

**The traditional artistic crafts with creativity and skills
for economic diversification in Algeria**

الصناعات التقليدية الفنية ذات إبداع ومهارات

لتحقيق تنويع اقتصادي في الجزائر

Fatima BENABDELAZIZ*

f.benabdelaziz@univ-blida2.dz

& Mahboub BENHAMMOUDA**

benhammouda.mahboub@univ-alger3.dz

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Abstract:

The traditional algerian product of traditional crafts and artistic crafts is considered an expression of the existence of creativity, know-how and economic diversification of the country. It is a cultural product of art accumulated over thousands of years of living interaction, with visions, cultural values, creative abilities, artistic skills and diverse activities. it works. Therefore, we ask the question: How can creativity and skills be embodied in the manufacturing of traditional handicrafts and artistic crafts to achieve economic diversification?

Key words: Creativity, Skills, Economic diversification, Traditional artistic crafts, Algeria.

* University of Blida 2 - (Algeria) - Professor
prfbenabdelaziz@gmail.com (Corresponding)

** University of Algiers 3 - (Algeria) - Professor
prbmahboub@gmail.com

ملخص:

يعتبر المنتج التقليدي الحرفي الفني الجزائري تعبير على وجود إبداع ومهارة وتنوع، فهو نتاج حضاري فني متراكم لآلاف السنين من التفاعل الحي، بما تحمله من رؤى وقيم حضارية وقدرات إبداعية ومهارة فنية ونشاطات متنوعة تساهم في تحقيق التنوع الاقتصادي للبلد. وعليه، نطرح السؤال: كيف يمكن تجسيد الإبداع والمهارات في تصنيع المنتجات التقليدية الفنية للوصول إلى التنوع الاقتصادي.

الكلمات المفتاحية: الإبداع، المهارة، التنوع الاقتصادي، الصناعات التقليدية الفنية، الجزائر.

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Introduction:

To ensure longevity and sustainability, corporations continuously strive to enhance and develop their products, enabling them to reach optimal levels of economic and social advancement. To achieve this, it is necessary to manage these businesses with modern and creative protocols to allow the emergence of skills and the development of creative initiatives which would eventually lead to the achievement of the economic diversification.

The traditional algerian product of traditional crafts and artistic crafts is considered an expression of the existence of creativity, know-how and diversification. It is a cultural product of art accumulated over thousands of years of living interaction, with visions, cultural values, creative abilities, artistic skills and diverse activities. it works.

The main question of this research is: **How can creativity and skills be embodied in the manufacturing of traditional artistic crafts to achieve economic diversification?**

1) Creativity^{*}, skills^{**}, and economic diversification:

Corporations strive to improve their products; thereby achieving significant levels of economic and social progress, such objective can only be achieved by establishing specific strategies and policies. In this paper, Achieving creativity, skill, and economic diversification remains an urgent necessity in a globalized world interconnected with one another.

1-1) Creativity and skills:

Creativity always revolve around finding new and creative approaches to address challenges or to manage diverse life situations, giving that it's a competency of individuals from various backgrounds and disciplines, many manufacturers now realize that the key to successful automation is to not automate for the sake of automation¹, what would develop the creative skills by acquiring expertise and the ability to craft innovative and renewed solutions to problems².

Many manufacturers now realize that the key to successful automation is to not automate for the sake of automation. Automation can help eliminate dangerous and repetitive tasks, so true specialists can focus on crafting high-quality products for clients in the market for something that first meets their specific needs.

* «Créativité» In french.

** «Compétence» In french, It also translates to «connaissance» and «savoir».

In society, the importance of creativity is evidenced by the transformations and changes towards an economy based on meeting future expectations. The scarcity of resources, the abundance of needs, and the diversity of individuals' requirements necessitate the use of creative approaches to meet these needs³. Creativity is a concern for everyone, not limited to a specific group⁴.

Creativity can be defined in various ways, including:

- an individual competency as a psychological process through which originality is demonstrated⁵;
- a developing novel innovations from pre-existing materials or concepts⁶;
- a diverging from the conventional in infinite new forms⁷.

