The Role of Territorial Intelligence in Promoting the Tourist Destination of Tizi-Ouzou Region (Kabylia, Algeria)

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Abstract

In this article, we return to the theoretical discussion of territorial intelligence as a lever for boosting the tourist destination, based on the governance approach, in a context marked by constant innovation in ICTs and their introduction into the tourism sector, determining the behaviour of tourists and influencing their choices. Then, by means of two surveys of tourism professionals (Tourism and Crafts Department and tourism companies), we seek to determine to what extent they make use of ICTs in the various tourism promotion policies. The aim is to assess the degree of involvement of the tourism sector in ICTs and their use in developing the sector. Our results conclude that there is a lack of participatory governance bringing together tourism stakeholders, and an embryonic e-tourism reflecting the low accessibility to ICTs immersing between mistrust and hesitation.

Keywords: _Territorial Intelligence, Territory, Tourist Destination, ICTs._

INTRODUCTION

Market registration in a global economy is essentially based on two factors (Némery J-C. and Loinger G., 1997): the spread of ICTs, which creates a network of spatial and temporal processes, and political and constitutional rules and regulations (WTO, OECD, EU, WB, ...). These factors influence the recomposition and/or resilience of territories. In the tourism sector, and specifically in the creation of a resilient tourist destination, attractiveness and competitiveness are at the heart of the digital issue, where the latter forms the basis for the functioning of the actors (tourism professionals and customers) and determines the relationship between them throughout the tourist stay in all its phases (before, during and after). Therefore, our article seeks to determine the extent to which ICTs are used in Algeria's various tourism promotion policies. This through the actors representing the public authorities at the local level, namely the Tourism and Crafts Department and the tourism companies in Tizi-Ouzou region who act as intermediaries with customers. The aim is to assess the extent to which ICTs are being used to develop the tourism sector. The choice of Tizi-Ouzou region is justified on the one hand by its heritage and tourism potential, particularly in terms of mass summer tourism along the coast and the lack of tourism development initiatives elsewhere; and on the other hand by the dynamism of its human resources, able to drain its tourist attractiveness.

In this context, tourists target for a destination that is organized "in advance". Their choices are made on the basis of visibility, accessibility and the degree of digitization of the target destination. Indeed, the worldwide use of digital technology (PCs, smartphones, tablets and more) to help customers choose and organize their stay is becoming almost systematic. Is this not one of the main reasons why Algeria as a destination in general, and Tizi-Ouzou in particular, is less frequented and less demanded, despite the importance of the multi-

dimensional tourist potential it holds? Can social media give this destination a new and more attractive image? Are the various actors contributing in achieving the common objectives set out to promote this tourist destination?

Methodologically, after developing a theoretical framework based on a literature review of key concepts related to the digital environment (the territory as a complex system, territorial intelligence, governance, etc.), our contribution sheds light on the role of tourism intermediaries (travel agencies which play an important role in the distribution of tourism services) and institutional actors in the tourism sector. Because of the lack of work devoted to tourism development strategies, our study focuses on the transition from outbound tourism (ticketing) to local inbound tourism, particularly in the context of the health crisis that has triggered the disintermediation process.

By using both qualitative and quantitative methods, the article highlights the lack of dynamism of travel agencies in Algeria and discusses the delay in the use of digital technology.

The first is based on interviews with officials from the Department of Tourism and Crafts in Tizi-Ouzou. Semi-directed interviews were conducted using an interview guide with tourism institutions, and observations to identify the strategy adopted by public authorities. The focus was on the various actions and means used by the Department to promote Tizi-Ouzou as a destination, the constraints that make it less frequented by tourists, the use of ICTs in their advertising materials as well as e-tourism and governance, and whether or not there is cooperation between tourism professionals.

