

FETTIH Mohamed Lamine^{1*}, DERDICHE Ibrahim²

²University of Ghardaia, Laboratory of Tourism, Region, and Institutions.
(Algeria), derdiche.brahim@univ-ghardaia.dz

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This study aims to analyze the reality of tourism in Algeria, and evaluate the strategies adopted by the authorities to promote this sector, because despite the great potential that the country possesses thanks to its natural and cultural diversity, tourism in Algeria still suffers from a noticeable weakness.

In this context, the study reviewed the government's efforts to promote tourism, including improving infrastructure, developing promotional campaigns, and facilitating administrative procedures, however, despite initiatives, Algeria has yet to attract significant tourists or increase its global market share.

The study concluded that there is an urgent need to adopt a comprehensive vision and long-term strategies to enhance the competitiveness of tourism in Algeria, which will contribute to developing the national economy and increasing the revenues of this vital sector.

Keywords: Tourism; strategies of tourism; infrastructure; national economy.

* Corresponding author

1. Introduction:

Tourism, a vital global sector, supports GDP growth through positive effects on trade, employment, and rural development, in this regard, many developing countries have focused on developing the tourism sector, where they have achieved remarkable success, by seeking to develop this sector to stimulate their economies and increase national revenues. Algeria has enormous tourism potential thanks to its natural and cultural diversity, as its desert covers more than two million square kilometers, which gives it strong competitive advantages compared to its neighbors, for example, Algeria is fourteen times larger than Tunisia, offering immense opportunities for tourism.

The tourism process developing in Algeria requires a long-term vision, as tourism is closely linked to other sectors, and despite the great potential that Algeria has to attract tourists, its share of global tourism does not exceed 5%, therefore, it is necessary to explore the components of tourism in Algeria and its importance in economic development, and address the concepts of tourism and the importance of its role in the local and Arab economy, and identifying the obstacles that limit the development of this sector. In light of the above, we can pose the following problem: What is the reality of the Algerian tourism sector in light of the efforts made to promote it?

To answer this question, our research paper includes three main elements:

- An introduction to tourism and the indicators adopted to classify countries according to their competitive status.
- An analysis of the reality of tourism indicators in Algeria.
- Prospects for developing the tourism sector in Algeria and strategies for its promotion.

2. Introduction to tourism and the indicators adopted to classify countries according to their competitive tourism status:

Understanding the nature of the tourism sector is the cornerstone for understanding the complex dynamics of this vital sector and its impact on the economy, as this element deals with presenting concepts of tourism and its types in addition to its indicators and characteristics.

2.1 Theoretical framework of tourism:

Tourism is one of the most important economic sectors that contributes to sustainable development, and enhances cultural understanding, and below we present the definitions and types of tourism.

2.1.1 Definition of tourism:

The concepts of tourism varied according to the opinions of those interested in studying it, and the various bodies concerned with its affairs. The World Tourism Organization defines it as: “A group of activities that individuals undertake during travel and movement to places outside their usual surroundings for rest or other purposes”[†].

The International Tourism Academy also defined it as: “A term that refers to pleasure travel, as it is a group of human activities that work to achieve this type of travel”[‡].

From the above, we can define tourism as an activity in which individuals travel to places outside their usual environment, whether inside or outside their country, for various purposes such as entertainment, recreation, work, learning, treatment, or participation in special events, and tourism plays a vital economic role in providing opportunities for cultural exchange between peoples and enhancing mutual understanding, as well as it is a vital sector of work for increasing financial revenues for many countries. **Tourism, one of the largest global industries, influences sectors like transport, hotels, and entertainment. Its types include cultural, recreational, and therapeutic tourism.**

2.1.2 Types of tourism:

Tourism can be categorized by geographical location (domestic or foreign) and purpose (e.g., cultural, recreational)[§]:

[†]Omar Houtia, The reality of the tourism sector in Algeria and prospects for its development, Truth Journal, 13(02), pp. 383-41906, 2014, retrieved October 6, 2024.

[‡] Salim Al-Amraoui, The tourism sector and the challenge of supporting sustainable development in Algeria, Journal of Industrial Economics, pp. 38-73, 2013, Retrieved October 6, 2024.

[§]Abdelkader Abdelrahman, and Hassani Ben Aouda, The status of the tourism sector in Algeria - reality and hope -, Truth Journal, 17 (02), Pp. 143-171, 2018, Retrieved October 6, 2024.

