

How Social Networks can conduct to rethink the destination Agadir as a creator of tourist value

Abil Abdellah, Imane Erramli

Abstract— The destination "Agadir" the first employer in the region, Sous Massa is in distress. We are witnessing with a great deal of bitterness a series of observations in the face of a shocking inertia of the authorities and public authorities: How to explain the gloom of the destination Agadir? How can the media and social media address this? What positioning for the destination Agadir on social media? How to develop and optimize the presence of the destination Agadir online? How does Agadir destination tame social networks? How do they use Facebook and other Twitter? To answer all these questions, we will first attempt to present some concepts and basic concepts that have helped us to develop our research. Second, we will present our methodological approach. Finally, we will answer the central question of our article: how social networks can lead to rethinking the destination Agadir as a creator of tourist value in the Souss-Massa region?

Index Terms— Social Media, Social Networks, The destination Agadir, The promotion of destination, Tourist value

1. INTRODUCTION

The destination "Agadir" the first employer in the region, Sous Massa is in distress. We are witnessing with a great deal of bitterness a series of observations in the face of a shocking inertia of the authorities and public authorities:

- The aging of the hotel fleet and the inadequacy of international classification standards and the changing attitudes of new travelers and their needs,
- The scarcity of thematic or eco-labelled accommodation, etc. TO transmitters have deserted Agadir and have gone elsewhere, where they find a good litter capacity, both modern and sufficient,
- The restaurants complain about the bad years and the consequences of "ALL INCLUSIVE" on the activity,
- The emergence of new tourist and cultural countries,
- The promotion of the destination is always inspired by the usual clichés: sun, sea, and relaxation. The assets of the destination are often poorly identified and the tourist offer around: the art of living, gastronomy, cultural heritage, nature and environment, and well-being is very little developed,
- The structural problem of air transport especially the low-cost which is strategic in the development of the destination.

Since then, the destination Agadir does not dream anymore. We then evoke the tense international context to explain the gloom of the destination and the decline of foreign customers. However, the destination Agadir lacks neither innovative ideas nor skills. The tracks of action are innumerable. The profile of the traveller of the

destination Agadir has changed. He is no longer satisfied with the sun and the beach, but he is looking for new activities, to live an experience, to discover the art of living and to get in touch with the local culture. He is also looking for a responsible trip that combines tourism and sustainability. He is looking for new activities, to live an experience, to discover the art of living and to get in touch with the local culture.

A destination is much more than a geographical place, it is a combination of products, services, natural resources, and heritage. How to communicate and promote in an effective way in a world where individuals are now actors involved in the exchange of information and opinions on the goods and services offered by a tourist destination¹. How to explain the gloom of the destination Agadir? How can the media and social media address this? What positioning for the destination Agadir on social media? How to develop and optimize the presence of the destination Agadir online? How does Agadir destination tame social networks? How do they use Facebook and other Twitter?

To answer all these questions, we will first attempt to present some concepts and basic concepts that have helped us to develop our research. Second, we will present our methodological approach. Finally, we will answer the central question of our article: how social networks can lead to rethinking the destination Agadir as a creator of tourist value in the Souss-Massa region? We chose to work on the destination Agadir which had a good reputation at

¹ Brian Goodall, Gregory Ashworth (1988), Marketing in the Tourism Industry (RLE Tourism), The Promotion of Destination Regions, Published March 10, 2014

the level of the seaside destination or the mass destination.

2. LITERATURE REVIEW

2.1 The conceptual Framework²

How we discussed it before, our article is based on an exploratory documentary research that allowed us to understand better the fundamental concepts such as:

a) What is a tourist destination?³

The tourist destination consists of five essential components:

- 1) The natural attractions of a site;
- 2) Facilities and services;
- 3) The easy access to this site;
- 4) The image built to attract tourists to this site;
- 5) The total cost of the trip.

