

The Role of Content Marketing in Promoting Local Tourism: A Study of Tourism Agencies in Skikda Province, Algeria

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Abstract:

This study aims to shed light on the role of content marketing in promoting local tourism. A study was conducted on tourism agencies in Skikda Province, Algeria, using the descriptive-analytical approach. A questionnaire was designed and administered to a sample drawn from the virtual community of Facebook users. The questionnaire was distributed via Google Forms through the platforms of tourism agencies. A total of 88 valid responses were collected for statistical analysis using SPSS. The study results revealed that content marketing, through its dimensions of relevance, credibility, value, attractiveness, and emotion, is related to the promotion of domestic tourism by tourism agencies in Skikda Province, Algeria

Keywords: content marketing, promoting domestic tourism

1. Introduction

The local tourism sector is one of the most prominent economic sectors, playing a vital role in developing local economies and raising awareness of culture and heritage in many tourist destinations around the world. The importance of marketing local tourism has increased amid growing competition in global markets and a rising tendency toward travel within local and nearby environments. The preference for local tourism depends largely on the quality and effectiveness of the marketing strategies employed. Accordingly, content marketing has emerged as one of the key factors in achieving this objective, becoming more important than ever and serving as a vital tool for promoting local tourism. This type of marketing relies on creating and distributing value-added content across multiple platforms, such as websites, social media, blogs, and videos, with the aim of attracting potential visitors and encouraging them to visit local tourist destinations.

Accordingly, the following research question can be formulated:

To what extent is content marketing, through its dimensions of relevance, credibility, value, attractiveness, and emotion, related to the promotion of domestic tourism by tourism agencies in Skikda Province, Algeria?

Hypotheses:

Received: 02/08/2026; Accepted: 09/10/2026; Published: 13/10/2026¹

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There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between content marketing and the promotion of domestic tourism by tourism agencies in Skikda Province, Algeria.

H1. There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between relevance and tourism promotion by tourism agencies in Skikda Province, Algeria.

H2. There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between credibility and tourism promotion by tourism agencies in Skikda Province, Algeria.

H3. There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between value and tourism promotion by tourism agencies in Skikda Province, Algeria.

H4. There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between attractiveness and tourism promotion by tourism agencies in Skikda Province, Algeria

H5. There is a statistically significant relationship at the significance level of ($\alpha \leq 0.05$) between emotion and tourism promotion by tourism agencies in Skikda Province, Algeria

2. Theoretical Framework of the Study

2.1. Content Marketing

2.1.1. Definition of Content Marketing

Content marketing can be defined as follows:

According to the Content Marketing Institute, “Content marketing is the marketing and business process of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience—with the aim of driving profitable customer action” (Pažeraitė, 2018).

Content marketing is the marketing and business process of creating and distributing valuable and compelling content to attract and engage a clearly defined and understood target audience, with the aim of driving profitable customer action (Epic, 2014.P05.).

It has also been defined as the process of creating valuable content tailored to a targeted, interactive, and engaged audience. Therefore, it focuses on providing consumer value while also incorporating the concepts of relationship marketing, including customer attraction and retention (Vineran, 2017).

Content marketing is the process of creating and distributing valuable and attractive content to attract and target a specific audience and convert its members into customers or followers of a brand. Content marketing represents an essential component of a digital marketing strategy and involves producing high-quality, diverse content targeting a specific audience segment.

2.2.2. Objectives of Content Marketing

Among the most common objectives of content marketing are the following (Mohamed Atef Abdel Naim, 2021):

- Increasing brand awareness;
- Building a trust-based relationship with the target audience;
- Acquiring new customers and potential customers through attractive and engaging content;
- Attracting new audience leads and solving problems related to the target and potential audience;
- Creating a new need for a particular product and increasing customers' loyalty to and trust in the organization and its brand.

2.2.3. Dimensions of Content Marketing

Content marketing encompasses several dimensions; however, this study presents the five dimensions commonly recognized in various studies, namely (Zaki, 2023).

- **Relevance:**

Content relevance refers to the usefulness of information to customers and its importance in ensuring effective brand management in the virtual environment. There is a continuous need to provide relevant information to maintain ongoing communication between agencies and customers. Therefore, content should be useful, simple, persuasive, and relevant to the target market. Content rich in relevant and useful information represents an opportunity to persuade customers and encourage them to share it. It also guides current and potential customers toward the organization's products. The content and language used influence purchasing decisions; therefore, content should be presented skillfully, clearly, and concisely.

