



The role of investment in the protection of Algeria's cultural heritage

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Abstract:

The role of investment in protecting Algeria's cultural heritage lies in providing funding to support for the conservation, the development of historical and cultural, sites where investment contributes to the restoration, the maintenance of threatened historical sites and the development of tourism projects associated with heritage. It also supports education and awareness about the cultural, historical importance of heritage, contributes to support local cultural and artistic projects to achieve this requires the cooperation of the private sector, government and civil society and the strengthening of partnerships with international organizations, investing in the protection of cultural heritage, contributes to the promotion of the economy, tourism, local employment and community development in collaboration and sustainable efforts, where algeria's cultural heritage can be preserved and promoted to enjoy it and benefit future generations, investing in the protection of cultural heritage can play an important role in promoting sustainable development in Algeria through the restoration and maintenance of historical and heritage sites, and tourism attractions are strengthened and the tourism sector in the country is strengthened contributing to increased revenues and creating new jobs, and thus economic development which could improve the standard of living of the local population, and promote economic development in areas around cultural sites.

Investing in the protection of cultural heritage is not only about preserving historical sites and can also include support for contemporary cultural, and artistic projects and by funding cultural and artistic events and supporting local artists and creators Modern cultural innovation and expression can be promoted, contributing to the development of the country's cultural and artistic landscape, and the promotion of contemporary cultural identity Investment in cultural heritage protection, thus plays a crucial role in promoting sustainable development promoting tourism, deepening cultural communication and strengthening algeria's cultural and artistic landscape, efforts in this area benefit the country and contribute to preserving the cultural identity and heritage of future gener

keywords: Investment, Cultural heritage, Protection, Archaeological sites, Historical monuments.

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1. INTRODUCTION

Algeria is one of the countries with a rich and diverse cultural heritage that reflects its ancient history and the diversity of its peoples, this heritage includes historical monuments, archaeological sites, traditional architecture, traditional crafts, social and cultural traditions.

This cultural wealth faces enormous challenges, including damage, degradation, climate environmental threats, and lack of awareness and appreciation of this valuable cultural heritage in order to preserve and secure this heritage for future generations, and this is the role of investment.

Investing in the protection of Algeria's cultural heritage is vital for several reasons, in addition to preserving the country's cultural and historical identity, where investment can contribute to promoting economic growth and developing the tourism sector, furthermore cultural heritage is a tourist attraction, funds and resources invested in the protection of cultural heritage can contribute to local employment opportunities and promoting education and scientific research in this field, and promoting awareness and appreciation of cultural heritage among the public and requires, comprehensive cooperation between the Government, the private sector and civil society to ensure the preservation of Algeria's cultural heritage, funding must be provided for the restoration and maintenance of historical sites, the development of tourism projects related to heritage, the promotion of education and awareness, the support of cultural and artistic projects, and through sustainable investments and joint efforts, Algeria can continue to protect and revive its wonderful and diverse cultural heritage and strengthen its role as an important cultural and tourism destination in the region and the world.

:*the problem of study

the problem with our research is:

How does investment contribute to the protection of Algeria's cultural heritage?

In response to the problem we proposed researchers, the first research included some concepts and the second research included the viability of investment in Algeria.

:*study the hypotheses

The main hypotheses and some sub-hypotheses in our research can be suggested as follows:

Main hypothesis : Investment in cultural heritage has a positive role in the 1/ protection and maintenance of historical sites and monuments.

Sub-hypotheses: are as follows2/

A/ There is a correlation between increased cultural heritage and higher levels of cultural tourism.



B/Investing in cultural heritage leads to economic and social benefits for local communities

:the objectives of the studies*

Analysis and evaluation of investment role-

- Analysis of the impact of investment in cultural heritage on the development, of cultural tourism and the achievement of economic and social benefits
- Propose recommendations to strengthen investment's role in preserving cultural heritage

:*the importance of study

The importance of research is that investment plays a major role in preserving communities' cultural identity and safeguarding their cultural and historical heritage, In addition to promoting a sense of belonging and identity

In terms of location, the study of the role of investment in the **:study limits*** protection of Algeria's cultural heritage could include an analysis of the situation of Algeria in general, or focus on a specific area within the country. The specific area can be determined based on cultural sites of great importance or current issues related to the protection of cultural heritage.