Other researchers have focused on the notion of the image of a tourist destination to understand the behavior of tourists in their process of selecting a destination. For example, Crompton (1979)⁴ who defines the image as the set of ideas, beliefs, and impressions that the person has on a destination. Lawson and Baud-Bovy (1977)⁵ also propose a different definition of a destination and consider it as an expression of all the knowledge, impressions, prejudices, imaginations and thoughts that individual or group can have on a particular destination. The image of a destination then represents the perceptions of physical activities where the characteristics of that destination are called the "functional image". On the other hand, the intangible aspect of destinations such as the atmosphere, the temperature of the destination is called the "symbolic image". In addition, the symbolic image and the functional image are used during the process of selecting a destination.

b) What is the promotion of a tourist destination?⁶

The term "promotion" refers to activities designed to promote or increase awareness of a product or a destination. The tourist refers to all the activities that people engage in during their journey and

stay in different places outside of their usual environment for a given period of time.

3. METHODOLOGICAL APPROACH

Quantitative research through semi-structured interviews on a process of the following sampling:

- Target population: international tourists who speak English or / French
- The size of the sample: a number of 52 tourists considered satisfactory to perform data analysis and to validate our results. The selection of tourists was done by the method of convenience.

3.1 Preparation of semi-structured interviews

The established semi-directive interview has three axes:

- The first relates to questions about the criteria for choosing a tourist destination
- The second axis refers to sources of information used during the preparation of a tourist stay
- The third axis concerns online deposit sites for content, opinions,

TYPE OF SOCIAL MEDIA	SOCIAL MEDIA CONSULTED	PART
General or specialized social networks	Facebook Tripadvisor Google+	54,4% 28% 21%
Professional social networks	Viadeo	8%
Visual social networks	Pinterest, Prisma	41% 22%
Video social networks	Youtube	57%
Social networks for content discovery	Reddit StumbleUpon, Flipboard	28% 17% 18%
Social networks answering questions	Quora Ask.fm	06,5% 03%
Geolocated social networks	Foursquare Tvtrip Dismoiou,	33% 28% 27%
Wikis	Wikitravel Tvtrip Trip Travelavenue,	29% 15% 12% 11,5%
Micro-blogs	openplac	29%
B to B communities	Rezotour, Linkedin Viadeo	23% 26% 15%

² Dickinson, Adam, Emad Kamil Hussein, Gregory Ashworth (1988), theoretical and conceptual framework: mandatory ingredients of a quality research, anuary 2018

³ Imane Erramli is currently pursuing PHD degree program in Management Science in ENCG AGADIR. Email: Erramli92@gmail.com
⁵ Grangsjö, Y. and Gummesson, E. (2006), "Hotel networks and social capital in destination marketing", International Journal of Service Industry Management, Vol. 17 No. 1, pp. 58-75.

⁴ John L.Crompton, Motivations for pleasure vacation, Annals of Tourism Research, Volume 6, Issue 4, October-December 1979, Pages 408-424

photos, videos or comments,

The interview administration method used is face-to-face, and data collection was conducted on 55 English-speaking and / or French-speaking tourists who stayed in Agadir.

3.2. Criteria for choosing the destination:

3.3.: sources of information used during the preparation of the stay

3.4: online deposit sites for content, reviews, photos, videos or comments:

Privileged sites	Presence of the Destination Agadir	Comments and Opinions
Facebook Twitter Instagram	Strong Average Average	the destination is not very visible on Facebook, <u>When</u> it is a good tool to transmit emotions and encourages people to travel Twitter to reach the opinion leaders, it's a shame that the destination does not take that into consideration
Pinterest, Flickr, Prisma	Average Average Weak	I do not understand the non-resort to Instagram it is also a good tool to transmit emotion by the image
Youtube. Vimeo	Strong Weak	Excellent usage
StumbleUpon. Flipboard	Weak Weak	Network misunderstanding and very low usage
Espresso	Weak	Language of networks. These social

