



The role of tourism in the diversification of investments in Algeria: analytical study of the period 2000-2023

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Abstract: International tourism is an important part of economic growth in developing countries. For many less developed and developing countries, but favoured by attractive climatic conditions, tourism increasingly appears as one of the decisive opportunities and a key factor necessary for job creation and wealth; it is the most effective option in the financial and economic realm. For other countries, it is a primary source of foreign currency savings. This study examines the economic importance of tourism investments in Algeria to diversify investments and economic development from 2000 to 2020. The results showed that Algeria's tourism market evolved during the studied period; however, the tourism sector's contribution has remained weak despite some developments.

Key words: tourism - tourism investment - economic diversification - economic development

Jel Classification Codes : Z32, L83

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Introduction:

Global tourism is an activity that contributes to economic and social development. According to World Tourism Organization (UNWTO) estimates, the tourism business has a significant economic impact compared to other economic sectors. It is responsible for 8% of global employment and the global GDP. Investment in the tourism sector is of great importance to the national economy; it holds particular significance on a macroeconomic level due to its contribution to GDP. It is a driver of economic growth and helps to reduce unemployment and alleviate poverty .

Indeed, Algeria boasts an invaluable tourist potential thanks to its natural, climatic, historical, and advancement assets. As a result, it would be entirely legitimate for a country that possesses such assets to claim a significant share of the global tourism market .

Research studies addressing the ways and means of income in Algeria have been vital and numerous in recent years, demonstrating the negative effects of fluctuations in oil prices on the Algerian economy, given that this energy is the sole source of income. Therefore, this study aims to assess Algeria's tourism potential and its ability to create a significant source of revenue outside of hydrocarbons.

In other words, it would undoubtedly initiate a future investment dynamic for Algeria. This effort can only be registered through the participation of private savings, particularly from professional national investors and especially from foreign direct investors. (IDE) .

In this context, the issue arises: what is the impact of tourism investment in Algeria on supporting diversification and economic development?

1. Definition

According to the definition adopted by the UNWTO, tourism investment refers to the gross formation of tourism capital, which includes, in particular, the acquisition of fixed assets located in the economic territory and owned by resident production units. Today, it constitutes one of the major economic activities (*Mona Younis Hussein, 2018*) on a global scale, both in terms of added value, invested capital, and employment. Because tourism investment is so diversified, it affects almost every aspect of the economy and has a huge influence on other industries including trade, construction, agriculture, and especially transportation services .It can be defined as follows: The ability to create physical capital and human capital to increase and improve its productive and operational capacity and to provide the best tourist services through the construction of hotels, tourist cities, restaurants, and parks (*Aziz, 1997*).

2. The economic importance of tourism investment

Tourism is of paramount importance in an economy, namely :(*Diarra, 2019*)

- Cultural preservation, environmental protection, peace and security, and development of a country.
- Contribution of 10% to global GDP. (OMT 2018)
- Export revenues: 1,600 billion USD, representing 7% of global exports and 30% of service exports .
- Job creation: 1 in 10 jobs created worldwide.
- In 2017: 68 million international tourist arrivals generated revenue of 37 billion USD.
- Tourism, a special place in poverty reduction: size and growth of the sector (+7% in FDI and +4.9% in revenue in 16/17), its relative importance in developing countries.

Tourism is thus a universal activity with a significant local impact. It stimulates the local economy in the destination countries through existing links in the value chain with other economic sectors, particularly agriculture. It also promotes entrepreneurship and the growth of local SMEs, allowing for better diversification of the local economy while generating export-related revenues. The goods and services arising from this sector create new jobs, particularly for young people, contributing to poverty reduction. In poor and remote rural areas, tourism can

help generate income for the populations in these regions while reducing urban migration flows (*Raja Abdullah Issa, 2017*). In some countries, tourism revenues have enabled the establishment of funds to support biodiversity conservation programs and protect the natural resources that underpin this industry. Additionally, tourism can help cultivate a positive image of a country abroad, even though it is primarily a privately managed sector. However, without the existence and implementation of coherent and coordinated policies and actions by the government, in the tourism sector as well as in other related sectors, tourism cannot fully align with the goal of inclusive and sustainable growth and development.

