



The role of the International Imadgassen Film Festival for short films in developing the tourist image of Algeria.

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Abstract:

This study aims to explore the extent to which Imadgassen short film festival contributes to development of Algeria's tourist image. Many countries rely on film festivals to market their tourism image in order increase tourist demand and introduce tourist destinations through presentations that align with tourists' desires. To achieve the study's objective, both descriptive and analyzed methods were used. To address the posed hypotheses, we analyzed the opinions of a sample consisting of 93 individuals representing followers of the Imadgassen film festival in Batna province, for analyzing the sample's Responses, we utilized the statistical package for social sciences (spss version 25).

We concluded by rejecting the main hypothesis and accepting the alternative hypothesis which suggests a statistically significant relationship at 5 % between the Imadgassen International short film festival and the development of Algeria's tourist image. A set of recommendations were provided. emphasizing the importance of hosting film Festivals in locations with tourist attractions to promote Algeria a tourist destination, and the need to focus on infrastructure that supports this direction.

KeyWords: festival; film festival; Imadgassen Film Festival; Tourist image of Algeria.

JEL Classifications : Z30, Z32.

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1. INTRODUCTION

Tourism plays a significant role in many countries, leading to intense competition to attract tourists and investors. To enhance the tourism sector, strategies must be implemented, and one effective approach is through hosting events. Film festivals, in particular, can help stimulate tourism demand and showcase the hosting country's cultural and civilizational heritage, thereby fostering international connections.

In this study, we aim to investigate the role of film festivals in developing the tourist image of countries in general and Algeria in particular. Based on the foregoing, we can pose the following question:

To what extent does the Imadgassen International Short Film Festival in the Batna province contribute to the development of Algeria's tourist image?

A. Main Hypothesis :

There is a statistically significant relationship between the Imadgassen International Film Festival for short films and the development of Algeria tourist image of Algeria (significance level 5%) .

B. Importance of the Study :

The text talks about the importance and objectives of studying film festivals and their impact on tourism. It mentions how film festivals contribute to creating a tourist image of the country, bringing differentiation to the hosting country, and attracting tourists to stimulate tourism. The aims of this study are to explore the role of film festivals in developing the Algerian film tourist image and to analyze specific festivals like the International Short Film Festival in Batna.

C. Study Methodology :

In order to address the issue at hand, we utilized a descriptive approach to explain the key concepts related to film festivals and their impact on tourism. Additionally, we employed an analytical approach involving a questionnaire, these data were unpacked, presented, and analyzed using the Statistical Package for the Social Sciences program (SPSS version 25).

D. Previous Studies :

The first study titled, "Film festivals: a space for cultural interaction and valorization of heritage" was authored by researchers Zein Abdel Haq and Professor Bin Meziane Bin Shawqi from the University of Oran 2, Muhammad Bin Ahmed, and was published in Al-Tadween Magazine, Volume 9, Issue 1, June 2017.

The study aimed to explore the significance of cultural film festivals and their impact on valuing cultural heritage, particularly through cultural documentaries. The study addressed the question of whether we should refer to culture in the singular or plural and how to conceptualize culture, and issues of heritage appreciation.

The second study, "The role of tourist cinema in tourism promotion (the Algerian experience as a model)," was authored by Dr. Chadli Abdel Haq at Taher Moulay Saida University, Algeria, and Dr. Kahlouch Mona at the University of August 20, 1955, Skikda, Algeria, and was published in Afaq magazine, Cinema, Volume 07, Issue 02, 2020.

This study aimed to shed light on the role of cinematic films in promoting Algeria as a tourist destination and its role in local development. Despite the importance of cinema in promoting Algeria as a tourist destination, the study concluded that tourism promotion through cinema is still limited in Algeria.

The difference between our study and previous studies is as follows:

- The first study focuses on documentaries about cultural interaction and the promotion of Algerian heritage.
- The second study focused on cinemas in general in promoting Algerian tourism.
 - In contrast, our study focused on:

- Imadgassen International Short Film Festival;
- Developing Algeria's tourist image through film festivals;
- Gathering opinions from followers of the Imadgassen International Short Film Festival in Batna;
- Presenting an analytical study of their opinions regarding the festival's cultural, economic, and promotional impact on developing tourism in Algeria
- Assessing the festival's contribution to enhancing Algeria's tourist image.

E. Study limitations:

Spatial Boundaries: The research was conducted at the Imadgassen International Film Festival for short films in Batna, eastern Algeria.

