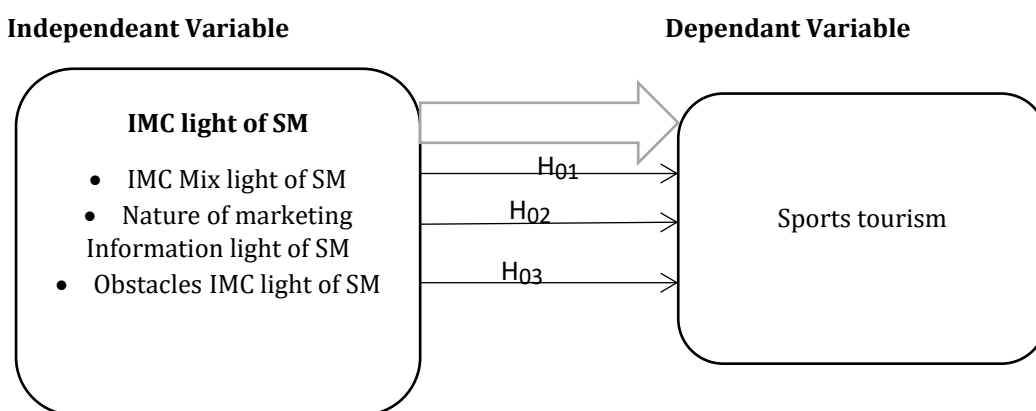
The second axis: The nature of marketing information through social media platforms that contribute to activating sports tourism, after a comprehensive academic review, we have formulated 9 statements and corresponding questions to assess the effectiveness of the marketing information provided through social media platforms for the activation of sports tourism.

The third axis: Obstacles to using integrated marketing communications via social media platforms to promote sports tourism, after a thorough academic review, we have developed 9 statements and associated questions to investigate the challenges of employing integrated marketing communications on social media platforms to boost sports tourism.

The four axis: Based on a comprehensive literature review, nine statements and research questions were formulated to assess the current state of sports tourism in Algeria.

Figure 2

Study Model



Search application: After selecting the sample, testing the data collection tool, and ensuring its validity and reliability, it was done the two researchers applied it to all members of the sample under research, and the application period was from 02/02/2024 to 01/03/2024.

Statistical methods: To achieve the objectives of the study, the Statistical Package for the Social Sciences (SPSS, V.26) program was used to transcribe and analyze the data, using Cronbach’s alpha coefficient to calculate reliability, Pearson correlation coefficient, frequencies and proportions in order to arrive at arithmetic means and standard deviations.

3.4. Exploratory study

The study was conducted on a sample of 30 individuals selected randomly from.

The research community is outside the research sample in order to confirm the validity of the study tool and its suitability for application to the study sample in the period extending from 09/01/2024 to 22/01/2024 Validity and reliability of the study tool.

- **Arbitrators' approval:**

The questionnaire was presented to a panel of expert reviewers from the fields of tourism, sports, marketing, and advertising to assess its ability to measure the studied variables. All the suggestions and comments provided by the review panel were carefully considered, and the necessary modifications were made accordingly.

- **Internal consistency reliability:**

After presenting the questionnaire to a group of arbitrators specialized in order to express an opinion on the suitability of the questionnaire for what it was developed for, both in terms of axes and phrases, after the questionnaire was judged and the amendments agreed upon by the arbitrators were made, the validity of the questionnaire’s construction was verified by measuring the correlation between Each axis and the questionnaire as a whole were used using the Pearson correlation coefficient, and the measurement results are shown in the following table:

Table 1

Construct Validity of the Study Tool

The hub the first	Ferries	Factor Correlation	CR	AVE	The hub the second	Ferries	Factor Correlation	CR	AVE	The hub the third	Ferries	Factor Correlation			
The role of integrated marketing communication mix across social media platforms in revitalizing sports tourism	01	0,269	0,866	0,619	The nature of marketing information through social media platforms contributing to the revitalization of sports tourism	13	0,443	0,914	0,681	Impediments to using integrated marketing communications via social media platforms to promote sports tourism	22	0,750			
	02	0,552					14			0,745			23	0,687	
	03	0,745					15			0,691			24	0,696	
	04	0,697					16			0,614			25	0,555	
	05	0,708					17			0,685			26	0,711	
	06	0,601					18			0,488			27	0,613	
	07	0,586					19			0,570			28	0,609	
	08	0,559					20			0,746			29	0,581	
	09	0,429					21			0,769			30	0,470	
	10	0,631													
	11	0,743													
	12	0,094													
CR	AVE	The hub the fourth			ferries	Factor Correlation		CR	AVE						
0,897	0,654	Sports tourism			31	0,550		0,941	0,742						
					32	0,657									
					33	0,682									
					34	0,623									
					35	0,721									
					36	0,569									
					37	0,709									
					38	0,696									
			39	0,562											