The second method is based on survey carried out using a questionnaire designed for tourism companies (travel agencies) in Tizi-Ouzou. This involved face-to-face interviews with 10 travel agencies, lasting an average of 2hrs 30mns, in order to identify influencing factors. These agencies, as intermediaries, use digital technology in their operations .The survey focuses on the degree of involvement, integration, mastery, innovation, updating or monitoring of ICTs in terms of software, applications, site creation, blogs, social media registration, usage and customer perception (at local, national and international level) of e-tourism, the existence and follow-up of up-to-date training in this area by staff, the share of digital technology in the various stages of the organized tour and in the sale of their products in general, and finally the impact of digitalization on the company's operations, sales and market position. This questionnaire survey will be the subject of an ACM in order to define a typology of travel agencies according to their use of digital technology.

This methodological approach aims, on the one hand, to establish the state of the art of the tourism sector in the wilaya in general, and of the place of digital technology in this sector in particular, and, on the other hand, to identify the dysfunctions that characterize decision-making strategies and their adequacy with the needs of the e-tourism market, in order to achieve and maintain a share of the market through the promotion of the targeted tourist destination. In this sense, the approach envisaged, known as territorial intelligence, represents a means of making one's territory known so as to contribute all together to its development in to ensure the well-being of its population by activating synergies capable of boosting the tourist destination of Tizi-Ouzou region.

The article begins with a theoretical framework, highlighting the concept of territorial intelligence as an approach to governance in the context of resource-based tourism. Secondly, it analyses the tools used by the Department of Tourism and Crafts to promote Tizi-Ouzou as a destination. Thirdly, it concludes with an analysis of the results of the survey of travel

agencies, highlighting the constraints hindering the expected change in the digital age, reflecting the lack of involvement of travel agencies, between mistrust, incompetence and preference for traditional methods of payment, as summarized in a typology of these agencies.

1. Territorial Tourism Intelligence in the Age of ICTs

The digital revolution is having an impact on all areas of socio-economic life. Emerging and not very visible in some areas, it is becoming indispensable in others, to the point where it can be a lever for the recomposition and dynamism of territories. Its influence on the functioning, innovation and modernization of certain sectors and/or activities has an implicit impact on the future of a region, and therefore determines its development.

1.1 Territorial Intelligence Approach through Governance

Territorial intelligence refers to the intrinsic abilities of actors operating within a participative territorial governance logic, taking into account the complexity of the territory to act in the face of the recomposition of economies and societies, for territories in search of means to develop according to an information and knowledge economy. It thus provides a systemic and dynamic vision of territories, through its direct link with governance, which today depends on the new context of the knowledge society. It is both a "process of knowledge or self-knowledge of the territory" (Dumas P., 2004) and an instrument for understanding territorial dynamics at the service of stakeholders (Girardot J-J., 2004). It is at the heart of the territorial system of actors and "can be assimilated to territoriality, which results from the phenomenon of appropriation of a territory's resources, followed by the transfer of skills between categories of local actors with different cultures" (Bertacchini Y., 2004, p16). In short, it combines a process of accessibility and mastery of ICTs with an approach oriented towards cooperation between actors (Girardot J-J., 2004).

Territorial intelligence refers to the process of collective intelligence applied on a territorial scale, where the culture of authentic information is mutualized (Girardot, 2000) by activating the skills of actors endowed with "know-how" (Bertacchini Y. et al., 2007, p210). Similarly, Girardot J-J. ; Dumas ph. et Bertacchini Y., testify that it refers to the body of knowledge enabling better construction of territorial dynamics based on a mutualization of actors described as "collective intelligence" (Lévy, P., Allemand, S., 1996 cited by Bertacchini Y. et al., 2007). It can be considered as a source of information production and transmission (intelligence), in an organisational process (Herbaux P. and Bertacchini Y., 2007) where everyone can contribute by their know-how and skills to a space of meaningful relationships (Bertacchini Y., 2010). Territorial intelligence "translates a 'Space-territory' relationship, succeeding territoriality as a phenomenon of appropriation or reappropriation of resources" (Girardot J-J., 2000, p2). This process of territorial intelligence provides access to shared information (Girardot, 2000), with the aim of "contributing to the renewal of local governance" (Bertacchini Y., 2010, p11).