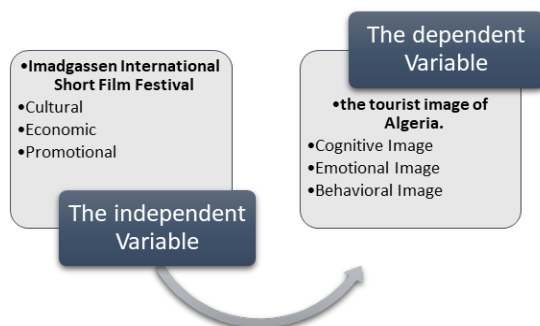
Time limits: The period of time or time taken to complete the study is limited to 27 days from 19/01/2023 to 15/02/2023 for the theoretical aspect. The applied aspect took 4 months from 17/02/2023 to 04/05/2023.

Human Limits: The study is limited to attendees of the Imadgassen International Short Film Festival, focusing specifically on individuals interested in film festivals.

F. Study Model:

Based on the statement of the research problem and the specified objectives, a virtual model has been designed that accurately highlights the study variables. This model is based on the hypothesis that the International Imdgassen Short Film Festival, with its various dimensions and elements, represents the independent variable, while the dependent variable is represented by the tourism image of Algeria, as illustrated in the figure.

Fig.1. Study Model



Source: Prepared by the researchers based on previous studies.

2. Film festivals:

Most countries compete to host tourism events and festivals in order to attract tourists from all over the world. They plan and schedule these festivals in advance, allowing tourism companies and marketers to promote them effectively (Tahiya Nasr, 2020, p. 227).

2.1 Definition of Festivals:

The word festival has an etymological origin in the Latin word "festivus," which means indicates the place where the festival is held. In Arabic, the word festival means celebrating the autumnal equinox. The Persian word for festival, "mahrjan," consist of two parts: "mahr," meaning sun, and "jan," meaning life or spirit according to the comprehensive dictionary of meanings.

As for cinema, it is a creative tool of artistic expression that has a strong influence on the audience and expresses reality in a specific creative way (Soumia mazouz, Mansouri abdel wahab, 2020, p93).

According to the French dictionary, a film festival is defined as a regular event, sometimes held annually, where films are shown to the public during a specific period (Zein Abdel Haq, Ben Meziane Shawqi, 2017, p1).

Film festivals involve the presentation of a number of films in specific locations and times. They may focus on a particular theme or type of film and often offer prizes for winning films based on the opinions of critics or the public. There are various international and local film festivals, catering to different types of films, including long and short

narratives, documentaries, independent or alternative films, and digital films (Haroud Center, 2018, p. 13).

2.2 Objectives of Film Festivals :

Film festivals have several aims, according to Doaa Fathi (2019, p. 101) These include:

- Preserving and reviving artistic, cultural, and natural heritage;
- Making the host country stand out on the tourist map;
- Improving the national income of the host country by using hard currency;
- Promoting the host country to the outside world through the participation of sports and artistic teams and other competitions;
- Contributing to the growth of the cultural, social and human well-being of the host country.

2.3 The function of film festivals:

Many scholars believe that film festivals have a major role in (Shadly Abdel Haq, Kahloush Mona, 2020, p. 553):

- Improving national income;
- Promoting the tourist destination locally and internationally;
- Contributing to the economic development of countries in a growing and effective manner in recent years .

3. Tourist image:

The tourism image plays an important role in the tourism industry. It is one of the most important elements to support the development of destinations, resist drought and attract tourists.

3.1 The Notion of Tourist Image:

The first studies on the tourist image date back to the seventies and eighties, and LAWSAN and BAUD BOVY 1977 defined it as: "The expression of objective perceptions, prejudices, fantasies and emotional ideas of individuals or groups about a specific place". KOTLER and GERTNER 2004 also defined it as: "the outcome "All the beliefs, ideas, and impressions that individuals associate with a particular place" (Al-Zahra Brik, 2020, p. 86) .

As for the International Encyclopedia of Marketing, the tourist image is defined as: "the tourist's self-awareness of his tourist destination,

such as its natural components, its touristic structure, its accessibility, the ease of obtaining information, and its political and social conditions” (Samia Lahul, Rima Pasha, 2014, p. 26).

The tourist image is characterized by many features, including (Belbukhari Sami, Bin Ahsan Nasser Al-Din, 2012) :

- inaccuracy;
- resistance to change ;
- slow change ;
- Bias and lack of objectivity;
- predicting future behaviour ;
- The degree of clarity and ambiguity of relativity.