Statistically significant at the significance level (0.05 ≤α)

The validity and reliability is analyzed by the converging authentication of the average variability extracted (AVE), the composite reliability (CR), so that the AVE value must be greater than 0.5, and the composite reliability (CR) must be greater than 0.6 (Sarstedt, M, Ringle, C M, Hair, J, 2021), Results from the table above show that all indicators are correct and acceptable, AVE values range from 0.619 to 0.742 and are greater than 0.5 and reliable with CR composite reliability values between 0.866 to 0.941 which have high reliability.

It is clear from Table 1 that all correlation coefficients between the score of the statement and the total score of the dimension to which it belongs exceed the value of 0.21 according to the study (Octavia, 2018), and they are statistically significant at the level of (0.05), except for statement 12 in the axis. The first, which indicates the internal consistency between the statements that make up the study questionnaire and that it is structurally valid, and is considered valid for application to the study sample.

Stability coefficient: To verify the quality of the questionnaire tool, the reliability of the questionnaire tool was tested. To test the reliability of the questionnaire and the reliability coefficient, Cronbach's alpha criterion was used by applying it to a sample of (30 individuals) from the study population and outside the original sample. The measurement results are shown in the table below:

Table 2

Results of the Questionnaire Reliability Test

Interviewer	Number of Phrases	Cronbach's Alpha Coefficient
The hub the first	12	0.739
The hub the second	9	0.865
The hub the third	9	0.749
The hub the fourth	9	0.753
General Stability	30	0.882

It is clear from the table above that the Cronbach's alpha reliability coefficient exceeded 0.70, as the percentage of the first axis reached 0.739, while the percentage of the second axis reached 0.865, and the percentage of the third axis reached 0.749. This means that the reliability coefficient for the three axes is acceptable, as for the overall reliability coefficient, the percentage reached 0.882, which means that the questionnaire statements are characterized by a high degree of reliability and are of high value and acceptable to be adopted in conducting the study.

3.5. Translating and analyzing study data

Personal data analysis: The personal data of the sample members was analyzed as shown in the following table:

Table 3

Presentation and Analysis of Personal Data

Variable	Variable Classes	Repetitions	Percentage
Gender	Male	46	57,5%
	Female	34	42,5%
Function	General Managers	9	11,3%
	Marketing Manager	25	31,3%
	Employee	46	57,5%
Experience	Less than 5 years	22	27,5%
	5 years to 10 years	42	52,5%
	More than 10 years	16	20%

From Table No. (03), it is clear that the data of the sample members are distributed according to their characteristics: It is clear that 57.5% of the sample are male and 42.5% are female. 57.5% of them are Employee, followed by 31.3% marketing manager, and lastly 11.3% are general managers. 52.5% of the sample have more than 5 years of experience. to 10 years, 27.5% of whom have less than 5 years of experience, and finally the category of more than 10 years of experience, equivalent to 20%.

3.6. Transcribing and analyzing the answers of sample members

The researchers adopted the relative weight of the questionnaire sample responses according to the following table:

Table 4

Distribution of the Length of Weighted Arithmetic Mean Categories, Answers to Questions, and their Meanings

Categories	Degree of Approval
From1 to 1.80	Very weak
From1.81 to 2.60	Weak
From2.61 to 3.40	Medium
From3.41 to 4.20	High
From4.21 to 5	Very high

3.7. Translating and analyzing the sample members' answers to the first axis (the role of the integrated marketing communications mix via social media platforms in activating sports tourism in Algeria

To answer the first question, arithmetic means and standard deviations were calculated for the answers of the study sample respondents to the statements of the first axis of the study tool, which aims to identify "the role of the integrated marketing communications mix through social media platforms in activating sports tourism in Algeria," and Table 5 explains this.