- **Religious tourism:** aims to visit holy sites and places, to practice religious rituals, such as Hajj and Umrah or visiting churches and temples.
- **Cultural tourism:** focuses on learning about different cultures, including visiting museums, art galleries, and historical and archaeological sites.
- **Sports tourism:** includes participating in or watching sporting events, such as attending football matches, or participating in sports adventure trips such as skiing or mountain climbing.
- **Recreational tourism:** focuses on entertainment and recreation, such as visiting beaches, parks, and amusement parks.
- **Desert tourism:** It is related to visiting desert areas, to enjoy safari tours, exploring the desert, and learning about the life of the Bedouins.
- **Social tourism:** It aims to enhance social communication between members of society or with other societies, such as visiting family and friends or participating in community activities.
- **Medical tourism:** It focuses on traveling to receive medical treatment or benefit from natural treatments such as hot springs or mud therapy.
- **Learning and training tourism:** It includes traveling to obtain education or training, whether through short courses or academic programs.
- **Conference tourism:** aims to attend professional or scientific conferences and seminars, which attract tourists from all over the world to participate in specialized events.

3. Tourism characteristics and country classification indicators:

The characteristics of tourism vary in terms of its nature, such as being a seasonal or permanent activity, and its economic, social, and environmental impacts. On the other hand, country classification indicators in this field depend on many factors, including infrastructure, quality of services, cultural diversity, and safety, these indicators help in evaluating the performance of countries in the tourism industry and directing future strategies to improve competitiveness and attract more tourists. Below we present the characteristics and indicators for countries' classification according to their tourism competitiveness.

3.1 Characteristics of tourism:

Tourism is a dynamic, multi-dimensional sector with significant economic and social impacts, its key characteristics are discussed below **:

- **Invisible exports:** Tourism is considered an invisible export because it does not represent the export of tangible goods, but rather services, as when tourists travel to a specific country and spend money on accommodation, food, and entertainment, this spending is considered an invisible export of services, as it brings foreign currency to the host country without exporting material products.

- **Elasticity in price and income:** Tourism is greatly affected by changes in prices and personal income, as if the prices of trips or tourism services rise significantly, demand may decrease, and the rise in income levels makes individuals more able to travel and spend on entertainment and tourism.

- **Tourism demand is affected by the level of economic well-being and technological progress:** The demand for tourism is closely linked to economic well-being, in societies with a high economic level, as individuals tend to spend longer periods of time traveling and tourism. Technological progress also contributes to facilitating the process of booking and inquiring about travel through advanced means of transportation and information technology that facilitate travel to tourist destinations.

- **It is considered a complex activity of economic and social activities:** Tourism combines many economic and social sectors such as transportation, hotels, restaurants, entertainment, and trade, as it is a complex activity that overlaps with other economic activities, and plays an important role in achieving social communication between individuals and different cultures.

- **The tourism market does not represent a homogeneous unit, as it consists of several partial or sub-markets:** The tourism market is not homogeneous, but rather consists of several sub-markets that target diverse needs, such as markets for luxury tourism, adventure tourism, cultural

**Fatima Ben Youb, and SihamBoufelfel, , The tourism sector - an alternative vision for reforming the national economy, Studies Journal, 02(22), pp. 252-270, 2022, retrieved October 6, 2024.

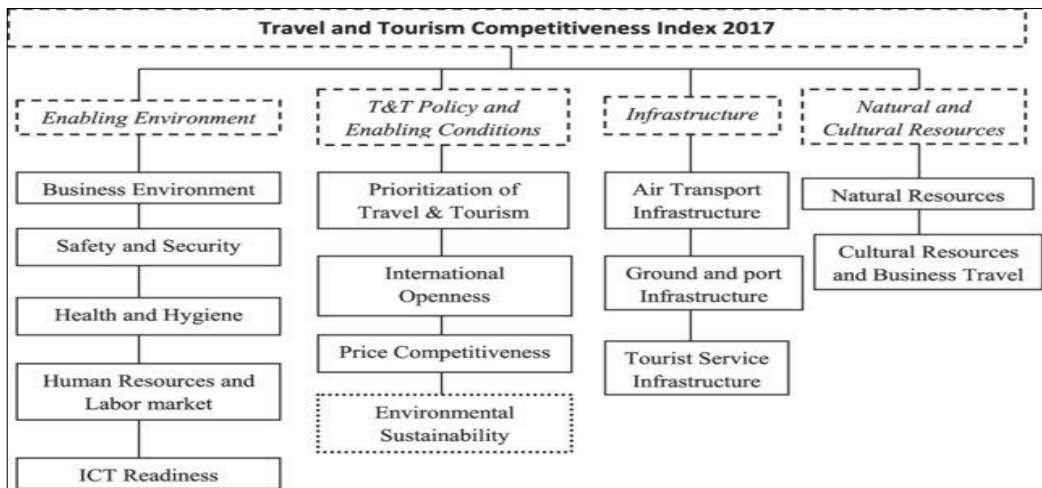
tourism, therapeutic tourism, and others, as each sub-market targets a specific category of tourists based on their interests and needs.

