الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي
جامعة العقيد آكلي محند أولحاج - البويرة -

جامعة البويرة
FSECSG

كلية العلوم الاقتصادية، التجارية وعلوم التسيير

مخبر السياسات التنموية والدراسات الاستشرافية

شهادة مشاركة

تقدم إلى الأستاذ(ة): **MECHTER Fatima**، من جامعة: **Msila** ،

نـظير مشاركته (ها) في فعاليات **الملتقى الوطني** حول : **" السياحة الثقافية كمدخل لتعزيز صورة الجزائر كوجهة سياحية بامتياز: "في ظل تنامي استخدام أدوات الذكاء الاصطناعي"**

والمنعقد يومي : **" 29-30 سبتمبر 2025"** بكلية العلوم الاقتصادية ، التجارية وعلوم التسيير - جامعة البويرة - ، بمداخلة تحت عنوان :

" The Smart Tourism Promotion Trinity: The Influencer Duks and His Innovative App Duks Maps as a Local Model "

نائب مدير الجامعة

عميد الكلية

مدير المخبر

رئيس الملتقى

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

جامعة آكلي محند أولحاج بالبويرة

كلية العلوم الاقتصادية والتجارية وعلوم التسيير

فرقة البحث رقم: ATRSSH 304

ترويج صورة وجهة السياحة الثقافية ضمن المخطط التوجيهي للتهيئة السياحية SDAT 2030 -الديوان الوطني للسياحة أنموذجا-

بالتعاون مع مخبر البحث:

السياسات التنموية والدراسات الاستشرافية

بالشراكة مع مديرية السياحة والصناعات التقليدية

الملتقى الوطني حول:

السياحة الثقافية كمدخل لتعزيز صورة الجزائر كوجهة سياحية بامتياز:

"في ظل تنامي استخدام أدوات الذكاء الاصطناعي"

يوم: 29-30 سبتمبر 2025

الجلسة الافتتاحية للملتقى (09:30-09:00)

الجلسة الافتتاحية: 10:00 - 09:00

–تلاوة آيات من الذكر الحكيم.

–النشيد الوطني.

– كلمة السيد رئيس الملتقى: أ.د علام عثمان

- كلمة السيد عميد كلية العلوم الاقتصادية، التجارية وعلوم التسيير: أ.د وعيل ميلود

–كلمة السيد مدير مخبر السياسات التنموية والدراسات الاستشرافية: أ.د فرج شعبان.

–كلمة السيدة مديرة السياحة لولاية البويرة: مومن سميرة

– كلمة السيد مدير الجامعة: أ.د لرقط علي للإعلان عن الافتتاح الرسمي للملتقى

- مداخلة افتتاحية مقدمة من طرف "أ.د قدي عبد المجيد" بعنوان: مستقبل السياحة الثقافية في الجزائر

برنامج الملتقى الوطني " السياحة الثقافية كمدخل لتعزيز صورة الجزائر كوجهة سياحية بامتياز، يومي 29-30 سبتمبر 2025

الجلسة العلمية الأولى

(10:40 -09:30)

الرقم	عنوان المداخلة	اسم ولقب المتدخل	الجامعة	زمن إلقاء المداخلة
01	الترويج الرقمي كمكسب لتحسين أداء السياحية الثقافية في الجزائر	طحطاح أحمد	البويرة	09:40-09:30
02	دور الذكاء الاصطناعي في رقمنة التراث الثقافي: نحو تعزيز جاذبية السياحة الثقافية	سالمي سمير بولحية الطيب	جيجل جيجل	09:50 -09:40
03	نحو نموذج متكامل للسياحة الثقافية الذكية: قراءة في الاشكالات الراهنة واستشراف الحلول.	خالد قاشي منور أوسرير	المركز الجامعي تيبازة بومرداس	10:00-09:50
04	السياحة الثقافية في الجزائر بين الأصالة والمعاصرة	بربار نورالدين لـكحل الأمين	تيارت تيارت	10:10 -10:00
05	La Casbah d'Alger, entre patrimoine matériel et immatériel : apports des maisons d'hôtes au développement du tourisme culturel	Bougarn nadia	Ecole Nationale Supérieure du Tourisme	10:20- 10:10
06	واقع السياحة في ولاية البويرة	قرواز فايزة	مديرية السياحة والصناعات التقليدية البويرة	10:30 -10:20
	مناقشة مفتوحة			10:40-10:30

الجلسة العلمية الثانية (13:30-11:40)			
الرقم	عنوان المداخلة	اسم ولقب المتدخل	الجامعة والبلد	زمن إلقاء المداخلة
01	دور التسويق السياحي الإلكتروني في تحسين تجربة المستخدم على المنصات الرقمية للتعريف بالسياحة الثقافية الجزائرية - التجارب الدولية في تحسين تجربة المستخدم بالسياحة الثقافية الرقمية-	بن العائب جمال	الجزائر 3	11:50 -11:40
02	The Smart Tourism Promotion Trinity: The Influencer Duks and His Innovative App Duks Maps as a Local Model	MANEL REBBOUH MECHTER Fatima	SETIF 01 Msila	12:00-11:50
03	دور الذكاء الاصطناعي في تعزيز السياحة الثقافية: آيا صوفيا نموذجا	ساعد غنية	البليدة 02	12:10-12:00
04	القصبات في الجزائر إرث عمراني بين الزوال و تحدي الجذب السياحي حالة قصبة مازونة بغليزان	وهيبة بوشامة	المدرسة العليا للاساتذة بوزريعة	12:20-12:10
05	Valoriser le patrimoine culturel et construire l'image touristique : quel rôle pour le marketing durable à Tipaza ?	Abbas faiza Ben ferhat tina	USTHB ENSB	12:30-12:20
06	واقع السياحة الثقافية في ولاية البويرة - جمعية تسالة أنموذجا-	أوشن جميلة	جمعية تسالة	12:40-12:30
	مناقشة مفتوحة			13:30-12:40

رئيس النظارة العلمية

ب/ برنامج الورشات العلمية للملتقى

الورشة العلمية الأولى

(11:30 -09:30)

01	وسائل الإعلام ودورها في الترويج للسياحة الصحراوية في الجزائر "دراسة إقليم قورارة بولاية تيميمون نموذجاً"	سعيدو علي وقاص يوسف	المدرسة العليا للأساتذة ببوزريعة	11:50-11:40
02	توظيف الذكاء الاصطناعي كرافعة لتطوير القطاع السياحي في الجزائر	بوخبلة سليم	بسكرة	12:00-11:50
03	دور الثقافة السياحية في تعزيز استدامة السياحة الصحراوية بالجزائر	وشاش فؤاد محمادي وليد	البويرة سطيف 01	12:10-12:00
04	La valorisation du patrimoine naturel et culturel de la wilaya de Bouira à travers l'usage des outils numériques et du SIG pour promouvoir une image touristique compétitive	Lamri naziha Allam athmane	BOUIRA	12:20-12:10
05	تأمين الحماية القانونية للممتلكات الثقافية حسب القانون الجزائري 98/04	بوراي إلياس نادي جمال	جامعة الأمير عبد القادر قسنطينة البويرة	12:30-12:20
06	دور الذكاء الاصطناعي في ترويج وتوثيق التراث الثقافي الجزائري	فاطمة الزهراء فاسي وسيلة سعود	البويرة	12:40-12:30
07	المقومات السياحية ودورها في تحقيق التنمية الاقتصادية في الجزائر	هارون سميرة عرابي محفوظ	البويرة	12:50-12:40
08	السياحة الثقافية وسبل تطويرها في الجزائر	مسلم محمد توات عبد الجليل	البويرة المدية	13:00-12:50