In terms of time, the study could cover a certain period of time, such as the historical study of Algeria's cultural heritage and the role of investment in its protection over the ages, also the study can focus on the present and analyze current efforts in protecting cultural heritage and achieving financial sustainability.

The study's concepts and terminology are as **:study terms and definitions*** follows:

Investment: refers to the channelling of resources, funds and efforts to 1/ achieve specific goals and future returns. In the context of cultural heritage protection, investment can be in the form of funding projects and programmes aimed at preserving cultural heritage.

Cultural heritage: refers to the cultural heritage that reflects a particular 2/ society's identity history and culture Algeria's cultural heritage, can include historical places, cultural monuments, traditional artistic and artistic practices, traditions and folk customs.

The conceptual framework **:theoretical frame work and previous studies*** includes direct funding for projects to preserve heritage, develop tourism products and experiences related to heritage, rehabilitate and develop heritage sites, and the importance of preserving Algeria's cultural heritage, including cultural, social and economic dimensions. The impact of heritage conservation on local development, national identity, tourism, education and scientific research, As for previous



studies, there are many previous studies discussing the role of investment in the protection of cultural heritage. Some examples are as follows:

Study: "Investing in Cultural Heritage: Conservation and Regeneration of Historic Urban Landscapes", conducted by the European Union in 2017. The study addresses the role of investment in the protection and renovation of historical cities, as well as its economic and social impacts.

Study: "The Role of Private Sector Investment in Heritage Conservation", prepared by the World Heritage Institute in 2015, the study reviews global examples of private investment experiences in cultural heritage protection, and analysis of their impacts and benefits.

Study: "Investing in Cultural Heritage: Benefits and Opportunities", conducted by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2012

the study highlights the importance of investing in cultural heritage, and analysing the opportunities and challenges associated with this role.

Study: "cultural heritage counts for Europe: towards a European index for cultural heritage", conducted by the European Council in 2015, the study reviews, the economic and social value of Europe's cultural heritage and highlights investment as a means of preserving this heritage

with regard to the methodology for the study, which **:study methodology*** seeks to explore the role of investment in the protection of Algeria's cultural heritage, I have addressed the descriptive and analytical approach.

2.First Research: Concepts of Cultural Heritage and Investment

2.1 -First requirement: Concept of cultural heritage:

Section I: Definition of cultural heritage

Linguistic and terminological definition of cultural heritage:First

The term "heritage" in the language uses the term "heritage" in the sense of inheritance and inheritance, meaning the old origin or order that others inherit from the former and live and transmit.¹

Terminologically, the word "heritage" is defined as the culture or cultural elements that a generation receives from a generation, and transmits from one person to another.²

In the contemporary sense of the word "heritage", it includes intellectual heritage, of the written legacy and preserved by history, whether complete or sporadic and divided not limited to nationality or national characteristics, It is deeper than that, it expresses the collection of the material and spiritual history of a particular civilization from ancient times, these are often civilizations that have

¹ Abadi Majd al-Din Mohamed Yacoub al-Turouz, Perimeter Dictionary, Dar al-Hadith, Cairo p744

² -Shabkha Dadak, models of fluorescent culture of the Amazigh community, Al Amal Printing House, Algeria,



ruled a region or place and although these civilizations have been spilled, "Heritage" is the only means or characteristic footprint that has given those civilizations their personalit.

Definition of cultural heritage in Algerian law:Second

In accordance with National Law No. 98-04 of June 1998, "cultural heritage" is defined as encompassing all real and movable cultural property located, on the territory of national property, including property belonging to natural persons belonging to private law, as well as groundwater resources of national inland and territorial waters spanning various civilizations contracted from prehistoric to present day.³

based on these definitions, a comprehensive definition of cultural heritage, can be provided as one that encompasses cultural aspects.