3. The socioeconomic influences of investment in tourism

Tourism plays a significant role in economic progress because it affects job creation, wages, inflation, and the balance of payments.

3.1 The influence on economic development

- Tourism can positively influence local/rural economic development in various ways. (*International labour organization, 2011*)
- By stimulating the creation and growth of new businesses.
- By stimulating the creation and growth of new businesses.
- By making an export market readily accessible to many sectors (companies that start by selling new products to tourists and succeed may eventually export, thus contributing to the diversification of the economy).
- By encouraging the development of new infrastructure and transportation services; alongside improving the skills of the workforce (it encourages local/rural populations to learn new languages and acquire customer service skills).
- By contributing to the tax base of the central government, and sometimes even paying fees or acquiring licenses from local authorities.
- By providing incentives and funds to ensure more sustainable management of natural, cultural, and historical resources.

3.2 The influence of the tourism sector on employment

A deliberate and responsible act, investment aims at both wealth creation and job creation, which addresses one of the major concerns of public authorities: reducing unemployment (*Mona Taha Al-Houri, 2001*).

3.3 The influence on the overall price level

Due to the increase in demand for new categories of products and services, especially when the supply fails to meet the demand.

3.4 The influence on the balance of payments

The transfer of money by tourists from one country to another, an activity known as invisible export, clearly shows that the increase in a state's revenue related to tourism impacts the sector's contribution to the balance of payments and its ability to repay its debts. The currency exchanged by tourists contributes to improving the balance of payments (*Nawal, 2013*).

3.5 The role of the State in the revitalization of the tourism sector (OECD, 2018)

The government is contributing to the revitalization of the tourism sector, particularly through:

- Promote and encourage private investment in the tourism sector.
- Increase the national wealth by creating new infrastructures and tourist activities.
- Adopt a balance policy between supply and demand in light of the consequences generated on the overall price level.
- A statistical monitoring system for tourism activity aimed at providing a set of precise indicators to meet the needs of stakeholders in the tourism value chain.

- A strategic monitoring system created to foresee shifts in the tourism landscape and trends in global supply and demand. This system aims to improve visibility for both public and private stakeholders, while equipping tourism professionals with a decision-making tool that enhances their activity management and deepens their understanding of tourist markets. The viability of individual tourism businesses depends on their ability to identify profitable long-term tourist destinations, as well as their adaptation to markets and their use of ICT, which has become a strategic issue for the tourism sector.
- Allow the preservation of historical sites and cultural heritage
- Improve infrastructure and gain benefits through good planning
- Manage tourism and partnerships locally
- Develop small and medium-sized enterprises (SMEs)
- Attract an even greater number of the most profitable market segments
- To distribute the benefits of tourism geographically in a balanced way.

4. Foreign experience in investment

The general expansion of tourism in industrialized and developed countries presents economic advantages and creates jobs in many related sectors. International tourism records result every year: the number of tourists increased by 6% globally in 2018, reaching 1.4 billion visitors. In 2019, the United Nations agency recorded 1.5 billion international tourist arrivals, representing a growth of 4% compared to the year 2018 (*www.lechotouristique.com, s.d.*). Tourism accounts for 10% of the world's GDP, 7% of international trade, and 30% of service exports, according to the UNWTO. One in 11 jobs in the world comes from tourism, considering direct, indirect, and induced employment. 266 million people were employed by the sector in 2016, marking a new increase corresponding to the creation of 7.2 million jobs. Tourism greatly contributes to job creation, particularly for women, youth, migrant workers, rural communities, and indigenous populations, and has numerous connections with other sectors (transportation, construction, telecommunications...) (*Chop, 2015*).

France remained the world's top tourist destination in 2018 with 89 million visitors. Since the 1990s, France has consistently been the top tourist destination in the world thanks to the diversity of its buildings, the richness of its historical, cultural, and artistic heritage, and also its temperate climate (*Barometer, 2017*).

In Europe, other countries are very popular for visits, such as Spain and Italy. In third place comes the USA .

Certainly, there is an observable progression of developing countries (China, Turkey, Russia, Saudi Arabia, etc.) that have the highest growth rates .