- **Credibility:**

Studies conducted by Lin et al., 2014, and Wolfe & Chasser, 2010, agree that credibility is a fundamental element in evaluating content quality. It refers to the extent to which the information presented in the content is truthful and reliable. Content should be supported by trustworthy sources and contain correct and accurate information. Unreliable content can negatively affect a brand's reputation and reduce audience trust. Therefore, content credibility is considered a significant factor in determining the value of transactions and services between an organization and its customers, as it influences customer attitudes and interests, thereby enhancing their trust.

- **Value:**

Value refers to the usefulness and importance of content to the target audience. Content should provide valuable and useful information to readers or viewers. This may include offering solutions to problems, providing new and interesting information, and presenting practical tips and guidance. Content should be capable of meeting audience needs and enriching their knowledge. Furthermore, content value is closely associated with both functional value and emotional value. Functional value is derived from the functions of a service and the extent to which it achieves its intended objectives when used. Emotional value, on the other hand, refers to the feelings experienced by customers when using a service provided by an organization. This value arises from the feelings generated in customers through their use of the service.

- **Emotion:**

Content should incorporate entertaining and emotional elements because emotionally engaging content is more effective than neutral content. Emotion is also associated with the feelings and emotional responses that content evokes in the audience. Emotional content can trigger reactions such as joy, enthusiasm, inspiration, sadness, or a sense of belonging. Such content can create an emotional bond between a brand and its audience, thereby contributing to enhanced interaction and engagement.

- **Attractiveness:**

Attractiveness refers to the ability of content to capture audience attention and sustain their interest. Attractiveness can be achieved through several factors, including the following (Mohamed Mahmoud Abdullah, 2022):

✓ **Design and Formatting:** Content design should be visually appealing and appropriate to the subject, using colors and images in a way that attracts attention and reflects the brand's visual identity.

✓ **Content Variety:** Diverse content should be provided, including text, images, videos, infographics, and other formats. This helps diversify the audience's experience and provide multimedia content that captures their interest.

✓ **Storytelling and Personal Communication:** Storytelling and personal communication can be used in content to convey a powerful message and encourage the audience to empathize with the story or its characters. This contributes to strengthening the emotional connection between the brand and its audience.

✓ **Innovation and Creativity:** Content should be innovative and distinctive, incorporating new and unconventional ideas to capture audience attention. Interactive experiences or unconventional content can be used to enhance attractiveness.

3. Concept of Domestic Tourism Promotion

3.1. Tourism Promotion

Tourism promotion is defined as the coordination involved in establishing information channels by the service provider and in communicating the service provider's efforts to tourists or gaining their acceptance of a particular idea. It is one of the elements of the marketing mix, as tourism promotional activities are indispensable for achieving the marketing objectives of tourism organizations (Sahih Abdelrazzaq Al-Abdi, 2006).

It has also been defined as all advertising, publicity, and public relations efforts aimed at preparing and conveying one or more specific messages about a country's tourism image to targeted markets through appropriate means, with the purpose of attracting audiences and encouraging them to engage in tourism activities in the targeted areas, thereby generating tourism demand (Ibrahim Imam, p. 97).

Accordingly, tourism promotion can be defined as follows:

Tourism promotion is a direct or indirect marketing communication process that conveys data and information to tourists about a tourism idea or service to be promoted through various persuasive promotional methods, collectively known as the tourism promotional mix.

3.2. Promotion of Domestic Tourism

Domestic or local tourism refers to tourism activities undertaken within the same country by its residents, who travel from their place of residence for tourism purposes over a distance of at least 80 kilometers from their home or place of residence, within the country's borders, for a period of no less than 24 hours and not exceeding one year, before returning to their original place of residence (Abdel Salam Belbali, 2018).

The promotion of local tourism is a marketing process aimed at promoting local tourist destinations to attract tourists and raise awareness of these destinations among the target audience. The objective of promoting local tourism is to enhance the value and attractiveness of local tourist destinations and encourage tourists to visit them and explore what they have to offer.

3.3. Objectives of Tourism Promotion

Tourism organizations seek to achieve several objectives, which can be summarized as follows (Mohamed Obaidat, 2008):

✓ Informing distribution intermediaries, tour operators, travel agencies, airlines, and hotels about the benefits, advantages, and historical, archaeological, and religious values of tourist sites spread throughout a country.

✓ Attempting to influence perceptions, regardless of their nature, whether positive or negative, in the desired form or direction that serves the intended objectives of the tourism strategy under consideration within the overall tourism strategy.