The territory as a complex system is a source of coordination for actors capable of "bringing the territory into being, making it exist, sustaining itself and sometimes becoming operational" (Vanier M., 2009, p12), with the aim of building a specific territorial offer to ensure its attractiveness. To this end, the nature of the relationships maintained between its stakeholders is characteristic of territorialisation, reflecting according to Di Méo (1998), to an appropriation of space within a specific system of representations. The tourist destination is a territory defined as a complex system within which several social organizations interact (Botti et al., 2008, p20) "belonging to the same or different branches of activity".

1.2 Creating and Sustaining a Tourist Destination: a Resource-Specific Approach

Digital technology has considerably reoriented consumer behavior and choice, particularly in the tourism industry, and has become one of the determining factors of a tourist destination. Different types of resources (Courlet C., 2008) are essential to the development of a territory. They can be found in all fields, and particularly in tourism. The latter is essentially based on the attractiveness, variety and richness of a tourist destination built on the existence of specific resources, making it a place chosen among many others for its differentiation. Indeed, when choosing a destination, tourists are very interested in the quality of its image, particularly through the various ICTs that bring consumers closer to and/or further away from it. The territory, therefore, represents a "construct" (Raffestin C, 1980; Le Berre M, 1992; Brunet R et al, 1993) resulting from interactions between the various actors involved in a collective approach in the form of a spatially inscribed and socially constructed organization (Pecqueur B., 2001), based on a new conception giving more room to the actors, to the application of new modes of multi-level territorial governance (Gumuchian H, et al. 2003).

A priori, the specificity of a destination is systematically linked to the particularity of its territorial tourism resources. Societal, cultural, heritage and natural dimensions are added to the spatial dimension to define the notion of destination. In addition to the basic services on which tourism activity is based (catering, accommodation and transport), the governance and sustainability of territorial tourism resources represent a key factor in the development of a sustainable quality image for a tourist destination.

Territorial governance involving participative approach of local stakeholders' initiatives should make the destination profitable in its geographical proximity. Indeed, relational and social capital and local governance (Courlet C., 2008), seem to be essential to maintain the attractiveness of their territory while at the same time revealing other natives' activities reflecting their heritage identity, multiplying their specific resources and not limiting themselves to generic resources.

1.2.1. Territorial Resources as a Source for Creating Tizi-Ouzou Tourist Destination

To achieve their goal of attractiveness and differentiation, tourist destinations rely on territorial resources to build their image, with the aim of representing the wealth and tourism potential of a territory that is "worth the trip", in the words of Seniln N. et al. (2006).

Tizi-Ouzou region is renowed as being a tourist destination par excellence, with regard to the wealth of territorial and tourist resources it conceals, giving rise to several types of tourism: cultural (tangible and intangible heritage), seaside (coastal region) and climatic (mountain region). Endowed with a rich and varied archaeological heritage, the wilaya of Tizi-Ouzou relies on the coastal zone of Tigzirt and Azeffoun as a destination for tourists to discover traces of Roman civilization, as the Temple of Genius that dates from the 3rd century and the Christian Basilica. In addition, the Djurdjura mountain range, which is a major tourist attraction and the wilaya's travel agencies, focus their tourism marketing strategies on this area. These include Tala-Guilef, Lalla-Khedidja, Lac d'Agoulmine, the Gouffre de Boussouil (1,259 m), the Macchabée caves, the Pic d'Azrou N'Thour, the Tirourda (1,700 m) and Tizi-N'kouilal (1,600 m) which are components of the Djurdjura National Park.