Therefore, it's concluded that creativity is about creating new unconventional original innovations, different from what already exists.

From the above, the characteristics of creativity can be concluded:

- that it is the result of applying the recognized artistic or technological knowledge, which means that anything new based on non exact information, what would create results that are non effective and cannot be considered creativity and technology;
- linked with production and productivity, therefore every creation that doesn't lead to the improvement of the production or the usage of the production elements, or even providing new products or improving the already existing products, is not considered a technological creativity in the true sense of the word;
- in the absence of market penetration, the effectiveness and efficiency of creativity will be markedly limited, as it is a fundamental factor in the competition and therefore in the dynamics of the free market, furthermore in order to achieve comprehensive economic development, it must have a wide-ranging impact.

The skills have a strategic importance in corporations, due to its significant impact on enhancing organizational commitment, as it requires the lack of concentrations on a signal skill more than the others but it uses all skills in all platforms in order to exchange experiences and skills. Skills provide individuals with better perspectives and approaches enabling them to build complete relationships with others, share their experiences, and put their skills in the service of others⁸.

Skills can be defined as:

- a process composed of knowledge and expertise that refers to a complex mental organization unique to an individual, aimed at finding solutions to non-recurring real-life problems⁹;
- a set of knowledge, experiences, and personal abilities that an individual must possess to accomplish a specific task. Some of the most important skills that a person can have include: research and information seeking, planning, counting and statistics, building relationships with others, leadership qualities, computer skills, and management¹⁰;
- human knowledge gained by experience¹¹;
- acquired expertise that an individual gains through learning and training, an ability that requires time and effort to develop¹²;
- the application of creativity through physical abilities, driven by talent or as a means of expressing talent in various ways¹³.

Therefore, a skill is defined as a complex mental organization unique to every individual, manifested in the form of knowledge, experiences, and personal abilities aimed at finding solutions to non-recurring real-life problems.

It should be noted that skills is¹⁴:

- professional: Acquired during school years or through reading books, and involves fundamental principles and rules that do not change with varying practical circumstances over time;

- personal: It reflects the characteristics of its owner and plays a significant role in shaping their relationships with others.

Identifying the required skill represents a fundamental step in making skills-based decisions, as the task is not easy for three reasons¹⁵:

1. there is no skill with fixed content over time, so it is essential to focus on greater flexibility;
2. skills may change or align differently depending on the situation and environment. As an example, the skills required to operate in a domestic organization differ from those needed to operate in a branch located abroad.
3. a skill can be updated differently by different people.

Creativity is the driving force behind talents or the way of expressing it in various methods, what contributes to the diversification and distribution of mental, psychological capacities, thoughts, and ideas. While skills, on the other hand, are the intellectual abilities that specialize in creativity. To differentiate between the two, the following points can be highlighted¹⁶:

- creativity is a mental ability that translates the psychological abilities into mental abilities, while a skill is the physical ability that translates the mental abilities into actual and practical abilities;
- creativity is in the mind and the skill is in the body, and in combining them mastery is achieved;
- creativity is more of an internal decision than a natural skill that is naturally found within every human.

1-2) Economic diversification:

The definition of the Economic Diversification may differs depending on the vision from where it's being looked at, some link the diversification with the production and the sources of income, while others

link it with the exported products¹⁷. Therefore, the Economic Diversification can be defined as¹⁸:

- a process that aims to diversifying the production structure and creating new income generating sectors so that it decreases the overall dependency on the incomes of another primary sector;
- an operation of diversification of the Sources of Gross Domestic Product (GDP), and consequently, diversifying revenue sources in the general budget and diversifying external markets, thereby reducing reliance on a limited number of exported goods whose prices and volumes fluctuate or are subject to chronic decline;
- distributing investment across different sectors of the economy to reduce the risks of over-reliance on a single resource, sector, or a very limited number of sectors;
- the total increases occurring in the main sectors constituting the GDP;
- a process of diversifying the sources of income by expanding the productivity through increasing the contributions of the productivity sectors in the GDP.