Mohamed Obaidat and others also addressed the following objectives in their book *Sales Management and Personal Selling* (Mohamed Obaidat et al., 1999, p. 130):

✓ Providing tourists with information: Tourists are provided with information about the tourism services offered by organizations operating in the tourism sector, including their prices, how to use and access them, and their advantages. Such information can help tourists make subsequent purchasing decisions.

✓ Reminding tourists of a particular experience or service, such as an advertisement by Air Algérie featuring an image of an aircraft bearing the airline's name.

✓ Seeking to arouse the interest of both potential and current tourists and to establish a positive mental image of the organization and its product.

The objectives of domestic tourism are also diverse, including the following (Belkacem Touriza, 2016, p. 338):

- Increasing domestic tourism expenditure (revenues).
- Increasing the volume of domestic tourism.
- Enhancing tourism awareness and culture within the country.
- Reducing the need for outbound tourism by providing an alternative tourism opportunity.
- Strengthening measures and efforts aimed at addressing tourism seasonality and ensuring a balanced focus on tourist areas, thereby creating a balance among tourism destinations within the country.
- Stimulating domestic economic activity and fostering interaction among all economic sectors.

4. The Relationship Between Content Marketing and the Promotion of Local Tourism

Content marketing is one of the modern marketing approaches that has attracted the attention of companies and marketers in the tourism sector. It represents a powerful tool for communicating with target audiences and enriching their tourism experiences. By applying the dimensions of content marketing, tourism promotion can achieve considerable success in attracting audiences and attaining marketing and tourism objectives through the implementation of well-designed strategies and the provision of exceptional content by brands in the tourism industry. The relationship between the dimensions of content marketing and tourism promotion can be explained through several dimensions that effectively strengthen and support this relationship, as follows:

✓ **Relevance:** Content relevance is essential, as the content created must be appropriate for the target audience and the specific objectives of tourism marketing. Marketers should therefore strive to create content that captures the interest of the target audience and reflects the brand's objectives and orientations.

✓ **Credibility:** Credibility plays a fundamental role in the success of content marketing in tourism promotion. Today's audiences expect authentic and transparent experiences from tourism agencies and tourist destinations. Therefore, content must be trustworthy and supported by facts and accurate information so that audiences can rely on it when making decisions and develop trust in the information provided.

✓ **Value:** The value dimension focuses on providing value-added content to audiences, thereby enhancing the appeal of content marketing in tourism promotion. Content should offer additional value to consumers, such as useful tips, valuable information, and unconventional personal experiences that enrich the travel experience and help audiences make informed decisions.

✓ **Attractiveness:** Attractiveness plays a fundamental role in capturing audience attention and generating high levels of engagement with content. Content design and visual presentation should be appealing and innovative to attract attention and sustain interest. High-quality images and videos of tourist destinations, creative headlines, and distinctive visual layouts can also be used to highlight the attractiveness of tourist destinations and arouse audience curiosity.

✓ **Emotion:** Emotion is also considered one of the important dimensions of tourism promotion through content marketing. Content should be capable of evoking emotions and feelings among audiences, whether through inspiring stories and experiences or through shared elements and stimuli that encourage emotional engagement, such as archaeological sites, coastal areas, and mountainous landscapes, depending on audience interests and preferences.

5. Applied Framework of the Study

5.1. Methodological Procedures of the Study

The methodological procedures of the study include defining the study population, determining the sample size, describing the data collection instrument, and identifying the statistical tools used to analyze the data.

5.1.1. Research Methodology

The research methodology and procedures constitute a central component of the study's applied section. They provide the means of obtaining the data required for statistical analysis and reaching results that can be interpreted in light of the research topic. The descriptive-analytical approach was adopted, alongside a case study, to investigate the role of content marketing in promoting local tourism, based on a sample of customers of tourism agencies in Skikda Province, Algeria.

To complement the theoretical framework and examine the practical aspects of the research topic, a questionnaire was used as a data collection instrument. It consisted of a set of questions addressed to the sample members. The questionnaire was prepared using Google Forms and distributed through the platforms of tourism agencies. A total of 88 valid questionnaires were retrieved for statistical analysis. The questionnaire consisted of three sections:

Section One: Personal and demographic information.

Section Two: Dimensions of content marketing, comprising 21 statements.

Section Three: Promotion of local tourism.