In addition to seaside tourism (coastal region with an 80km seafront), cultural and craft tourism, the region also boasts a wealth of tourist potential thanks to its invaluable faunistic and floristic vareties. The attraction of this tourist destination can also be seen in the sporting hikes, ecological and cultural stays in Yakouren and Mizrana forest areas enriching the wilaya's

tourist potential. According to the Department of Tourism and Crafts of Tizi-Ouzou, this region has sites, infrastructures, associative movement and public and private organizations to launch domestic and local tourism, thanks in particular to its 92 natural tourist sites, 123 archaeological and historical sites, 42 cultural sites and 17 zaouïas, at least two of which date back to the 17th century.

The creation of a tourist destination is a long-term process, requiring undeniable efforts of all the actors involved, as described above. Once the destination has been created and its operations revitalised, the next step is to work on marketing it's by implementing a tourism marketing strategy. In the face of stiff competition in the sector, this requires specific promotion to make it more attractive and attract consumers. The techniques and means of this promotion influence customers' choices. The intensity and mastery of ICTs can make all the difference.

2. Territorial Intelligence as a Lever for Promoting Tizi-Ouzou as a Destination

The synergies resulting from territorial intelligence, combined with the growth in the use of digital media (mobile or fixed) in all their facets, affect tourism in the same way as other sectors around the world. "Technological developments, combined with openness and competition, have encouraged the emergence of new services that are playing an increasingly important role in our daily lives", says a travel agency manager. Algeria is affected by these technological changes; it is part of this logic, being connected and using websites and social networks to access up-to-date information of various kinds. But are tourism professionals sufficiently trained and equipped to promote Tizi-Ouzou as a destination? To what extent have ICTs been introduced into tourism? How do these tools contribute in making of Tizi-Ouzou an attractive tourist destination?

2.1. Tools mobilized by the Department of Tourism and Crafts to promote Tizi-Ouzou as a destination

As we have already mentioned, consumers are increasingly selecting destinations via social networks, and are targeting the best-presented destinations to make them more attractive to visitors. And this can only be achieved by using more advanced techniques and tools.

According to the results of our survey of the Department of Tourism and Craft, the main actions undertaken to promote tourism in the wilaya of Tizi-Ouzou are limited to the dissemination of information about the various events taking place in the wilaya. According to the same source, this is done via various traditional promotional media (advertising in the form of paper maps and posters) and digital media via the Department website and social networks: "all the wilaya's tourist sites are given visibility and promotion on the Department of Tourism and Craft website and face book page, highlighting all the assets and types of tourism available in the wilaya". However, when we asked about the resources and people in charge of running this page, we found that the same officials who represent the Department in the coverage of events are taking this initiative with their own tools and with their relative mastery of ICTs, due to their character as animators and not professionals, as we can notice by consulting this page exposed after each event by taking photos and / or videos. In fact, according to the same source, budget has neither been allocated to this task of organising, managing and monitoring the site, nor to the staff training in ICT or even to the promotion of the destination since 2013.

Those interviewed at the Department of Tourism and Crafts consider that their role, as a government department and institution, "does not lie in the organization of events, but rather as a federator ensuring coordination with other sectors. Its main mission is to regulate all tourist

activity and publicize the destination. It organizes and coordinates meetings and press conferences to disseminate information and organizes events to pass on information in turn".

2.1.1. Absence of participative governance

Going back over the nature of the relationship it maintains with other tourism professionals, the Department of Tourism and Crafts announces that it plays the role of guardian by monitoring the activities of travel agencies present in the wilaya and checking their quarterly activity reports. This limits the relationship between these actors, who are supposed to work together to promote Tizi-Ouzou as a destination. Moreover, we asked about the possibility of promoting this destination in coordination with the agencies, but according to the Department , this task (which, according to them, is limited to product design and sales) does not fall within their prerogatives, but rather those of the travel agencies, who also say, according to our survey, that they do not have the means to do so, and that it falls within the remit of the public authorities (APC and DTC and other departments), because the creation and preparation of a tourist destination is not limited to the programming of a circuit, but begins with sanitation, drinking water, electrification, the environment with the daily cleaning up of garbage, etc.