However, it is Asia that is "boosting" tourism figures: the second most visited region after Europe, it has recorded the highest growth rate in arrivals since 2005. With a growth of 6%, the Asia-Pacific region was visited by 343 million tourists in 2018. (*OECD R. N., 2017*)

The year 2020 will be etched in history. In just a few months, COVID-19 has shaken the entire planet, caused nearly 900,000 deaths, and plunged economies into crisis. The lockdown implemented in most countries led to a sudden halt in travel, with a peak reached in May when international trips fell by 98% compared to May 2019, according to the World Tourism Organization (UNWTO) (*OECD R. N., 2017*).

5. Tourism investment in Algeria

Algeria has the best potential in terms of adventure tourism that could propel it as the world's top destination for adventure travel, according to a new ranking by the British organization "British Backpacker Society" (BBS) (*BBS*), published on Wednesday, January 1, 2020, in London. Travel and tourism contribute to Algeria's economy by 3.6% of GDP.

5.1 Tourist Components in Algeria

Algeria occupies an important strategic position in the middle of the European and African continents and is considered a convergence of multiple civilizational currents, showcasing an attractive cultural and tourist diversity, both in terms of nature and heritage (Boukabu, 2004).

- **Geographical situation and climate**

Algeria has great tourist potential comparable to most neighboring countries; it is a country with a vast area and a strategic location. It serves as the gateway from Africa to Europe and is characterized by a diverse climate, a long coastline, a vast desert, and picturesque mountain ranges.

- **Hot springs**

Algeria has significant thermal potential spread across the entire territory of the country, with around 202 sites, 10 of which are known internationally: the Hammam Salhine station in Biskra, which is recommended for various ailments, including rheumatic diseases, respiratory disorders, and ENT diseases. The thermal spa of Hammam Guergour in Setif is known for its sulfate and radioactive waters, along with other spas such as Hammam Bouhdjar, Hammam Bou-Hanifia, Hammam Melouane, and Hammam Maskoutaine.

- **Cultural heritage**

Algeria is highlighted by several sites classified as UNESCO World Heritage sites, and among these sites, we mention: the Casbah of Algiers, which is a unique site of the "medina" or "Islamic" city, Tipaza, which is a unique ancient trading post that was occupied by Rome, as well as the sites of Timgad in Batna, Djemila in Setif, and Kalaa Beni Hammad in M'sila. (*Office national du tourisme, 2015c*).

- **Traditional and artisanal industries**

In Algeria, there are many traditional activities, such as glassmakers, weavers producing traditional carpets and fabrics, wood, ceramics, and copper sculptors. There are 180,000 artisans in Algeria, a small number compared to Tunisia, which has around 500,000 artisans, and Morocco, which has 1.5 million artisans.

- **The Algerian desert** (*Kouach, 2005*)

The Algerian Sahara is the second largest Sahara in the world, with an area approaching two million square kilometers, covering almost 83% of the country's total area. It shares borders with five African countries: Mali, Niger, Mauritania, Tunisia, and Morocco. The great southern Algeria alternates between volcanic landscapes (Hoggar Massif), lunar terrains (Tassili n'Ajjer), stone plains (the Regs), and sandy plains (the Ergs), creating an exceptional tourist product. (National Office of Tourism, 2017).