Table 5

Arithmetic Means and Standard Deviations of the Study Sample Members' Answers About Theme Phrases (The Role of the Integrated Marketing Communications Mix Via Social Media Platforms in Activating Sports Tourism in Algeria)

The Number	Symbols	Arithmetic Mean	Standard Deviations	Degree Approval
01	X1	4,0125	0,77122	High
02	X2	3,5000	1,19068	High
03	X3	4,1750	0,75933	High
04	X4	4,1375	0,82283	High
05	X5	4,1750	0,93829	High
06	X6	4,2125	0,85231	Very High
07	X7	3,3500	1,15944	Medium
08	X8	3,7375	0,93786	High
09	X9	4,1250	0,76927	High
10	X10	4,1000	0,77296	High
11	X11	4,1500	0,84344	High
12	X12	4,1000	0,86566	High
The role of integrated marketing communication mix across social media platforms in revitalizing sports tourism in Algeria		4,0229	0,49256	High

The general arithmetic average for the axis of the role of integrated marketing communications mix via social media platforms in activating sports tourism in Algeria is estimated at 4.0229, corresponding to a high level of approval, which shows the large percentage. For the role of the integrated marketing communication mix in activating sports tourism on social media platforms by members of the study sample, the standard deviation was estimated at 0.49256, which highlights the presence of convergence in their answers on this axis, and is expressed in phrases 06, 03, and 05, the content of which is: "Show Sports tourism meetings and models through social media platforms (such as the tournament mascot - the city's most famous landmarks and souvenirs related to the sports event). "And "it often relies on social media platforms to announce sports activities in tourist places" and "Sports competitions are organized through social media platforms for the purpose of doing so." Impact on sports tourism behavior, respectively, as the answers of the sample members were characterized by a very high degree of agreement, with the highest arithmetic average estimated at 4.2125. and 4.1750 respectively.

This explains that the integrated marketing communications mix plays a vital role in activating sports tourism on social media platforms, by sending the right message that attracts sports enthusiasts and travelers who want to experience sports activities such as cycling, diving, and others. Integrated communication also allows promotion through social media to increase people's awareness of sports destinations and encourage them to visit. Social media platforms can be used as a tool for social interaction around sports tourism, which encourages the sharing of experiences, photos and videos, and thus increases the curiosity among others to visit destinations.

3.8. Translating and analyzing the sample members' answers to the second axis (the nature of marketing information through social media platforms contributing to the activation of sports tourism)

To answer the second question, the arithmetic means and standard deviations were calculated for the answers of the study sample respondents to the statements of the second axis of the study tool, which aims to identify "the nature of marketing information through social media platforms that contribute to activating sports tourism." And Table 6 explains this

Table 6

Arithmetic Means and Standard Deviations of the Study Sample Members' Answers Aboutthematic Phrases (The Nature of Marketing Information Via Social Media Platforms Contribute to Activating Sports Tourism)

The Number	Symbols	Arithmetic Mean	Standard Deviations	Degree Approval
13	X13	4,3125	0,72205	Very High
14	X14	4,3125	0,94056	Very High
15	X15	3,8750	1,05991	High
16	X16	3,8375	1,16319	High
17	X17	3,9250	0,88267	High
18	X18	4,1875	0,74789	High
19	X19	4,2250	0,71112	Very High
20	X20	4,0375	0,90629	High
21	X21	3,9500	1,01757	High
The hub of the nature of marketing information through social media platforms contributing to the revitalization of sports tourism		4,0764	0,58890	High

From the above table, we notice that the arithmetic average for the axis of the nature of marketing information via social media platforms contributing to activating sports tourism is estimated at 4.0764, and falls within a high degree of agreement indicating that the nature of marketing information provided on social media platforms about sports tourism has a role in activating this tourism. A standard deviation of 0.58890 indicates the closeness of the sample members' answers to the axis statements. This is explained by phrase No. 01: "It uses a mechanism to attract tourists by providing unique information for sports tourism in Algeria." With an arithmetic average of 4.3125, within a very high degree of approval, with the same arithmetic average percentage as statement No. 02, which states, "Regular updates of information are made via social media platforms to present everything new in Algerian sports tourism." A standard deviation of 0.72205 and 0.94056, respectively, explains the convergence of the sample members' answers. They are followed by statement No. 19, which states: "It helps the competent authorities to reliably identify information on social media platforms to ensure its safety." With a mean of 4.2250 and a standard deviation of 0.71112, it has a high degree of agreement.