5.2. Hypothesis Testing

The hypotheses were tested to confirm or reject them and to identify the effects and relationships between the study variables. A significance level of 0.05 and a confidence level of 95% were adopted. The following decision rule was applied:

“If the significance level calculated using SPSS is greater than the adopted significance level of 0.05, the null hypothesis (H₀) is accepted. However, if it is lower than 0.05, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted.”

Testing the Main Hypothesis:

To test the main hypothesis, multiple regression analysis was conducted to examine the relationship between the dimensions of content marketing (relevance, credibility, value, emotion, and

attractiveness) and the promotion of local tourism by tourism agencies in Skikda Province, Algeria. Before conducting the analysis, it was necessary to ensure that there was no high correlation among the independent variables, a problem known as multicollinearity. This can be assessed by calculating the Variance Inflation Factor (VIF) for each independent variable. It should be noted that the VIF value must not exceed 10 for any variable. The results are presented in the following table:

Table 1. Results of the Variance Inflation Factor (VIF) Test

No.	Independent Variables	VIF
1	Relevance Dimension	1.371
2	Credibility Dimension	1.122
3	Value Dimension	1.145
4	Emotion Dimension	1.077
5	Attractiveness Dimension	1.534

Source: Prepared by the researchers based on the outputs of SPSS Version 25

It can be seen from the above table that the Variance Inflation Factor (VIF) values for all the independent variables are below 10. Therefore, it can be concluded that there is no high correlation among the independent variables.

Formulation of the Null and Alternative Hypotheses for the First Main Hypothesis:

Research Hypothesis: There is no statistically significant relationship between content marketing and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Since this hypothesis is tested at a significance level of 0.05, it is necessary to reformulate it into statistical hypotheses, namely the null hypothesis and the alternative hypothesis, as follows:

Statistical Hypotheses:

- **Null Hypothesis (H_0):** There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the dimensions of content marketing and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.
- **Alternative Hypothesis (H_1):** There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the dimensions of content marketing and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Multiple regression analysis is used to demonstrate this relationship, which is expressed by the following mathematical equation:

$$Y = a_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5$$

Where:

Y: Represents the dependent variable, namely the promotion of local tourism.

a_0 : The constant term.

X_1 : Relevance dimension.

X_2 : Credibility dimension.

X_3 : Value dimension.

X_4 : Emotion dimension.

X₅: Attractiveness dimension.

The coefficients B₁, B₂, B₃, B₄, and B₅ represent the regression coefficients, which indicate the contribution of the independent variables to the relationship, or the change in the dependent variable associated with a one-unit change in each independent variable.

The following table illustrates these results:

Table 2. Multiple Regression Analysis

Independent Variables	Regression Coefficients (B)	Beta Coefficients (β)	t-Test (T)	Sig.
Constant	0.461	—	1.163	0.000
Relevance Dimension	0.122	0.116	4.196	0.002
Credibility Dimension	0.197	0.111	0.970	0.335
Value Dimension	0.402	0.352	3.429	0.001
Emotion Dimension	0.186	0.114	0.935	0.353
Attractiveness Dimension	0.257	0.299	2.834	0.006
Overall Model Significance:				
F-value		13.432		
Significance (Sig.)		0.000		
Explanatory Power:				
Coefficient of Determination (R²)		0.450		
Correlation Coefficient (R)		0.671		

Source: Prepared by the researchers based on the outputs of SPSS Version 25

Analysis:

The preceding table reveals the following:

Regression Significance: The result of the F-test, which reached 13.432, indicates that the multiple regression model is statistically significant, as the significance level (Sig.) is greater than 0.05. Therefore, at least one of the independent variables has a statistically significant relationship with the dependent variable.

Explanatory Power: The coefficient of determination (R²) reached 0.450, meaning that the independent variables included in the model (content marketing) explain 45% of the variance in the dependent variable, namely the promotion of local tourism, while the remaining variance is attributable to other factors. The correlation coefficient was estimated at 0.671, indicating a correlation between the independent variables included in the model and the dependent variable.

Significance of the Independent Variables: An examination of the t-test results (testing the significance of each variable individually) reveals the following:

- There is a statistically significant relationship between the independent variable (relevance dimension) and the dependent variable (promotion of local tourism). The t-value reached 4.196, and the significance level was 0.002, which is below 0.05. The regression coefficient was estimated at 0.122, indicating a positive relationship between the two variables.