From the above, Economic Diversification can be described as an operation that aims to the diversification of the productivity structure and the distribution of investments through the creation of new income generating sectors, to decreasing the risks of the over reliance of a single source or a single sector.

It is possible to distinguish two types of economic diversification¹⁹:

- 1- horizontal economic diversification: which refers to the distribution of investment on various tools from the same category through the creation of opportunities of producing newer products in the sector itself;

- 2- vertical economic diversification: which refers to the distribution of investment on various categories, it aims to increase the added value by enhancing forward and backward linkages, where the outputs of one sector become inputs for other sectors.

The Economic Diversification is considered a gradual and cumulative process to expand the range of economic activities, from goods and products into services, to diversify income sources, in the goal of forming a strong and a vast base structure for the economy by limiting the reliance on a singular sector of the economy²⁰. Considering how vast the definition of the economic diversification is, it is not only limited to rentier economies that rely on a single income source, but it even includes the advanced economies that strive to create a economical dynamics and focus on finding alternatives to diversify its economies²¹.

* Economic diversification, achieving self sufficiency, and decreasing imports:

The first objective of economic diversification is achieving the self sufficiency and decreasing imports before reaching the diversification of exports, so that the product that is not acceptable within the country; wouldn't be acceptable abroad²². The self sufficiency is the state's ability to sustain all their needs from food and medical supplies, and other different essential necessities for people's daily lives. It is also the method to create a strong base to protect the reputation of the country, its policies, and the independence of its political and economic decisions; it is also a method to initiate genuine resource development, allowing for significant revenue rates by stimulating the export process²³.

Creating the awareness about the importance of achieving self sufficiency for countries is considered the most crucial step towards their independence and their ability to shape a much secure future for themselves and their people.

The economic crisis is not easy or a product of petroleum, it is exposed from time to time to variations and international conflict, for this, it is necessary to diversify the sources of income to various development fields, stimulate productive investments, and to give touristic sectors an essential attention and the motivation to drive investment to tourism. These are the important steps to face the current economic difficulties²⁴.

* Economic diversification and diversifying exports:

Most countries give a great importance to developing and diversifying their exports, exportation is an essential step in achieving economic development; by relying on a strategy based on encouraging exports and concentrating on their productions that are fit for exportation, as exports is considered the best strategy for economic growth and development for the countries; and its contribution in the economic structures, this drives the productive sectors to develop and grow, contributing to the increase in GDP, the enhancement of national savings, the correction of the balance of payments deficit, and achieving a surplus in the trade balance²⁵.

Diversifying and developing exports leads to²⁶:

- ✓ existence of essential sources which should be the main reliance for continuously obtaining the needs of foreign currencies, especially that the other revenues from raw materials are not characterized by stability and continuity;
- ✓ increases in the levels of economic growth, which can lead to the massive creation of new job opportunities;
- ✓ reducing the dependency of the single economic resource, and increasing the external incomes which contributes to the growth of the national economy;
- ✓ increases in the individual income and the added value of national production, in addition to improving the standard of living.

2) Products of of traditional artistic crafts: An expression of creativity, skills and diversification:

The existence of every civilization is linked to the culture that expresses its entity and identity. As part of these cultures, there are traditional crafts industries such as cultural handmade crafts which always need protection and development²⁷. Artistic artisanal and traditional crafts around the world have gone through critical stages due to the technological and technical advancements the world is experiencing, such as some countries do not give great importance to the traditional craft products because of changing lifestyles and the presence of manufactured products at competitive prices lower than other handmade products. On the other hand, there are countries whose interest in greater due to their focus on tourism or making it a purely cultural heritage²⁸.