This explains that the nature of the information provided through social media platforms contributes to stimulating sports tourism. This information reflects the reality of sports services provided in existing cities and tourist resorts. It is also characterized by ease of documentation, ease of collection, accuracy, and comprehensiveness. Information about tourist destinations is disseminated in an easier and more realistic way and used as a mechanism to attract tourists, as updating information via social media is considered necessary for the sports tourist to remain informed of recent developments in the field of sports and tourism. It also requires identifying Reliable information on social media platforms is a joint effort between governments, social platforms, and citizens to limit the spread of false and misleading information.

3.9. Transcribing and analyzing the sample members' answers to the first axis (Obstacles to using integrated marketing communications via social media platforms to promote sports tourism)

To answer the third question, the arithmetic means and standard deviations were calculated for the answers of the study sample respondents to the statements of the third axis of the study tool, which aims to identify "obstacles to using integrated marketing communications via social media platforms to promote sports tourism." And Table 7 explains this.

Table 7

Arithmetic Means and Deviationstheme Phrases (Obstacles to Using Integrated Marketing Communications Via Social Media Platforms to Promote Sports Tourism)

The Number	Symbols	Arithmetic Mean	Standard Deviations	Degree Approval
22	X22	4,3250	0,82332	Very High
23	X23	4,3500	0,79715	Very High
24	X24	3,9125	0,98333	High
25	X25	4,2250	0,84156	Very High
26	X26	4,0125	0,78746	High
27	X27	4,1500	0,78111	high
28	X28	4,1250	0,86236	high
29	X29	4,1250	0,81714	High
30	X3	4,0250	0,91368	High
The hub of Obstacles to using integrated marketing communications via social media platforms To promote sports tourism		4,1389	0,53170	High

From Table 7, it is clear that the overall average score for the axis of obstacles to using integrated marketing communications via social media platforms to promote sports tourism reached a percentage

of 4.1389 with a high degree of agreement, which shows that there are many obstacles to the use of social media platforms in integrated marketing communications, as estimated by the standard deviation. B 0.53170 What appears to be a convergence in the answers of the sample members on this axis, which is expressed in phrases 23, 22, and 25 respectively, the content of which was “lack of experience in the field of digital tourism marketing and the use of social media platforms in tourism marketing efforts effectively.” “Weak Internet infrastructure in Algeria.” “Social media platform algorithms are constantly changing, which can impact the audience reach and impact of tourism marketing campaigns.” The answers of the sample members were characterized by a very high degree of agreement, with the highest arithmetic averages of 4.3500, 4.3250, and 4.2250, respectively.

This explains that there are many obstacles to the use of integrated marketing communications through social media platforms to promote sports tourism, as there are in Algeria a number of obstacles that hinder the ability of integrated marketing communications to carry out its tasks in the best possible way regarding the promotion process, and among these obstacles is the lack of efficiency in digital marketing. The use of social media platforms for sports tourism in general, and the weakness of the Internet infrastructure in Algeria, in addition to the weak efficiency of sports tourism promotion in Algeria in general.

4. Testing the Study Hypotheses

4.1. The main hypothesis

Ho: There is a positive impact of integrated marketing communication through social media platforms in promoting sports tourism in Algeria

A simple regression was conducted and the results of the table showed the strength of the relationship between the dimensions of integrated marketing communications via social media platforms and the promotion of sports tourism, amounting to $R = 70.3\%$, and the coefficient of determination is $R^2 = 0.494$ which is an acceptable percentage, meaning that 49.4% of the total differences in promoting sports tourism are determined by integrated marketing communication via social media platforms, and the remaining percentage equals 50.6% represents the contribution of other external variables that were not included in the study model. value $F = 74.791$, which is significant at the significance level ($\alpha \leq 0.05$) This indicates that the level of regression is good in explaining the relationship between integrated marketing communications via social media platforms and sports tourism.

The results of simple regression analysis showed that there is a significant effect of integrated marketing communications via social media platforms on promoting sports tourism. $BETA = 0.730$ at the significance level ($\alpha \leq 0.05$)

Table 8

The Simple Decline of IMC's Role on Social Media Platforms in Promoting Sports Tourism in Algeria