09	السياحة الثقافية المادية في الجزائر	مدات جمال قرينات اسماعيل	البويرة	13:10-13:00
10	التراث الثقافي الجزائري بين المادي واللامادي: دعامة لترقية السياحة الثقافية	شعبان فرج قاشي ابراهيم	البويرة	13:20-13:10
	مناقشة مفتوحة			13:30-13:20
	الورشة العلمية الثانية (13:30-11:30)			
01	الصناعات التقليدية والحرف كمفتاح للسياحة الثقافية في الجزائر	يحياوي سمير حمادي خديجة	البويرة	11:50-11:40
02	مقومات السياحة الثقافية في الجزائر: تنوع التراث المادي واللامادي كمصدر جذب سياحي	أمنة عزيز ذياب محمد	بسكرة البويرة	12:00-11:50
03	تعزيز ريادة الأعمال في الترويج للسياحة الثقافية من خلال مذكرات تخرج الطلبة الجامعيين - جامعة قسنطينة 2 أنموذجًا	مراد حديبي وعيل ميلود	قسنطينة 2 البويرة	12:10-12:00
04	تسويق الصناعة التقليدية الفنية كجزء من السياحة الثقافية في الجزائر: الواقع والمأمول	محمد أمين بن هراوة محمد أمين شوارفية	الشلف وهران 2	12:20-12:10
05	المؤهلات الثقافية كآلية لدعم وتنشيط القطاع السياحي: مدينة جيجل أنموذجا	وفاء مجيطنة مفيدة بوقبرين	الجزائر 2 جيجل	12:30-12:20

06	المؤهلات السياحية التاريخية والثقافية بمنطقة الحضنة بين ضرورة إعادة التثمين وواقع الإهمال	عمروش تومية بوزيان أسماء	المسيلة	12:40-12:30
07	التراث المادي في الجزائر في عصر الذكاء الاصطناعي نحو تطوير سياحة مستدامة.	خالصة شراحيل	خنشلة	12:50-12:40
08	الإطار النظري لتقاطع السياحة الثقافية والذكاء الإصطناعي -دراسة تحليلية –	عوينان عبد القادر جوهري وليد	البويرة	13:00-12:50
09	دور الذكاء الاصطناعي في ترقية السياحة الثقافية	طريق مسعودة	المدرسة العليا للتسيير والاقتصاد الرقمي بالقليعة	13:10-13:00
10	التنوع الثقافي في الجزائر المعالم و المخزون التراثي ضمن ثنائية الثقافة/ سياحة على ضوء الدراسات الأنثروبولوجية.	الجيلالي تواتي	بسكرة	13:20-13:10
	مناقشة مفتوحة			13:20-13:30

برنامج الملتقى الوطني " السياحة الثقافية كمدخل لتعزيز صورة الجزائر كوجهة سياحية بامتياز، يومي 29-30 سبتمبر 2025

الورشة العلمية الثالثة (13:30-11:30)				
01	الاستدامة الخوارزمية: قياس الأثر البيئي للسياحة عبر الذكاء الاصطناعي – مقارنة بين تجارب أوروبية وآسيوية	محمد رضى بن دوخة أحمد رزقي	بشار الجزائر 02	11:50-11:40
02	السياحة الثقافية في عصر الذكاء الاصطناعي	بوبكر مصطفى نفادي خولة	البويرة	12:00-11:50
03	السياحة الصحراوية كقاطرة لنقل صورة الموروث الثقافي الصحراوي عرض تجارب دولية ومدى استفادة الجزائر منها-	موفق سهام عز الدين وادي	البيض البويرة	12:10-12:00
04	مقومات جذب الاستثمار السياحي في الجزائر	بوعلام مولاي سعدي عبد الصمد	البويرة	12:20-12:10
05	تحديات وفرص السياحة الدينية لزوايا العلم والتصوف في الاقتصاد الثقافي	ياسين بوناب بومدين بلكبير	قالمة سكيكدة	12:30-12:20
06	الذكاء الاصطناعي كآلية بديلة لتعزيز الترويج للسياحة الثقافية في الجزائر	قيدوش فيروز خفاش نبيلة	الجزائر 3	12:40-12:30
07	مداخل التكنولوجيا والذكاء الاصطناعي في تطوير وحماية السياحة الثقافية في الجزائر	شايب يمينة جمات وسيلة	الجزائر 3	12:50-12:40
04	تحديد المواقع السياحية: باستخدام نظم المعلومات الجغرافية (SIG)	دحماني إبراهيم أحمان عبد الوهاب	المسيلة	13:00-12:50
09	المتاحف الحية من الحفاظ على الموروث الثقافي وتثمينه الى معايشته	كريمة بن قومار سعيد رقاقدة	غرداية	13:10-13:00

	مناقشة مفتوحة			13:20-13:30
ورشة العلمية الرابعة (13:30-11:30)				
01	دراسة تحليلية لمقومات التنمية بولاية البويرة	حملة عزالدين قراد ياسين	البليدة البويرة	11:50-11:40
02	السياحة الثقافية وعلاقتها بتثمين التراث السياحي في الجزائر 08	فضالة خالد فكيح توفيق	البويرة	12:00-11:50
03	مساهمة السياحة الثقافية في تحسين الصورة السياحية للجزائر	عاشور حيدوشي العمري علي	البويرة	12:10-12:00
04	العرض السياحي الرقمي ودوره في تنمية الوعي السياحي الثقافي في الجزائر	مرباح طه ياسين عيسات فاطمة الزهراء	البويرة	12:20-12:10
05	التحديات والفرص أمام استثمار الذكاء الاصطناعي في المجال الثقافي بالجزائر	عاشور عبد الحكيم قنور عادل	البويرة	12:30-12:20
06	صورة علامة الوجهة السياحية كمدخل لتعزيز الارتباط بالوجهة السياحية	عيشوش أعمر رسول حميد	تيبازة البويرة	12:40-12:30
	مناقشة مفتوحة			12:40-12:30

رئيس الظاهرة العلمية

اليوم الثاني:

-خرجة ميدانية الى النموذج السياحي المبتكر إقامة لدى الساكن

- كلمة السيد قاري محمد صاحب النموذج السياحي إقامة لدى الساكن

الجلسة الختامية للملتقى

- قراءة التوصيات من قبل رئيس الملتقى الأستاذ علام عثمان
- توزيع الشهادات والتكريمات.

جامعة أكلي محند أولحاج
Université Akli Mohand Oulhadj
جامعة البويرة

The National Forum on:

Cultural Tourism as a Gateway to Promoting Algeria's Image as a Premier Tourist Destination

- In the context of the growing use of artificial intelligence tools-

September29th, 2025.

Rebbouh Manel [1] ،Mechter Fatima [2]

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The intervention Title:

The Smart Tourism Promotion Trinity: The Influencer Duks and His Innovative App Duks Maps as a Local Model

ثالوث الترويج السياحي الذكي: المؤثر Duks وتطبيقه المبتكر Duks Maps كنموذج محلي

Abstract:

This paper explores the emerging role of digital influencers and smart applications in shaping the future of cultural tourism promotion in Algeria. Building on the concept of the "Smart Tourism Promotion Trinity," the study highlights the interplay between smart tourism, digital promotion, and influencer-driven innovation. The case study focuses on the Algerian influencer **Duks** and his innovative mobile application **Duks Maps**, designed to promote Algeria's cultural tourism destinations through a user-friendly and interactive digital platform.By analyzing this local model and comparing it with international experiences, the paper discusses both opportunities and challenges related to smart tourism promotion. The findings emphasize the potential of combining influencer marketing with digital applications to foster a smarter, more sustainable, and culturally rich tourism industry in Algeria.