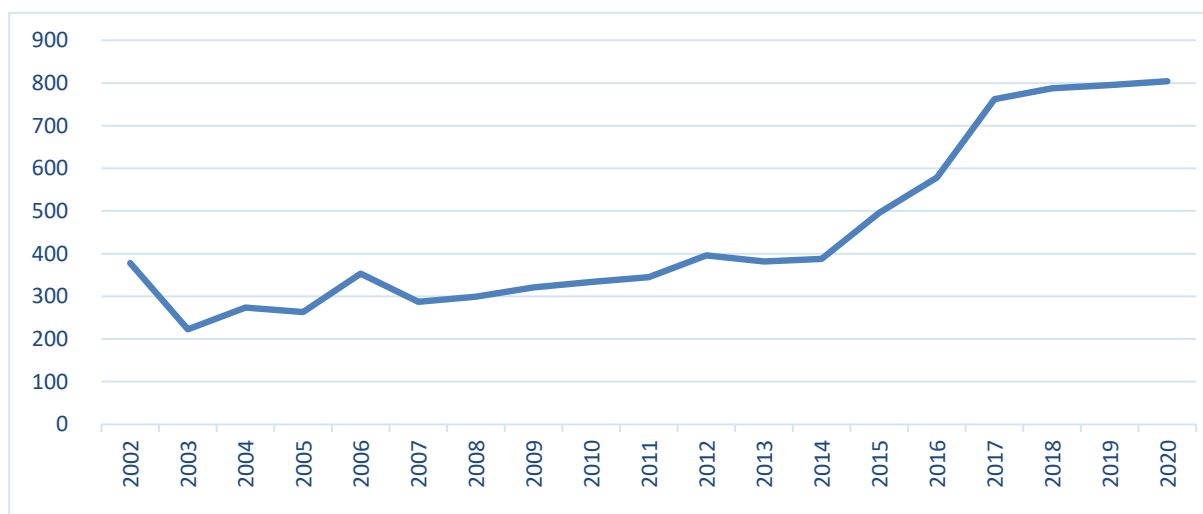
5.2 Analysis of Tourism in Algeria

BBS emphasizes that with "clever government policies favourable to tourism and an effective international marketing campaign, the Algerian tourism industry could truly achieve world record growth over the next ten years."

- **Tourist Investment Projects**

The figure below shows the total number of completed and ongoing projects in Algeria, which has exceeded 60,000—a very small number of projects compared to the gaps and shortcomings faced by the sector, particularly in the areas of housing and transportation.

Fig.1. Number of tourism investment projects



Source: author's name, year, page Created by the author using EXCEL 07 software based on data from the Ministry of Tourism and Crafts

We notice a disruption in the number of ongoing tourism investment projects in Algeria during the period from 2002 to 2014 and a significant growth from 2015 to 2018. The highest number of investment projects under implementation was recorded in 2018 (799 projects), with an increase of 4.58% compared to the year 2017.

Over the last three years, hotel accommodation capacity has reached 1,590 tourist and hotel establishments offering 146,500 beds.

In addition, the 750 investment projects currently being implemented can provide around 90,000 more beds and create 45,000 direct jobs.

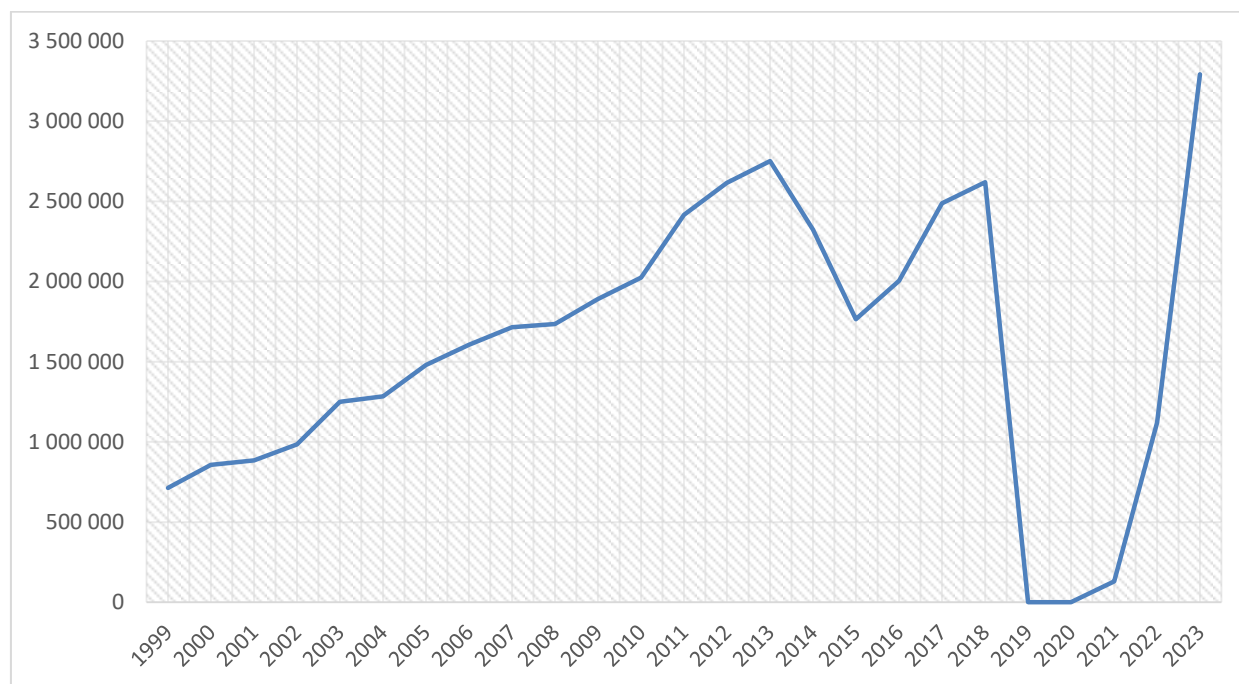
it should be noted that the national hotel park currently has 1,650 establishments offering a total of 152,000 beds, with a target of 300,000 beds by 2030. More than 2,200 tourism investment projects have been approved, including 800 projects in progress of realization (Journal of Economics and Applied Statistics, 2020).