Independent variable	B	T	Sig
IMC light of SM	0.730	9.370	0.000

($R = 0.703$; $R^2 = 0.494$; $F = 74.791$); *Significant level at $P \leq 0.05$

4.2. Sub-hypotheses

The results of the table showed that there is a role for the integrated marketing communications mix in promoting sports tourism in light of social media platforms, where it reached a value $\beta = 0.774$ at a significance level of 0.000. The results also showed that there is a positive contribution to the nature of tourism marketing information on social media platforms in stimulating sports tourism. It reached $\beta = 0.692$ at a significance level of (0.003). The results also showed that the obstacles facing the use of

integrated marketing communications via social media platforms play a role in hindering the promotion of sports tourism in Algeria, as it reached $\beta = 0.523$. At a significance level of (0.000)

Table 9

Simple Regression Results for Sub-Hypothesis Testing

Independent Variable	B	T	Sig
	0.774	16.515	0.000
IMC Mix Light of SM	0.692	10.305	0.003
Nature of Marketing Information Light of SM	0.523	9.202	0.000
Obstacles IMC Light of SM			

5. Results and Discussion

This study examined the role and relationship between integrated marketing communications through social media platforms and their dimensions in promoting sports tourism in Algeria. Based on the assumption of the main hypothesis in addition to its sub-hypotheses, the results of the study are determined and the study hypotheses are accepted according to the answers to the questionnaire, which means that integrated marketing communications through social media platforms have a role in promoting sports tourism in Algeria, as found in the study (Dina, 2018). The results of which concluded that electronic marketing communications have a role in promoting sports tourism in the Arab Republic of Egypt, and the study was consistent with a study (Hamani, 2012). Its results indicated that electronic marketing communications have a role in attracting tourists and were consistent with a study (Kushwaha, 2020). The results of which concluded that both social media and digital media are more effective than tools Conventional IMC. The study also found that the efficiency of modern IMC tools is better than traditional IMC tools. It also corresponds to the study (Stjepić et al., 2022) "According to the study findings, an integrated marketing communications mix consisting of advertising, sales promotion, direct marketing, and public relations, when leveraged across social media platforms, plays a significant role in promoting sports tourism. This result is supported by several studies, including those by (Esmaeili & Ganjuei, 2016; Prokopenko et al., 2020; Wang et al., 2009). Based on these findings, the elements of an integrated marketing communications mix on social media significantly enhance the image of a sports tourism destination, thereby influencing sports tourists. Therefore, tourism organizations must take advantage of the integration of marketing communications mix elements and social media platforms to promote sports tourism (Zabat & Serdouk, 2019) and directly impact tourists (Koraichi, 2022).

This study revealed a positive contribution of the nature of tourism marketing information on social media platforms in promoting sports tourism. This finding is supported by similar studies (Okonkwo et al., 2015; Stjepić et al., 2022; Neeraj, 2015; Doliskan & Atghia, 2021). According to these results, social media platforms provide comprehensive information on various city sightseeing, tours, accommodation, tourist attractions, events, destinations, and up-to-date travel information. Therefore, it is essential for institutions to increase the effectiveness of social media platforms to create an interactive community and promote tourism events and activities to influence tourists.

The study found that the obstacles facing the use of integrated marketing communications via social media platforms play a role in hindering the promotion of sports tourism in Algeria. This study reinforces (Rabhi & Ensaad, 2022; Magloire, 2009; Neeraj, 2015). Which indicates that challenges/obstacles have an impact on the extent of useE-IMC and tourism promotion. The study confirmed that there is a change in the attitude of tourists, as the availability of social media platforms has become an added advantage for enhancing and promoting sports tourism. The study found that the

obstacles facing the use of integrated marketing communications via social media platforms will affect the promotion of sports tourism in Algeria. Managers of tourism and sports institutions must they look at this to address obstacles and provide opportunities for integrated marketing communications via social media platforms as a factor to attract sports tourists and return for a visit in the future.

6. Conclusion and Recommendations

In conclusion, the pivotal role of integrated marketing communications through social media platforms in promoting sports tourism cannot be denied. By leveraging these powerful tools, sports tourism destinations can build strong relationships with their target audience, stimulate travel, and increase awareness of available sporting events. Investing in this strategy is not merely an option but a necessity in today's competitive digital world.

