

The Contribution of Digitization and Digital Marketing to the Development of Tourism in Algeria -The Current Investment Law (18-22) and the Electronic Portal of Algeria's Tourist Paths (<https://algeriators.dz>) "Model"

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Summary: It is noticeable that for several years there is an interest from Algerian state officials in modern methods in the process of marketing tourism, because of its great importance in keeping pace with the development that takes place in media and communication technologies on the one hand, and on the other hand, contributing and greatly in promoting electronically internal tourism and reducing the shortcomings that the traditional administration knows, which makes the process of defining tourism products. The procedures related to tourism investment are an easy and inexpensive process. In that regard, Algeria announced the launch of the electronic portal of Algeria's tourist paths (<https://algeriators.dz>) by the Prime Minister: Ayman Abdel Rahman on: 06/24/2022, and at the same time the Investment Law No:18-22 of 07/24/2022 was concerned with the need to use modern technology and put a digital platform for the investor in the services and tourism sector.

Our study came to research the concepts related to tourism and technological means contributing to its marketing, with our simulations of digitization and tourism digital marketing by highlighting the contribution of both the electronic portal and the investment law in improving and developing tourism in Algeria, and the websites have also been highlighted to market domestic tourism in the state of Tebessa in particular through the executive directorates: culture, tourism, tourism And the forest governorate, where we have reached in this study: the multiplicity and diversity of tourist attractions in Algeria, a lack of financing for tourism projects, the absence of electronic tourism promotion, the limited tourism websites and the small number of followers in addition to the increasing interest of Algerian officials in the necessity of modernizing the tourism sector and its number.

Keywords: Tourist Planning; Tourist Promotion; Tourist Investment; Tourist Marketing; Electronic Tourism.

Jel Classification Codes : Z380; L810; M310; Z330.

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I- Introduction:

The launch of the Ministry of Tourism, Traditional Industries and Family Work in Algeria every year is a slogan for the National Tourism Day in Algeria, which falls: 25 June, and the establishment of many research laboratories in Algerian universities for scientific forums that deal with tourism as a strategic sector in economic development, it is clear that there is a clear interest by the state authorities and research institutions to advance the tourism sector and in particular domestic tourism and make it in line with the civil and global knees Tourism is a bet of tomorrow and a prosperous sector in the future, and this is only achieved by overcoming the difficulties and challenges of the day by investing the tourist attractions and providing the necessary opportunities to create tourism institutions capable of attracting and attracting customers who have loyalty to the services of those tourism institutions.

In order to achieve the development goals related to the tourism sector, the local authorities and each according to their competencies worked to embody and implement the directive plan for preparation Tourism by exploiting and revitalizing tourist attractions in the sustainable internal tourism industry, by exploiting the production factors available in the region and creating promising tourism opportunities, thus increasing tourism awareness and demanding them on the one hand, and raising the revenues that can be collected on the other hand, and the tremendous development and today in media and communication technologies affects and contributes significantly to promoting internal tourism via the Internet and various social media sites, which makes the definition process, which makes the definition process, which makes the definition process With tourism products and in the various regions of Algeria, an easy and unpaved process, in addition to its success in attracting and attracting tourists in a professional way, similar to the electronic portal: Algeria tourist paths, which announced its launch, the Prime Minister: Ayman bin Abdel Rahman on: 06/24/2022 at the International Convention Center in Algiers on the occasion of receiving the marketing strategy of the Algiers destination in cooperation with the World Tourism Organization, as well as the current investment law, as well as the current investment law No. 2218 dated: 07/24/2022 was among its goals to generalize the use of modern technologies, and to ensure the conduct of the digital platform for the investor by the Algerian Agency for the Promotion of Investment, which was established under this law.

The spread of the Internet, search engines, electronic sites and the interest of public authorities in its launch will make citizens more accurate in their choices and more knowledgeable than before in places Tourism and their characteristics, so that it becomes more demanding and difficult to persuade him, so the individual or citizen can browse the websites and has the ability to study the offers and prices provided and compare between them, and the tourism investor has the electronic linking with state institutions, which requires the adoption of digital marketing in public and private tourism institutions in order to influence the behavior of individuals and citizens and direct them towards domestic tourism as well as bringing Investors, whether they are local or foreigners.

1.1.The problem of the study:Our study came with the aim of touching on some theoretical concepts: internal tourism and its importance, the tourism preparation plan, the current investment law, electronic tourism, tourism marketing, tourism promotion, tourism and digital marketing, social networking sites and the electronic portal of Algeria's tourist paths and their impact on activating domestic tourism, as will be discussed in various resources and tourist attractions and production elements necessary for sustainable internal tourism development in the state Tebessa, knowing the means used to introduce tourism facilities, as we will show the elements that must be taken care of in the future to stimulate and promote more effective for domestic tourism in Algeria, and in order to stand on that goal the following problem has been determined:

Does: the current investment law (18/22) and the electronic portal of Algeria's tourist paths (<https://algeriators.dz>) contribute to the development of tourism in Algeria?

to fall under this problem the following sub -questions:

-What are the goals and principles of the current investment law (2218) and what is its role in activating digital tourism?