The material and intangible possession and transmission of societies, from generation to generation and also includes historical monuments, archaeological and architectural sites statues, paintings, manuscripts, archaeological collections and museums traditional crafts traditional occupations, music, dance, games, rituals and folk traditions, myths, oral stories, cultural maps, traditional knowledge, indigenous communities, languages, clothing and traditional cuisine cultural heritage is an important part of peoples', and communities' cultural identity and contributes to promoting understanding and communication among different cultures, Preserving cultural heritage requires joint efforts for protection documentation and restoration. and ensuring its inheritance for future generations including giving attention to historical monuments, and sites, documenting practices and traditions that threaten to break out and promoting cultural awareness in society and education on cultural heritage.

Section II: Definition of archaeological sites and historical monuments:

First: the definition of archaeological sites:they mean archaeological elements language and they have meanings used to refer to construction or symbol, where we can say they have the same meaning as "monument",these words go back to the Latin word monumentum, which means "monument."⁴

Terminologically, monuments are concerned with buildings, installations, architectural works, sculptures and archaeological or engineering structures as well as the surrounding ocean and location⁵

³ - Law No. 04-98 on the Protection of Algerian Cultural Heritage, Official Gazette of the Republic of Algeria, No. 44, 15 June 1998, p. 04

⁴ Sami Irfan, 20th Century Architecture, Second Edition, Part IV, Nafeh Printing and Publishing House, Cairo, 1878, p.118

⁵ -Halah Olive, 20th Century Architecture, Kalib Commercial Presses, Cairo, 1993,p 98



second: Definition of historical monuments: historical monuments mean works created by man or joint actions between man and nature, and also include areas and archaeological sites that have an exceptional global value from a historical or aesthetic perspective.⁶

2.2.Second requirement: investment concept

Section I: Linguistic definition of investment

The term "fruit" means the benefits that the tree produces. Its use in the context of money is a metaphor rather than a fact, thus, investment means the language of demand for growth and development.⁷

Section II: Terminological definition of investment

Investment is defined as a process involving the abandonment of funds owned by individuals in a specified period of time, which may be long or short, and linking them to one or more assets held by a person, this is done against the risks that arise as a result of reduced purchasing power and lack of realization, of desired financial flows⁸

It can also be defined as the effective productive use of capital, by channelling savings towards uses leading to the production of goods or services, meeting society's economic needs and increasing their well-being, It is a non-expendable part of wealth, but equivalent to its use in productive work with the aim of increasing or sustaining production.⁹

It is also defined as a deliberate economic process, undertaken by natural individuals or legal persons, based on scientific or rational foundations or norms through which material, financial human and information assets are directed towards future economic, social, cultural or scientific returns, usually through continuous flows beyond the present real values of assets, this process is conducted in conditions as safe as possible, with an acceptable risk margin.¹⁰

3.Second Research: Investment in Algeria

⁶ -Mad Samir Mohammed Zaki Abu Taha, Criminal Protection of Antiquities, Arab Renaissance House, 1, Cairo, 2012, p. 17

⁷ Kotb Mustafa Sanu: Investment: Provisions and Controls in Islamic Jurisprudence, Al-Nafas Publishing and Distribution House, Jordan, First Edition, 2000 p. 15, 16

⁸ Ziad Ramadan, Principles of Real and Financial Investment, Wael Publishing and Printing House, T1, Amman, 1988, p13

⁹ Nazim Mohamed Nuri Al-Shammari, Tahir Fadil Al-Bayati and others, Basic in Kind and Financial Investment Dar Wael Publishing & Printi, Amman, 1999, . 51

¹⁰ Hochyar Maa'rouf, Investments and Financial Markets, Safa Publishing and Distribution House, 1, Jordan, 2003, p. 17