3.2 The Composition of The Tourist Image:

The composition of tourism image: Tourism image consists of three basic components (Bella Saad, 2022/2023, p86):

- **Cognitive component:** refers to the information that forms a psychological image of a specific destination in the minds of tourists.
- **Emotional component:** This relates to the tourist's feelings and emotions towards a tourist destination, whether positive or negative, based on their tourist experience.
- **Behavioral component:** refers to the behavior or decision of tourists towards the destination.

3.3 The Composition of The Tourist Image:

- **Factors That Influence the formation of Tourism Image Include:**

The figure below illustrates the factors that influence the formation of tourism image in the minds of tourists.

Fig.2. Factors affecting the formation of the tourist image in the mind of the tourist



Source: Prepared by researchers based on (Bin Salem Nadia, Mezian Hamza, 2020, p. 794).

4. Imadgassen Film Festival for short films in Batna:

4.1 Introducing the Festival's Host State of Batna:

Batna, the capital of the Aures, is located 439 km east of Algiers. It is bordered Oum El Bouaghi to the northeast, Setif to the northwest, Khenchela to the east, M'Sila to the west, and Biskra to the south. It is divided into 21 districts and 61 municipalities. It was established in 1969 after the secession of Khenchela and Biskra (Haddah Mutlaf, 2017, p. 53).

Batna is known for its tourist attractions, including diverse natural wealth and varying climates spread across an area of 12,038.76 km², with various geographical and environmental regions. It also boasts tangible and intangible cultural heritage, more than 8 thermal springs, various tourist facilities, and a diverse but somewhat insufficient infrastructure network (Saib Al-Jamai, Hibawi Abdel Rahman, 2019, p. 101).

4.2 Introduction to the shrine of Imadgassen:

Algeria boasts historical monuments and cultural components that bear witness to its deep-rooted history. One of the most significant remnants left by previous civilizations are the royal shrines, characterized by their conical shape reminiscent of the ancient

"bazain," reflecting the ancient Numidian architectural style. The Mauritanian royal shrine, "Imadgassen" or "Tomb of the Romans" is an important historical site. The sanctuary belonged to a Berber king from the prehistoric Numidian period and is considered the oldest sanctuary in North Africa "Imadgassen" or "Tomb of the Romans" is an important historical site. The sanctuary belonged to a Berber king from the prehistoric Numidian period and is considered the oldest sanctuary in North Africa

"Imadgassen" is located in the town of Boumieh, approximately 30 kilometers west of Batna Governorate and about 470 kilometers east of the capital, Algiers. The name "Medaghassen" is derived from "Medagh" (the name of the king who owned the sanctuary) and "Sen", which means "second" in the Amazigh language, referring to King Medaghassen II.

The conical shrine has a cylindrical base with a diameter of 59 meters, supported by 60 columns, each 19 meters high. It features three doors engraved on stone and a funerary room, and was built using large, polished stones with inscriptions and drawings. The architecture combines influences from Pharaonic and Greek styles, as well as East African and Carthaginian civilizations.

Although there were once ten other Berber shrines surrounding the royal shrine, they have disappeared due to natural factors. Designated as a preserved Algerian heritage in 1967, "Imdaghassen" was later classified as an archaeological landmark on the list of royal shrines across Algeria in 2002. Additionally, it was included among the 100 most at-risk landmarks by the World Monuments Fund in 2012 (www.alquds.co.uk/%, 2022).

4.3 Imadgassen International Film Festival for short films and their contributions to tourism:

The Imadgassen International Film Festival is an annual event founded in 2019 by the Cultural Cooperative Touch and approved by the Algerian Ministry of Culture and Arts. The festival is held in Batna and features competitions in various artistic fields, including cinematography, training workshops, tourism forums, and tourist trips (Sabrina K., 2022).

The first edition of the festival in 2021 was limited to Algerian attendees, while the second edition in 2022 welcomed Arab and international cinema figures. The festival showcased many short cinematic works, organized cinematic workshops in photography, directing, animation, and more, and awarded 8 prizes, including Best Short Film, Best Direction, Best Screenplay, Best Cinematography, Best Editing, Best Actor, Best Actress, and the Jury Award (www.aa.com.tr/ar/, 2022).

The festival's official shield, the Berber Queen "Dehya," was completed by the sculptor Abdul Razzaq Buskar and awarded to the winners, as well as the festival's official supporters and partners, in gratitude for their support (alarab.co.uk, 2022).