2-1) The traditional artistic crafts products:

In general, traditional industries work to create diverse and disparate economic activities (which express economic diversification), and thus provide job positions, as the following table shows:

Traditional industries and the creation of economic activities and jobs

Designation	2003	2010	
Creation of craft activities	89 000	185 000	+107%
Création d'emploi	130 000	390 000	+147%
	2010	2020	
Creation of craft activities	185 000	409 044	+120 %
Création d'emploi	390 000	1 060 954	+171%

Source : Agence Nationale de l'Artisanat Traditionnel (2021), «Le développement de l'Artisanat Traditionnel en Algérie et son Potentiel à l'Export», Agence Nationale de l'Artisanat Traditionnel (Ministère du Tourisme et de l'Artisanat), Alger, pp. 9-11.

The traditional and artisanal crafts are considered a fundamental pillar of economic activity to any society, as it contributes to strengthening popular heritage and linking it to the comprehensive and sustainable development process, making it a source of production and a system of values in society²⁹.

Cultural productions include the artistic creative productions in many fields, like the handicraft professions that are having a worldwide continuous and significant growth³⁰.

Artistic traditional industries are cultural industries* passed down through generations; they usually use raw materials that available in the local natural environment or could be in some cases imported, it predominantly involves manual hand work with some assistance of machines, to make utilitarian and/or decorative items. Making such products of artistic nature require a talents and technical skills and creativity³¹.

Taking into account the traditional and artistic productions in Algeria, the Algerian legislation distinguished between the traditional artistic artisanal crafts and the rest of the traditional crafts (Traditional craftsmanship for the production of goods and craftsmanship for services)³², since they rely more on manual labor with the possibility of the light assistance of a machine, and

* The cultural industry is industries involved in the creation, production and marketing of creative content, whether in the form of goods or services. It is a concept that dates back to Professors Theodor Wiesengrund ADORNO (German philosopher and sociologist 09/11/1903-08/06/1969) and Max HORKHEIMER (German philosopher and sociologist 02/14/1895-07/07/1973) are considered the first to The term was used in 1947.

Social sciences (2024), «Cultural industry», in line, consulted on 11/09/2024, <https://www.sciencedirect.com/topics/social-sciences/cultural-industry>

they are also distinguished by their authenticity, unique and creative character, and embodies ancient craftsmanship with a strong artistic nature.

Generally speaking, traditional and artisanal industries in the Algerian legislation indicate the presence of economic diversification in products, the list of traditional and artistic traditional industry activities includes eight diverse artistic activities, represented by:

- 1) manufacturing of food products;
- 2) manufacturing clay, plaster, stone, glass, and other similar materials;
- 3) manufacturing metals -including precious metals-;
- 4) manufacturing wood and its derivatives and similar materials;
- 5) manufacturing wool and similar materials;
- 6) manufacturing fabric;
- 7) manufacturing leather;
- 8) manufacturing different materials.

With more focus on the definition on the Algerian legislator, these industries primarily rely on manual labor and some usage of machinery to create items with either functional or decorative nature, or both at the same time. This allows the preservation of such ancient skills, as is the case with the crafting of traditional carpets and copper utensils. based on³³:

- made by an experienced craftsmen with great artistic talents and knowledge, distinguished by their unique artistic and creative tastes;
- predominantly handmade;
- traditional artistic industries carry the identity, history, beliefs, and cultures of the community and region.

In Article 05 of ordinance 96-01, traditional crafts and trades are all activities of production, creativity, transformation, artistic restoration, maintenance, repair, or service performance that predominantly rely on manual labor³⁴:

- practiced mainly and permanently;
- practiced in a stable location, mobile, or in exhibition;
- in one of the fields; traditional industry and traditional artistic industry, traditional craft industry to produce materials, and traditional craft industry for services;
- can be practiced individually, as part of a cooperative for traditional crafts and trades, or within an enterprise for traditional crafts and trades.

Among the Algerian heritage of traditional artistic crafts classified by UNESCO, we find the production and consumption of couscous (Algeria, Mauritania, Morocco, Tunisia) included in 2020 on the Representative List of the Intangible Cultural Heritage of Humanity

Couscous is a dish which has a repertoire of symbolism, meanings, social and cultural dimensions all linked to solidarity, conviviality, sharing and living together. Couscous is also associated with a range of clay and wooden tools, utensils and utensils³⁵.