3.1.First requirement: Natural and geographical ingredients:

Section I: Algerian coast:

The Algerian coast extends over 1,200 kilometres and is characterized by its height and rocky terrain. There are many rare tourist sites on this coast, one of the most prominent tourist areas along the coast is al-Qalah, thijzert, Sidi Faraj, tennis, brown net¹¹

the steepest land is found in the north, and the upper areas affecting the following atlas and desert atlas ranges hail from 600 metres in the west to 600 metres in the east, the shalea mountain peak is estimated to be 2,328 metres high in the auras region, the highest in the country and followed by the peak of khadija in the jarjara mountains with height of 2,308 metres and the alonshries and haut plateaus, in addition, there are heights in the western part of algeria such as the tlemcen mountains, the ousur mountains, the amur mountains, the olad nile mountains and in terms of climate in the north of Algeria, the mediterranean climate prevails and encompasses the coastal region from east to west, annual temperatures range around 18 ° C and the temperature peaks during, june and July exceeding 30 ° C, the region is also characterized by high temperatures, and humidity and the climate of algeria's semi-highlands, It is a continental type characterized by a long and sometimes wet cold winter from october to may, while the rest of the months are characterized by heat and drought

Section II: Algerian desert

It has three main features, The first is the large flat plateaus called "hamada", which extends along other terrain, the second is the great valleys surrounded by dunes, which are similar in the eastern and western direction and the Shache race. The third is the vast desert plateau located on the peaks of the mountains in Algeria, where the top of the 3003 metres high chef is called.¹²

It can also be said that algeria has enormous natural and geographical features that make it an ideal place to invest.

First: to contain rich natural resources such as oil, natural gas, phosphate, iron, zinc, sand, plaster and water ,these resources provide opportunities to invest in the energy, mining and manufacturing sectors.

Second: because it has a great environmental diversity encompassing the beautiful coasts of the mediterranean, the vast deserts of the Sahara desert and the desert atlas mountains drive investors to invest in this diversity in the natural tourism, foreign sports, agriculture and renewable energy sector, Algeria provides enormous renewable energy resources such as solar, wind and hydraulic energy,

¹¹ -Rehab Moukhtar, ibid., p. 429

¹²Mouhammed al-Eid Mutmir, trip to Timgad, al-Huda House for Printing, Publishing and Distribution, Ain Melilla, Algeria, 2011, p 03



This investment in these resources is both in electricity production and clean energy generation, an important investment sector in modern times.

Third: Having fertile soil and a suitable climate for farmers, these ingredients can be invested in the development of agriculture, production of domestic agricultural products and export of the agriculture and food industries sector, providing many opportunities for investment and food security.

Fourth: Algeria has a strategic geographical location in the Mediterranean, making it a trade and transport hub that can be invested in the development of ports, airports and logistics networks, and the strengthening of the transport and international trade sector

Finally, Algeria's natural and geographical components provide diverse investment opportunities in the energy, mining, tourism, agriculture, transport and trade sectors. and the effective and sustainable exploitation of these components can contribute to the promotion of economic growth, infrastructure development and job creation, Improving the country's standard of living is important to invest in sustainable and smart ways to preserve Algeria's natural resources and environment for future generations.

3.2.Second requirement: archaeological and historical components

Section I: Archaeological components:

in Algeria are:" **UNESCO**"The most important monuments classified by 1/Timkad: timkad is located in the province of battneh, algeria, and is affiliated with the algerian east, timkad is about 435 kilometres from algiers, and the city was founded in 300 AD during the Trajan era, It is one of algeria's richest regions in terms of archaeological sites to contain some 550 archaeological sites including 18 sites listed in Algeria's national classification of cultural Heritage, two world heritage List¹³"**UNESCO**"of these sites were registered on the

2/Beautiful City:

It is an archaeological city that dates back to roman times and is still regarded as an ancient masterpiece hundreds of years after its construction, Quicole, a settlement built by the Romans in the area, the archaeological city is located about 50 kilometres north-east of the city of Setif, and the archaeological city of Setif has World Heritage Site, showing its historical and "**UNESCO**"been designated a cultural significance, the history of the archaeological city extends to the era of the Roman Empire and is a witness to the evolution of the area in that period of time.¹⁴

3/Tipaza: One of Algeria's ancient Roman cities, which has several important archaeological sites

Section II: Historical components

¹³ -Haj Mousa chahira, the archaeological city of Jameela is an engineering heritage that strikes deep within Roman civilization, Al-Itihad newspaper, Algeria, 2019, p. 03

¹⁴ Rehab Mukhtar, ibid., 430



in Algeria "**UNESCO**"The most important historical features classified by are:

1/Tassili region: A living archaeological historical area over time, with more than 15,000 paintings highlighting climate transformations and documenting the migration of organisms and the development of human life in the desert over 6,000 years BC

2/Citadel Bani Hammad: located in the city of msila and dating back to the post-Fatah Islamic period, founded in 1007 CE, It was the capital of the hamadi state at the time

3/Palais Mézab: located in ghardaia State and established in ibadi

4/Kasbah: it is located in the capital of algeria and carries a rich history dating back to the period of ottoman rule in algeria's history¹⁵.

In Algeria, historical and archaeological elements can be said to reflect a great cultural diversity they combine arab, amazigh, roman, islamic and ottoman influences, reflected in architectural design, arts, customs and local traditions.

It can also be said that historical and archaeological elements enhance Algeria's attractiveness as a tourist destination visitors head to the country to explore unique historical and archaeological sites, this leads to an increase in the volume of tourism, the flow of tourists and investors, and the historical and archaeological components of Algeria provide tourist diversity, visitors can explore ancient archaeological sites such as the Roman city of Timgade, they can also visit museums, and exhibitions displaying historical monuments and folk arts, investing in historical and archaeological components can contribute to Algeria's economic development, Preserving these sites requires efforts to restore, maintain and develop the surrounding infrastructure, this opens a door to employment and local development and contributes to the strengthening of the local economy historical and archaeological sites can be marketed nationally and internationally through advertising campaigns, digital marketing and participation in tourism exhibitions and events.

thus investing in historical and archaeological components contributes to the preservation of Algeria's cultural and historical heritage, by preserving these sites and promoting cultural awareness, It also contributes to the sustainability of culture and heritage for future generations, on the one hand, and the historical and archaeological components of Algeria represent important investment opportunities in the tourism, and cultural sector contributing to economic development, and promoting algeria as a diverse and attractive tourist destination. We conclude that investing in archaeological sites, and historical monuments in Algeria is an important opportunity for the development of cultural tourism and

¹⁵ Rehab Moukhtar, ibid., 430



the promotion of cultural heritage in order to enjoy Algeria's long history, and rich culture and its incubation of a wide range of archaeological sites and historical monuments, including Roman sites such as temkad and jameela, as well as amazigh, and islamic sites such as kasbah Palace and grand mosque in Algiers, investment in archaeological sites can also contribute to the promotion of community development and the local economy and therefore the preservation and development of these sites requires the recruitment of local resources, increased employment and enhancement of the local economy through tourism and associated services, we can also point out that there are a number of successful projects to invest historical and archaeological monuments in Algeria:

1/Restoration of Kasbah Algiers: the restoration of kasbah algeria, also known as kasbah, it is one of the most successful projects in the investment of historical monuments in the country, kasbah has been restored, and transformed into a tourist site attracting visitors from inside and outside the country.

2/Teigzert Site Development Project: teigzert Site is one of the most important archaeological sites in Algeria, and has been invested in its development and improvement of the surrounding infrastructure, visitors were provided with amenities such as tourist facilities, restaurants and hotels, which contributed to increasing tourist attractions and boosting the local economy.