- **Tourist flows**

The evolution of tourist flows represents one of the most important indicators of the development and prosperity of tourism in a country. During the period from 1999 to 2008, tourist flows in Algeria increased, with the period from 2003 to 2008 showing an increase of 51.31% of the total tourist arrivals. At the end of 2008, the number of tourists in Algeria was estimated at 17.777.749, representing an annual growth rate of 1.64% compared to 2007. The early 2000s can be seen as the period when the tourism sector began to recover and gradually improve, as security and political conditions returned to normal. For the period 2009-2011, there was also an increase in frequency and more than 2 million tourist arrivals. In 2011, there were 2.3 million tourists, and 591,000 tourists in 2020, which places them at the 120th rank globally in absolute terms (*www.trippl.com, s.d.*). In 2023, 3.992.508 foreign tourists arrived, an increase of 135.5% compared to 2022. It's a figure that hasn't been reached since independence. This improvement is due to Algeria's awareness of the role that tourism plays in economic development, on the one hand, and the security stability it has experienced in recent years, on the other hand.

Here is a graph showing the number of tourists who visited Algeria in recent years from 2000 to 2019 (Al-Amin, 2015).

Fig.2. Number of tourists



Source: author's name, year, page

Source: author's name, year, page Created by the author using EXCEL 07 software based on data from the Ministry of Tourism and Crafts

We notice from this figure a significant growth in the number of foreign tourists, despite some fluctuations in certain years. However, the pace of tourist growth is markedly developing, due to the increased interest in the tourism sector in recent years and the efforts to attract tourists, particularly in the last few years through several development projects.

- **Tourism competitiveness index**

The Annual Report on Tourism Competitiveness from the World Economic Forum over 11 years measures the tourism competitiveness index based on a combination of factors, including hygiene security. It promotes the use of certain policies that enable the sustainable development of the tourism sector and allow these indicators to enhance competitiveness (www.weforum.org, 2017). The 2017 World Economic Forum report ranked Algeria among the least competitive African countries in terms of tourism, placing it 118th globally, with progress and an improvement of 5 rankings compared to 2015.

Table 1. Ranking of the Competitiveness Index

Ranking of the Competitiveness Index	Country
Algeria	118
Tunisia	87
Morocco	65
Egypt	74
Jordan	75
United Arab Emirates	29

Source: donnees.banquemonddiale.org/

According to the World Tourism Organization (WTO), Algeria is the fourth most popular destination in Africa after Morocco, Tunisia, and South Africa. Facing tough competition from its neighbours – Morocco and Tunisia – two well-established tourist destinations, Algeria aims to attract more visitors and the associated revenues .

This result can be explained particularly by a decline in the ranking recorded in terms of infrastructure, notably those related to air and land transport, perceptions of safety and security, and the health and hygiene system. Algeria has also shown poor results regarding the quality of its natural, cultural, and human resources.

5.3 The tourism strategies applied in Algeria

The strategy is a "set of coordinated actions, skilful operations, maneuvers aimed at achieving a specific goal ".

The strategy in the economic approach represents a range of long-term choices regarding the nature or field of activity (production, marketing, tourism, etc.) and the appropriate objectives and human and financial resources to achieve them .

Otherwise, tourism is not different from other strategies. It mainly stems from a set of plans aimed at achieving short-term or long-term goals. The tourism sector is strategic because it is connected to other sectors that could be impacted or affected by it .