The authorities pay special attention to handicrafts in order to support artisans by providing them with greater visibility locally and internationally and with the aim of making these crafts a source of development and job creation. The objectives of the national prize for crafts and trades, in application of executive decree no. 97-273 setting the conditions and modalities for awarding prizes for crafts and trades, modified and supplemented, are³⁶:

- preserve and promote the national artisanal heritage;
- encourage and motivate artisans in the field of creativity and innovation; promote talents in the field of crafts;
- develop and perfect artisanal knowledge and know-how;
- excellence in traditional product quality;
- to discover the quality of the traditional Algerian product.

The value of the prize is five hundred thousand algerian dinars (500,000 DZD) for each activity.

The 7 prizes are³⁷:

1. national prize for clay, plaster, stone, glass and similar materials;
2. national metal crafts award (including precious metals);
3. national prize for wood crafts, derivatives and similar materials;
4. national prize for wool crafts and similar materials;
5. national fabric work award;
6. national leatherworking award;
7. national materials works award.

For the year 2023:

The national prize for crafts and trades for the year 2023

N°	Prize	Willaya
01	Different materials	Algiers
02	work on leathers	Djelfa
03	Fabric and textiles	El Oued
04	wool and similar materials	Tiaret
05	working with wood and its derivatives	Ouargla
06	Metal	Tizi Ouzou
07	Clay and gypsum	Setif

Source : Ministère du Tourisme et de l'Artisanat (2023).

For the year 2022:

- participation: 57 willayas;
- number of participating artisans: 204 participating artisans;
- number of participating products: 260 products;
- the number of products that reached the final selection: 24 products;
- number of winners of the national award for crafts and crafts: 06 awards;
- withheld from awarding the national leatherwork prize;

Always, the winners come from different regions of the country:

The national prize for crafts and trades for the year 2022

N°	Price	Willaya
01	Working with earth, plaster, stone, glass and the like lot of pottery products	Oran
02	Mmetalworking (including precious metals) traditional jewelry - silver belt	Bouira
03	Fabric work - traditional outfit traditional dress	Tizi -Ouzou
04	Wool processing and similar products - weaving traditional rug	Tizi -Ouzou
05	Working with materials traditional weapons - traditional rifle and traditional rifle	Adrar
06	Woodworking, drifts and similar - wood sculpture - home furniture	Tizi -Ouzou

Source : Ministère du Tourisme et de l'Artisanat (2022).

And for the year 2021:

- participation: 46 willayas;
- number of participating artisans: 267 participating artisans;
- number of participating products: 260 products;
- the number of products that reached the final selection: 15 products;
- number of winners of the national award for crafts and crafts: 7 awards;

The winners come from various regions of the country:

The national prize for crafts and trades for the year 2021

N°	Prize	Willaya
01	manufacture of a chiseled tray in yellow copper	Constantine
02	working with derived and assimilated wood	Tipaza
03	making a traditional knotted pile carpet	Ghardaïa
04	armchair with wickerwork book holder	Tipaza
05	pottery	Tlemcen
06	traditional wool clothing	Tizi-Ouzou
07	tannery	Alger

Source : Ministère du Tourisme et de l'Artisanat (2021).

Skills and innovation must be utilized as an element of mentoring skills³⁸. It is important to select an appropriate model for each exhibition project, based on the nature of the exhibition and the talents and availability of staff, but that museums need to retain flexibility to accommodate the varied nature of exhibition projects³⁹. The challenges of economic diversification are strongly justified strengthening the craft sector so it can achieve this gain competitiveness and thus bear the multidimensional burden development⁴⁰.