-What is the electronic portal for Algeria tourist paths? What is the way it works? What is its importance?

-What is the reality of tourism in the state of Tebessa? What are its challenges? What are the aspirations of its officials?

And at an attempt by us to answer the problem and its sub -questions, temporary answers were guessed in the form of hypotheses related to:

- The previous electronic portal contributes to attracting the wind.
- The current investment law contributes to bringing investors in the tourism sector.

I. 2. Study objectives: We sought in this study to achieve a set of goals, the most important of which are:

- Providing concepts and knowledge related to the previous electronic portal and everything related to them;
- Publishing and deepening the idea of setting and using electronic platforms to use in the activities of the Business Organization, whether public or private;
- Providing a perception of the current Algerian investment law;
- Diagnosis of the reality of tourism in Algeria, the state of Tebessa, “model”, through the interview with the executives of the tourism sector: culture, tourism and the forest governorate.

I. 3. The importance of the study: The importance of the study lies in the following:

- A presentation to the researchers and readers is a concept of the electronic portal of Algeria's tourist paths, its role and how to access it;
- Providing an opportunity to invest to foreigners by clarifying some articles of the Investment Law No. 2218 from opening new horizons for local and foreign tourism investment with the opening of a digital platform for the investor;
- The need to adopt digital marketing in public and private tourism institutions to influence individuals' behavior.

I. 4. Research methodology: As for the appropriate approach in our study, we relied on the descriptive analytical approach for the purpose of answering the main problem and sub -questions with proof or denying the previous assumptions, in addition to analyzing the answers of the interview questions for the executives referred to previously.

I. 5. The directive plan for tourism preparation in Algeria: Today, countries have become a great interest in the service sector, especially the tourism sector. The tourism sector is no longer just an entertainment activity for the human being confined to eating, drinking and hiking only, tourism has occupied a distinguished place for most countries of the world for the economic importance it is, tourism has succeeded in reforming the economies of many countries such as Spain and China (Zeer, 2018, p B).

Considering that anthropology (human science) science that is concerned with studying human beings from the natural, social and civilizational side, through an attempt to understand human behaviors, his various works and productions in the fields: social, cultural, linguistic, vital and even its material and moral effects throughout time and space, because anthropologists did not care about tourism until after the sixties of the last century, where some of the last century d. Anthropologists such as Theron Nunez in particular their professional attention to the then tourism anthropology (Huamida, 2021).

I. 5.1. Internal tourism: transcending the concept of tourism to include the dimensions of different development, economic, social, environmental and even political, as tourism activities affected all aspects of the sector in order to achieve comprehensive development (Shanbi, Bin Lakhdar, Abdullah, 2019, p 123).

1- The concept of internal tourism: Devotes differ according to scientists and intellectual schools, according to the industrial perspective and systems, according to various international bodies and organizations, including:

Definition of the World Tourism Organization is: the transfer of individuals from one place to another to different goals and for a period of time exceeding 24 hours and less than a year.

The physical is the social capitalist axis, in which the horizons of individuals and groups expand, their activities are varied, and their energies are renewed. Cultural, environmental ... etc. (aissaoui, mebni, 2016, p 168).

Time time: the transition when less than 24 hours is considered a picnic, and when the year exceeds the residence, otherwise it is tourism, so that it is internal or local tourism, the transition and travel must be limited to the limits and in the geographical space of the Algerian state.

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2-The importance of domestic tourism: Internal tourism is extremely important and at all levels: economic, social, cultural, as it means the individual, society and the state, it can be considered: a basic resource for the state treasury; An opportunity to invest for local or foreign citizens; Activity to introduce citizens to the tourist attractions to instill the love of the homeland and work to defend it; A contribution to the welfare of the individual and society and an increase in economic growth; Developed for infrastructure and the diversity of services provided in the regions; Provides job opportunities for the local population.

In addition to being (Haji, Halimi, and SabbanAsma, 2021, p 129-130):

- contribute to local and urban development by developing new areas for tourist attraction in different localities,
- This contributes to achieving balanced growth at the level of the total economy and in achieving justice in the distribution of national income between the different tourist regions;
- The importance of the environment and the statement of how to preserve its components and advance it and prevent its deterioration or pollution, because the clean and beautiful environment is the raw material for tourism activity or it is a major factor in the establishment of tourism activity in general.

I. 5.2.-Tourist preparation plan: concept, goals and pillars, stages and stages: sustainable tourism development is not entitled to it unless it is planned in terms of resources, financing and time deadlines specified for that development, the state works to establish institutions interested in tourism activity through interest in the tourism industry that is concerned with the tourism product and its different nature, and this is by mixing a set of factors and coordination between them to add to add A new product in the local and national market is: tourist, entertainment, recreational, therapeutic, etc., through plans for tourism preparation.