Criteria of Choice	PART
the budget devoted to the stay	38%
the climate	42%
The landscapes	32%
Historical heritage	31%
The quality of accommodation	31%
The local culture	31%
Gastronomy	21%
Nature	21%
Festive atmosphere	13%
Wellness, health, baths, thalassos	33%
Other	21%

Youtube	Weak	in the choice of a tourist destination. The more we talk about a destination, the more it is visible on the search engines.
Viadeo	Weak	

TYPE OF SOCIAL MEDIA	SOCIAL CONSULTED MEDIA	PART
General or specialized social networks	Facebook Twitter Google+ Tumblr	59% 35% 21% 15%
Professional social networks	Viadeo	8%
Visual social networks	Pinterest, Flickr, Instagram, Flickr, Prisma	33% 35% 22% 17% 10%
Video social networks	Youtube. Vimeo	55% 21%
Social networks for content discovery	Reddit, StumbleUpon, Flipboard	31% 17% 10%
Social networks answering questions	Quora Ask.fm	11% 13%
Geolocated social networks	Foursquare, Wikitravel Tvtrip Dismoioi. plyce	33% 28% 22% 18% 10%
Wikis	Wikitravel Tvtrip Trip Travelavenue. Tripoco	28% 13% 14% 17% 9%
Micro-blogs	openplac	14%
B to B Communities	Rezotour, Linkedin, Viadeo	15% 11% 15%

4. RESULTS AND DISCUSSION:

According to our results presented before, the reflection seems still distant for the professionals of the city. The current communication plan remains classic. It refers largely to promotional actions such as participation in various exhibitions and

advertising sites. The actors concerned hardly take into consideration the role that these media and these social networks can play in promoting the Agadir destination, as shown by the reading of the opinions of the participants in the semi-directive interviews presented in the following table:

Indeed, the current Facebook page, set up by the Regional Council of Agadir barely includes about sixty people and lacks both interactivity and animation. Admittedly, individual efforts of hoteliers or travel agencies and other service providers in the field are underway, but we can hardly speak of a global digital strategy of the destination Agadir, studied and led by professionals.

The Ministry of Tourism, the Moroccan National Office of Tourism (ONMT) and the Moroccan Society of Tourism Engineering (SMIT) have set up a few years ago a digital strategy to promote Morocco. Its goal is to reach new consumers and improve the online visibility of the destination Morocco, offering rich content, up-to-date, accessible on the Web and in phase with current technologies. The Ministry's strategy is based on four main themes, namely:

- Steering the programs and projects included in Vision 2020; the E-Administration which assumes the dematerialization of the various public services provided by the Ministry of Tourism.
- The implementation of a system of remote reporting of nights, in partnership with the DGSN, the Royal Police and the Ministry of the Interior;
- Monitoring of performance, through a decision-making system for the production of indicators on the use of hotel and tourist establishments, as well as the arrival of tourists at border posts;
- Communication and promotion, through the redesign of the website in 3 languages, the production of updated information and accessible on various digital media, as well as the opening of the ministry of destination on social networks.

Admittedly, the strategy puts the package on social networks to monitor developments in the global market, marked by the massive use of social networks in a rapidly changing market, especially in terms of e-destination. A use marked by a particular craze for social networks that today constitute a platform for exchanges, comments and opinions clearly impacting the perceived image of a destination. It's about moving up a gear as

follows:

- Improve the image and increase the awareness of the Agadir destination by using B2B and B2C tools;
- Optimize the presence of the Agadir destination and its product portfolio on social networks in particular;
- Set up a global watch function, especially on social networks,
- Analyse and evaluate the scope of actions carried out on social networks,
- Make the destination a strong umbrella brand with various thematic products: Golf, Nature and Adventure, Wellness, MICE (Meeting, Incentive, Congress / Convention & Exhibition).

The growing popularity of social networks on the web is shaking up the traditional model of destination promotion. The question of the image is now at the center of the concerns of the engineering of the tourist communication. Today's Internet users can influence behaviors, as well as help to build or frustrate marketing efforts. However, Agadir remains shy in the face of the possibilities offered by the tools of the social web. Uncertainties as to the investments to be made to target efficiency and lack of framing in the evaluation of the actual impact seem to constitute as many obstacles to the development of specific digital strategies.