Keywords: Smart Tourism; Digital Promotion; Influencer Marketing**;** Smart Tourism Apps**;** Duks Maps

الملخص:

تتطرق هذه الورقة البحثية الى الدور المتنامي للمؤثرين الرقميين والتطبيقات الذكية في تشكيل مستقبل الترويج للسياحة الثقافية في الجزائر. انطلاقاً من مفهوم "ثالوث الترويج السياحي الذكي"، يسلّط البحث الضوء على التفاعل بين السياحة الذكية، الترويج الرقمي، والابتكار القائم على المؤثرين. وقد ركّزت الدراسة على تجربة المؤثر الجزائري دقس (Duks) وتطبيقه المبتكر Duks Maps، الذي صُمم للترويج للمقاصد الثقافية السياحية الجزائرية من خلال منصة رقمية تفاعلية وسهلة الاستخدام. وبالاستناد إلى مقارنة هذه التجربة المحلية مع تجارب دولية، يناقش البحث أهم الفرص والتحديات المرتبطة بالترويج السياحي الذكي. وتؤكد

النتائج على الإمكانات الكبيرة للجمع بين التسويق عبر المؤثرين والتطبيقات الرقمية من أجل تعزيز صناعة سياحية أكثر ذكاءً، استدامةً، وغنىً ثقافياً في الجزائر.

الكلمات المفتاحية: السياحة الذكية؛ الترويج الرقمي؛ التسويق بالمؤثرين؛ تطبيقات السياحة الذكية؛ تطبيق دقس مابس.

1.Introduction:

Tourism has undergone a profound transformation in the digital era, where innovative technologies and social media influencers are reshaping how destinations are promoted and experienced. In particular, the emergence of smart tourism highlights the integration of mobile applications, data-driven insights, and user-generated content as essential tools for enhancing visitor engagement and enriching cultural experiences. Within this context, local influencers are playing an increasingly significant role in bridging the gap between destinations and their audiences by combining authenticity with digital innovation.

In Algeria, cultural tourism represents a vital yet underutilized sector, rich with historical heritage, diverse traditions, and unique cultural landscapes. However, its promotion has often been limited by traditional communication methods that fail to capture the expectations of modern, tech-savvy travelers. This gap has encouraged the rise of creative initiatives aimed at modernizing tourism promotion and making cultural destinations more accessible to domestic and international audiences.

One notable initiative is the **Duks Maps** application, created by the Algerian influencer Duks. This innovative platform leverages digital mapping and influencer-driven content to promote cultural sites, facilitate smart travel planning, and provide users with a more interactive and immersive tourism experience. By merging the credibility of influencer marketing with the functionality of smart applications, Duks Maps represents a local model of how digital innovation can reshape destination marketing.

This paper explores the **"Smart Tourism Promotion Trinity"**—the intersection of influencer marketing, smart applications, and cultural tourism—through the case of Duks and his app Duks Maps. It aims to analyze how such initiatives can strengthen cultural tourism in Algeria, identify opportunities and challenges, and offer insights into how local innovations can serve as benchmarks for sustainable and smart tourism promotion in emerging markets.

In today's rapidly evolving tourism landscape, the integration of digital technologies and social media influence has reshaped the way destinations are promoted and experienced. The emergence of smart tourism emphasizes the use of innovative tools and platforms to enhance accessibility, visibility, and user engagement. Within this context, **Duks Maps**, a pioneering mobile application developed by the Algerian influencer Duks, represents a unique local initiative aimed at promoting Algeria's rich cultural and historical heritage. By combining **digital mapping, cultural storytelling, and influencer credibility**, the application offers tourists and locals a new way to discover hidden destinations, cultural landmarks, and authentic experiences. This paper explores how Duks Maps contributes to cultural tourism promotion, highlights its role in bridging technology with local identity, and positions it as a promising model for smart tourism development in Algeria.

1.1. Problem Statement

Despite Algeria's rich cultural and historical heritage, the country continues to face challenges in effectively promoting its tourism potential on both national and international levels. Traditional methods of tourism promotion often fail to reach younger, tech-savvy audiences who rely heavily on digital platforms and influencers when choosing travel destinations. Moreover, the absence of smart, user-friendly tools that combine cultural storytelling with modern technology limits the visibility of many hidden or underexplored sites. In this context, there is a pressing need to examine how **influencer-led digital innovations**, such as *Duks Maps*, can serve as a bridge between cultural heritage and smart tourism promotion, while also addressing gaps in user engagement, accessibility, and destination branding.

1.2. Main Research Question:

How can the influencer Duks, through his innovative app **Duks Maps**, contribute to promoting smart cultural tourism in Algeria as a local model?

2.Smart Tourism:

The term "smart tourism" refers to the utilization of information and communication technology (ICT) to serve citizens, provide essential facilities, and enhance overall quality of life. Simultaneously, smart tourism focuses on tourists, whether they travel for business, personal reasons, or simply for leisure. Hence, the use of ICT, data collection, exchange, and processing should help ensure that tourists have smart experiences, making the business ecosystem smart, tourist movement smart, and destinations smart. Smart tourism further builds on the current global tourism market's pursuit of technology. (MAZARI & HADI , 2024)

Smart Tourism defined as a platform that implements information and communications technology such as artificial intelligence, cloud computing and the Internet of things to provide tourist with personal information and to improve services created by end-user mobile devices (Seffari & Mekarssi , 2020).

Smart Tourism is tourism that collects and integrates data about destinations, provides rich site experiences for users with the support of mobile technology, and creates value from a business perspective, data sources include physical infrastructure, social connections, governments / organizations, and human bodies / minds, and these integrated efforts are supposed to focus on efficiency and sustainability. But others see that Smart tourism can is a logical development of traditional tourism and e-tourism in recent times, clearly dependent on the ability to collect massive amounts of data, process, integrate, analyze and use it to inform innovation in business, operations and services (Seffari & Mekarssi , 2020).

Table 1: Differences between Electronic Tourism and Smart Tourism

Aspect	Electronic Tourism	Smart Tourism
The field	Digital	Digital and physical connection
Technology	Locations	Devices and mobile phones
Stage of travel	Before and after traveling	During the flight
Source	The information	Big data
Sample	Interaction	Technology participation in construction
The structure	Value chain / Intermediaries	Environmental system

Exchange	B2B, B2C, C2C	Cooperation between the public, private sectors, and consumers

Source: (Seffari & Mekarssi , 2020, p. 111)

E-tourism refers to the use of information and communication technologies (ICTs) to digitalize traditional tourism services, such as online reservations, e-ticketing, electronic payments, and digital brochures. Its main objective is to improve efficiency, accessibility, and convenience by bringing tourism services to online platforms. In contrast, **smart tourism** represents an advanced stage of e-tourism, where technologies such as artificial intelligence, the Internet of Things (IoT), big data analytics, cloud computing, and augmented/virtual reality are integrated to create interactive, personalized, and real-time tourism experiences. Unlike e-tourism, which focuses primarily on providing digital access to existing services, smart tourism emphasizes innovation, value co-creation, and sustainability by engaging tourists as active participants and tailoring experiences to their preferences. In short, while e-tourism marks the digital transformation of tourism, smart tourism embodies its intelligent, interactive, and future-oriented evolution.

3.Digital Tourism Promotion:

Digital tourism promotion leverages various strategies to enhance visibility and engagement for destinations. Social media campaigns play a pivotal role, allowing tourism boards to reach broad audiences and share compelling narratives that resonate with potential visitors (Kiráľová & Pavlíčeka, 2015). Additionally, influencer marketing has emerged as a powerful tool, enabling destinations to connect with niche audiences through authentic content created by trusted figures in the travel space (Gretzel, 2017) . Virtual tours further enrich the promotional landscape by offering immersive experiences that help potential travelers make informed decisions about their trips (Tu , 2009). Complementing these efforts, well-designed destination websites serve as essential hubs for information and booking, enhancing user experience and driving conversions. Finally, effective search engine optimization (SEO) is crucial for improving online visibility, ensuring that potential visitors can easily discover and engage with tourism offerings (LI-HSING, LU, JUI-CHEN, & HUI-YI, 2010). Together, these elements create a comprehensive approach to digital tourism promotion.