The escape of responsibility, the "the rejection of the duty" and the confusion of roles reveal the state of inertia in the tourism sector in Algeria, and in Tizi-Ouzou in particular, instead of synergizing the efforts of the actors involved, capable of triggering new tourism dynamics. The trigger is needed to ensure a qualitative leap forward, so that "institutional, socio-educational and business actors, who in the past occupied the status of active transmitters, now find themselves occupying a quadruple position: transmitters, transmitters, receivers and mediators. As a result, local authorities consider their role strengthened in terms of access and expression for all citizens to these new services" Bertacchini Y., (2007, p17).

Once the destination has been created and promoted, customers need to be satisfied and well served, according to their expectations implicitly linked to the promotion of the destination, in order to ensure a good reputation for the destination. However, the lack of adequate conditions and/or services, quality/price ratio, make of Tizi-Ouzou less demanded despite its strong potential. This is why participative coordination is so necessary, especially at a time of economic crisis caused by the health crisis that has affected the tourism sector, with considerable effects on local economy.

2.1.2 Little use of ICTs by Tourism Professionals

As far as the post-tourism phase is concerned, with the development of ICTs, consumers leave traces of their trip and participate in the construction of the destination's image. However, in the case of the Department of Tourism and Crafts, the site created is neither updated nor animated in such a way as to provide a meaningful presentation of the various sites and or places to visit in the wilaya of Tizi-Ouzou. Moreover, even the page created on social networks is not followed by the Department itself, and comments from Internet users are of no interest to anyone, nor do they serve to improve the deficiencies. Furthermore, the e-reputation of a destination is based on the degree to which it monitors and communicates with its customers, in terms of their satisfaction and shared memories, giving the destination more reliability for other consumers. As for their coordination with the other tourism stakeholders, namely the five tourist offices and six tourist associations in the region, the Department points out that they are all endowed with a charitable character, and each operates in its own way and with its own resources, often on social networks, so there is no form of coordination or possibility of a

participative construction project for the benefit of the destination itself, even by opting for traditional marketing tools, and what about the use of ICTs?

3. The Role of Travel Agencies in Promoting Tizi-Ouzou as a Destination in the ICT age

The type of connection used by the various travel agencies surveyed in the exercise of their activity falls under ADSL. These agencies report that they are not at all satisfied with the connection speed in Algeria, indicating that their level of satisfaction with this connection, essential to the functioning of their activity, is well below average. "Our business is totally dependent on the Internet; without it, the company is disabled, and unfortunately we have no other alternatives. This low connection speed is disabling and has a negative impact on their business. According to them, it creates worrying situations within the company, particularly at times of pressure and high demand. In fact, there are times when staff find themselves unable to respond to customer demand; uncertainty means they cannot keep customers waiting, creating situations of discontent that can lead to a definitive loss of this clientele. In addition, for the animation of pages on social networks, employees often use their own smart phones with personal connections to ensure the viability of the various publications and to respond in time to different questions and requests from customers

To remedy this, the agencies do not find a solutions, as they state: "Very often, when the connection fails, it affects the agency's operations and on bookings, and we have no solutions. This problem can only be solved by the public authorities, because it affects all sectors of activity in Algeria".

Digital technology plays a vital role in the tourism business. It is an essential part of their marketing strategy, especially with the development of ICTs and social networks, which are accelerating the means and methods of marketing and selling tourism products for a given destination. According to the manager of a travel agency in Tizi-Ouzou, this support is a double-edged sword: on the one hand, it enables us to move forward and achieve higher sales, and on the other, it is a drawback when it becomes inaccessible in terms of costs and/or training, such as paid software and applications.