Content is essential on all social networks. However, the websites visited of the destination Agadir show that the quality of the photos and videos submitted and their editorial production are inadequate. To establish a good evaluation of these websites, several elements of scoring were integrated: the number of fans and other followers, the engagement rate, the frequentation of the publications, the interactivity of the fans. Agadir does not seem to have enough strategy and means dedicated to social networks. Good students in that area include the city of Marrakech. A question of communication priorities, organization, and budget of course. Agadir is very badly positioned on Mark Zuckerberg's network, Twitter, and Youtube.

5. TRACKS:

In order to be able to develop a promotion of the destination Agadir on social networks, the actors of the destination must create Promotional clusters, which gather professionals, wishing to promote the destination via the media and social networks. Clusters are also permanent places for exchange, sharing of experiences and good practices, knowledge on the level of supply and reflection on the necessary adaptation of the products of the destination to the changing expectations of the various segments of the market's clientele. These clusters can be identified and create around identified assets:

a) The cluster dedicated to business meetings and events:

It is a lever of attractiveness and promotion of the destination. The cluster will aim to establish a forum for exchange and consultation between private and public stakeholders, directly involved in the delivery of services. A cluster is also a place of economic intelligence, a promotional tool and a participative instance. It allows its members to :

- Get involved in a collective approach and be actors in the development of the destination,
- Participate in exclusive promotional events,
- Access appropriate networks and social media,
- Benefit from visibility on all promotional materials,
- Control trends and market trends,
- Assemble the financial resources to have a stronger impact in increasingly competitive markets,
- Bring together expert panels in situ to analyse the strengths and weaknesses of the destination's offer.

Presence on salons; Workshops, corporate hospitality, social networking campaigns and events evenings are considered today as a bearer of significant influence and represent a real challenge for the destination. The industry of meetings and professional events is in full expansion in the world. Indirect economic impact on hotels, restaurants, mobility, spending on shopping and culture.

b) The cluster dedicated to the city of Agadir:

The city of Agadir has become today one of the first spaces of frequentation for tourists in the number of stays. The city of Agadir offers various products: culture, events, gastronomy, shopping, walks, the art of living, well-being. The market has grown thanks to low-cost flights, renovation of urban centers, development of short sojourns and the propensity to travel for seniors. Beyond the city itself, the destination offers a diversified offer throughout the Massa region, thanks to cities that can position themselves as "gateways to the destination". The city cluster therefore promotes the destination by creating a real dynamic throughout the territory by a valuation of the destination internationally, making it more visible and more attractive, to compete with major global urban destinations.

Agadir, is a city nestled in a large bay crescent moon over miles of sand bordering the Atlantic. It is the main seaside town of southern Morocco. The beach is crossed by a pleasant coastal road where restaurants, leisure clubs, discotheques, and classified hotels. Surf and Jet Ski at sea, golf, tennis or beach volleyball are part of the essential leisure activities in Agadir. The marina of Agadir is located at the end of the cornice. Boaters come to moor their boats throughout the year. Around, new luxury apartments have been built above shopping malls and high-end restaurants. Agadir is not only the seaside town, the hinterland is also conducive to many excursions. Along the coast, villages and sites famous for surfing unfold there, the Sous-Massa National Park is 65 km to the south, while to the north-east the Immouzer Valley of Ida Outanane nicknamed the 'valley heaven'. Taroudant imperial city of Anti Atlas nearby or Tafraout in the heart of the valley of Ammeln.

c) The cluster dedicated to the Atlantic coast

On its 1300 km of rugged coastline, offering contrasting landscapes plunging to the far south to the Mauritanian border with a succession of long and wonderful white sandy beaches interspersed with steep cliffs. Essaouira, the former Mogador is the first step on this long course. Thanks to these great artistic activities, the city hosts an impressive number of art galleries, museums, craft workshops, which make it an essential and

unique cultural hub. Sidi Kaouki, Taghazout, Tamrhakh, Aourir famous and mythical beaches become places of water sports, surfing and windsurfing the most sides of the Moroccan littoral. Not to mention, the city of Tiznit, the beach of Aglou and Mirleft. South of Agadir, the National Park of Souss Massa which contains a large number of species of birds find refuge along the coast.