Tourism in Algeria has long been neglected, but the state seems determined to revitalize this sector in a way that can generate jobs and revenue. In its desire for diversification of its economy, Algeria plans to put tourism at the forefront of its development strategy .

We will try to present a summary of tourism strategies in Algeria after the year 2000 by identifying the sustainable development strategy for the period 2000-2010 and the tourism development strategy.

- **Tourist development strategy for Algeria 2001-2010**

In January 2001, the Ministry of Tourism implemented a sustainable development strategy for the tourism sector until 2010, outlining the following objectives (*Al-Ayashi, 2015-2016*):

- Contribution of the private sector to tourism investments with coverage of 75 billion dollars.
- Increase in the number of tourists heading to Algeria, reaching 2.1 million in 2010
- Direct creation of 25,000 jobs
- Provide strong currency revenues exceeding 1.6 billion dollars.
- Creation of new tourist expansion areas

- Development of a plan identifying the areas to be exploited and the type of tourist products for each region
- Policy on training human resources for managing tourism interests
- Adopt clear and rational procedures for urban development.
- To focus on privatization and partnerships that contribute to opening the sector to foreign investments.
- Rehabilitation and enhancement of the hotel industry
- Rehabilitation and enhancement of the artisanal industries

The adoption of this strategy did not allow for the achievement of the objectives set by the government. That is why it was necessary to pursue another effective strategy that is subject to short-, medium-, and long-term monitoring. This is why another development plan has been drawn up, called the Master Plan for Tourist Development "SDAT," which has adopted the long-term strategic foundations for the tourism sector until 2025.

- **Tourist development strategy (SDAT)**

- The Tourist Development Master Plan "SDAT" 2025 acts as the strategic foundation for Algeria's tourism policy, benefiting the state in several ways (*Handicrafts, 2015*).
- Articulates its vision for national tourism development over various timeframes: short term (2009), medium term (2015), and long term (2025), within the context of sustainable development, with the aim of establishing Algeria as a welcoming destination.
- Outlines the tools for its execution and clarifies the conditions necessary for its feasibility.

The "Tourism Development Master Plan SDAT2025" is a key component of the National Land Use Planning Scheme (SNAT2025). This document outlines the state's tourism strategy for 2025, aimed at all stakeholders across various sectors and regions.

The current "SDAT 2025" Tourist Development Master Plan serves as a tool that embodies the state's commitment to enhancing Algeria's natural, cultural, and historical resources. Its goal is to harness these assets to promote tourism development, positioning Algeria as a remarkable destination in the Euro-Mediterranean region.

It outlines strategic guidelines for tourism development throughout the entire country, as well as for each region, all within the framework of sustainable development. (*Ministry of Land Use Planning, 2008*).

The national tourism development plan called the master plan for tourist development (SDAT), launched in 2008, aims to increase the number of tourists to reach 2.5 million by 2015 and 20 million by 2025. The plan consists of five major pillars: promoting Algeria as a top tourist destination, developing centres of excellence in tourism, introducing quality controls, encouraging public-private partnerships, and attracting investments.

- **The SWOT method** (*Nassima, 2008*)

The SWOT analysis is fundamentally a tool for auditing the company and its environment. Its application in tourism-related studies proves to be very useful, as this method establishes, based on an analytical framework, the key points, indicators, and the evolution of development modes, which allows for a focus on the key issues in implementing the strategy .

The SWOT method is a tool for a structured group reflection process. It allows members of a tourism committee or participants in a project to express their experiences, concerns, and hopes regarding the tourism organization or the development project .

The SWOT method is one of the most commonly used diagnostic tools. It allows for identifying the factors that have a strategic influence on the territory. These factors can be

of internal origin, which are the strengths and weaknesses of the territory, or of external origin, which are the opportunities and threats from the environment: this is illustrated in the following table:

Table 2. The SWOT method

Internal diagnosis	Assets	Weakness
Accommodation Offer	The size of the country is 2.381.741 km ² the largest area in Africa.	The part of tourism in Algeria's GDP is very low: 2,5%.
Activities Offer	A coastline of 1200 km on the Mediterranean coast promotes the development of seaside tourism.	Tourist activity is the lowest among the 12 countries around the Mediterranean.
Catering Offer	The presence of more than 200 thermal springs promotes the development of thermal tourism.	There is a deficit in reception capacity and hotel structures in quantity and quality.
Product Offer	The presence of an important cultural heritage promotes the development of cultural tourism.	There is a deficit in terms of quality catering.
Event Offer	A desert which represents almost 5/6 of the territory: Saharan tourism.	Insufficient health and food security.