- There is no statistically significant relationship between the independent variable (credibility dimension) and the dependent variable (promotion of local tourism). The t-value reached 0.970, and the significance level was 0.335, which is greater than 0.05.
- There is a statistically significant relationship between the independent variable (value dimension) and the dependent variable (promotion of local tourism). The t-value reached 3.429, and the significance level was 0.001, which is below 0.05. The regression coefficient was estimated at 0.402, indicating a positive relationship between the two variables.
- There is no statistically significant relationship between the independent variable (emotion dimension) and the dependent variable (promotion of local tourism). The t-value reached 0.935, and the significance level was 0.353, which is greater than 0.05.
- There is a statistically significant relationship between the independent variable (attractiveness dimension) and the dependent variable (promotion of local tourism). The t-value reached 4.196, and the significance level was 0.002, which is below 0.05. The regression coefficient was estimated at 0.257, indicating a positive relationship between the two variables.

Based on the preceding results, the null hypothesis is rejected and the alternative hypothesis is accepted, which states that: **“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the dimensions of content marketing and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”**

Accordingly, the relationship between the independent and dependent variables can be expressed by the following mathematical equation:

$$Y = 0.461 + 0.122X_1 - 0.402X_3 - 0.257X_5$$

Based on the main hypothesis, it was divided into sub-hypotheses, each of which was analyzed separately. Simple linear regression analysis was used to test these hypotheses, as presented below:

Testing the First Sub-Hypothesis:

H₀: There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the relevance dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria

H₁: There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the relevance dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria

Table 3. Results of the Regression Test for the First Hypothesis

Explanatory Power		Partial Model Significance			Overall Model Significance	
R	R ²	B	T	Sig	F	Sig
0.170	0.129	0.178	11.599	0.003	12.557	0.003

Source: Prepared by the researchers based on the outputs of SPSS Version 25

The above table shows that the correlation coefficient (R) reached **0.170**, indicating a positive relationship between the relevance dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

The coefficient of determination (R²) was also reported as **0.129**, meaning that the independent variable, represented by the relevance dimension, accounts for 12.9% of the variation in the dependent variable, namely the promotion of local tourism. This represents a very weak explanatory power, while the remaining variation is attributable to other factors.

The table also shows that the regression coefficient for the independent variable was **B = 0.178**. This means that a one-unit increase in the independent variable, represented by the relevance dimension, is associated with an increase of **0.178** in the dependent variable, namely the promotion of local tourism.

Furthermore, the F-value was **2.557**, and the t-value was **1.599**. The significance level reported for both tests was **Sig. = 0.003**, which is below 0.05. This indicates a statistically significant relationship between the relevance dimension and the promotion of local tourism by tourism agencies in Skikda Province.

Conclusion: The regression results lead us to reject the null hypothesis and accept the alternative hypothesis (H_1), namely: **“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the relevance dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”**

2. Testing the Second Sub-Hypothesis:

H₀: There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the credibility dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

H₁: There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the credibility dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Table 4. Results of the Regression Test for the Second Hypothesis

Explanatory Power		Partial Model Significance			Overall Model Significance	
R	R ²	B	T	Sig	F	Sig
0.448	0.201	0.388	4.645	0.000	21.576	0.000

Source: Prepared by the researchers based on the outputs of SPSS Version 25

The above table shows that the correlation coefficient (R) reached **0.448**, indicating a positive relationship between the credibility dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

The coefficient of determination (R^2) was **0.201**, meaning that the independent variable, represented by the credibility dimension, accounts for 20.1% of the variation in the dependent variable, namely the promotion of local tourism. This represents weak explanatory power, while the remaining variation is attributable to other factors.

The table also shows that the regression coefficient was **B = 0.388**. This means that a one-unit increase in the independent variable, represented by the credibility dimension, is associated with an increase of **0.388** in the dependent variable, namely the promotion of local tourism.

Furthermore, the F-value was **21.576**, and the t-value was **4.645**. The significance level for both tests was **Sig. = 0.000**, which is below 0.05. This indicates a statistically significant relationship between the credibility dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Conclusion: The regression results lead us to reject the null hypothesis and accept the alternative hypothesis (H_1), namely:

“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the credibility dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”

3. Testing the Third Sub-Hypothesis:

H₀: There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the value dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

H₁: There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the value dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Table 5. Results of the Regression Test for the Third Hypothesis

Explanatory Power		Partial Model Significance			Overall Model Significance	
R	R ²	B	T	Sig	F	Sig
0.562	0.316	0.642	6.306	0.000	39.768	0.000

Source: Prepared by the researchers based on the outputs of SPSS Version 25

The above table shows that the correlation coefficient (R) reached **0.562**, indicating a positive relationship between the value dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

The coefficient of determination (R²) was **0.316**, meaning that the independent variable, represented by the value dimension, accounts for 31.6% of the variation in the dependent variable, namely the promotion of local tourism. This represents weak explanatory power, while the remaining variation is attributable to other factors.

