Solidarity Tourism, a tool for the valorization and development of rural areas. Empirical reference to the wilaya of Tizi-Ouzou

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Abstract:
This article explore the role of solidarity tourism in the development and enhancement of rural areas in the wilaya of Tizi-Ouzou. It examines whether this form of tourism can serve as a lever for development in the Kabyle countryside, particularly in reducing unemployment and poverty. The adopted methodology combines both qualitative and quantitative approaches, including interviews with local tourism officials and the analysis of academic and professional sources. The study first identifies the location criteria for tourism in the region, then assesses the rural tourism resources, and finally presents the existing solidarity tourism offer. The findings suggest that solidarity tourism represents a human, social, economic, ethical, and environmental asset for the area.

Keywords: solidarity tourism, Tizi-Ouzou, potential of the territories, promotion of the territories, tourist offer, territorial development.
Jel Classification Codes: **:** O18, Z31, Z32

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1. INTRODUCTION

The World Tourism Organization defines tourism "as a stay of at least one night spent from home away for various reasons, including leisure, business travel, health, pilgrimages, studies and there is even the category ‘other reasons’ (Violier, 2008). Solidarity tourism is first and foremost micro-tourism in very often rural areas. It is governed by the 3P rule: few visitors, short time, few months. The financial resources generated by solidarity tourism could better develop rural areas and improve the quality of life of the populations who live there.

The wilaya of Tizi-Ouzou has an almost intact tourist potential that has not been exploited. This region is known for the beauty and variety of its landscapes, mountains, coastline, forests; full of archaeological, historical, natural, cultural and artisanal richnesses, which are just waiting to be discovered. Its multiple and varied resources would allow it to practice solidarity tourism, green or rural tourism, seaside, and cultural tourism. Following its 90% rugged relief (mountains: 2470 km2) (Dahmani, Doumane, Oualikene, & Saheb, 1993), with an ungrateful land and an almost non-existent tourism policy, solidarity tourism could be a tool for the enhancement and development of its rural territories. The enhancement of its unexploited tourist potential could constitute the lever for its economic and social development.

Despite its significant natural and cultural assets, the wilaya of Tizi-Ouzou remains largely absent from national and international tourist circuits. The lack of a coherent tourism development policy, limited infrastructure, and insufficient investment in rural areas have contributed to the underutilization of its potential. While solidarity tourism offers an alternative and sustainable model for local development, especially in rural regions, its implementation in Tizi-Ouzou remains marginal. This raises critical questions: How can solidarity tourism be effectively developed in Tizi-Ouzou? What mechanisms are needed to ensure that such tourism directly benefits local communities and contributes to the sustainable development of rural areas? These questions highlight the gap between the region's rich resources and the current state of tourism exploitation, necessitating a thorough analysis of the opportunities and challenges related to solidarity tourism in this specific context.

To address this question, we propose the following hypothesis: solidarity tourism is an effective lever for reducing unemployment and alleviating poverty.

Tourism is the fact of traveling to a place other than the one where one usually lives. For rural areas, it is often seen as a chance and a means of renewal. The countryside contains natural and cultural resources that constitute many potential locations for tourist and reception activities, physical and sporting practices, etc. However, the creation of tourist activities helps to support development projects so that local communities are involved in the tourist service and benefit from the economic spinoffs to improve their living conditions by promoting the employment of local staff, local purchasing and the fair sharing of revenues from operations, particularly among disadvantaged people.

2. The location criteria for tourist activities established in the wilaya of Tizi-Ouzou

Several criteria have been considered in favor of tourist locations in the wilaya of TO. Those which stand out from the lot are the following (Dahmani, et al., 1999):

2.1. The natural criteria :

The landscape, the relief, the climate, the coastline, are variables that can be retained in the choice of tourist locations. These are the variables that highlight the sites; they are considered to be natural externalities.

2.2. The technical criterion:

Mobility and accessibility to all points of the wilaya of Tizi-Ouzou constitute an essential factor, regardless of the natural or urban obstacle. In the summer period, the technical offer must be consistent in view of the demands in hotels, transport, catering, cultural needs, tourist circuits. Generally, all tourist cities, roads, beaches, means of transport are crowded. The tourism sector is a major consumer of energy, water and agricultural products, but also of space, for infrastructure and leisure, roads, railways, ports, airports, real estate, and residential sites. The capacity and quality of this activity have repercussions on the local economy.

2.3. The economic criterion:

The income and living standards of households determine all tourist mobility. These are also the ones that condition tourist demand. Production costs, sales prices of tourist products, currency exchange rates, on the international level, often determine tourist locations, tourist demands, tourist destinations, etc.

2.4. The competitive criterion:

Every day, all producers (public and private) of tourist goods and services seek to capture new tourist demands. Overall, each country, region and tourist company seeks to increase its

share in the tourism market to ensure its competitiveness in terms of quality/price as it is the lowest bid that will attract the greatest number of tourists.

3. Inventory of Tourist Resources in Rural Areas of the wilaya of Tizi-Ouzou

Tourism is an activity whose task is to satisfy specific needs, including relaxation and vacations, leisure, care, visits from relatives and friends, professional and business reasons, pilgrimage, cultural needs, etc. It is a key source of economic development, foreign exchange earnings, investment, job creation, social welfare, reduction of external debt, diversification of the economy (Harouat, 2022). Tizi-Ouzou is a rich region with a large tourist deposit. It has a vocation to become a tourist destination: green tourism, mountain tourism with its forests, cultural and historical tourism with its amazing cities and natural landscapes. The wilaya of Tizi-Ouzou has not benefited from substantial tourist allocations due to the absence of a national tourism policy. Therefore, like all other regions of Algeria, the tourist potential (natural, cultural and historical heritage) of the territories of the Kabyle region remains underexploited.