External diagnosis	Opportunities	threats
Accommodation Offer	Expanding market. - Algeria still has potential to be tapped into: Desert, pristine beaches, mountains, historical heritage, religious heritage (Saint Augustine) - A global trend. - Algeria is a destination.	Vulnerability to geopolitical uncertainties. - Tough competition from Morocco and Tunisia. - Terrorism, attacks, and insecurity. - Preferences for domestic and intra-regional travel. - Slowdown inactivity

Source: Emet Gurel, Merbat tat, swot analyses: atheoretical review, the journal of international social research, agostos, 2017, p1003

5.4 The evaluation of tourism in Algeria

The Algerian government finds it difficult to promote the tourism sector. The reasons that often come up include the lack of tourist infrastructure, the deficit in promoting the Algerian destination, difficulties in obtaining visas for foreign tourists, the high prices charged at hotel establishments, high prices for plane tickets both nationally and internationally.

The government's strategy is to combine efforts to revive tourism and make it an economic alternative that allows the country to break free from dependence on hydrocarbons. The general director of tourism stated that out of a total of 496 new projects submitted to the ministry, 80 tourism projects were received in 2018. With a capacity of 7,000 beds, they provide 1,100 new direct job positions. During the year 2018, the Ministry of Tourism and Handicrafts issued an agreement for 111 requests for land concessions for the implementation of tourism projects within 23 tourist expansion zones (ZET), following Article 48 of the 2015 Finance Law, representing a capacity of 24,496 beds (*report, The key figures from the tourism, 2019*). Indeed, Algeria launched 3,250 new projects in 2019, intending to attract several million tourists by 2025. The country is seeking partnerships with foreign operators, such as the Swiss, in hotel vocational training. However, this sector is still suffering from an unappealing tourism policy. It is also worth noting the great potential in the new technologies sector, such as digitization (*FDFA, 2019*).

The last three years have seen a significant decline in tourism in our country. At least three factors have contributed to this situation: the sharp decline in oil prices and its effect on the financial resources allocated to investments in promotion, hotel densification, and training; the

events that have marked the major cities (the HIRAK) since February 22, 2019; and the Covid-19 pandemic (WATEN, 2021).

Table 3. International Tourism Revenue in Algeria

ATE	VALUE	TO MODIFY, %
2019	140 000 000	-28,75 %
2018	196 500 000	14,91 %
2017	171 000 000	-30,49 %
2016	246 000 000	-29,11 %
2015	347 000 000	9,81 %
2014	316 000 000	-3,07 %
2013	326 000 000	10,51 %
2012	295 000 000	-1,67 %
2011	300 000 000	-7,41 %
2010	324 000 000	-10,25 %

Source: <https://knoema.fr/atlas/Alg%C3%A9rie>

The average growth rate of receipts from inbound tourism during these years of study is +5.77%, while that of expenditures from outbound tourism is +6.7%. This means that expenditures are growing faster than receipts, which is not favourable for the balance of payments in the tourism sector (Brahimi, 2020).

It is first observed that there was a slight decline in the share of tourism in GDP from 1999 to 2013, where this percentage did not exceed 1%. Then, there was a remarkable increase from 2014 to 2018 in the share of tourism in GDP, which reached 1.7% in 2018, still lower than the share of tourism in 1999. In 2019, the contribution of travel and tourism to GDP (% of GDP) in Algeria was 6.7%. It has fluctuated substantially over the past few years, tending to decrease from 2000 to 2019, settling at 6.7% in 2019 (www.tripplo.com, <https://www.tripplo.com/fr/tourisme-en-algerie-statistiques-chiffres-et-tendances>, s.d.). The share of tourism in Algeria's GDP is very low: Tourist activity is the lowest among the 12 countries around the Mediterranean.