1-The elements of tourism in Algeria: Internal tourism in Algeria is based on a group of factors and ingredients, including (Sha'al and Ratol, 2019, p281-282): Natural ingredients: represented in climatic conditions and the distinction of seasons, metal baths ... etc., that is, all aspects of attracting tourists; Human ingredients: represented in historical aspects, such as monuments, landmarks, culture, ruins, different folklores etc; Financial and service ingredients: All facilities include, means, structures and services accompanying tourism activity from conductors, security, health, communications, hotel, banks etc.

2-The concept of the guideline plan for tourism preparation: The directive plan for tourism development 2030 (SDAT) is a reference for a new policy followed by the Algerian state and is part of the national plan to prepare the region in the horizons of 2030 (SNAT), which is decided to prepare and define its features by Law 02/01 of December 12, 2001(Awenan, 2019, p 125).

it is it The mirror that reflects the state's desire for sustainable tourism development in order to achieve a triple balance that includes social progress, economic effectiveness and environmental sustainability, and for this reason within the framework of sustainable development, the state gives strategic directives to tourism preparation in all national territory.

The directive plan for tourism preparation in the state represents an aspect of the directive plan for tourism preparation in the horizons of 2030, where it constitutes a road map for the state's future, medium and long term in 48 states, in which the plan was launched, the plan was completed in 47 states and is still under study in one state,

3-Objectives and pillars of the plan: Its goals and pillars can be clarified as follows (Ministry of Tourism, 2022):

*The goals of the plan: Make tourism a shareholder in the development of the economy and an alternative to the fuel sector; Ensuring the involvement of other sectors such as the public works sector, the agriculture and the cultural sector; Determination of tourism and environmental promotion; Heritage validation, cultural and religious;

Development of distinguished tourist poles and villages (POT) by rationalizing investment and development; Spreading the Tourism Quality Plan (PQT) as excellence in tourism in training in training, upgrading education, and opening up to media and communication technologies; Public and private partnership scheme of tourism financing.

4-stages and bets of the Tourism Planning Planning for Tourism Prospects 2030:

-Stages of preparing the plan: starting from the in -depth diagnosis and through discussions of local, regional and national forums, after which the major stakes of tourism are highlighted and explained, and these stages are (Mashtar and Vainan 2019, p 368):

- Determine strategic directions;
- Priority work programs;
- Determining the achievement and follow -up strategy.

-Sections of the directive plan for tourism preparation 2030: Five bets of tourism transformation and its contribution to achieving sustainable tourism development were counted, and that is from its repercussions on the rest of the activities and from these bets (Owenat, 2013, p 293):

- Economic bets: such as increasing resources from external payment methods and implications for the balance Payments.
- Bets about operation: Kustr great opportunities in a direct or indirect way.
- Bets of regional preparation and local development: Tourism works to value material and non - material resources.
- Cultural bets: tourism is a peace factor and dialogue between cultures; Tourism works to value cultural heritage.
- Battles for improving Algeria's tourism pictures: Tourism bears an important bet, which is to improve the image of Algeria

5-Partnership scheme: In order to activate local tourism, all private and public investors must be interacted and set a plan for them, and those concerned with the tourism aspect must be gathered at the local level in one administration or one body, so the partnership plan was adopted as a pillar in the directive plan for tourism preparation 2030 horizons, so it is not possible to imagine permanent development of tourism without public and private cooperation, and that is cooperation through (Amari And with a fit, 2018, p 419) :

***Tourism Development Council and Tourism Trade Agencies:** The state directorates of tourism are the main mediator at the national level, including the National Agency for Tourism Development (Andt) and local dealers, and therefore each directorate must be strengthened to enable it to respond to the two new basic tasks: tourism quality and promotion of tourism investment, by encouraging the discussion space Thinking and involving the customers who are elected, hotel owners, travel agencies.... etc .

***The State Council for Tourism Development:** It is a space for dialogue and thinking with a consultant with a consultant, brings professionals in the field, such as hotel owners, service makers, and travel agencies, and for that it is necessary to have organized representations in the form of professional associations and unions at the local level, and that he is among the main customers concerned with preparing Development of tourism at the state level: the Directorate of Public Works, Energy, Communication, Culture and Institutions concerned, Sonelgas, Algerian Water, and the Office of purification.

I. 6.Tourism Investment:

Investment is an important part of the tourism preparation scheme, which is “spending on fixed assets that aims to govern and develop the capacity of attraction at the level of tourist destination or tourist attachment, and tourism investment is in two axes (Amari and Bouaqa, 2018, p 399):

- Investing in equipment and tourism structures, where it includes three basic sectors: residence services, submission and entertainment, and entertainment services, Transport services, communication services;
- With tourist wealth,that includes cultural and historical heritage sites and natural heritage sites.

I.7.Digital marketing for tourism in Algeria :

so that domestic tourism is an opportunity for citizens to get to know their country and explore it, and it also has an important role in increasing tourism investments and tourism income and reducing unemployment rates, especially for local communities, which makes them at the head of

economic sectors that benefit these societies, and this requires the necessity of resorting to promotional campaigns and tourism programs and developing them, which leads to stimulate domestic tourism and increase demand for them, by targeting All groups of society and work to meet their various desires .