The wilaya of Tizi-Ouzou has the specificities to promote solidarity tourism. Many natural, land, cultural, artistic, historical elements can make it a most popular tourist destination. The main tourist resources it contains are as follows:

3.1. Natural Resources

Beaches: three municipalities have several beaches (Dahmani, et al., Valorisation de l'offre touristique régionale ou guide culturel et touristique de la Grande-Kabylie):

- The municipalities of Tigzirt and Iflissen: Tigzirt West Beach, Tigzirt-ville Beach, Ferraoun Beach. The Abechar, Zeguezou, Djemaâ Nerbet beaches overlap the municipalities of Tigzirt and Iflissen;
- The municipality of Azeffoun: Ath Rahouna beach, Irzer beach, Oued M'Leta beach, Caroubier beach, Azeffoun beach, Sidi-Khelifa beach, Petit Paradis beach.

3.1.1. The passes, mountains, gorges, peaks, hills, plateaus:

Tizi-Ouzou, Ouaguenoun, Azazga, Freha, Azeffoun, Yakourene, Tigzirt, Makouda, Larbaâ-Nath-Irathen, Ain-El-Hammam, Beni-Yenni, Draâ-El-Mizan are municipalities that offer panoramic views, walks through forests: examples: Lalla Khedidja (2308 m), Tala Guilef (1655 m), Chelatta pass (1450 m), Tirourda pass (1700 m), Tizi N'Kouilal pass (1600 m), Azrou N'Thour peak (1894 m), Oued-Aïssi gorges, etc. These mountains are favorable to the practice of mountain tourism but are far from being explored and remain almost far from any tourist activity.

3.1.2. Caves, bodies of water, water sources

Maccabée cave, 275 m deep (Akbil), ice cave (Bouira), Goulmim Lake (Bouira), Djurdjura National Park (Bouira), Aswel chasm, 805 m deep (between the Tizi-N'Kouilal pass and the Tikjda tourist area).

3.1.3. Forests

Azazga, Yakourene, Azeffoun, Zekri, Draâ-El-Mizan, Dellys, Tigzirt, Tadmaït, Oued-Ksari, Boghni, Bouira-Heïzer, examples: Ghobri forest, Tigrine, Taksebt, Tamgout, Azouza, Akfadou, Tiniri, Mizrana, Sidi-Ali -Bounab, Boumahni, Tala-Guilef, Tikjda cedar forests whose main species are: cork oak, zen oak, afares oak, alpine pine, holm oak, olive trees, oleaster, etc.

3.1.4. Fauna and game

Barbary macaques, striped hyena, mongoose, genet, golden eagle, partridges, thrushes, rabbits, hares, wild boar, storks, various fish… Yakourene, Mizrana, Tigzirt, Dellys, Azouza, Taksebt, mountain ranges, Ain-El-Hammam, Larbaâ-Nath-Irathen, Azazga;

3.1.5. Tunnel points and panoramic roads

Azazga, Azeffoun, Bordj-Menaïel, Dellys, Tigzirt, Bejaia, Yakourene, Lakhdaria, Draâ-Ben-Khedda, Bouira-Heïzer, Maâtkas: Azeffoun lighthouse, Dellys lighthouse, RN 24, CW 124, RN 12, Lakhdaria Tunnel, Maâtkas Tunnel, Tizi-N'Kouilal Pass Tunnel;

3.1.6. Winter and acclimatization stations:

Boghni, Bouira, Yakourene, Azazga: Tala-Guilef, Tikjda, Yakourene. All seasons offer a host of opportunities for travel and discovery:

- **In summer:** tourist demand can be satisfied by a host of products: sea (beaches, scuba diving), mountains, forests, festivals and traditional crafts: jewelry, pottery, carpets, burnous, fresh fig festival, etc.
- **In autumn:** mountains, forests, discoveries of society, villages, etc.
- **In winter:** tourist demand can be oriented towards the mountains (snow, skiing, etc), the Mediterranean sea (scuba diving, underwater fishing, sailing, etc), hunting (wild boars, thrushes, partridges, etc).
- **In spring:** the tourist offer concerns all sectors: green landscapes, discoveries, sports, etc.

3.1.7. Expansion Zones and Tourist Sites (ZEST), Tourist land portfolio

The wilaya of Tizi-Ouzou has nine (09) expansion zones and tourist sites, eight (08) of which are located on the coastal fringe (Executive Decree No. 88-232 of 05/11/1988, relating to the classification of ZESTs.). They are distributed over the territories of Tigzirt and Azeffoun. These ZEST extend over an area of 1973 hectares, while the nine ZESTs 2091 hectares. The following table shows the main ZESTs located in the wilaya of Tizi-Ouzou.

Table 1. Geographical Distribution of Expansion Zones and Tourist Sites in the Wilaya of Tizi-Ouzou

Expansion areas and tourist sites	Municipality of implantation	Area in (ha)
Tigzirt West (Tassalast)	Tigzirt	168
Feraoun Beach	Tigzirt- Iflissen	70, 6
Abéchar Beach	Iflissen	116,4
Zegzou Beach	Iflissen	147
DjemaâNerbet	Iflissen-Azeffoun	171
Belrouna	Azeffoun	637,5
Azeffoun	Azeffoun	25
Sidi Khelifa	Ait Chafa	637,5
Tizi Oudjaboub	Bounouh	118
Total (in ha)		2091

Source: Internal document of the tourism and crafts department of the wilaya of Tizi-Ozou, situation of tourist investment in the wilaya of TO, p. 2, September 2023, and our groupings.