Tourism is not about destinations only, it is about the experience of destinations, also about meeting other persons, and the interaction between hosts and tourists, and with fellow tourists. Tourism is a service industry whose main products are hotels and leisure activities, such as a staying a hotel or a visit to a destination and which includes several related categories/spaces, such as hotels, events or museums, art and culture, restaurants. Additionally, tourism borrows from multiple activities, and it includes all the activities devoted to the satisfaction of tourists' needs. (Kara, Chemma, & Benahmed, 2024)

Digital tourism promotion has become a pivotal strategy in the modern tourism industry, leveraging digital innovations to enhance the visibility and attractiveness of destinations. The integration of digital marketing tools such as social media, websites, and online advertising has enabled tourism destinations to reach a global audience effectively and in real-time. These digital platforms allow for the presentation of visually appealing content, personalized experiences, and interactive engagement, which are crucial in captivating potential travelers. The following sections delve into the various aspects of digital tourism promotion, highlighting its strategies, tools, and impacts.

3.1. Digital Marketing Strategies

- Digital marketing strategies in tourism involve the use of social media, websites, and online advertising to showcase destinations' natural beauty, culture, and facilities through engaging visual content and storytelling (Saputra, 2023).

- Personalization and precise targeting are employed to create unique experiences for potential travelers, enhancing engagement and interest (Saputra, 2023).

3.2. Technological Tools and Innovations

- The use of augmented reality (AR) and virtual reality (VR) in destination marketing campaigns provides immersive experiences that captivate audiences and offer a preview of travel experiences (Kumar & Barua, 2024) .

- Websites with interactive features and social media platforms like Instagram, Facebook, and YouTube are utilized to promote tourism objects, as seen in the Selayar Islands Regency case study (Burhan, 2023).

3.3. Community Participation and Policy

- Community participation is crucial in digital tourism strategies, with stages such as orientation, empowerment, and mentoring helping to mobilize local economic potential (Kurniawan & Samsithawrati, 2024).

- Legal policies supporting digital tourism promotion can enhance regional branding and increase tourist visits (Kurniawan & Samsithawrati, 2024).

While digital tourism promotion offers numerous advantages, challenges such as data privacy, content authenticity, and algorithmic visibility must be navigated carefully. Additionally, the digital divide and varying levels of technological access can impact the effectiveness of these strategies, particularly in regions with limited digital infrastructure. Nonetheless, the ongoing digital expansion presents significant opportunities for tourism destinations to innovate and grow sustainably.

4. Influencer Definition:

There are many different definitions of an influencer: an influencer is a person with a certain degree of influence and impact on others. This influence can be attributed to the influencer's reputation (Sihem, 2025).

Some refer to influencers as "opinion leaders" who can influence consumer attitudes and behaviors within a community, considering that the communities they influence often have similar interests (Victoria, Alexandra, & Ellen, 2017).

An individual who can shape the opinions, attitudes and behaviors of others within a particular community or audience. Their influence comes from their reputation, credibility, experience in a specific field, trust and engagement they maintain with their followers. They can influence consumer trends and decisions through their content, communication and recommendations through digital channels. They are often considered as opinion leaders due to their power in guiding consumers' perceptions and preferences.

4.1. Influencer Marketing

Influencer marketing can be defined as: A marketing strategy that leverages individuals who possess influence over a particular target audience to promote products or services. Marketing influence wields significant power in generating awareness and interest in products or services efficiently, owing to their large and trusting follower base (Susanart & Wasutida, 2024).

Also, Influencer marketing originates from the concept of electronic word of mouth (e-wom) marketing, and its significance lies in the fundamental difference between it and e-wom marketing, it effectively employs influencers and opinion leaders, surpassing e-wom marketing that anyone can engage in whether an opinion leader or not. Users trust influencers and public figures in the virtual world (Sihem, 2025).

4.2. Influencer marketing dimensions:

There are a several dimensions related to influencer marketing, and based on various studies, we have stated the most important ones (Authenticity, content creation, audience engagement and platform selection) with the relevance to brand personality, shown in the following table:

Table 2: Influencer marketing dimensions and their relevance to brand personality

The dimension	Its definition	Its relevance to brand personality
Authenticity	Perceived authenticity is the perceived uniqueness, originality, credibility and genuineness of an object, a person, an organization, or an idea.	Builds brand sincerity, credibility and trust.
Content creation	Distributing relevant, valuable content which is produced to attract and engage an audience, with creativity, storytelling and format choice	Influences the brand perceived sophistication and excitement.
Audience engagement	The cognitive, emotional, or affective experiences that users have with media content or brands.	Builds the emotional connection, excitement and perceived brand competence;
Platform selection	Choosing the right platform to share the content on (Instagram, Tiktok, Youtube..) based on the audience engagement and campaign goals	Each platform has a specific impact, for example; Tiktok favors excitement.

Source: Elaborated by the researchers based on (Vilma, Tuisku, Devdeep, Juha, & Hanna, 2019) (Influencer Marketing Hub, 2025) (Marcel, 2019)

4.3. The role of digital influencer in e-promoting tourist destination.

Digital influencers are individuals who maintain a substantial following on social media platforms by sharing textual and visual content about their daily experiences, thereby influencing the perceptions and behaviours of their audiences. These influencers are active across major social media networks, such as Facebook, Instagram, Snapchat, Twitter, and YouTube. A digital influencer is broadly defined as a person whose perspectives are valued and often considered during consumer decision-making processes. Serving as a new category of independent third-party participants, they shape audience behaviour through various channels, including blogs, tweets, and other social media outlets. Influencers may gain recognition either from achievements outside these platforms—such as athletes, actors, or musicians—or from their own distinguished content produced directly on social media.

Additionally, influencers engage with their followers by creating and sharing content related to specific brands. This positions them in a distinct role between service providers and consumers. The reach of digital influencers extends beyond their direct followers, as shared content can also be accessed by followers of their followers, broadening the potential audience significantly. Influencers often serve as brand representatives and facilitate communication between brands and consumers, which may foster brand loyalty. Research indicates that digital influencers can shape consumer attitudes towards products or services, generate initial awareness, and impact subsequent preferences and actions. Brands utilize influencers to gather feedback from consumers about their interests, which allows both influencers and their audiences to contribute to brand image development on social media platforms. As brands recognize the opportunity to connect with targeted audiences through this approach, collaboration with influencers has increased; for example, 93% of marketers report using influencer marketing in campaigns and consider it an important advertising strategy. Furthermore, tourism information derived from user-generated content is perceived as more credible than information provided by licensed destination blogs, travel agencies, or news media. As a result, followers tend to view products recommended by influencers more favorably and may be more likely to purchase them.

The effectiveness of digital influencers in tourism promotion cannot be evaluated without considering the impact of social media and e-word of mouth. Social media platforms enable interaction and information sharing, playing a major role in tourism marketing by helping to brand destinations and engage with tourists throughout their journey. These platforms are crucial for destination marketing strategies because travelers increasingly rely on user-generated content and peer opinions to guide their decisions and share experiences, greatly influencing tourist behavior.