3.1. A Critical approach to the Degree of Digital Presence in the Travel Agency Approach

- During our various interviews with the managers of travel agencies located in the wilaya of Tizi-Ouzou, we wondered about the degree of digital presence in the company's marketing, and found that it ultimately varies according to:

- The involvement of digital technology in the company's overall operations, which is relatively high. This is justified, as have already pointed out, by the need to use digital technology to run the business. Moreover, the average integration of new tools (ICTs) by the company is just average, and limited to the strict operational needs of the business. They present a perfect mastery of the various existing tools (software, applications, etc.) as the only factor present par excellence with agencies, since they are essential and basic to their functioning. However, the updating of knowledge through training in the use of tourism related ICTs remains non-existent for some or even weak for others;

- Registration via social media pages is certainly present in all agencies and represents one of their working tools. However, face book remains the most used and adopted network by the majority of these agencies, unlike others who try to keep up with customer expectations on all the other existing networks and follow their evolution

constantly to remain active. This dynamic of promoting a destination on social networks by creating pages and animating them is not practiced in the same way by the various agencies, as the monitoring and maintenance of the e-reputation on social media (responses, animations, management, monitoring of commentators) only appears with some of the latter, due to the time to devote and the qualified staff to manage them. This principle also applies to the creation of websites and/or blogs. Despite this, we have observed a strong interest on the part of agencies in the emergence and development of ICTs in their field, illustrated by their constant monitoring of the various developments in e-tourism. This curiosity is justified by the need to keep abreast of the latest developments, despite their inability to keep up. They expect the public authorities to provide them with training and/or programs to boost research and development and/or upgrade their skills.

Given the change in tourist (customer) behaviour and the increasingly digitized demand, the destination "Tizi-Ouzou" could become an attractive destination through its appeal on social networks, despite the already identified shortcomings, according to the words of an owner of a travel agency "we have a face book page and another on instagram through which we try to promote "Tizi-Ouzou" as a destination, depending on our limited means, through publications of photos and videos to attract customers and sell our products".

This convergence towards social networks is rather a response to the demands of customers who have become more demanding and more skillful in their search in terms of quality/price ratio or even in terms of prospecting for a certain comfort by seeking to be best served on all plans This attitude prompts travel agencies to do their best in presenting their marketing strategy to satisfy consumer demand with a focus on every detail: "the new generation and younger customers follow us on the various social networks. As for the other categories of society, there is still work to be done. They prefer the traditional method (telephone, word of mouth, etc.)".

Add to this the stay phase, where the role of tourist guides can make all the difference in terms of language skills, ICTs and communication techniques in general: "We need to accompany consumers throughout their stay. The attractiveness of Tizi-Ouzou as a destination will be enhanced on the web by promoting our crafts, and also by creating facilities and structures that meet international standards".

The focus on promotion via images and/or videos issued by hotels in the form of packages offered to travel agencies for popularization is showing its limits. By creating its own tools, in particular the mastery of ICTs, an agency can distinguish itself from others and take the lead in attracting customers by using ICTs to drive the creation of specialized brochures or leaflets, distinct magazines innovated and designed by the agencies to serve as a revival for the Tizi-Ouzou as a destination by promoting it in another way through promotion tool and other means to differentiate itself from other competitors on the market. This tool not only helps agencies to make Tizi-Ouzou an attractive destination, but also provides a brief history of the various monuments and data on the sites to be visited, as well as accommodation, restaurants, means of transport and leisure facilities. It is also possible to produce captivating, emotional videos of real-life sites, using the services of professionals in the field, to help boost the destination's profile.

3.2. Tizi-Ouzou Travel Agencies between Mistrust and Incompetence

As for the agencies that are not part of this logic of modernization of the tourism sector, they justify themselves by the lack of financial ressources and leave their share of responsibility solely to the local authorities and to the public authorities in general, who do not provide and make available to them these tools and this work that is supposed to be done by the public bodies concerned, *"given the Covid-19 pandemic that the world is experiencing and its effects, which have mainly affected the tourism sector and travel agencies in particular, add to this the various constraints experienced by the Algerian tourism sector, including the lack of support, guidance and involvement of travel agencies in the various plans and programs to take into account their constraints and suggestions for promoting Tizi-Ouzou as a destination, since we are the closest to the land and tourists, and are therefore more familiar with their demands and requirements. As a result, we cannot keep up with the modernization* taking place around the world in terms *of e-tourism.*