Based on our findings, we make a number of recommendations:

- Raising the level of awareness of sports tourism among workers in the field of tourism, and those working in the field of sports and people general;
- The necessity of providing attractive content, as diverse and attractive content must be created on social media platforms.
- It reviews the aesthetics of Algeria and its sports tourist attractions, such as beaches, mountains, and deserts suitable for various sports activities.
- The need to work with local and international digital influencers to promote sports tourism in Algeria and increase awareness Sports events and tourist attractions in the country.
- The private sector and government must cooperate in organizing major sporting events and facilitating the arrival of tourists to it, and provide the necessary support to market it on social media platforms.
- Developing the infrastructure of information communication means to provide a broader opportunity to connect to Internet services in countries The sports tourism product or countries targeted for tourism marketing.
- The necessity of qualifying and teaching workers in the tourism field how to use digital tools and social platforms Effective e-marketing, including social media management and analysis skills.
- Develop a clear and specific strategy to promote sports tourism through integrated marketing

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Appendices

Personal Data

Gender: Male, Female

Function: General Managers, Marketing Manager, Employee

Experience: Less Than 5 years, 5 Years to 10 Years, More Than 10 Years

The first axis: The reality of using the integrated marketing communications mix via social media platforms to stimulate sports tourism in Algeria

The Numbe	Ferries	Agree	Neutral	Not Agree
01	Advertising for sports tourism through social media platforms includes attractive elements that encourage sports tourists to visit it			
02	Social media platforms are used to continuously advertise a sporting event before, after, and during the event.			
03	It often relies on social media platforms to announce sports activities in tourist places			
04	Discounts on sports tourism products and services are offered through social media platforms as an attraction to sports tourism			
05	Sports competitions are organized via social media platforms with the aim of influencing sports tourism behaviour			
06	Displaying sports tourism events and models via social media platforms (such as the tournament mascot - the city's most famous landmarks and souvenirs associated with the sporting event).			
07	Salespeople via social media platforms are more effective than traditional salespeople		-	
08	Interest in helping sports tourists through social media platforms			
09	Practicing public relations through social media in sports tourism contributes to directing customer behavior in a positive way.			
10	We communicate continuously via social media with sports tourists and local community members.			
11	Direct communication through social media influences tourists' opinions and attitudes toward requesting sports tourism services			
12	Instant interaction with the sports tourist via social media enables marketing people to get to know his reaction and point of view towards sports tourism services.			

The second axis: The nature of marketing information through social media platforms that contribute to activating sports tourism

The Number	Ferries	Agree	Neutral	Not Agree
13	It uses a mechanism to attract tourists by providing unique information for sports tourism in Algeria			
14	Regular information updates are made via social media platforms to provide everything new in Algerian sports tourism			
15	The information provided through social media platforms represents the real reality of sports tourism in Algeria			
16	The information provided about sports tourism through social media platforms is accurate and comprehensive.			
17	Information is disseminated through social media platforms about tourist destinations in the most convenient and realistic way.			
18	The information provided through social media platforms provides interactivity and all the answers to the queries that the sports tourist wants to know.			
19	The competent authorities help identify information via social media platforms reliably to ensure their safety.		-	
20	Marketing information can be organized through social media platforms to direct effective promotional campaigns for sports tourism destinations.			
21	Marketing information is not limited only to famous tourist places, but also to hidden places and unique experiences.			

The third axis: Obstacles to using integrated marketing communications via social media platforms to promote sports tourism

The Number	Ferries	Agree	Neutral	Not Agree
22	Weak Internet infrastructure in Algeria.			
23	Lack of experience in the field of digital tourism marketing and the effective use of social media platforms in tourism marketing efforts.			
24	There is a lot of competition in the sports tourism industry on a global level, making it difficult to stand out and remain prominent on social media platforms.			
25	Social media platform algorithms change constantly, which can affect the hardening of audience reach and impact of tourism marketing campaigns.			
26	Security and privacy issues for accessing sports tourist data.			
27	Weak efficiency of sports tourism promotion in Algeria in general.			
28	Not using integrated marketing communications via social media platforms to promote sports tourism in general.		-	
29	Difficulty in designing and implementing effective marketing campaigns on social media platforms.			
30	Lack of a marketing strategy to develop the sports tourism sector.			

The third axis: Obstacles to using integrated marketing communications via social media platforms to promote sports tourism (Continued)

- 31 Algeria offers suitable sports tourism services.
 - 32 The nature in Algeria encourages the practice of sports tourism
 - 33 There is an abundance of tourist information about sports tourism
 - 34 Sports tourism information is easily accessible
 - 35 Tourism and sports institutions offer diverse tourism services
 - 36 The quality of sports tourism information is accurate and sufficient
 - 37 Algeria has excellent attractions for sports tourism -
 - 38 The services provided by tourist facilities are of high quality
 - 39 The infrastructure for tourism services in Algeria is suitable
-