I.7.1. Tourism Marketing: Tourism Marketing is considered a “group of organized activities carried out by the tourism institution regionally and locally to determine its target markets, know its environment and try to distinguish its services in order to satisfy the tastes of the recipients and attract the desire for tourism” and the tourism marketing mixture consists of the following elements (Zaghir, 2021, p 86):

- The tourism product and everything that the tourist institution will be shown;
- Tourist price or the value of the tourism service provided;
- Tourist distribution or is the place and the appropriate time in which the tourist product is displayed;
- Tourist promotion or a style of attracting tourists;
- Individuals or smooth communication and communication between service providers and tourists;
- Operations or method of providing tourism service by means and devices;
- The material guide, which is the ocean in which the tourism institution provides its services .

I.7.2. Tourism activation: “I mean by tourism activation in the media and the definition of the tourism product or tourism service to increase the demand for this product or service, in addition to providing all means to show the product in an attractive and realistic way in several methods and means” (Shalal and Ratol, 2019, p 275) .

I.7.3. Tourism promotion: Tourism promotion is among the basic pillars and an element of tourism marketing mixture and one of the most important means used to stimulate domestic tourism, and it can be defined as “all direct and indirect efforts that aim to achieve the goals set for it in the general tourism marketing strategy for a region or a country, through the use of various promotion techniques: local and external advertisement; publications and publications Tourism;(Retaili and Harry, 2019, p342) .

The tourism promotion works to achieve the following goals (Awainat, 2013, p 42):

Definition of distribution outlets from brokers and tourist organizers and travel agents ... etc.; Trying to influence sensory perceptions in a way that serves the goals that are ruled in the tourist strategy; Convincing the potential tourists in the targeted markets.

I.7.4. Digital marketing and its role in activating domestic tourism: “The truth that is difficult to deny in the tourism industry today: If you are not dealing through the internet, you are not within the process of selling, and that the spatial dimension of your institution is not a problem, if you have a website that is characterized by modernity and innovation, which will enable you to enter global markets, then media and communication technology, on top of which is the Internet, guarantees to tourism institutions in it a number Benefits “(Bin Breika and Omri, 2012, p14), and perhaps one of the most important means and platforms that will contribute to the marketing of internal tourism digitally - electronically the well -known social media platforms and the electronic portal of Algeria’s tourism paths and developed by the Ministry of Tourism and Traditional Industries.

I.7.5. Social media sites: Many economic institutions recently depend on social media in the process of marketing their products or in displaying and providing their services that depend mainly on the Internet, and marketing is intended to use social media sites “using social sites for marketing purposes, such as studying consumer behavior, conducting virtual marketing research, studying the needs and desires of customers, measuring the degree of satisfaction, advertising through these networks, trying to influence customer behavior, Good relations with customers and listening to their concerns, comments and suggestions, and among these social sites used in tourism marketing: Facebook, Twitter, Yutop, Instagram, LinkedIn (Zaghir, 2021, p 16), and in this regard, the Director General of the National Tourism Bureau stated: “We are working in coordination with the associations that are framed by youth with great energy and distinguished ideas for the sake The promotion of internal destinations, and the fact that there was a great interest in the Algerian destination recently, and the great credit here is due to content makers and influencers on social media platforms. These influencers have promoted the Algerian tourist areas that did not take their share of publicity “(Nasser Bay, 2022).

II– Methods and Materials:

The researchers relied on a set of tools to obtain information about the signing of the tourism sector in Algeria, its digital marketing in addition to touching its reality in the state of Tebessa, where we did the following :

1clarifying how Related to tourism ;

3Diagnosis of the reality of tourism in the state of Tebessa and the receiving horizons through the interview of the heads of the executive directorates related to tourism: Tourism Directorate, the Directorate of Culture and the Forest Governorate (a intentional, non-random sample), and local social media sites interested in tourism activity were also enumerated

II.1.The electronic portal of Algeria’s tourist paths (<http://algeriators.dz>) :

II.1.1 its concept: The Prime Minister: Ayman bin Abdul Rahman announced on: 06/24/2022 at the International Conference Center in Algiers on the occasion of receiving the marketing strategy of Algeria and accompanied in cooperation with the World Tourism Organization for the launch of the electronic portal: Algeria tourist paths, which are an important plan in The embodiment of the government’s work plan in an apartment related to the digital transformation of the public administration that relates to tourism services, where the road is shortened in front of tourists on the different paths in choosing the destination and the path that suits them, whether in terms of interests, it was cultural, archaeological, natural, religious or in terms of their material or logistical capabilities, it is thus an open window for the tourist wherever he can draw his path according to his capabilities “(Bin Bin Abdul Al -Rahman, 2022), it is thus a website that represents a plan to advance the tourism sector in Algeria by defining more than 1123 locations, June 2022, which is taught to more than 377 tourist pathways to introduce destinations and regions and discover nature and coastal camping and all regions of Algeria, the electronic portal is considered a tourist product in itself .