It is thought that some agencies are not obliged to do this, given that tourists do not choose or very little solicit Tizi-Ouzou as a destination, (it is not much in demand), which gives them the opportunity to promote other "turnkey" destinations. This is illustrated by the case of agencies organizing excursions to the cleanest villages in the wilaya of Tizi-Ouzou, based on photos and videos made public on social networks following a competition organized by the APW. What remains to be done is to create a favorable environment, the "primary objective is to create a local institutional, informational and behavioral terrain where stakeholders can express their perceptions, enrich their knowledge, assert their skills and influence the development process" (Bertacchini Y. et al., 2010, p19).

3.3. The Dominance of Traditional Payment Methods in the Digital Age

Customers prefer to pay on the spot at the agency in cash, rather than pay remotely using electronic means of payment, due to a lack of confidence in the latter, which is not yet widespread in Algeria. In fact, this is one of the reasons that hinders the development of e-tourism in our society. On the other hand, when it comes to using social networks to request tourist services, 70% of customers prefer this method, compared with only 30% according to travel agencies, which are still used to visiting customers and cannot change their habits.

They try to sell their products and/or destinations by disseminating information on social networks, with the aim of targeting young people, who will in turn pass on advertisements to workers and families in general, who do not use social networks. When it comes to the products/services most demanded digitally by tourists at home and abroad, travel agencies say that their customers use of digital technology concerns ticketing, accommodation, catering, local transport, as well as making appointments for visa applications.

When it comes to online sales, most travel agencies focus on packages combining all or several tourist products and/or services. These packages even include relaxation/well-being activities, sports, leisure activities, etc. averaging around 20%, "especially in the case of organized trips, transport for our customers' transfers and movements, catering in hotels or elsewhere, outings and excursions. We integrate all services, as we offer all-inclusive packages".

3.4. The Socio-Economic Impact of ICT on Tourism Businesses

Digitization helps tourism companies to promote, popularize and market their products. It is the most effective marketing strategy for businesses that want to secure market share in the face of competition, particularly on social networks. In fact, with the advent of ICTs, which have become an indispensable working tool, the turnover of tourism businesses has undergone a clear evolution. This dynamism brings added value to the region through an increase in the number of employees, thus helping to reduce unemployment and provide a livelihood for families, in addition to the leisure and tourism activities it generates. "Otherwise, business remains stagnant and limited to a slow pace on site it is too time-consuming to work with all the customers on site to explain things to them and give them verbal information about the sites and destinations it is better to do it remotely via ICT".

3.5. Typology of Travel Agencies According to the Degree of Involvement of ICTs in their Tourism Destination Promotion Strategy

We used SPSS (version 21) to explore the survey data from these travel agencies using the MCA (multiple component analysis) method. However, it is important to note that the obtained results are proportional to the size of the sample and the methodology used. For example, the 20 variables introduced gave rise to two dimensions, accounting for 73.5% of total inertia. Based on these results, we can deduce that the agencies surveyed are not all homogeneous, as their distribution is sparse. Nevertheless, we can distinguish four categories of agency based on the proximity of the variables considered:

- The agencies in the first category represent those who are dissatisfied with their connection (speed), yet their main requests are made remotely via social networks, and account for between 50 and 75% of their sales. These agencies are followed by their customers in their publications and promotions (digital marketing), which has a positive impact on their sales and consequently their market share. In addition, this category gives a lot of importance to monitoring post-stay customer feedback on their satisfaction levels and on any shortcomings mentioned to take them into consideration "e-reputation". In other words, 30% of our sample are ready to change and reorient their strategy and choice of destination to promote on the basis of their customers' experience (looking for all the means to satisfy them and increase their sales and improve their image).