The ZEST Tizi-Oudjaboub is created in a mountainous area (Executive Decree No. 16-308 of 11/28/2016, fixing the boundaries and surface area of the Tizi-Oudjaboub ZEST,

p. 11.), located in the daïra of Boghni, located in the municipality of Bounouh. The total area intended for tourist investment amounts to 283.09 hectares which are divided into 92 lots.

3.2. Artistic, Cultural Resources and Historical Heritage

Kabylie is an excellent tourist region because of its beautiful natural landscapes, as well as the originality of human activities. In addition to its natural resources, it has an amazing potential that is revealed by craft activities and cultural events; festivals that are recognized for their qualities of attractiveness, entertainment and social cohesion.

3.2.1. Artistic Resources

Kabylie is rich in its history which was built around its heritage and its age-old know-how. The Kabyle plurality is manifested in the local traditional costumes, arts, songs, dances and decorative styles, domestic craft productions, etc. Traditional crafts concerns all trades : pottery, ceramics, jewelry, weaving, basketwork, wood and chest carving, cabinetmaking. The main production areas of traditional crafts are shown in the following table.

Table 2. Geographic Distribution of Production areas of craft activities

Name of the municipality	Nature of the craft activity carried out
Tirmitine	Utility and decorative pottery- basketwork in Ain-Meziab
Beni-Zmenzer	Weaving and pottery, cabinetmaking
Beni-Douala	Pottery in Ath-Mesbah- jewelry and Kabyle dresses
Maâtkas	Decorative and utility pottery-weaving
Boghni Bounouh	Boghni jewelry, Bounouh-Ath-Koufi pottery, Ath-Mendes: Neolithic pottery-mill among the Ath-Koufi
Ouadhias	Pottery and weaving
Agouni-Gueghrane	Utility and decorative pottery
Draâ-El-Mizan	Domestic and commercial pottery, weaving
Larbaâ-Nath-Irathen	Utility and decorative pottery, weaving
Tizi-Rached	Woodworking, furniture (Berber sculpture)
Ouacifs	Pottery, wool comb, grain mills
Beni-Yenni	Jewelry, cabinetmaking, pottery
Bouzguene	Weaving, pottery, ironwork
Mekla	Weaving, wrought iron, ceramics, wood carving, reed basketwork
Ath-Khellili	Utility pottery including kitchen objects and utility containers
Ain-El-Hammam	Pottery, tapestry (Ait-Hichem, Ouaghzen)
Azeffoun	Pottery, woodworking (utility objects)
Tizi-Ghennif	Utility, domestic pottery
Aït-Chafa	Cork utensils
Mechtras	Pottery
Azazga	Jewelry, pottery, weaving
Frikat	Pottery
Aït-Yahia	Papis
Tizi-Ouzou	Jewelry
Irdjen	Carved furniture

Source : M. Dahmani, S. Doumane, D. Maacha, S. Oualikene, A. Tessa, Z. Saheb, op. Cit, p. 417.

26 of the 67 municipalities in the wilaya of Tizi-Ouzou contain ancestral know-how. Each municipality specializes in at least one craft activity. These artistic resources represent all the assets inherited from past generations which must be passed on to future generations.

3.2.2. Cultural Resources

Festivals and celebrations are cultural events that are organized to introduce visitors to the ancient craft heritage. In addition, to promote it and integrate it into a dynamic of economic and tourist development of the Kabyle region. These cultural events are opportunities for artisans who market their products. Local festivals and celebrations help revitalize the rural areas of the wilaya of Tizi-Ouzou and contribute to the dynamism of the municipalities organizing these events.

The tourism sector also benefits from the economic spinoffs of these events, which are reflected in the spending of festival-goers and visitors on accommodation, catering and transport. The table below provides information on the program of local events organized by the culture department of the wilaya of Tizi-Ouzou.

Table 3. Schedule of local events in the wilaya of Tizi-Ouzou

Events	Dairas	Municipalities	Villages	Dates
Yennayer Celebration	**The entire territory of the wilaya of Tizi-Ouzou**			Janvier
Restoration Festival	Azazga	Azazga	Maison de la culture (House of Culture)	Mars
Olive Festival	Azazga	Ifigha	Capital of the municipality	Mars
Olive Festival	Maatkas	Maatkas	Tabourt At-Zaim	Mars
Milk Festival	Ouaguenoun	Timizart	Imaloussene	Mars
Craft Fair	Tizi-Ouzou	Tizi-Ouzou	Med Oulhadj Garden	Mai
Cherry Festival	LNI	LNI	LNI	Mai
Couscous Festival	Beni-Yenni	Iboudrarene	Ait Allaoua	Juin
Pottery Festival	Draa-El-Mizan	Frikat	CEM	Juin
Pottery Fair	Maatkas	Maâtkas	CFPA	Juin-Juillet
Jewelry Festival	Mekla	Ath-Khellili	At-Kheir	Juillet
Carpet Festival	Beni-Yenni	Beni-Yenni	CEM Mezani	Juillet
Burnous Festival	Ain-El-Hammam	Aït- Yahia	Ait-Hichem	Juillet-Août
Kabyle Dress Festival	Bouzguene	Bouzguene	Houra	Août
Kabyle Dress Festival	Bouzguene	Illoula Oumalou	Ihamziene	Août
Forge Festival	Ouadhias	Ouadhias	///////////////	Août
Prickly Pear Festival	Bouzguene	Bouzeguene	Ihitoussene	Août
Fig Festival	Bouzguene	Bouzguene	Sahel	Août
Honey and Bee Festival	Bouzguene	Illoula Oumalou	Lemsella	Août
Medicinal Plant Festival	Bouzguene	Bouzguene	Ahrik	Août
Basketmaking and Carved Wood Festival	Bouzguene	Illoula Oumalou	Mezeguene	Août
Persimmon Festival	Mekla	Mekla	Djemaa- Saharidj	Août
Plastic Arts Festival	Boghni	Mechtras	CFPA Mechtras	Octobre
		Illoula Oumalou	Maraghna	Octobre

Source. Established by ourselves on the basis of the dates announced by the culture department of the wilaya of Tizi-Ouzou, October 2023.