II.1.2. is important: The importance of the electronic portal of Algeria’s tourist paths in (Bin Abdel Rahman, 2022) :

- Development, promotion and promotion of tourism and its decent position, making it a real economic pillar ;
- Shedding light on tourism patterns in accordance with the strategic classification of demand in the national and international tourism field;
- Opening new lines for low -cost airlines after the adoption of tourist excellence poles and the quality of their services and the opening of a partnership between all actors and partners from the public and private sectors ;
- An important step in embodying the government work scheme ;
- Opening promising horizons to recover tourism ;
- embodied the commitment of the President of the Republic, Taboun Abdul Majeed in the Angna of the Public Administration ;
- Production of high -quality national digital contents in the framework of the digital transformation of public administration ;
- Development of internal tourism in the first place, its number is all activities and structures of the tourism sector by establishing 26 electronic platforms and designing 58 local websites; An important station within the framework of fruitful cooperation with the World Tourism Organization; Tourism Investment Directory in Algeria .

On 07/27/2022 the electronic portal for the objective tourist paths was opened by the Ministry of Tourism and Traditional Industries under the following link: <http://algeriators.dz>, highlighting the various paths and tourist sites that our country abounds, and posters were prepared to survey the symbol QR in both Arabic and English .

II.1.3.Its work: The platform’s work is represented in the following :

1-Open the electronic portal link: <http://algeriatours.dz> in any internet browser ;

2-asks you to search for your favorite tourist path to discover the most beautiful archaeological sites, the most wonderful tourist attractions and the most beautiful scenic views on trips throughout the year after choosing the path of the path, the type of track and the favorite side where ::

*Password:beach/desert/historical/cultural/fever/natural/religious/climate/traditional/urban industry/caves and sports ;

*Path type: long/medium/short ;

*Favorite destination : 01 Adrar/02 Chlef/03 Laghouat.../

II.2 - Current Investment Law (18/22):

The Investment Law No.18/22, which was approved by Parliament in its two chambers and dated: 07/24/2022 issued in the Official Gazette of the People's Democratic Republic of Algeria on: 28/07/2022 in Issue 50 and on page 5, distinguished between three varieties of investments: the sectors system, system the regions and the structured investment system.

II.2.1. Tourism and Investment Investment:

as well as concerned with tourism and considered their activities to benefit from the system of sectors, according to the text of Article 26 of this law, as they benefit their investments in addition to the physical, semi -casual and customs stimuli that benefit from many advantages during the completion and during exploitation, according to the text of Article 27, as this law is concerned with the economy of knowledge and means of modern technologies, and thus works to encourage investment to achieve goals Next (Article 2) :

- Development of the priority and high -value activities sectors ;
- Ensuring sustainable and balanced regional development; valuation of natural resources and local raw materials ;
- Giving preference to technological transformation and developing innovation and knowledge economy;
- Circulating the use of modern technologies;
- Activating the creation of permanent jobs and promoting human resources competencies;
- Providing and improving competitiveness the national economy and its ability to export .

II.2.2 Investment Freedom of Investment: The previous investment law seeks to consolidate the following principles (Article 3) :

*Freedom of Investment: Every natural, moral, national or foreign, resident or non -resident, is free to choose its investment;Transparency and equality in dealing with investments. With digitization, a clear and frank interest, as it cost the 18th of the Algerian Agency for the Promotion of Investments in coordination with the departments and bodies concerned to ensure the conduct of the digital platform for the investor.

*The material nature of all procedures;

II.3.Tourism in the province of Tebessa: Reality, Challenges and Prospects :

We worked in this study to show the reality of tourism in the province of Tebessa, by dropping the previous concepts that we were exposed to in the previous axes through our simulations of their reality in the three executive directorates: culture, tourism and forest governorate, where we met with the masters and they are thankful for the good reception and communication with us .

II.3.1 The reality of tourism in the state of Tebessa: By bringing us closer to the three executive directorates and the number of social access sites interested in the tourism sector

1.-The Directorate of Culture and Arts: Title: The Directorate of Culture, House of Culture, Muhammad Al -Shabuki, Tebessa, phone number: 037506124, Facebook: 1) Media and Communication Cell to the Culture Sector, Tebessa (3205 followers). 2) The Directorate of Culture and Arts for the state of Tebessa (6800 followers 05/08/2022) 3) House of Culture “Muhammad Al -Shabuki, followed by 12033 people.

We had a meeting with the master: Director of Culture and Arts for the state of Tebessa (Abadi, 2021) and we have asked a set of questions and we received answers as follows: What are the interests of your directorate? The Cultural Heritage Authority and finally the Arts and Arts Authority.

What is the artistic and cultural facilities under your authority that contribute to attracting local tourists? 40 municipal libraries awaiting and absence of construction decisions, 7 halls of the cinema distributed on the state, one of which is the first of Africa (Walza), the National Bureau for the Running and Exploiting of Cultural Properties of the Wilayat of Tebessa, which includes under his supervision 2500 archaeological sites in the state of Tebessa. It was a great legacy and a heavy pregnancy on the new officials to manage and run the directorate as well as even the ministry itself. Local tourists? And artists and singers; Consulting: Identification of the Wilaya of the Wilayat In cultural landmarks and protected archaeological sites, which needs a sovereign decision from the higher authorities to achieve tourism openness, in addition to insufficient financial covers in recent years to invest in the cultural sector.