Social media serves as a robust and dynamic platform for influencers to share travel experiences with their audiences, playing a significant role in shaping potential tourists' decisions. These platforms effectively communicate emotions and can be tailored to address the specific interests and perspectives of users. Increasingly, consumers consider social media to be a more credible source of information compared to traditional marketing channels. Additionally, many tourism organizations now regard social media as more than a tool for customer engagement; for instance, numerous hotels have integrated room-booking technology directly into their Facebook pages to boost sales. Research shows that most tourists consult online reviews prior to making travel arrangements, with over 85% referencing comments before booking trips. Consequently, marketers recognize social media as a highly effective medium for communication and interaction within the tourism industry.

Numerous studies have demonstrated that tourists' motivation to share experiences on social media is a significant driver of travel behavior. Consequently, tourism marketing increasingly emphasizes leveraging social media platforms to cultivate a favorable image and generate positive word-of-mouth for businesses and destinations. Presently, electronic word-of-mouth (e-Word of Mouth) plays a pivotal role in disseminating information across various social networks, forums, and blogs. This activity encompasses actions such as searching, sharing, and engaging in discussions on diverse topics. Through these interactions, social media has fostered dynamic shifts in community engagement, facilitating the expression of thoughts, opinions, and emotions. Accordingly, it is crucial to understand how both positive and negative emotions influence tourist behavior and how these sentiments can be effectively addressed to create a sustainable and positive tourism experience. Additionally, social media e-word of mouth enables consumers to make more informed decisions.

Companies use social media e-word of mouth (e-WOM) to influence consumer opinions about products and services both online and offline. In travel and tourism, e-WOM often takes the form of tourists' reviews of destinations, which are generally trustworthy due to their personal and non-commercial nature. Because consumers rely on these peer assessments, word of mouth plays a crucial role in marketing within the travel industry. (Kara, Chemma, & Benahmed, 2024)

Case study: The Influencer Duks and His App Duks Maps

Duks Maps stands as a pioneering example of a locally developed smart tourism application in Algeria. With over 100,000 downloads on Google Play and a near-perfect rating of 4.9/5 from more than 9,000 users, the app has rapidly become the country's leading platform in the Maps & Navigation category. Unlike traditional travel guides, Duks Maps combines geolocation, community reviews, and exclusive vlogs by the influencer Duks, offering an authentic and immersive way to discover Algeria's beaches, mountains, hammams, and cultural heritage. The app's success illustrates the potential of influencer-driven digital platforms in promoting tourism, while reinforcing the value of local identity and user experience in smart tourism promotion.

Explore with Duks – a 100% Algerian app that lets you discover the world through the eyes of a young Algerian who loves outings and adventures!

Known for his passion for travel, photography, and sharing the places he visits, Duks is now bringing you the highlights of his trips in this app.

You'll find:

- Amazing and unique places in Algeria and abroad
- Tips for traveling without the hassle
- Real photos and videos from Duks' own adventures
- Ideas on where to go, what to do, and what to eat
- The ability to save your favorites and build your own list of places to visit

This is not your typical tourist app… It's a lifestyle! If you love traveling, taking pictures, and discovering places off the beaten path, DuksMaps is packed with inspiration.

Every place Duks shares comes with a story, an adventure, and a pure Algerian spirit!

- **Duks** is an Algerian digital influencer and content creator.

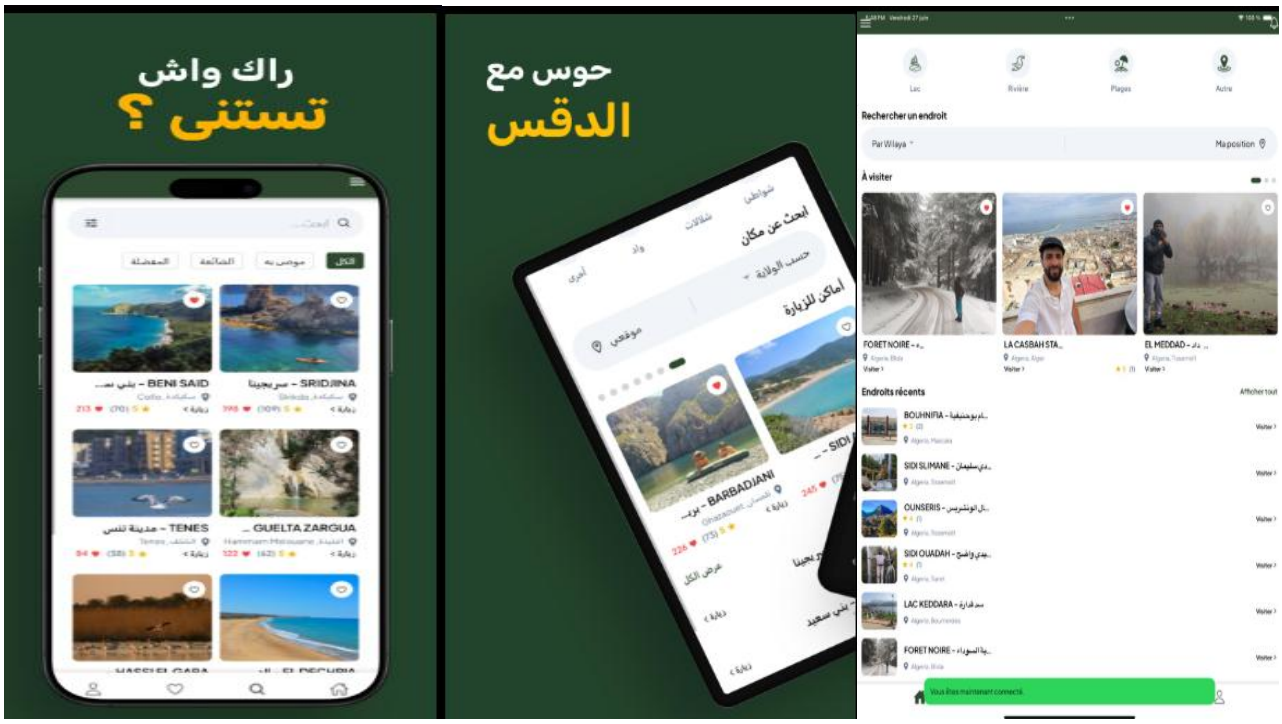
- He has gained popularity on **Instagram, YouTube, and Facebook**, where he shares content about **travel, culture, and hidden gems of Algeria**.
- His unique style combines **storytelling, photography, and personal experiences**, making cultural tourism attractive and relatable, especially for the youth.
- Beyond entertainment, Duks has positioned himself as a **cultural ambassador**, promoting Algeria's image as a vibrant and authentic tourism destination.

1.Transition from Influencer to Innovator

- Unlike many influencers who rely solely on social media, **Duks expanded his role** into digital entrepreneurship.
- Identifying the **lack of smart tourism tools in Algeria**, he took the initiative to develop **Duks Maps**, a mobile app that offers a structured digital experience for exploring Algerian heritage.
- This reflects a **paradigm shift**: from influencing perceptions to **creating a practical tool** that facilitates real tourist experiences.

Here are four images of the **Duks Maps** application, taken from app stores and APK platforms. They visually highlight the user interface and interactive map features, making them ideal for inclusion in your presentation file to capture the audience's attention.