According to the Tourism and Crafts Department, during the year 2021, 37 local events were carried out and hosted by 667 artisans. In 2022, 36 events were scheduled and 1,641 artisans took part in the events.

3.2.3. Historical Heritage

The wilaya of Tizi-Ouzou has a significant number of archaeological sites and historical monuments marked by the different periods of its conquest. The historical heritage includes the Roman cities: Tigzirt (Omnium), Azeffoun (Rusasus), Taksebt (Rusupisir), Djemaa-Saharidj (Bida Municipium); the Turkish Bordj. The wilaya of Tizi-Ouzou has 20 protected sites and monuments.

The archaeological sites include the covered alleys of Ath Rhouna, the rock shelter of Ifri N'Dlal, the archaeological site of Tigzirt, the old Azeffoun, the Zaouia of Sidi Mansour in Timizart, the Zaouia of Sidi-Ali Moussa in Souk-El-Thenine, the classified sites (traditional Kabyle villages of Ath-Ekaid and Taksebt), the house of Krim Belkacem, Tthakhalouith N' Fadhma N' Soumeur, the temple (Tigzirt), the Christian basilica, the church, the Roman houses (Azeffoun), the ancient remains (Djemaa-Saharidj), Fort Napoleon, the Berber inscriptions (Ifigha), etc.

3.3. Tourist Infrastructure Resources in the wilaya of Tizi-Ouzou

They are important factors in tourism development and have a direct influence on international tourism. In 2022, the wilaya of Tizi-Ouzou has 33 operational hotel establishments, 17 under construction. The 33 hotel establishments have a capacity of 1025 rooms and 1891 beds and an offer of 485 jobs. They are almost 100% private. These tourist facilities are classified into eight (8) categories: 4 * (2), 3 * (7), 2 * (3), 1 * (7), no star (6), U (1), unclassified (6), other structure (1).

They are of the climatic, seaside and urban types. In the wilaya of Tizi-Ouzou, the tourist infrastructure represents one of the main gaps in the tourism sector. In addition to hotel establishments, the wilaya of Tizi-Ouzou has, in 2022, 95 tourism and travel agencies, 53 of which are located in the regional capital. Seven (7) branches, 4 of which operate in the capital agglomeration.

3.4. The Human Ressources

Human resources, in terms of work and qualifications, are an important variable in promoting tourism. At the local level, the wilaya of Tizi-Ouzou has benefited from an institute specializing in hotel training: the National Institute of Hotel and Tourism Techniques (INTHT) of Tizi-Ouzou as the lack of sufficiently qualified staff in hotel, catering and guiding can cause constraints on the development of the tourism sector.

The training courses provided by the institute are: reception/hotel tourism administration, travel agent, pastry-restaurant cooking. The INTHT of Tizi-Ouzou offers more than 300 teaching positions. According to the tourism and crafts department, 192 trainees were trained in 2021 and 155 in 2022 (Directorate of Tourism and Crafts of the Wilaya of Tizi-Ouzou, October 2023.). At the end of the cycle, students obtain a higher technician diploma in hotel or tourism.

4. The Tourist Offer

The tourist offer can be defined as "being the quantity of material goods and services in the tourist domain that are made available to the consumer, in return for a price set by the market, in a context of free competition. This involves also considering the related goods and services that can meet the needs of these same tourist consumers' (Chikh Amnache) [2].

The tourist offer is measured in terms of reception, accommodation, catering, services and leisure, entertainment and environment. Tourist offers are all constituent elements of a complete and efficient offer. On the other hand, tourist demand, according to R. Lanquar, is 'that of people who move, periodically and temporarily, outside their usual place of residence for travel reasons other than to work or carry a paid activity out.' (Lanqar, 1985).

The estimation of tourist demand is to evaluate it 'due to the number of arrivals, or at the borders (for international tourism), or in the means of accommodation (for international and national tourist demand) (Lanqar, 1985). The availability of free time, economic factors, demographic factors, social factors, are the main elements of tourist demand.

4.1. The Main Actors of Solidarity Tourism

Several actors are ready to meet the needs of tourists and organize the tourism market. Those that stand out from the lot are:

4.1.1. The Tourism and Crafts Department

According to executive decree N° 10 / 257 of 20/10/2010, the tourism and crafts department is composed of the tourism department, crafts, administration and means department. Its missions are:

- Organize, promote, develop tourism and crafts activities, evaluate their results; ensure the satisfaction of the needs of citizens in terms of tourism, relaxation and leisure;
- Collect, analyse; disseminate information and statistical data on tourist activities, develop files and documents relating to local tourist and thermal potential; support and develop the action of operators and organisations involved in tourism and thermalism;
- Encourage the emergence of diversified and quality tourist offers as well as the promotion and marketing of tourist products; ensure the sustainable development of local tourism through the promotion of eco-tourism, cultural and historical tourism;
- Initiate any measure likely to create a favourable and incentive environment for the development of local tourist activities;
- Guide and monitor, in conjunction with the organisations concerned, tourist investment projects; integrate tourist activities into regional planning and urban development instruments as well as the development of tourist expansion areas and sites;
- Monitor the compliance of tourist activities with the standards for the management and exercise of tourist activities and professions;
- Ensure the control and compliance with the legislative and regulatory provisions governing tourist and thermal activities; contribute to the improvement of tourist services, particularly those relating to hygiene, health protection and safety;
- Ensure the execution of equipment and operating budgets.