2-The Directorate of Tourism and traditional industries for the state of Tebessa(6300 followers on 08/08/2022), as for the Ministry of Tourism and Traditional Industry Algeria (260,000 followers on 08/08/2022).

We had a meeting with the lady: Director of Tourism (Balghith, 2022), and we have asked a set of questions and received answers to them as follows: What is domestic tourism? What is its importance? What is your duty towards it? How is it activated? What is the role of the Tourism Directorate in this field? Interior tourism is the movement of the individual or a group of individuals from one place to another inside the country and for a period of more than 24 hours in order to achieve certain purposes, and what is contributing to domestic tourism from: identifying the sites and tourist attractions of the state of Tebessa; Increased income and creation of job opportunities and contributing to advancing the pace of development of the state and the region, led the state officials to pay attention and encourage investment and definition of the various landmarks of the state to attract tourists and attract citizens to it, and considering that tourism activation is: all the local demonstrations that can create a tourist movement within the region, it was a major role for the Directorate of Tourism in encouraging tourism investment through: accompanying investors and overcoming Difficulties for implementing their tourism projects; Choosing the areas of tourist expansion (Z.E.T), according to the directive plan for the tourism preparation of the state, where three areas of tourism expansion were chosen: Maraqin, Al -Marij, Al -Hammamet (Map of Tourism Sites for the Wilayat of Tebessa from the completion of the Tourism Directorate), which was directed to the National Tourism Agency; Capture some tourism projects and discuss them at the state level in the state investment committee; Introducing sites, which can be tourist facilities in the future through social media and specialized websites; Establishing national seminars (25 June) and international (September 27) and local holidays (coriander, elderly, equestrian, salon hair, food dishes ...) to spread awareness of the Algerian identity and a tourist culture.

What is your view of tourism in the province of Tebessa? What is the polarization in it? Is there a word that you direct by the way? The city of Tebessa and its natural qualifications, cultural gains, and a civilized heritage testifies to the succession of civilizations in it, in addition to its geographical location that is distinguished by the mixing between the hill and the desert and a border extension with Tunisia that includes four land border centers, in addition to the wealth of water distinctive with mineral and feverish water, as well as touching the legacy of Tebessa from its craft industries, popular traditions and diverse heritage, all this adds to The state is the tourist character, and it was called to the landlord of the state's worthy of the visit and discovery .

The state today aspires to combine development and modernization through projects registered in various economic, social and cultural magazines, embodying the government's invitation and encouraging program, especially from it, pushing the pillars of development in shadow areas and making them contribute to the tributaries of national income by encouraging and accompanying the family work of these areas .

Tebessa the cradle of civilizations, theater in the open air, the distinctive tourism space, the compound, the home of championships and sacrifices, She calls on every willing to rest and discover to visit her and welcomes investing in her vastness .

Is it possible to describe us to the internal tourism of the state? Is there any means of promotion that you depend on in defining these features? Are there completed and programmed projects programmed, but it was not initiated in implementing them, and what are the reasons for that? For the state of Tebessa, many tourist landmarks and ingredients are: a hotel fold consisting of 18 hotels that provide 1,200 bed Wox in Hammamet, entertainment gardens at the state center, dense forests in many municipalities of the state.

The state of Tebessa also possesses many historical and cultural monuments, as its inhabitants are known for many customs and traditions that express an authentic identity of the local population, and all of the above was placed in the form of: Tourism Munography of Tebessa designed by the Tourism Directorate and under the supervision of Mrs. Amina Baltith, Director of Tourism during 2021, consisting of 28 pages and includes in its content all aspects: natural, historical, cultural, living, living, living, living And the various structures of the state, equipped with high -quality images, through which the ingredients of domestic tourism in the state of Tebessa are introduced, this includes the monograph (Tebessa, tourism monography, from the Directorate of Tourism, Handicrafts and Family Work, 2021) the following contents: Tebessa through the ages (prehistoric,