The various participations in international exhibitions have made it possible to promote the product and noted the interest given to it by the consumer, the products with high export potential which are returning are: artistic ceramics, brassware, weaving, jewelry, embroidery, etc., it is up to artisans to improve and adapt these products to international market trends. But export revenues remain insufficient to meet the challenges of the national economy in terms of diversification of non-hydrocarbon exports⁴¹. The events at fairs (by country and city) in which the craft sector took part are as follows:

The events of crafts at fairs (by country and city)

France (Paris, Strasbourg and Marseille)	
United States of America (Washington)	Spain (Madrid and Valencia)
Italy (Milan)	Germany (Hanover)
Belgium (Brussels)	Ivory Coast (Abidjan)
Tunisia (Tunis)	Poland (Warsaw)
Kuwait (Kuwait)	Hungary (Budapest)
Omane (Maskat)	Egypt (Cairo)
Iran (Tehran)	Burkina Fasso (Wagadougou)
Mali (Bamako)	Switzerland (Geneva)

Source: Agence Nationale de l'Artisanat Traditionnel (2021), *op. cit.*, pp. 20-24.

2-2) Strategies to support the artisanal craft products:

The craftsmen of traditional artistic artisanal craft can present their creativities with clear and well-defined support mechanisms, thus, to confirm this, we point out the state's efforts in focusing on providing many support mechanisms for the promotion this sector. These mechanisms consist of institutional support, training support, and communication support⁴².

a) Institutional support: by:

Supporting Chambers of Traditional crafts and trades:

Chambers of Traditional crafts and trades is the forum that represents the artisanal crafts on the local level, and a space that connect the administration, craftsmen, and their representatives. Thus, they work as authorized structures to monitor all the concerns and interests of craftsmen, whether from the local chambers of traditional crafts and trades⁴³, or from the national chamber of traditional crafts and trades⁴⁴.

Depending on their authorizations, these chambers work on creating the conditions for the different artistic talents; through listing, counting, and following-up owners of small businesses that do not require significant resources.

▪ **Supporting the National Treasure to Promote the Traditional industries activities:**

Craftsmen can benefit from the support of the national treasure to promote the traditional industries activities⁴⁵ to acquire equipments and supplies.

▪ **Supporting Zakat Fund Institution:**

Zakat Fund is a religious social organization works under the supervision and guardianship of the ministry of religious affairs; it carries out operations of social support based on the law regulating the mosque institution. meaning, if the owner of the project idea has no income and is deserving of zakat, the institution can support them with a certain amount of money, especially since the regulatory framework between the ministry of tourism and traditional crafts and the ministry of religious affairs exists through a framework agreement aimed at supporting economic development⁴⁶.

One of the strategic objectives of the zakat fund is the sustainability of financial resources and the contribution to empowering the deserving groups. This precisely means highlighting the professional skills and competencies that have not found funding and pushing them towards creativity.

▪ Supporting Social Development Agency:

Social development agency* is one of the sources for the social development in the country as a public institution to fight poverty and social exclusion, it reaches out to vulnerable social groups to monitor their concerns. The agency works to achieve economic and social benefit through social development.

This agency is a key supporter of human resources and talents by proposing measures or actions that would activate the human development strategy and refine talents and competencies.

▪ Supporting the National Agency for Managing Microcredit:

The National Agency for Managing Microcredit⁴⁷ was established as a tool to fight unemployment and poverty by putting a microcredit program as part of targeted social development for individuals with initiatives who are capable of creating self-employment and permanent jobs, as well as those without income, those with irregular or unstable income, housewives, the unemployed, and project holders. to support microcredit operations, the national fund⁴⁸ for the support of microloans was established as a complementary tool to combat unemployment and poverty.

Microcredit can be a funding tool and an effective tool to support the talents in the traditional industries and crafts, especially to those who weren't able to benefit from other financial institutions considering how small their activities are.

* The social development agency is present in many countries of the world to support socially disadvantaged groups, especially women who stay at home.