4.1.2. The Algerian National Tourist Office (ONAT) of Tizi-Ouzou

Created in 1992, the ONAT agency of Tizi-Ouzou has the following missions: the design and marketing of tourist products intended for national and foreign customers; the production, realization and dissemination of any contribution of a promotional nature, likely to promote the marketing of tourist products to national and foreign customers; the assistance of tourists.

during their stays and hotel reservations. ONAT offers various tourist products and a wide choice of leisure and activities during the summer season, winter holidays, end-of-year

celebrations, excursions, national stays, Hajj and Umrah, stays abroad. The organized tour includes transportation, accommodation, excursions, cultural and sports activities, etc.

4.1.3. Tourism and Travel Agencies

Tourism and travel agencies are commercial companies that distribute products developed by tour operators or tourism and leisure service providers. They also sell transport tickets through the "Global Distribution System" (GDS). The latter allows them to access the reservation systems of the various transport. The wilaya of Tizi-Ouzou has 62 agencies, 43 of which are located in the chief town of the wilaya. These tourism and travel agencies provide services for foreign, national and local customers (Directorate of Tourism and Crafts of the Wilaya of Tizi-Ouzou, October 2023.).

4.1.4. Tourism Associations

Solidarity tourism must come from the will of the local population and the participation of tour operators. Concerning the wilaya of Tizi-Ouzou, several associations contribute through programs to raise awareness among rural populations, train and support volunteers. There are six tourism associations that are at work, namely: AMNIR TO tourism association; Djurdjura mountain tourism association (Iboudrarene); Algerian Tourist Treasure Association (formerly the bus station, TO); ‘‘Village du Monde’’ tourist association (Idjeur); Azeta tourist association (Ait-Hicham village); "L'Étoile de la montagne" association (Beni-Yenni). The mission of tourist associations is to develop and support tourism in the region, design and develop projects for tourism promotion, establish and implement an action plan aimed at promoting tourism. Tourist associations are an essential element for the development of mountain tourism (Dial & Hamlat, 2022).

4.1.5. Visitors

Visitors or tourists are the main consumers of solidarity tourism. They use local resources, participate in village life, stay and eat with local residents, make purchases from local merchants, travel thanks to local transporters and tourist guides, etc. All these actions are sources of income for residents and the local economy. In 2021 and 2022, the Directorate of Tourism and Crafts recorded respectively 55,332 and 69,787 summer visitors.

4.1.6. Host Populations

Host populations must welcome and integrate tourists into their communities, taking into account their values and customs. Conversely, tourists ensure the care of their hosts in terms of behavior and communication. This is how the population will benefit from the economic and cultural impacts of responsible and fair tourism.

4.1.7. Local Authorities

Local authorities participate in the promotion of tourism and support local stakeholders in carrying their tourism projects out. Solidarity tourism is, then, a systemic organization that requires the contribution and involvement of several stakeholders.

4.2. Categories of Tourist Services Resulting from the Implementation of the Solidarity Tourism Project in the Wilaya of Tizi-Ouzou

The solidarity tourism project focuses on the creation of income-generating services. Among these services (Dial & Hamlat, 2022):

- Guest Rooms (Accommodation with locals): guests are received by the residents who host them; the welcome is personalized; the room is subject to the price of the night, breakfast included; the latter is taken with the family;
- Host Tables (catering at the home of the locals): family dinners are served at the table in a friendly atmosphere in exchange for a fixed price, local products (dried figs, olive oil, honey, etc) are presented to the traveler for direct sale;
- Rental of an independent house or apartment: the hosts prepare their own meals since it is a house which is independent of that of the owner. The latter offers artisanal products to visitors for sale.
- Guided Tours: in addition to accommodation and catering, the tourist guide offers their services to customers through which visitors appreciate or not the tourist product which is offered. These guided tours include cultural activities in the form of musical evenings, plays, singing lessons, dance and craft workshops on traditional know-how.
- However, insurance companies intervene in the care of their customers in the event of theft, death, repatriation, accident, etc.

➢ **Example of solidarity tourism experience: case of the Amusnaw Association**

The AMUSNAW association has set up a solidarity tourism project whose aim is to promote the work and remuneration of women, revalue culture and heritage, reduce rural exodus and emigration, create permanent and/or seasonal jobs, improve local infrastructure, create seasonal jobs for women and young people, open roads, maintain water sources and restore monuments. To finance all these operations, the AMUSNAW association has set up solidarity accommodation in five pilot villages where families are selected to host visitors in each village. The revenue from these tourist activities will benefit the entire population of the host villages. Beni-Yenni, Maatkas, Azeffoun, Zoubga and Taourirt Mokrane are the pilot villages proposed to implement the solidarity tourism project which are required to respect certain rules like: creation of income-generating activities; collective management of projects within the host villages; remuneration proportional to the task accomplished in the project;

children under 16 are prohibited from working; transparent management of income and expenditure allocated to the local development fund; protection of village resources; compliance with hygiene and comfort standards in accommodation and catering facilities; the services offered must be identical to those provided (Dial & Hamlat, 2022). Several projects such as the "Solidarity Tourism in Kabylia Project, 2006; "Gîte Kabyle, 2008"; "Sac à tour, 2016"; "Ait Hamou, 2017"; "Tiferdoud, a self-managed village" are other solidarity tourism actions that have been identified in Kabylia.