The table also shows that the regression coefficient was **B = 0.642**. This means that a one-unit increase in the independent variable, represented by the value dimension, is associated with an increase of **0.642** in the dependent variable, namely the promotion of local tourism.

Furthermore, the F-value was **39.768**, and the t-value was **6.306**. The significance level for both tests was **Sig. = 0.000**, which is below 0.05. This indicates a statistically significant relationship between the value dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Conclusion: The regression results lead us to reject the null hypothesis and accept the alternative hypothesis (H₁), namely: **“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the value dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”**

4. Testing the Fourth Sub-Hypothesis:

H₀: There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the emotion dimension and the promotion of local tourism by tourism agencies in Skikda Province.

H₁: There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the emotion dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Table 6. Results of the Regression Test for the Fourth Hypothesis

Explanatory Power		Partial Model Significance			Overall Model Significance	
R	R ²	B	T	Sig	F	Sig
0.508	0.258	0.431	5.475	0.000	29.974	0.000

Source: Prepared by the researchers based on the outputs of SPSS Version 25

The above table shows that the correlation coefficient (R) reached **0.508**, indicating a positive relationship between the emotion dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

The coefficient of determination (R^2) was **0.258**, meaning that the independent variable, represented by the emotion dimension, accounts for 25.8% of the variation in the dependent variable, namely the promotion of local tourism. This represents weak explanatory power, while the remaining variation is attributable to other factors.

The table also shows that the regression coefficient was **B = 0.431**. This means that a one-unit increase in the independent variable, represented by the emotion dimension, is associated with an increase of **0.431** in the dependent variable, namely the promotion of local tourism.

Furthermore, the F-value was **29.974**, and the t-value was **5.475**. The significance level for both tests was **Sig. = 0.00**, which is below 0.05. This indicates a statistically significant relationship between the emotion dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Conclusion: The regression results lead us to reject the null hypothesis and accept the alternative hypothesis (H_1), namely: **“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the emotion dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”**

5. Testing the Fifth Sub-Hypothesis:

H₀: There is no statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the attractiveness dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

H₁: There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the attractiveness dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Table 7. Results of the Regression Test for the Fifth Hypothesis

Explanatory Power		Partial Model Significance			Overall Model Significance	
R	R ²	B	T	Sig	F	Sig
0.547	0.300	0.469	6.065	0.000	36.783	0.000

Source: Prepared by the researchers based on the outputs of SPSS Version 25

The above table shows that the correlation coefficient (R) reached **0.547**, indicating a positive relationship between the attractiveness dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

The coefficient of determination (R^2) was **0.300**, meaning that the independent variable, represented by the attractiveness dimension, accounts for 30% of the variation in the dependent variable, namely the promotion of local tourism. This represents weak explanatory power, while the remaining variation is attributable to other factors.

The table also shows that the regression coefficient was **B = 0.469**. This means that a one-unit increase in the independent variable, represented by the attractiveness dimension, is associated with an increase of **0.469** in the dependent variable, namely the promotion of local tourism.

Furthermore, the F-value was **36.783**, and the t-value was **6.065**. The significance level for both tests was **Sig. = 0.00**, which is below 0.05. This indicates a statistically significant relationship

between the attractiveness dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.

Conclusion: The regression results lead us to reject the null hypothesis and accept the alternative hypothesis (H_1), namely: **“There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between the attractiveness dimension and the promotion of local tourism by tourism agencies in Skikda Province, Algeria.”**

6. Conclusion:

Content marketing can contribute significantly to achieving sustainable economic growth in local areas and raising awareness of local beauty and culture. The success of these efforts depends on strategic thinking and creativity in developing distinctive content that appeals to visitors and motivates them to explore more tourist destinations within their own country.

The study findings revealed the following:

- There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between relevance and tourism promotion by tourism agencies in Skikda Province, Algeria.
- There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between credibility and tourism promotion by tourism agencies in Skikda Province, Algeria.
- There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between value and tourism promotion by tourism agencies in Skikda Province, Algeria.
- There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between attractiveness and tourism promotion by tourism agencies in Skikda Province, Algeria.
- There is a statistically significant relationship at the significance level ($\alpha \leq 0.05$) between emotion and tourism promotion by tourism agencies in Skikda Province, Algeria.

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