▪ **Supporting the National Entrepreneurship Support & Development Agency - NESDA:**

The National Entrepreneurship Support & Development Agency (NESDA)⁴⁹ supports small, efficient and high-performing projects in various economic sectors, by providing training, support and financing. A government entity with a special status, possessing legal personality and financial independence. It is under the authority of the Minister Commissioner responsible for small projects, in an assisting capacity to the Prime Minister. The agency provides support to project holders for the establishment and expansion of small enterprises aimed at producing goods and services, through⁵⁰:

- financial support: empowering small businesses through comprehensive support;
- transparency: facilitate access to funding and resources for aspiring entrepreneurs;
- investment strategy: sustainable investing with a focus on environmental, social, and governance.

b) Supporting national programs: by:

▪ **Local production system program:**

A system that was launched in 2007 to facilitate organizing craftsmen to achieve a sustainable development for the traditional industries and crafts to obtain a local economic balance and stabilizing individuals in their areas, this is achieved by forming small enterprises clustered in a local space around a craft or product in an informal mass⁵¹.

▪ **"Start and improve your business" Program** ^{*}:

It is a training program certified by the International Labor Office in many countries around the world. It provides a training methodology with proven effective work tools. Its goal is to contribute to the development of the economy and the provision of jobs through the support and assistance of structures promoting small and medium enterprises and traditional industries⁵².

c) Training Support: by:

▪ **Supporting vocational training and apprenticeship centers:**

Vocational Training Centers work on providing the relevant specialties which are relevant to the traditional industries and crafts, which contributes in creating job opportunities and directly helping to solve unemployment problems by hiring young people after the end of the training period, this is done at a relatively low cost compared to the cost of creating job opportunities in large institutions⁵³. Thus, these centers have a great effect in promoting artisanal traditional industry products.

Working in traditional and artisanal industries is often an automatic reflection on the culture of the nation. Therefore, working in these industries should be encouraged by training young people on the use of various technologies for serious creativity that serves economic development⁵⁴.

** The International Labor Organization developed the "Start and improve your business" program as a training program in the field of establishing and managing enterprises that focuses on launching small businesses and improving the management of existing ones with the aim of creating more quantitative and qualitative jobs.*

▪ **Chambers of Industry and Traditional Crafts, and training support:**

These chambers are the intermediaries which are responsible for training people who want to learn a craft. The chambers' role is to issue state certified certificates to these trainees after they finish their training, in coordination with the vocational and apprenticeship centers⁵⁵.

d) Communication Support: by :

▪ **Marketing Support:**

Despite the support provided by authorities to stimulate the traditional and artisanal industries sector, it still faces several difficulties and problems. One of the main issues is marketing support, which involves all analytical, planning, execution, and control activities related to the product, its pricing, distribution, promotion, and reaching the targeted customers⁵⁶.

Any traditional industrial activity can be marketed online through two types of websites⁵⁷:

1- Marketing sites: Each craft or workshop sets up its own website to market its products to the public. These sites provide detailed information about the product and its artistic roots. Sales might occur directly online or encourage purchases during visits to the producing country. Such websites can significantly improve the marketing and popularity of these crafts.

2- Virtual Exhibitions: Created online to introduce an exhibition, which may or may not exist on site. They goal is to display collections in a museum-like format. For example, a center for crafts could create a virtual exhibition for pottery or carpets, attracting visitors to the site to view them and explore marketing opportunities.

▪ **Supporting Civil Society:**

Civil society aims to connect marginalized groups (such as those in small centers, and remote villages) with the ongoing developments in the country. Civil society organizations have become strategic partners of the state in the development process. Civil society organizations can be the biggest supporters of traditional and artisanal professions in every country⁵⁸. On the other hand, they can also reveal talents and skills that haven't had the opportunity to emerge.

Conclusion:

Algerian legislation distinguishes between artistic traditional industries and other traditional artisanal industries (traditional artisanal industries for production and services) by their reliance on manual labor, with limited use of machinery. These industries are characterized by their authenticity, uniqueness, creativity, and long-standing skills, with an artistic aspect.

Traditional artistic artisans can present their creations and skills if clear and well-defined support mechanisms are available. Thus, the state's efforts to provide various support mechanisms to promote this sector must be highlighted, including institutional support, training support, and communication support. However, this is not enough due to the lack of a clear database on the creative potential in our society and how to utilize and materialize these skills in producing products that can compete with their counterparts in global markets, thereby diversifying income sources and achieving economic diversification.

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