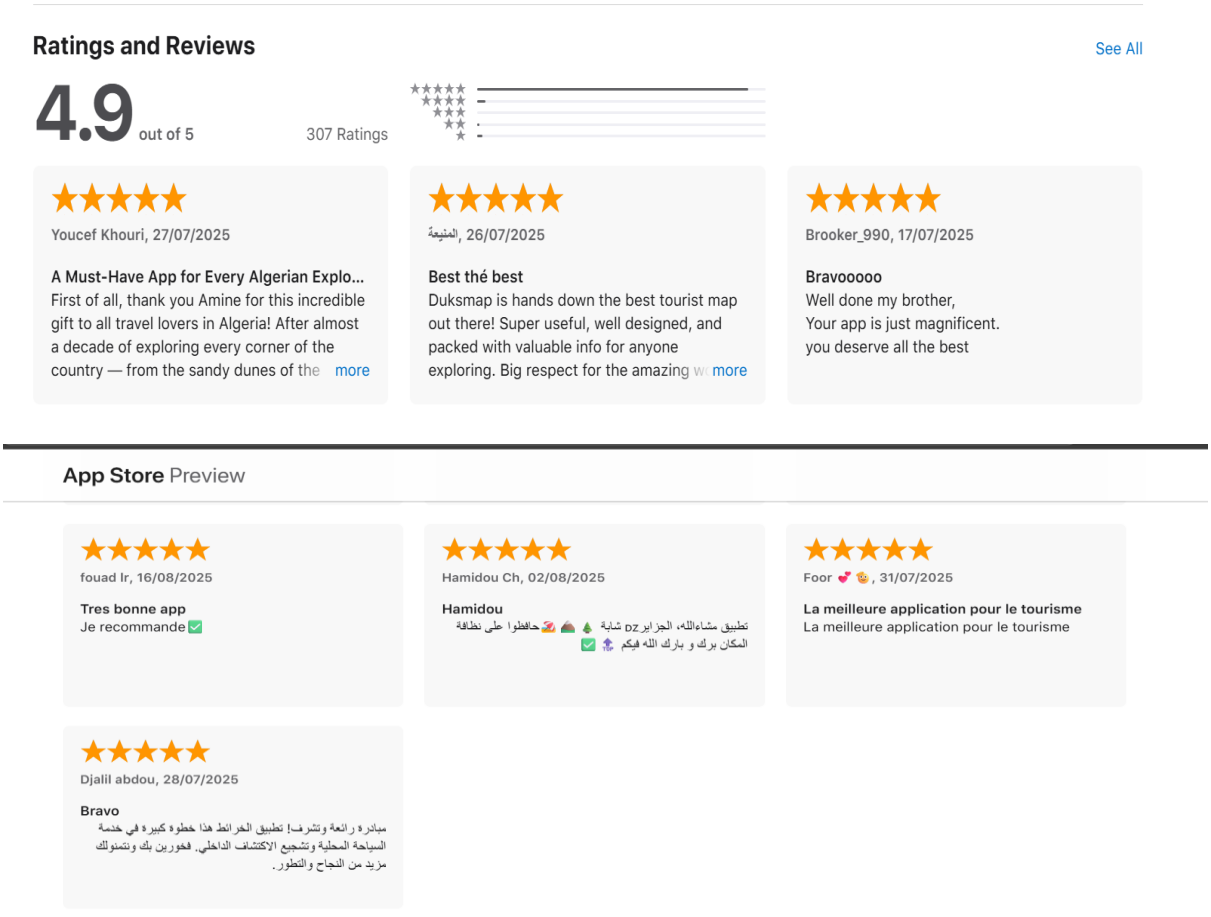
Figure1: Interface and Logo of the Duks Maps Application



Source: apps.apple.com

Screenshot from Apple App Store showing the app details such as the name, developer's logo (BOULOUZA NASSER), ranking (#4 in Travel category), high rating (4.9), and several screenshots of the main interface

Figure 2: User Ratings and Reviews of Duksmap Application in Algeria



Source: apps.apple.com

2.Latest Android Version:

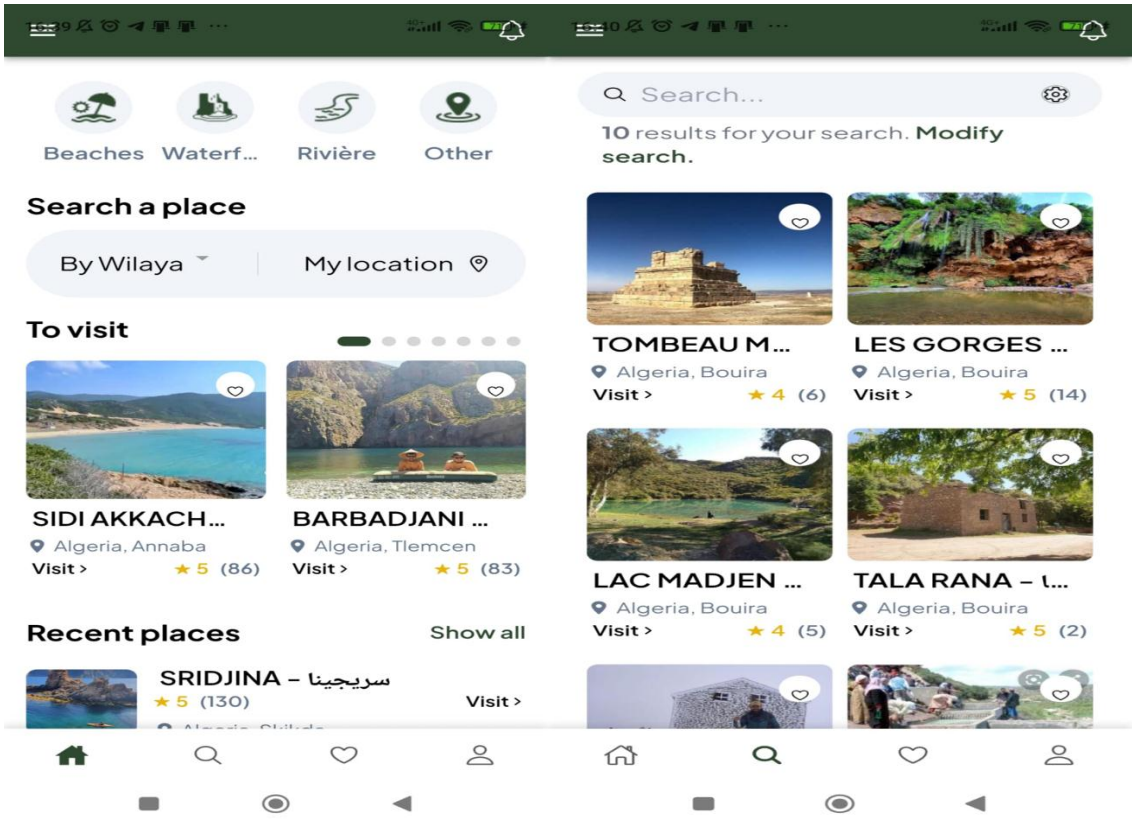
Current Version Details for Duks Maps (as of August 16, 2025) :

Android Version: **1.1.0** — officially released on **August 16, 2025**. Major highlights of this update include:

- Numerous bug fixes
- Enhanced usability with new features
- Overall performance and user experience improvements. (apkpure, 2025)

Google Play Ranking in Algeria: Previously, it was stated that **Duks Maps** ranked **#1** in the *Maps & Navigation* category on Google Play in Algeria. However, the latest data from **SimilarWeb**, updated to **August 21, 2025**, places **Duks Maps** in the **4th position** in Algeria's *Maps & Navigation* rankings (similarweb, 2025).

Figure 3: Explore Tourist Destinations in Algeria with Duksmap



Source: Screenshot from mobile application, 2025.