The four-day festival also includes visits to archaeological sites such as the Roman city of Timgad, the Mausoleum of Immodgassen in Numidia (from which the festival's name is derived), and "Sharafat Al-Ghoufi" on the border with the state of Biskra. The festival aims to promote Algerian cultural and tourism heritage, encourage domestic tourism, shed light on the role of cinema in attracting tourists interested in cinematic and archaeological cultural heritage, boost the Algerian film industry, and revitalize cultural life (nbdalarab.com, 2022).

Additionally, the festival seeks to stimulate purposeful and constructive initiatives that promote creativity and dialogue, especially among creative youth who carry the torch of sophistication and progress.

5. Analytical Study of the Opinions of a Sample of Followers of the Imdgassen International Short Film Festival in Batna Province:

5.1 Study Population and Statistical Methods:

▪ Study population and sample:

The research team consisted of a group of participants from the Imadgassen International Film Festival for short films, which took place in the state of Batna in eastern Algeria. The study sample comprised 98 participants, who were surveyed through personal interviews as well as electronically.

▪ **Description of the study tool :**

We utilized a questionnaire with 30 items to gather data. The questionnaire had two main parts focusing on the study variables:

- **Independent variable:** Imadegasen International Film Festival for short films, divided into three dimensions - cultural, economic, and promotional.
- **Dependent variable:** developing the tourism image of Algeria, including three dimensions - cognitive image, emotional image, behavioral image.

We transcribed the responses of the sample members, measured on a five-point Likert scale, to gauge their attitudes and to conduct statistical analysis.

▪ **Statistical methods used in the study:**

The Statistical Package for Social Sciences (SPSS) program was used for various statistical analyses, and the statistical methods that were used for the purpose of testing the hypotheses that were formulated to answer the study questions according to the nature of the hypothesis were as follows:

- Normal distribution test (K- S) for the data of the study variables;
- Alpha Cronbach stability coefficient to identify the internal consistency of the statements and to test the reliability of the study instrument;
- Correlation matrix between the study variables;
- Frequency distribution and percentages, to describe the personal characteristics of the study sample;
- The arithmetic means as an indicator of the responses of the study sample, the standard deviation to measure the degree of dispersion of the sample's answers related to the study dimensions from the arithmetic mean;
- Correlation coefficient to measure the relationship between the study variables Analysis of variance to measure the effect of the independent variable on the dependent.

5.2 Results and discussion :

A. Results related to personal data:

- **sex:** The majority of followers of the Patna State Film Festival are female at 64.3%, which is larger than the male percentage of 35.7%.

- **Age** :The study sample was divided into three age groups, with the 25 to 35 years old group occupying the first place with 50 %, followed by the age group above 35 % with 38.8 %, while the age group below 25 percent occupied the last place with 11.2 %.
- **Level of education** :40.8 % of film festival attendees have a university degree, 38.8 % have a high school diploma, and 20.4 % have less than a high school diploma.
- **Socio Professional situation**: The majority of moviegoers are employed at 42.9 %, followed by the self-employed at 21.4 %, students at 20.4 %, and the unemployed at 15.3 % of the sample.

B. Results related to the themes of the study:

In order to conduct various statistical analyses, we utilized the Statistical Package for the Social Sciences (SPSS Version 25) program. To test the hypotheses formulated to address the study's questions, we employed the following statistical methods:

Table 1: Normal Distribution Test (K-S)

Axes	K-S Test Value	Significance Levels
First Axis: Imadgassen International Short Film Festival	0.051	0.2
Second Axis: Development of Algeria's Tourism Image	0.075	0.2

Source: Prepared by researchers using SPSS Version 25.

It is clear from the table above that the level of significance for both axes is greater than 0.05, which indicates that the data follows a normal distribution. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

Table 2 : Cronbach's alpha coefficient

Cronbach's alpha value	Number of paragraphs
0,856	30

Source: Prepared by researchers using SPSS Version 25.

We note from the table that the value of the Cronbach's alpha coefficient for the entire questionnaire amounted to 80.56%, which is a value that exceeds the statistically acceptable percentage, and this indicates that the study tool has a high degree of reliability.