3/Old Town Rehabilitation Project in Mantrast: a comprehensive project for the rehabilitation of the Old City in mantrast, which contains important historical and cultural monuments, has been renovated and restored, infrastructure has been developed and visitors' amenities provided, these projects revive cultural heritage and promote tourism in the region.

these are simplified examples of successful projects in the investment of historical and archaeological monuments in Algeria, and there are more projects aimed at preserving heritage and enhancing its cultural and economic value.

:Conclusion

algeria's historical and archaeological monuments need sustained preservation and development by taking care of the surrounding infrastructure, and providing appropriate tourism services, these sites must be widely marketed to attract tourists, and promote global awareness of algerian heritage, investing in historical monuments and archaeological sites can enhance local development, provide employment opportunities for local communities and also contribute to promoting cultural understanding and exchange among peoples and raise awareness of common heritage despite, the challenges that may face this type of investment, historical and cultural wealth ", but Algeria has tremendous potential to benefit from its historical and cultural wealth, partnerships and cooperation between the public and private sectors are required, and investment is guided wisely



Finally, a series of suggestions and recommendations were made: Flexibility to make the most of this promising sector.

1/Strengthening partnerships: cooperation between the public and private sector as well as community participation should be strengthened, to ensure sustainable investment and maximize benefit, as can forming strategic partnerships with tourism companies and local and international investors to effectively develop and market landmarks.

2/Marketing and promotion: A strong marketing strategy must be developed to promote historical and archaeological monuments in Algeria at the local and international levels. social media and websites can also be used and participate in exhibitions and tourist events to attract more visitors and promote awareness of algerian heritage.

3/Infrastructure development: appropriate infrastructure must be provided for historical monuments and archaeological sites, including roads, tourist facilities and means of transport where access should be improved and tourism services such as restaurants, hotels and visitors' centres should be provided.

4/Training and rehabilitation: Professional training and rehabilitation should be provided to tourist and cultural staff, including tour guides, museum workers and archaeological sites, thus contributing to the provision of high quality services and a unique experience for visitors

5/Preservation of heritage: great care must be taken to preserve historical and archaeological monuments and protect them from damage and degradation. Funding for maintenance and restoration should be provided and appropriate protection procedures applied to preserve its historical value

6/Diversification of tourist offers: Available tourist offers can be diversified in historical monuments, such as the organization of guided tours and cultural and artistic events at these sites, this contributes to attracting different categories of visitors.

7/Cultural content with modern technology: advanced technology such as virtual reality, augmented reality and virtual tours can be used to improve visitors' experience and provide additional and interactive information about historical, and archaeological monuments. Smartphone apps that provide information and guided tours to visitors during their visit can also be developed.

8/Promoting environmental sustainability: consideration should be given to applying environmental sustainability principles in the development and management of historical monuments and archaeological sites that can adopt green building practices, and maintain environmental balance in the surrounding area.

9/Promoting scientific research and studies: scientific research and academic studies on historical and archaeological monuments in Algeria, can be encouraged,



which can contribute to documenting heritage, increasing knowledge and improving the management of these sites.

10/Developing integrated tours: Integrated tours can be organized, including visiting a range of historical and archaeological monuments in different regions of Algeria, thereby contributing to the promotion of cultural tourism and familiarizing visitors with the diversity of Algerian heritage.

11/Funding and support: Funding and support should be provided by the government and relevant stakeholders to implement investment projects in historical monuments and archaeological sites, where financial and tax incentives can be provided to investors and administrative actions to encourage investment in this sector are facilitated.

In conclusion, we must recognize that Algeria's historical monuments and archaeological sites are invaluable treasures. We must work together to preserve and develop them in a sustainable manner. Our investment in this area represents an investment in our future and the future of future generations and promotes Algeria's cultural and heritage identity, and successful investment in cultural heritage protection requires a balance, between respect and preserving cultural and historical values and achieving economic sustainability. Cooperation between the public sector, the private sector and the community must therefore take place to ensure the preservation of cultural heritage as a common heritage and to promote its values and benefits to society..

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