4.3. The Offer of Solidarity Tourism Circuits in the wilaya of Tizi-Ouzou

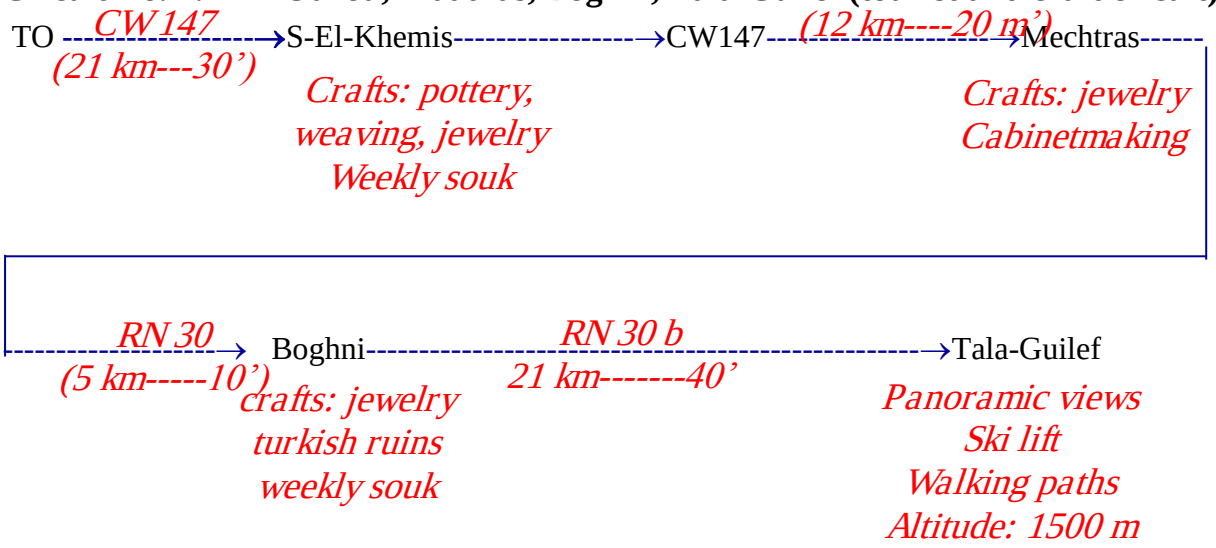
Solidarity tourism circuits are corridors that focus the movement of travelers. These corridors bring reception, catering and accommodation services together as well as shops, stores and places of artistic and sporting activities. Most of the stopover places owe their existence to a geographical convenience, variety of their resources or the exceptional beauty of their landscape. According to M. DAHMANI, ''the tourist circuit or cultural discovery is a kind of '*gateway*' into the society to be discovered, a '*penetrator*' in the geographical space, these '*corridors*' formed of curiosity and areas to be discovered, a '*key*' to a journey linked to other itineraries which are rich in themes (Dahmani, Doumane, Oualikene, & Saheb, 1993).''

The tourist circuit 'is an educational and didactic path, which rationalizes the management of the time of stay, vacation, relaxation and leisure. It simplifies research, limits requests for information, getting lost, wasting time (Dahmani, Doumane, Oualikene, & Saheb, 1993)'. We can say that there are as many municipalities, national roads, departmental roads and local roads as there are tourist circuits, itineraries and discoveries. The wilaya of Tizi-Ouzou offers several solidarity circuits: seaside (coastal fringe); climatic (Djurdjura resort); craft and cultural (traditional crafts in villages, and archaeological and historical sites); geographical (discovery of landscapes, habitat, natural resources).

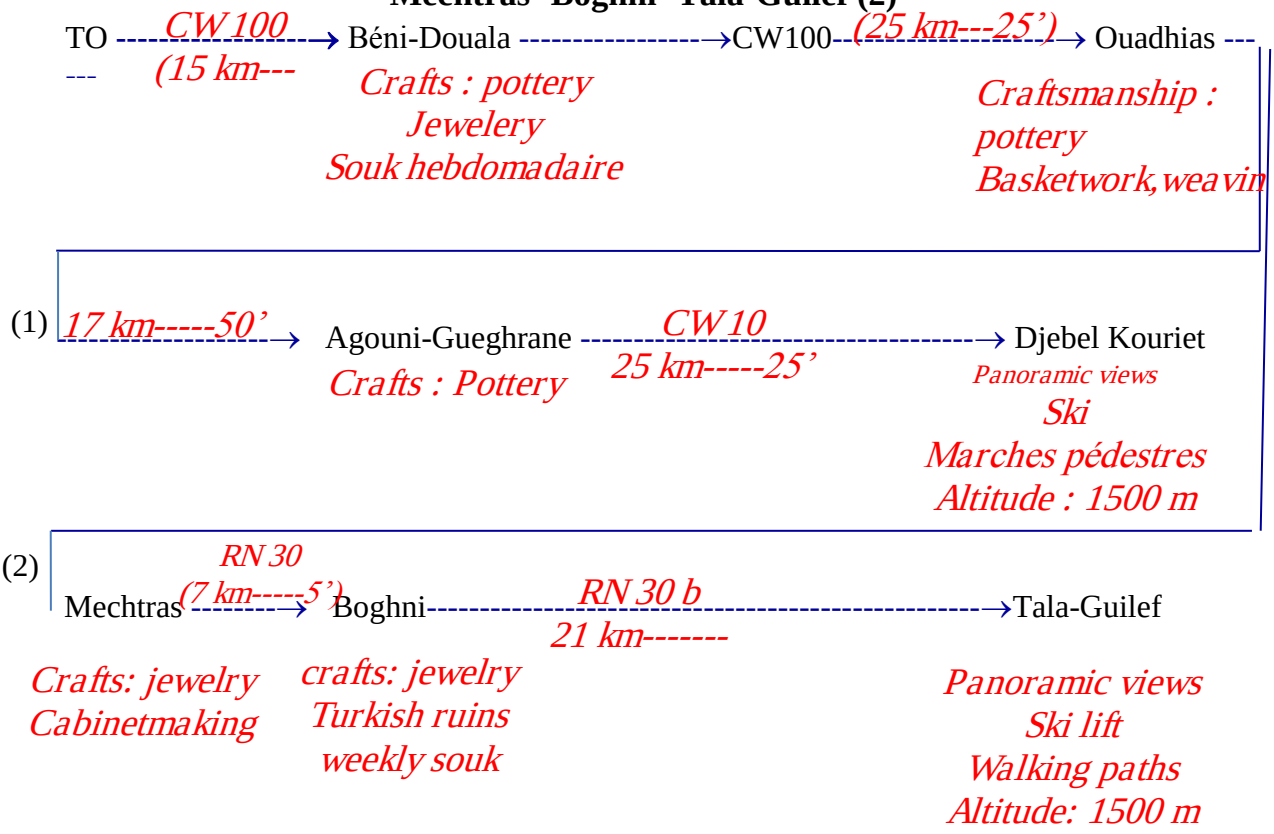
Tizi-Ouzou has pleasant sites to visit, the sea, the mountains and the forest. These are assets that can attract tourists. It is a versatile tourism: seaside, climatic, urban, cultural and craft. We offer tourist and craft circuits with approximate indications in distances and times for the journeys. Consequently, each circuit allows to fully enjoy the natural and cultural attractions of the region. To do this, we present below three tourist routes where the departure and arrival are from and to Tizi-Ouzou city.