- Other agencies (30% of the sample) present the same characteristics as the agencies in the first group, with just one difference. The difference lies in the fact that they do not monitor the pages they create on social networks. For these agencies, this is justified by the low level of connection, and the fact that e-reputation is not a priority for them.

- This category includes agencies (20% of the sample) which, despite their satisfaction with the speed of their connection, do not have a digital marketing strategy. Indeed, their degree of presence on social networks remains limited, in free form marked by an average proportion of 25% of their remote sales, as the majority of their sales are made on site.

- Finally, a few agencies are scattered compared to others representing agencies with specific characteristics. These agencies do not attach any importance to ICT or social networks, and consider that they have no influence on their sales, market share or even e-reputation. The only thing they do is create a free Face Book account.

CONCLUSION

The specificity of territorial intelligence lies in taking into account the tourism sector in all its aspects, involving all actors and all methods of analysis and evaluation, supported by ICTs, with the aim of highlighting any malfunctions and/or imbalances characterizing the tourist destination. The latter needs to be better informed using ICTs, with the coordination of all tourism professionals and civil society. The use and mastery of ICTs is a key factor in a the resilience of a destination in order to enhance its attractiveness and ensure its sustainability by creating different activities linked, for example, to its identity and describing its specific heritage, making it a pioneer in the detection of new niches likely to attract a specific clientele thanks to this collective territorial intelligence. In short, more integrated management of a destination can absorb the various constraints it faces.

Tourism stakeholders in the Tizi-Ouzou region have shown that they have not mastered the tools and principles of territorial intelligence, and that the latter remains insignificant in the tourism sector. In fact, e-tourism in Algeria still needs to be developed and integrated into the various tourism promotion policies, through actors representing the public sector at local level, in coordination with other tourism professionals. ICTs represent the basis for the degree of visibility, accessibility and digitization of the tourist destination, and our survey revealed that one of the main reasons why Algeria as a destination in general, and Tizi-Ouzou in particular, is less popular and less demanded despite the importance of its multi-dimensional tourism potential, is the lack of participative governance and accessibility to ICTs by the various tourism professionals?

Territorial intelligence does not consider the destination as a market, but rather as a territory made up of subsystems of interconnected, participative and collaborative actors. The latter work for its development, and therefore for the well-being of its inhabitants, through their participation in the promotion of the tourist destination. This demonstrates the interest of our contribution, given the absence of territorial intelligence projects focused on tourism activities in Algeria. In fact, territorial intelligence, through its tools, objectives and knowledge applied to tourism, can contribute to the dynamism of the tourist destination Tizi-Ouzou (which is not solicited) and thus promote the socio-economic development of the entire wilaya.

Our survey of tourism professionals analysed the degree of integration and mastery of ICTs in the tourism sector in the wilaya of Tizi-Ouzou, and came to a number of conclusions:

- Territorial intelligence is the result of a voluntary, constructive and collective decision generated by initiatives which aim to develop their local communities through their role in destination development and maintenance, thereby revitalizing and relaunching the destination, in collaboration with other actors in the region, each according to their means and prerogatives, thanks to innovative initiatives that can set in a dynamics for promoting the destination that go beyond existing constraints;

- Territorial intelligence, with its objective of analyzing and raising awareness of a territory through the use of ICTs, is an approach that, with the participation of all stakeholders (participative governance), can propel an alternative to traditional models of governance and/or management in the tourism sector. Moreover, inter-communality (inter-territoriality), which has proved highly successful in several other sectors, by resolving conflicts and providing joint solutions through the participation of several actors, could be a solution capable of boosting the tourism sector in the wilaya;

Territorial intelligence applied to tourist destinations is of great interest for its objectives linked to the enhancement and revelation of a destination's tourist potential, the development of suitable instruments for collective management and collaborative promotion through information produced and then disseminated in partnership with the various stakeholders. The various initiatives taken by civil society to promote Tizi-Ouzou as a destination during the Covid19 pandemic are a form of territorial intelligence that should be explored further.

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