Table3: Arithmetic means and standard deviations for the questionnaire axes

Axis	Mean	Standard Deviation	Agreement Level	Rank
First Axis: Imadghassen International Short Film Festival				
First Dimension: Cultural				
The festival promotes the cultural heritage of Batna Province.	4.312	0.466	Completely Agree	2
The festival contributes to the cultural and social development of Batna Province.	4.311	0.465	Completely Agree	3
The festival preserves the cultural heritage of Batna Province.	3.925	0.516	Agree	4
The festival helps raise social awareness about the cultural uniqueness of Batna Province.	4.461	0.473	Completely Agree	1
The festival encourages reviving cultural life, which can enhance tourism in Batna Province.	3.914	0.634	Agree	5
Overall Mean and Standard Deviation for Cultural Dimension	4.125	0.267	/	/
Second Dimension: Economic				
The festival encourages tourism investment in Batna Province.	4.301	0.523	Completely Agree	3
The festival provides job opportunities for young people.	4.172	0.503	Agree	4
The festival promotes the development of other service sectors supporting tourism in Batna Province.	4.129	0.515	Agree	5
The festival contributes to bringing foreign currency to Batna Province.	4.301	0.461	Agree	1
The festival attracts tourist demand to Batna Province.	4.301	0.461	Agree	2

Overall Mean and Standard Deviation for Economic Dimension	4.241	0.266	/	/
Third Dimension: Promotional				
The festival helps Batna Province open up to the world.	4.234	0.427	Completely Agree	4
The festival markets the cultural and artistic products of Batna Province.	4.312	0.466	Agree	1
The festival promotes the tourist attractions of Batna Province.	4.193	0.512	Agree	5
The festival stimulates the desire to visit Batna Province.	4.247	0.434	Completely Agree	3
The festival highlights the features and characteristics of the tourism resources in Batna Province.	4.269	0.446	Completely Agree	2
Overall Mean and Standard Deviation for Promotional Dimension	4.251	0.265	/	/
Second Axis: Development of Algeria's Tourism Image				
First Dimension: Cognitive Image				
The festival introduces the tourist potential of Batna Province.	4.204	0.562	Agree	5
The festival enhances the tourism image of Batna Province.	4.398	0.492	Completely Agree	1
The festival promotes the tourist destinations of Batna Province.	4.344	0.478	Completely Agree	3
The festival is held in various tourist locations in Batna Province.	4.355	0.481	Completely Agree	2
The festival improves the image of domestic tourism in Batna Province.	4.28	0.451	Completely Agree	4
Overall Mean and Standard Deviation for Cognitive Image Dimension	4.316	0.347	/	/
Second Dimension: Emotional Image				

The festival organizes short films that match the tastes of its followers.	4.354	0.481	Completely Agree	1
The festival provides its followers with a unique experience.	4.273	0.503	Completely Agree	4
The festival seeks to present films that leave a positive impact on its followers.	4.14	0.48	Agree	5
The festival highlights that following the event reflects significant moral value to its audience.	4.323	0.514	Completely Agree	3
The festival aims to make its followers enjoy the cinematic films presented.	4.333	0.474	Completely Agree	2
Overall Mean and Standard Deviation for Emotional Image Dimension	4.28	0.328	/	/

Third Dimension: behavioral image

The festival includes organizing visits to various archaeological sites in the state of Batna.	4.234	0.427	Completely Agree	3
Holding the festival in the state of Batna attracts those interested in film tourism.	4.427	0.426	Agree	4
The festival works to host international films from different countries of the world.	4.043	0.480	Agree	5
The festival tries to diversify the presentation of cinematic films to increase the number of its followers.	4.237	0.540	Completely Agree	2
The festival presents short films that live up to the ranks of international films.	4.280	0.451	Completely Agree	1
Overall Mean and Standard Deviation for behavioral Image Dimension	4.187	0.290	/	/

Source: Prepared by researchers using SPSS Version 25

From the previous table it is clear that:

- **Dimensions of the First axis:**

- **cultural dimension** : The results related to the cultural dimension showed that the answers of the researched sample were close, with arithmetic averages, most of which were higher than the hypothesized average of the study, estimated at 3, as they ranged between the highest value of 4.461 for item 04, with a standard deviation of 0.473, and the lowest value of 3.914 for item 05, with a standard deviation of 0.634, so the score The study sample members' agreement is high However, the festival helps to form awareness of the importance of the cultural specificity of the Aures-Batna region
- **Economic dimension:** From the results of the economic dimension, it is clear that the answers of the respondents were similar, with arithmetic averages, most of which were higher than the hypothesized average of the study, estimated at 3. They ranged between the highest value of 4.301 for item 09, with a standard deviation of 0.461, and the lowest value of 4.129 for item 08, with a standard deviation of 0.515. The study sample members' agreement is high that the Imadgassen International Short Film Festival contributes to bringing hard currency to the state of Batna.
- **promotional dimension:** According to the results of the promotional dimension, the answers of the respondents were close, with arithmetic averages that were mostly higher than the hypothesized average of the study, estimated at 3. They ranged between the highest value of 4.312 for paragraph 12, with a standard deviation of 0.466, and the lowest value of 4.193 for paragraph 13, with a value of 4.193, with a standard deviation of 0.512. The degree of agreement is high among the study sample members that the short film festival markets the traditional artistic products of the state of Batna.
- **Dimension of the second axis:**
 - **Cognitive image dimension:** The results of the previous table regarding the cognitive image dimension showed that the respondents' answers were close, with arithmetic averages that were mostly high and larger than the hypothesized average of the study, which was estimated at 3. They ranged between the

highest value of 4,398 for paragraph 17, with a standard deviation of 0.492, and the lowest value of 4,204 for paragraph 16, with a standard deviation of 0.562. The degree of agreement is high among the study sample members that The Imadgassen Festival contributes to improving the tourist image of Batna.

- **Emotional image dimension:** The respondents' answers regarding the emotional image dimension were close, with arithmetic averages, most of which were higher than the study's hypothesized average of 3, as they ranged between the highest value of 4.354 for paragraph 21, with a standard deviation of 0.481, and the lowest value of 4.140 for item 23, with a standard deviation of 0.480. The degree of agreement among the study sample members is high that the Imadgassen International Short Film Festival organizes short cinematic films that suit the tastes of its followers.
- **behavioral image dimension:** It is clear to us from the previous table on the behavioral image dimension that the respondents' answers were close, with arithmetic averages, most of which were higher than the hypothesized average of the study, estimated at 3. The respondents' answers ranged between the highest value of 4,280 for paragraph 30, with a standard deviation of 0.451, and the lowest value of 4,043 for paragraph 28, with a standard deviation of Standard 0.415, the degree of agreement is high among the study sample members that the Imadgassen International Short Film Festival presents films that live up to the ranks of international films.

5.3 Testing the main hypothesis :

There is a positive and statistically significant relationship at a 5% significance level between the Imadgassen International Short Film Festival in the state of Batna and the development of the tourism image of Algeria.

Table 4: Regression coefficient analysis of the variables of the Imadgassen International Film Festival for the short film in the state of Batna and the development of the tourist image of Algeria

Correlation coefficient (R)		0.672			
Coefficient of determination(R²)		0.452			
F value: 75.134		Significance level: 0.000		at: $\alpha=$ 0.05	
Independent variable	Non-standardized transactions	Standardized transactions	t Value	T	Sig
	β	ε	Beta		
The constant	0.304	0.599	-	0.507	0.613
Independent variable : cultural dimension	0.183	0.129	0.141	1.421	0.159

Dependent variable: developing the tourism image of Algeria.

Source: This data was compiled by researchers using SPSS Version 25.

The table shows a correlation coefficient (R) value is 0.672, indicating a moderate positive correlation between the two variables. The significance level of the independent variable is 0.000, which is less than the significance level of 0.05, suggesting its statistical significance and importance in interpreting the dependent variable.

Source: author's name, year, page

6. CONCLUSION

Algeria boasts many tourist attractions that make it a great location for hosting film festivals that support the tourism industry. One of the most important festivals is the Imadgassen International Film Festival for short films, held in the state of Batna. Batna has various qualifications that make it an excellent tourist destination.

▪ Results :

- ✓ Film festivals are a tributary of the Algerian tourism sector.
- ✓ Film festivals play a significant role in introducing the cultural and civilizational heritage of Algeria.
- ✓ Film festivals are among the most important promotional means for the tourism sector.

- ✓ Film festivals contribute to attracting many visitors and tourists interested in film tourism.
- ✓ There is a statistically significant influence of film festivals on promoting Algeria's tourist image.
- **Recommendations :**
 - ✓ Work on promoting the Algerian film product and supporting Algerian cinema.
 - ✓ The necessity of holding many cultural, sports, and artistic events and activities.
 - ✓ Focus on film festivals supporting film tourism.
 - ✓ The necessity of holding film festivals in tourist attraction areas.
 - ✓ Support film festivals through various promotional means.

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