Examples of attractive cultural and tourist circuits and itineraries in the wilaya of TO:

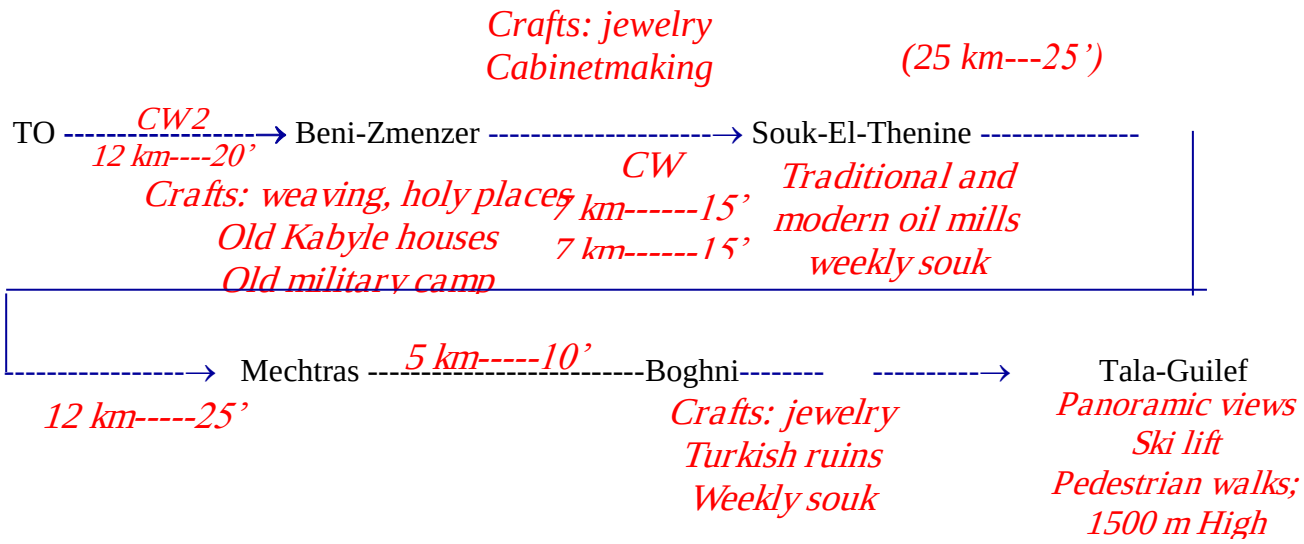
Circuit No. 1: Tizi-Ouzou, Maatkas, Boghni, Tala-Guilef (tourist and craft circuit)



Circuit No. 2: Artisanal and panoramic circuit
Tizi-Ouzou, Beni-Douala, Ouadhias : Agouni-Gueghrane (1)
Mechtras- Boghni- Tala-Guilef (2)



Circuit No 3 : Tizi-Ouzou, Beni-Zmenzer, Souk-El-Thenine, Mechtras, Tala-Guilef (tourist/craft)



Source : our own circuits presented in the work: M. Dahmani, S. Doumane, D. Maacha, S, Oualikene, A. Tessa. Z. Saheb, op. Cit, p.429- 431.

5. The consequences of the Solidarity Tourism Offer on the Local Population

The solidarity tourism offer in Tizi-Ouzou has direct consequences on: jobs created by tourist activities, production activities and local trade, the living environment of the local population, the social life of the territory and the collective pride of "being from this territory":

5.1. Jobs created by Tourist activities

The main objective of solidarity tourism is to create jobs for women, young people, and people with low levels of education. It generates direct jobs corresponding to accommodation, restaurateurs, transporters, travel agencies, tour operators, tourist guides; indirect jobs that relate to partially touristic activities: certain transport, restaurants, leisure and entertainment centers, sports centers and SPA. Moreover, induced jobs linked to non-tourist activities such as: agriculture, crafts, construction, etc.

The revenues from sales are allocated to the implementation of development projects, to the populations concerned by the tourist activity of the host territory. With the help of tourism projects, territorial actors, village committees, associations and populations, participate in sustainable territorial development. These initiatives generate socio-economic dynamics and improve the situation of the village and the standard of living of the population.