the Phoenician era, the Roman era, the Wandi era, the Byzantine period, the Islamic conquests, the period, the period, the period Ottoman, French occupation); Location: 650 km from the capital, 600 m above the sea level, the length of the border strip 297 km with Tunisia, and the area: 1387 km², established in 1974, with 12 circles and 28 municipalities, its population: 658352 n, climate (Mediterra Water ;Tourism: represented in: Nature Sites: Pigeons (the Cave of WadiBouakous). suffocation of Karaya, Al -Huwajat, Kastal Caves (Al -Marij), Marsen and Farakan; Historical monuments: Roman monuments, Byzantine castle, Menner Temple, Christian Church, Olive Person with Rizkan, Arc de Triomphe, Karkla, Tebessa Al Khald; The effects of the liberation revolution: the effects of the Battle of Jabal Al -Jarf, the Maurice line, the shawl line; Religious and cultural monuments; Fights and metal baths; Tourist expansion areas (Hammamet 3.6 hectares, Naqrin 15 AH, Carrip 14 AH); Heritage and Arts: Folk Games, Coese Art, Equestrian, Diversities and Local Followers; Culture: It is represented by: the included theater, the Praysal press, the Menner Temple, the Arc de Triomphe, the ancient Tebessa, the Christian Basilica, the Christian cemetery, the Byzantine wall, the Tifst Museum, the mosque and the shrine of Sidi bin Saeed and other similar landmarks, the ancient mosque in the city in the city; Traditional industry: album and folklore carpet; Cultural structures: House of Culture, 13 Cultural Carks, two multi -activities halls, two antiquities museums, two libraries, 6 cinema halls, a regional radio station, a press agency, an office for Al -Khobar newspaper, issued by the state a daily and weekly newspaper; Agriculture: forests, water resources; Base structures: transportation, mail and transportation, education, training and higher education, health, youth and sports, industry and mines, electricity and gas, and when explaining and detailing each element of monograph, the conversation takes long and takes a lot of time from us, whoever wants to see more than he does not seek the content and content of the monograph, he may look forward to seeing these features himself.

As for the projects completed by the Tourism Directorate:

Al -Khanqa project in the municipality of Bakari: a project to prepare the Qastal region in the municipality of Ain Zarqa, a circle and a remnant of Tebessa, sits on an area of 20 hectares, the nature of its preparation belongs to the state of the state, which is a program of growth support, is 26 km from the population of the population, from its structure 2015, aims to save and value the site; Create job opportunities; Creating an investment space; Contributing to local development and tourism activity, but later the tasks of its conduct were entrusted with the municipality of Ain Zarqa, which observes the deterioration of his condition now.

What is meant by traditional industries? How did the family work attached to the Ministry of Tourism? How is traditional industries activated and made an important tourist resource? The traditional industry is considered one of the ancient crafts, especially the textile industry of all kinds: the carpet of the tubes, the peach, the Bernous, the Hanbal etc., and given the importance of traditional activities in improving and attracting visitors and tourists the ministry worked to integrate family work in naming the ministry .

The historian on 9/1/1992, which includes the events of the regional chambers of the letter, whose tasks are: providing public services in accordance with the book of conditions and consequences of public service; Musk and run the traditional industry record and crafts; The authorities propose to the program of developing traditional industry activities and crafts at the level of its regional departments and implementing them after approval; It does every work aimed at upgrading and developing the sector.

Is the directorate's management of the directorate sufficient? On what you depend on stimulating domestic tourism, is it sufficient? And what do you suggest? The budget allocated to running the directorate covers the needs, means and salaries of employees. Tourist technical cards; Introductory scraps, etc., which are insufficient means, trips for tourist attractions must be organized, organized courses for the success of the purpose of domestic tourism to consolidate tourism awareness of the local population and push the investment wheel.

3- The Directorate of the Governor of Forestsfor the state of Tebessa:foretstebessa@ yahoo.fr, 21337.55.59.48

Questions for Mr.: Director (Iouaj, 2022) for the state of Tebessa, and we have received answers to it as follows :

What are the interests of the forest governorate? It is: the manager and his honesty; Interest of the management of forest wealth; Forest Protection Authority; Land expansion and reclamation department; The Department of Management and Means .

From your site, how do you see the state's domestic tourism? How do you activate it? What is the reality of investment in the field of your sector? What are the difficulties you face?

The vast forestry area of the state of Tebessa and estimated by: 211,000 hectares is a major natural factor for the creation of internal tourist, entertainment and recreational spaces distributed over the entire soil of the state, as we witness the lack of tourism attraction because of the absence of individuals in the field of mountainous and forefish hiking in many, twice the turnout may lie in the lack of media, promotion and advertising that concerns this natural factor, and the role of the media is not limited to Ali The Forest Governorate Directorate only, but also transcends local associations as well as various other sectors from the Tourism Directorate to local groups (municipality, circle, state), forests are open to all for entertainment, recreation, and tourism without exception, and mountain tourism must be encouraged and identifying forestry ecosystems and contributing to maintaining their environmental balance, and there are many areas that have natural landmarks that need investment and support from the sta

There are also many investment projects in the internal tourism sector under the responsibility of the Forest Governorate Directorate for the state, including the completion, including studying at the government level. The difficulty of investing investors due to the inability of the mortgage of the forest property; The absence of government financial support for investors; The proposal of the materials used in building the structures of the investment project by the civil and engineering studies offices that are free from the use of armed cement and other materials to preserve the environment and forest wealth, which are usually high, which increases the costs of the project, which weakens investment in the forest tourism sector; Tourism investment in the forestry field intermarry between the protection of the environment and the goals of the investor, perhaps it has made the investor restricted and compelled to respect the terms of the contract, so the investor, upon tourism investment in the forest governorate, must take into account three elements: ideas, means, financial ability .