The main objective of the cluster is to improve the reputation of the destination and communicate on its strengths of modernity and art of living, with the aim of:

- boost the image of the city and enhance its attractiveness;
- put in place a common communication of the city to the international;
- contribute to a better spatial and temporal distribution of tourist flows;
- Increase tourism revenues in the territories.

d) The cluster dedicated to the mountain

The Souss valley is 60% rural, so it is a succession of small agricultural villages on the slopes of the Anti-Atlas. It is abundantly lined with argan forests, which have been for a very long time the traditional culture of the Berber populations, an opportunity to discover these agricultural populations. The cluster dedicated to youth tourism a segment of customers generating trends. In 2020, there will be nearly 300 million youth trips, according to the forecasts of the World Tourism Organization. This clientele is plural of:

- Segments (under 15, 15/18 and 18/30 years),
- Statues (young people traveling alone or with their families),
- Modes of travel (individual or group),
- Consumption patterns (low-cost products can be consumed as well as high-end products during the same stay).

This target has its modes and references in terms of tourist product. The zapping young clientele, use the web to plan their trips. Social networks are their main source of information.

e) The cluster dedicated to cultural heritage.

Today, everyone is aware of the central role heritage plays in

the development and promotion of destinations. This variable has been taken into account for a long time.

The cultural and heritage offer of the destination Agadir is rich and diverse, which makes it one of its great strengths. The cluster will aim to promote heritage and various forms of cultural offerings in foreign markets.

f) The cluster dedicated to the well-being

If in the East the well-being by the massage and the care is integrated with the cultures, traditions even religions, it reaches more and more strongly the Westerners. People live longer, want to age well and feel good. With a constantly growing market, well-being is doing well. Thalassotherapy, hydrotherapy and spas are evidence of this development. Women remain the priority target and men are increasingly attracted to well-being. Specific and specialized care lines have been set up for them in the centers. Seniors, couples with or without children, friends who care about their well-being and their health are also concerned by this theme.

6. SOCIAL NETWORKS AND THE DESTINATION AGADIR: PROPOSALS

With the growing number of users of social networks, providers such as airlines, hotels, tourist offices, are now forced to integrate these networks in their strategy of communication and promotion of tourist destinations. It all depends on the use we want to make. The destination Agadir must absolutely invest in social networks such as:

a) Facebook

Facebook is a social network of nearly 600 million users worldwide, the largest number of whom is between 18 and 35 years old. Creating a Facebook page is quite common to promote a destination. It offers several possibilities of use: the creation of events, publication and share photos or videos with profiles of fans likely to become potential customers which will contribute to create a branding and enhancing the reputation of the destination.

Facebook contests are also a great way to build customer loyalty and publicize the destination. Facebook already offers more

than 4000 diverse applications and free of charge including 131 associated with the trip, developed by intermediary actors like Hostels, CityGuru, and Cheap Deal Finder.

It's also possible to make online bookings via a Facebook page through apps like ArcResBooking, Availpro, ReservIT Hotel and many more. Facebook also acts as a tool for broadcasting travel experiences where people post comments about their feelings about a product or a destination. Facebook engages readers' confidence, which may or may not encourage them to consume a particular product.