This screenshot on the left side illustrates the **user interface of the Duks Maps application**, highlighting its intuitive design and key features:

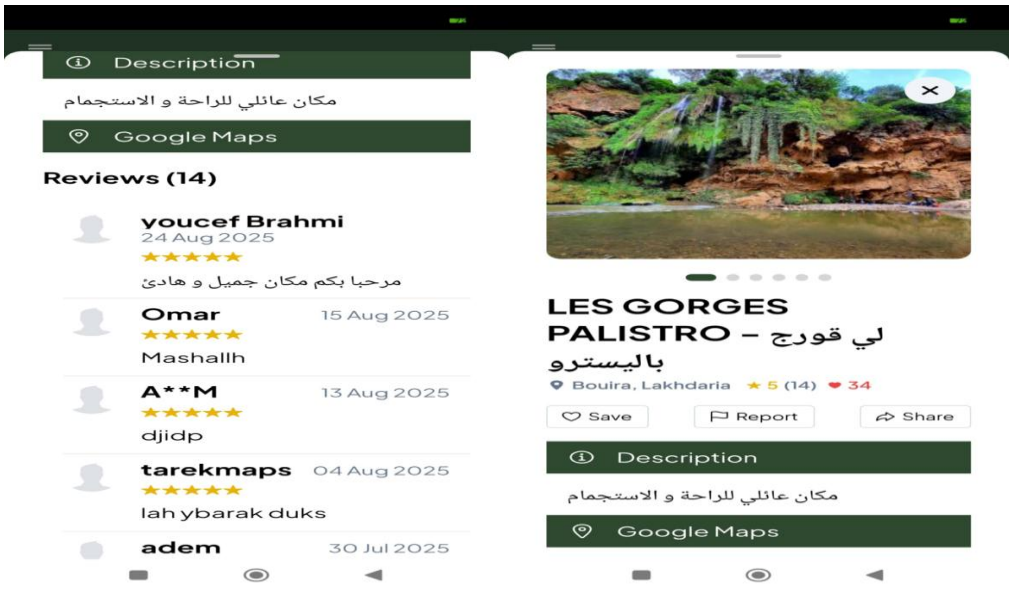
- **Category Navigation**: At the top, users can filter destinations by categories such as Beaches, Waterfalls, Rivers, and Others. This thematic categorization simplifies the search process.
- **Search Options**: The app allows users to search places either by Wilaya (province) or using current location (GPS), ensuring flexibility and personalization.

- **Places to Visit Section**: Featured destinations such as Sidi Akkacha (Annaba) and Barbadjani (Tlemcen) are displayed with photos, location tags, and **user ratings** (5★ reviews with number of votes), reinforcing social proof and credibility.
- **Recent Places**: The bottom section showcases recently visited or trending places, encouraging users to explore more and engage with the platform.
- **User-Friendly Layout**: The interface is clean, image-driven, and mobile-friendly, focusing on **visual tourism appeal** while providing practical details.

This screenshot on right side shows the **search results in Duks Maps after selecting Bouira Wilaya**:

- **Destination Listings**: Several cultural and natural attractions are displayed, including Tombeau M, Les Gorges, Lac Madjen, and Tala Rana.
- **Visual Presentation**: Each site is illustrated with a representative image, enhancing the touristic appeal and helping users identify places visually.
- **Location & Ratings**: The interface integrates both the location (Bouira, Algeria) and **user ratings (stars and reviews)**, supporting decision-making through collective feedback.
- **Consistency with UX Design**: The layout follows a grid format, ensuring easy navigation and quick comparison between destinations.
- **Search Functionality**: The top search bar allows users to refine or modify their queries, ensuring personalized exploration.

Figure: Explore Bouira with DuksMap



Source: Screenshot from mobile application, 2025.

This screenshot illustrates how **Duks Maps** presents a **touristic site (Les Gorges Palistro – Bouira, Lakhdaria)**:

- **Visual Highlight**: A high-quality image of the natural site is prominently displayed, reinforcing visual engagement.
- **Essential Information**: The interface provides the location (Bouira, Lakhdaria), average rating (**5 stars based on 14 reviews**), and the number of likes (**34**).
- **User Interaction**: Options such as Save, Report, and Share allow users to personalize their experience and contribute to platform engagement.
- **Description Section**: The site is introduced as "A family-friendly place for relaxation and swimming", which guides tourists about its purpose and atmosphere.
- **Integration with Google Maps**: Direct access ensures smooth navigation for users planning to visit.
- **User Reviews**: Comments (with dates and usernames) reflect authentic visitor experiences, such as "Mashallah, a beautiful and calm place" or "lah ybarak duks", which strengthens credibility and trust.

3. Comparative Snapshot with International Smart Tourism Apps

When comparing the Algerian case of Duks Maps with international experiences, several parallels and distinctions emerge:

- Portugal has adopted mobile applications such as *VisitPortugal App* (mi9, 2024), which combines interactive maps, cultural itineraries, and real-time recommendations. Similar to Duks Maps, it emphasizes user reviews and geolocation-based guidance but integrates more multilingual support for international tourists (Turismo De Portugal, 2025).
- Japan leverages tourism apps like Japan Official Travel App, offering public transport integration, offline navigation, and AI-driven suggestions. While Duks Maps focuses on natural sites and user-generated reviews, the Japanese model highlights real-time mobility and smart infrastructure connectivity (corporate navitime, 2025).
- SmartGuide (sourceforge, 2025) (global) provides a platform where destinations can digitize their guides into interactive audio tours powered by GPS. Unlike Duks Maps, which currently relies mainly on text and visual reviews, SmartGuide offers immersive storytelling and automated content delivery (smartguide, 2025).

This comparison illustrates that while Duks Maps provides a solid foundation tailored to local contexts, future developments could integrate multilingual accessibility, smart mobility features, and interactive storytelling to align with international best practices.

To contextualize the local experience of **Duks Maps**, it is instructive to compare it with notable international smart tourism applications. Three distinguished cases stand out:

Table 2: Comparative Overview of International Smart Tourism Apps

Country / App	Key Features & Innovations	Relevance for Future Developments of Duks Maps
Portugal – VisitPortugal *(App overview not found in current searches; optional local guides)*	Although a detailed official app source wasn't identified, Portugal relies on interactive digital maps and cultural itineraries to promote heritage sites. Features typically include **multilingual access**, curated routes, and real-time recommendations for tourists.	Emphasizes the value of adding **multilingual support** and structured cultural itineraries to Duks Maps.
Japan – Japan Travel by NAVITIME	Implements **AI-powered image recognition** to help users verify that they are boarding the correct train or bus (especially useful in stations with challenging signage)	Suggests integrating **real-time visual verification** and **multimodal navigation support** for tourism apps in Algeria.
SmartGuide (Global)	A digital audio-tour platform offering **GPS-triggered narratives**, offline maps, and AI-powered content creation. It supports over **100,000 places**, **30 languages**, and enables immersive storytelling	Demonstrates the potential of adding **audio tours**, **offline use**, and **multilingual capability** to enhance user engagement and accessibility.

Source: prepared by researchers based on the previous references

Generated reviews, and engaging visuals, the comparison highlights several avenues for refinement:

- **Multilingual Interface**: Catering to non-Arabic-speaking tourists by adding content in English, French, Tamazight, and other languages.
- **Navigation and Visual Confirmation Tools**: Inspired by NAVITIME's use of AI and image recognition to reduce navigation errors.
- **Immersive Audio Tours**: Drawing from SmartGuide's model of GPS-triggered storytelling, enriching the user experience in cultural sites.
- **Offline Accessibility**: Allowing users to download guides or maps in advance to enhance usability in connectivity-limited areas.

4. How Duks Maps Can Influence Cultural Tourism

4.1. Promoting Hidden Cultural Gems

The app highlights not only mainstream attractions but also lesser-known historical sites, local crafts, and traditional festivals that are often overlooked by international platforms like Google Maps or TripAdvisor.

4.2. Authenticity Through Influencer Credibility

Since the app is created by **Duks**, a trusted local influencer, tourists perceive recommendations as more authentic, fostering trust and encouraging them to engage with Algeria's cultural heritage.