This accounts for the limited impact of tourism on the national economy, even though there has been growth in gross production and added value from the hotel, café, and restaurant sectors during the study period (www.tripplo.com, <https://www.tripplo.com/fr/tourisme-en-algerie-statistiques-chiffres-et-tendances>, s.d.).

6. Results and Recommendations

Investing in tourism involves a genuine promotion of tourism investment. The tourism sector in Algeria faces numerous challenges, including the lack of infrastructure or sometimes the poor condition of existing infrastructure; unstable security due to terrorist attacks and recurring kidnapping incidents; political instability; the scarcity of a qualified workforce capable of meeting the challenges and stakes of future investments; and also, recently, the COVID-19 health crisis, which are some factors that hinder the expansion of the activity. However, investing remains relevant as the Algerian government is increasingly implementing policies to create a conducive environment for the expansion of the sector. This study has allowed us to propose recommendations for the Algerian state to promote economic development through investment in tourism as follows:

- The tourism sector needs support from public authorities, in partnership with the private sector, to become more competitive and develop, to attract private investment while benefiting from public funding aimed at addressing the bottlenecks in the sector, facilitating the entry of air passengers, investing in basic infrastructure, and training a skilled workforce.
- Improve information and communication technologies, security, and health services.
- Improve the service of local travel agencies to enable online bookings, encouraging tourists to purchase their tickets and stays directly from local providers rather than from international tour operators, which will increase the share of local content in the tourism value chain.
- The implementation of an “Algeria Destination Plan” which is based on Tourism Centers of Excellence, a Tourism Quality Plan, a Public-Private Partnership, and the opening of new lines to “low-cost” companies for large cities in the north and the deep south
- Strengthen hospitality schools and align the training and qualifications of young people with the available jobs.
- Develop flagship tourist attractions. From a cultural perspective, festivals attract many tourists passionate about cuisine, cinema, or even fashion. In sports, the World Cup in South Africa attracted over 300,000 foreign visitors.
- Reform Transport, through the development of specific air, rail, and road networks, there are very few airlines, and the costs are more or less high depending on the destinations and the social class of the tourist.
- Develop Saharan tourism, which represents a true economic asset, must have its tourist attractions well exploited to transform the region into a genuine hub for national and international tourism. It can also contribute to job creation in areas where opportunities to develop other activities in different sectors are limited.
- To diversify the infrastructures are insufficient and do not always meet international standards. There are indeed very few hotels that display very high rates.

In conclusion, Algeria is a destination rich in diversity, especially in its various tourism offerings, including Saharan tourism, beach tourism, ecotourism, and family tourism. Maximizing the country's tourism resources through collaboration between the public and private sectors, along with effective marketing strategies that align with tourists' expectations, will be crucial for the success of Algeria as a tourist destination and for the development of national tourism on an international level.

Conclusion

The search for investments in tourism has become a highly competitive activity in many countries, given the tourism sector's ability to contribute to economic development, along with the constraints on public budgets and the shortage of capital to invest. Private investment is essential for tourism to contribute to economic development, and countries are increasingly turning to foreign investors who can provide the necessary capital to develop tourism. Stimulating investments in tourism remains a priority in many countries, as the nature and intensity of visitor flows, and their impact, are largely determined by the availability of infrastructure. The Algerian city suffers from several shortcomings, faced with a weak tourism offer in terms of infrastructure, respect for spaces, a complete absence of the urban culture of the place in particular, and tourism in general. We believe that it will be necessary to involve citizens more to give Algerian cities an attractive and competitive image, and to encourage others to come visit and stay in Algerian cities that lack nothing, except expertise and a sense of hospitality. Algerian tourism remains very weak and lagging compared to other Mediterranean countries, particularly concerning its neighbouring Maghreb countries. The political and economic situation of the country is gradually improving, which is reflected in the enhancement of the Algerian tourism sector. This consideration of tourism emphasizes the importance of

establishing an "active policy" that highlights the sector's priorities, thereby allowing for the definition of a platform in the form of a national tourism scheme for the period 2015-2025, within the framework of the SNAT (national land use planning scheme 2025). In this perspective, Algeria aims to implement a quality plan resembling an "offer of excellence" to meet an increasingly demanding clientele and promote a public-private partnership aimed at mobilizing all stakeholders operating in the field.

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