Is there an internal tourism projects in the forest sector and what are their specifications? Are there projects under study? As for the projects under completion, they are:

II.3.2 Tourism Challenges in the state of Tebessa: After we meet the officials of the sectors: culture, tourism and the forest governorate, it became clear to us that, despite the presence of efforts being made to send tourism that attracts citizens; The abundance of tourist attractions of all kinds; Theoretical concepts are identical to the officials of the previous sectors of: tourism, marketing, promotion, investment, communication sites, the preparation scheme, etc.; Implementing aspects of the plan, such as the areas of expansion and partnership, but there are various challenges, deficiencies and difficulties that are summarized at the level of the Directorate of Culture and Arts as follows :

- The succession of officials on the sector and inequity and their stability that led to the instability of the strategies targeting the cultural sector ;
- The absence of a vision and strategy by the higher authorities concerning the comprehensive openness to the tourism sector ;
- Repeating attention and almost complete absence of promotional activity in the tourism sector; Lack of financing and not raising freezing on projects .

And about the difficulties facing the Tourism Directorate, which are :

- The lack of financial coverage of tourism projects ;
- The continuous use of advertisements in the process of promoting tourist attractions, especially electronic ;
- Decreased maintenance and restoration of some archaeological and historical monuments as a result of the lack of financial covers ;
- The lack of security, which makes it difficult for the task of opening some effects of long -term demonstrations and tourism operations ;
- The absence of good administrative management of many tourism facilities and some sides; Difficulty obtaining the exploitation license and its long periodAsfor the forest governorate, the challenges are the difficulty of investing in the tourism, entertainment and recreational sector, which in the circle of the forest sector can be mentioned, some of them :

- Forest law imposes that forests are not sold, mortgaged, and are not waived in any way .
- The absence of government financial support for investors ;
- proposing the materials used in building the structures of the investment project by the civil and engineering studies offices that are free from the use of armed cement and other materials to

preserve the environment and forest wealth, which are usually expensive, which increases the costs of the project, which weakens the investment in the forest tourism sector ;

-tourism investment in the forest field combines the protection of the environment and the goals of the investor, Perhaps he made the investor restricted and compelled to respect the terms of the contract, so the investor, upon tourism investment in the forest governorate, must take into account three elements: ideas, means, financial ability .

II.3.3 future prospects for rationalizing tourism in the state of Tebessa: We asked a question to the former executives represented in: What are the legitimate aspirations that you hope to achieve in the future in order to better activate domestic tourism in Algeria? We summarized the answers of the former executives as follows :

-Creating new internal spaces that depend on paths in each municipality from the soil of the state (a questionnaire card accomplished by the current director of culture for each municipality) on tourist, archaeological and cultural areas;

-Adopting effectiveness and follow -up by adopting electronic commerce to increase wider areas and tourism diversification; Opening the field of tourism marketing for tourism agencies by programming trips for the internal areas of the country;

- Putting tourist stations throughout the entire year and through the national territory, as Algeria is a continent in which it is interested in desert tourism, mountainous, beach, Hamwiya, therapeutic, cultural and environmental ;

-Supporting tourism investment through financing frozen projects and financing new projects;

-Granting licenses to open residency and shrines in all the state, such as the valley state, to facilitate the establishment of citizens in their departure and in their travels.

III- Results and discussion:

After examining the articles of the investment law, our access to the electronic portal of Algeria's tourist paths and our standing on the reality of tourism in the state of Tebessa and the census of websites interested in tourism affairs, and an attempt by us to know the extent of the theoretical and legal side in it through the executive directorates: culture, tourism and the forest governorate, and we got to know some of the challenges facing tourism in the state. Accessing the electronic portal of Algeria's tourist paths and knowing the most important tourist sites that are easily close to those who wish to explore and visit tourist sites at the local and national levels, which makes it a positive impact in improving and activating tourism in Algeria for its contribution to marketing tourism electronically, but the publicity and flags of citizens in this portal and at many times and times;

-The investment law allowed freedom of individuals in choosing their investments, as granted, as granted, Facilities for investors through his contribution to reducing procedures for obtaining the opportunity to invest by linking the investor to the administration in an electronic manner without obstacles or difficulties, in addition to granting fiscal privileges and tax for the investor in the tourism sector, which means that it has a positive impact in improving and activating tourism in Algeria.

-The multiplicity and diversity of tourist attractions in Algeria in general and the state in particular;

-The sector's instability due to the lack of persistence of officials in their positions;

-Some obstacles and difficulties stand without achieving some ruler goals;

-A shortage of tourism projects in the state;

The presence of many frozen projects, in addition to the lack of financing in the completion of tourism investment projects;

-The presence of obstacles in granting exploitation licenses, including: the centralization of the decision in study and grants, prolonging the duration of the project study;

- Almost complete absence of the role of media, promotion and electronic tourism;

-Difficulties facing investment, such as the deterioration of the value of the currency and the high production costs, especially in the forest areas;

-The lack of international forums is a lack of international forums by the government to introduce a law.

IV-Conclusion:

Despite the positive impact of the electronic portal of Algeria's tourist paths in the digital marketing of tourism, and due to the facilities granted to investors in the investment law (18-22) through his attempt to digitize investment requests and give it up handways, the improvement and

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