4.3.Storytelling & Digital Narratives

Through vlogs, storytelling, and interactive content, Duks Maps transforms cultural sites into living experiences rather than static locations, making heritage more appealing to younger, tech-savvy audiences.

4.4. Community Engagement & User Contributions

Users can share reviews, photos, and tips, creating a **participatory digital archive** of Algeria's cultural tourism assets, which strengthens local pride and collective promotion.

4.5. Bridging Tradition with Innovation

By integrating traditional cultural heritage into a **smart tourism platform**, Duks Maps helps position Algeria as a modern yet culturally rich destination, aligning with global tourism trends.

5. Advantages of Duks Maps:

5.1. Promotes Local Tourism & Hidden Gems

- Highlights lesser-known cultural, historical, and natural sites across Algeria.
- Encourages both tourists and locals to explore beyond the mainstream destinations.

5.2. Smart & Interactive Experience

- Uses **geolocation** and **digital mapping** to guide users.
- Potential integration with **AR/VR** to enhance site interpretation.

5.3. Personalized Tourism Guidance

- Offers tailored itineraries (e.g., cultural routes, eco-tours, Sahara circuits).
- Can recommend attractions based on user preferences or proximity.

5.4. Supports Cultural Identity & Heritage

- Promotes Algeria's cultural diversity, traditions, and heritage sites.
- Strengthens national identity while attracting international visitors.

5.5. Boosts Sustainable Tourism

- Directs visitors to under-visited sites, reducing pressure on overcrowded destinations.
- Encourages local community participation and benefits small businesses.

5.6. User-Friendly & Accessible

- Designed for **easy navigation** with simple language and visuals.
- Accessible to both locals and international tourists (potential for multilingual support).

5.7. Marketing Tool for Algeria

- Functions as a **digital ambassador**, showcasing Algeria globally.
- Enhances Algeria's image as a smart tourism destination.

5.8. Integration with Influencer Branding

- Powered by Duks (the influencer), giving the app credibility, trust, and strong social media visibility.
- Builds emotional connection through storytelling and authentic experiences.

5.9. Gamification Opportunities

- Can include interactive challenges, rewards, and digital badges for site visits.
- Motivates continued use and exploration.

5.10. Data Collection for Tourism Development

- Provides valuable insights into visitor behavior, preferences, and flows.
- Helps policymakers and tourism operators make evidence-based decisions.

6.Suggesting Improvements for Duks Maps

6.1. Multilingual Support

- Add Spanish and other languages to attract international tourists.
- This will expand its reach beyond Algerian users.

6.2. Augmented Reality (AR) Features

- AR-guided tours where tourists can point their camera at a monument and see historical/cultural information pop up.
- This makes the cultural experience immersive and interactive.

6.3. Gamification

- Introduce badges, challenges, or points for visiting multiple sites.
- Tourists could unlock discounts or cultural souvenirs when completing routes.

6.4. Personalization

- AI-based personalized recommendations (e.g., "Since you visited the Casbah, you might like the Bardo Museum").
- Tailored experiences improve user satisfaction.

6.5. Integration with Local Businesses

- Allow hotels, restaurants, artisan shops, and tour guides to register and promote their services inside the app.
- Creates a tourism ecosystem supporting local economy.

6.6. Social Media Integration

- Enable users to share their journeys directly to Instagram, TikTok, or Facebook.
- Encourages viral marketing for Algerian destinations.

6.7. Reviews & Community

- Let users leave reviews, photos, or short videos about places they visited.
- Builds a community-driven trust system.

6.8. Offline Mode

- Since not all cultural areas have strong internet coverage, offline maps would make the app more reliable for tourists.

6.9. Smart Analytics for Marketers

- Provide dashboards with visitor trends for tourism boards, municipalities, and marketers.
- Helps in strategic decision-making.

7. SWOT Analysis of Duks Maps in Promoting Cultural Tourism

7.1. Strengths:

- Created by a local influencer (Duks) with strong visibility and credibility.
- Focused on Algerian cultural and historical heritage.
- Easy-to-use interface tailored to domestic users.
- Supports destination marketing by mapping cultural sites.

7.2. Weaknesses:

- Limited multilingual support (mainly for local audience).
- Lack of advanced features (e.g., AR, gamification).

- Limited integration with businesses (restaurants, hotels, guides).
- Not yet widely known internationally.

7.3. Opportunities:

- Adding Augmented Reality, Gamification, and AI personalization to enhance cultural experiences.
- Expanding into international markets with multilingual features.
- Collaborating with tourism boards, local artisans, and hospitality industry.
- Leveraging social media virality for global promotion of Algerian destinations.

7.4. Threats:

- Competition from global travel apps (Google Maps, TripAdvisor).
- Risk of low adoption if updates and innovations are slow.
- Infrastructure challenges (internet connectivity in rural heritage sites).
- Need for sustainable funding and partnerships.

Figure: SWOT analysis of Duks Maps

STRENGTHS	WEAKNESSES
• Created by a local influencer with strong visibility and credibility • Focused on Algerian cultural and historical heritage • Easy-to-use interface tailored to domestic users	• Limited multilingual support • Lack of advanced features (e.g., A gamification) • Limited integration with businesses (restaurants, hotels, guides) • Not yet widely known internationally
OPPORTUNITIES	**THREATS**
• Adding Augmented Reality, Gamification, and AI personalization to enhance cultural experiences • Expanding into international markets with multilingual features • Collaborating with tourism boards, local artisans, and the hospitality industry	• Competition from global travel apps (Google Maps, TripAdvisor) • Risk of low adoption if updates and innovations are slow • Infrastructure challenges (internet connectivity in rural heritage sites) • Need for sustainable funding and parenships

Source: prepared by the researchers based on the above analysis

8.How AI Can Be Integrated into Duks Maps

8.1. Personalized Recommendations

• AI can analyze user behavior (places visited, searches, preferences) and recommend **customized cultural routes** (e.g., “Best street food in Algiers” or “Hidden historical spots in Sétif”).

• Like Netflix recommendations but for **tourist experiences**.

8.2. Smart Chatbots / Virtual Guides

• An **AI-powered chatbot** inside Duks Maps can answer tourist questions in real time (e.g., “What time does the museum open?” or “Where is the nearest café?”).

- Multilingual capability makes the app more inclusive for **international tourists**.

8.3. Image Recognition (AI + AR)

- Tourists can take a photo of a monument, and AI identifies it, then provides **history, cultural significance, or fun facts**.
- Makes exploration **interactive and educational**.

8.4. Predictive Analytics

- AI can predict **crowd levels** in popular sites based on historical data and suggest the best visiting times.
- Helps in managing **tourist flow** and improving **experience quality**.

8.5. Sentiment Analysis of Reviews

- AI can scan social media & in-app reviews to detect what tourists like or dislike.
- Provides valuable insights for **marketers, local authorities, and cultural institutions**.

8.6.Gamification with AI

- AI can adapt difficulty levels of **quizzes, treasure hunts, or AR games** within the app depending on user progress.
- Keeps tourists **motivated and engaged**.

9.Conclusion

The case of the influencer Duks and his innovative application, Duks Maps, demonstrates how the integration of digital influence, smart technologies, and localized tourism solutions can foster a new paradigm of tourism promotion. Unlike traditional or even electronic tourism, smart tourism leverages real-time data, mobile applications, and the power of social media influencers to create more engaging, personalized, and sustainable experiences for travelers. As a local model, Duks Maps shows how cultural identity and community-based insights can be transformed into a dynamic digital tool that benefits both tourists and local stakeholders. This "smart tourism promotion trinity"—the influencer, the smart app, and the community—highlights the potential for regions like Algeria to strengthen their cultural and economic positioning in the competitive global tourism market, while also paving the way for future innovations in sustainable and experience-driven tourism development.

10.Bibliography

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