Revenues from sales are allocated to the implementation of development projects, to populations concerned by the tourist activity of the host territory. With the help of tourism projects, territorial stakeholders, village committees, associations and populations, participate in sustainable territorial development. These initiatives generate socio-economic dynamics and improve the situation of the village and the standard of living of the population.

Tourist spending has a direct and indirect impact on the region's economy in terms of income, foreign exchange earnings, jobs, added value, investment, production and turnover. The contribution of tourist customers is often expected by local commerce, crafts and service activities. Beyond their purchases on site, tourists play an important role in stimulating sales of local, agricultural, craft and industrial products. This voluntary spending in shops and other restaurants set up in the place generates tourist income, therefore creates employment and increases the well-being of the populations.

Solidarity tourism contributes to poverty reduction by opening rural areas to visitors. This generates income that improves the living conditions of local populations. It protects the environment from any degradation since stays are made in small groups (5 to 12 people), in a short time (8 to 10 days). Besides, it improves access to heritage protection; enhances and rationally uses natural and cultural resources preserving them for future generations.

5.2. Production Activities and Local Trade

The establishment of tourist activities in rural areas must encourage the maintenance of services. However, rural areas can count on the development of solidarity tourism to build an attractive living environment for the resident population as well as for visitors.

5.3. The Living Environment of the Local Population

The living conditions of the local population are directly improved by the development of rural areas in terms of landscape and well-being by the creation of leisure facilities and services, which are linked to any tourism development program. For example: the creation of services, shops and crafts to stimulate local tourism dynamics. Tourism development has constantly played an essential role in the convergence of the issues of the territory and the interests of local stakeholders. This process can only multiply significantly to the advantage of all rural areas which are treated in their diversity.

5.4. The Social Life of the Territory

New social relationships are established within each territory in the process of defining the objectives of the tourism project. Whether for reception, accommodation or tourist

entertainment, the meeting of various operators and the development of their actions always give rise to exchanges, which enrich local life on new perspectives: the safeguarding of local heritage, religious, historical, built or natural, is generally appropriated by an associative life, which finds motivations and often resources in the accomplishment of tourist reception.

Very often, the programs of rehabilitation of heritage riches, in particular built and natural, call upon reintegration associations with a remarkable role in the territories; protection and enhancement of the different forms of heritage that rural areas contain.

5.5. The Collective Pride of ‘‘being from this territory”

The implementation of the three phases of attraction, reception and animation of tourism development provides material to strengthen the collective re-appropriation of local values. It is materialized in several voluntary commitments, which often go beyond the simple field of tourism. Belonging to this typical ‘region’ is reflected in the dynamics of revitalization and sustainable development of many territorial development programs inspired by tourism. This feeling gives a perception to the representations of local initiatives and tourism promotion.

6. CONCLUSION

The World Tourism Organization defines tourism as the activities carried out by people during their travels and stays in places outside their usual environment for a consecutive period not exceeding one year, whether for leisure, business, or other purposes. Tourism activity often relies on natural resources, which are sometimes the only assets of economically disadvantaged countries. In addition to these, craftsmanship, cultural festivals, historical sites, and infrastructure complement the tourism offering.

Kabylia is a region with strong tourism potential. In this context, solidarity tourism emerges as a powerful tool for promoting and developing rural areas in the Kabyle region of Algeria. Economically, tourism generates direct employment in accommodation, catering, transportation, travel agencies, tour operations, and guiding services. It also creates indirect and induced jobs in partially related sectors such as agriculture, crafts, construction, leisure, and entertainment.

Solidarity tourism involves various stakeholders—host communities, visitors, associations, and intermediaries—all of whom share responsibilities based on mutual respect for local customs, traditions, and the environment. Tourist spending directly and indirectly impacts the region’s economy through income generation, foreign exchange earnings, job creation, added value, investments, production, and revenue growth.

Thanks to these positive impacts, solidarity tourism has proven to be an effective lever for reducing unemployment and poverty. Its integration into territorial development strategies should be a priority for sustainable development. The region’s preserved wild coastline, still largely untapped, offers promising investment opportunities. The revival of craft industries, the promotion of local products via mass media, improved infrastructure, and enhanced site hygiene and cleanliness are all comparative advantages that strengthen the attractiveness and competitiveness of Kabylia’s tourism offering.

Overall, the efforts initiated in recent years and the initial projects implemented in the sector suggest that tourism and crafts can significantly contribute to job creation and to increasing the country's external revenues. In this regard, the wilaya of Tizi-Ouzou, endowed with rich natural resources, local know-how, and a creative spirit, stands out as a region where solidarity tourism can thrive year-round.

The analysis conducted throughout this study thus confirms the hypothesis that solidarity tourism is indeed an effective lever for reducing unemployment and alleviating poverty.

This article has led us to formulate a set of recommendations aimed at promoting the development of solidarity tourism in Tizi-Ouzou while preserving its cultural and natural heritage. These recommendations are intended to guide public authorities, local actors, and civil society organizations in their efforts to create a sustainable and inclusive tourism model that directly benefits local communities. The main recommendations are as follows:

- Address the risks associated with abandoned properties, particularly traditional Kabyle houses.
- Facilitate the actions of local associations working in favor of solidarity tourism and heritage preservation.
- Strengthen the transmission of traditional know-how through targeted training programs.
- Create favorable economic conditions for the maintenance of the natural heritage, which serves as a key factor in attracting tourism (through appropriate funding and grants).
- Ensure public support for territories facing significant economic, social, and environmental vulnerabilities.
- Encourage volunteer engagement within structured and essential community-based initiatives.

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