Comments can also contribute to tarnishing a brand's reputation. Feel free to take advantage of the clientele contact to ask questions about what they are really looking for or to get suggestions for improvement.

b) Twitter

This network allows users to send short messages of 140 characters using a web or phone interface. We use Twitter in particular to keep abreast of news and stay in touch with influential people by searching through programs like TweetDeck and Twitpic that allow users to put pictures online. You can create a list of contacts or people you want to follow or just a list of potential customers to best help them solve their reservation and other problems.

c) YouTube

Youtube is a video sharing site with more than 100 million members. Every minute, more than 10 hours of video are uploaded to this site. For the promotion of destinations, it is a good way to maintain communication, shape the image of a destination or product by directly contacting the tourist. Sites such as Youtube, Trip Advisory or Expedia also give users the opportunity to share and evaluate their experiences on a destination or a product. However, it's important to understand that Youtube is a network where consumers talk to consumers.

d) Pinterest as a tourist promotion tool

According to the most recent statistics, since its creation in 2010, there have been more than 660 million "pins" in the travel category of the popular social media Pinterest, confirming the

visual appeal of this platform for the promotion of tourist destinations and its stakeholders. We also know that Pinterest generates more traffic to Google+, LinkedIn, and Twitter combined. Pinterest is the social network dedicated to the image and is essential as an essential and essential support to the promotion of the destination Agadir, whether to promote a site or to praise the quality of services related to the destination. He managed to win with a different approach to Facebook, Twitter. The goal remains the same, which is to unite a community around the content to be shared, with the sole exception that we are dealing here with photographs.

Indeed, is not travel in all its forms a search for escape, a desire to explore the unknown? As qualitative as it may be, a long text will gain in effectiveness with a strong and evocative image. Photo sharing and community management are just one aspect of the benefits that this new form of customer interaction with the destination can bring.

Pinterest allows the multiplication of potential contacts. The image fully takes its place in the digital content policy and will be optimized with Pinterest. Updated regularly, the presence on Pinterest can also keep the destination in the memory of prospects while having the opportunity to vary the topics covered.

7. CONCLUSION

Even if the destination Agadir is already present on some social networks, including Facebook, Twitter and Instagram, this presence is considered insufficient with a very minimal impact. The destination remains shy about the possibilities offered by the tools of the social Web and no investment in this framework is promulgated. The absence of a reflection from the people in charge of the destination Agadir on the use of the social media, in its promotion puts it aside from the increased competition in this period of crisis. Just as the lack of a strategy, a monitoring cell and analysis of the expectations of "tourists" do not help the destination to meet the challenge and real losses for the destination Agadir. We can say today and with certainty that social networks can demystify a destination in distress in one click in order to discover in detail a paradise once present in the collective unconscious of Internet users in the form of a palpable

dream.

REFERENCES:

- (1). Alla Latifa ALAOUI, Zineb SMOUTH, Sara BENAYACHE, Mohammed Yassine SAGHRAN, (2019), perception of scientific tourism in Moroccan University: case of Mohammed V , Maghreb-Macherq, University Raba, Vol. 239 No 01
- (2). Brian Goodall, Gregory Ashworth (1988), Marketing in the Tourism Industry (RLE Tourism), The Promotion of Destination Regions, Published March 10, 2014 by Routledge, 264 Pages
- (3). Dickson Adom, Emad Kamil Hussein Gregory Ashworth (1988), theoretical and conceptual framework: mandatory ingredients of a quality research, anuary 2018
- (4). Grängsjö, Y. and Gummesson, E. (2006), "Hotel networks and social capital in destination marketing", International Journal of Service Industry Management, Vol. 17 No. 1, pp. 58-75.
- (5). John L.Crompton, (1979) Motivations for pleasure vacation, Annals of Tourism Research Volume 6, Issue 4, October-December, Pages 408-424
- (6). Olivia Fred Lawson, Manuel Baud-Bovy (1977), Tourism and Recreation Development, Architectural Press, 1977 - 210 pages
- (7). Robert Govers, Frank M. Go, Kuldeep Kumar, (2007), Promoting Tourism Destination Image, First Published August 1,
- (8). Steenbruggen J, Tourism Geography(2016) : Emerging Trends and Initiatives to Support Tourism in Morocco, Journal of Tourism & Hospitality, 5-3,