3.2 Indicators for classifying countries according to their tourism competitiveness:

Indices for classifying countries according to their tourism competitiveness are a vital tool for understanding global tourism performance, as they reflect the ability of countries to attract tourists and achieve economic benefits from this sector, these indicators include a set of factors, such as the quality of infrastructure, the availability of tourism services, safety, and cultural diversity, and by analyzing these indicators, countries can identify the strengths and weaknesses in their tourism industry, which contributes to formulating effective strategies to improve their competitiveness and enhance their attractiveness as international tourist destinations.

3.2.1 Structure of indicators for assessing tourism competitiveness for countries according to 2017 report: This structure presents indicators for assessing tourism competitiveness for countries according to 2017 report.

Figure 1: Structure of indicators for assessing tourism competitiveness for countries according to the 2017 report.



Source: Jean-Luc, and Augustin Shu-Yi, Tourism competitiveness index of the Asia-Pacific region through consistency analysis, Asia Pacific Journal of Tourism Research, 22 (12.), 2017.

The figure shows the structure of the tourism competitiveness indicators for countries according to the 2017 report, which includes the multiple factors that affect the competitiveness of the tourism and travel sector, these factors can be summarized in main axes: human resources, including employees, workforce efficiency and training; natural resources, such as beaches and biodiversity; cultural resources, such as arts and heritage; and infrastructure, including transportation, tourism and information; in addition to the regulatory and legal framework that provides the necessary regulations to protect tourists' rights and ensure their safety. Language proficiency and communication skills play a role in the visitor experience, while natural and cultural resources are major attractions, in addition to infrastructure development facilitates the movement of tourists and enhances the ease of booking and planning, while understanding these factors helps countries develop effective marketing strategies, improve the quality of tourism services, and increase revenues, which contributes to the development of the national economy. In other words, success in this sector requires the combined efforts of governments, the private sector, and civil society to achieve sustainable competitiveness.^{††}

4. The reality of the tourism sector in Algeria:

The tourism sector in Algeria has enormous potential thanks to its natural and cultural diversity, but it still suffers from weak performance compared to neighboring countries, as strengthening this sector requires integrated efforts to develop infrastructure and improve services to attract more tourists.

4.1 Tourism components in Algeria:

Algeria is characterized by a rich diversity in its tourism components, which include natural, historical, cultural, and religious factors, in addition to thermal components, and its picturesque coasts and vast deserts extend to provide unique environments, while historical sites and cultural landmarks

^{††}Jean-Luc, and Augustin Shu-Yi, Tourism competitiveness index of the Asia-Pacific region through consistency analysis, Asia Pacific Journal of Tourism Research, 22 (12.), 2017.

reflect the depth of its rich heritage. Algeria also embraces important religious sites, and relies on therapeutic tourism through its thermal springs, which all make it an ideal destination that meets the interests of various tourists.

4.1.1 Natural resources: Algeria has a diverse natural wealth that makes it an important tourist destination, and tourist areas in Algeria can be divided into six main geographical regions according to the diversity of climate and terrain^{††}.

- **The region of the coasts, northern plains, and northern rising plateaus:** Algeria's beaches extend for 1,200 km and contain archaeological sites dating back to various eras, including the Romans and Arab Muslims, in addition to antiquities from prehistoric times.
- **The Atlantic chain region:** This region includes the Atlas Mountains and the summit of "Lalla Khadija" at a height of 2,302 meters, in addition to being distinguished by the Aures and Ouarsenis mountains with great potential for winter sports tourism such as skiing and climbing.
- **The high plateaus region:** It is characterized by its continental climate and the presence of diverse archaeological sites, in addition to traditional industries such as handicrafts.
- **The Saharan Atlas region:** located between the high plateaus and the Sahara Desert, which allows for the development of climate, mineral, and hunting tourism.
- **The Sahara Oases Region:** It is characterized by moderate temperatures, and includes many oases, palm trees, and lakes, which makes it suitable for environmental and desert tourism.
- **The Sahara Desert Region:** It is known in southern Algeria and includes the regions of Ahaggar and Tassili, and is characterized by the beauty of its natural landscapes and moderate temperatures throughout the year, which makes it ideal for winter tourism.

^{††}FaridKhabit, and RedaHebyani, The contribution of the tourism sector to the Algerian economy and ways to develop it - an analytical and prospective study 2004-2030, Journal of Business and Trade Economics, 05(02),2020, pp. 147-167.

This natural diversity provides a golden opportunity to develop different types of tourism, such as environmental, historical, and sports tourism, which will enhance the continuity of tourism activity throughout the year.

4.1.2 Historical, cultural, and religious components: Algeria is considered one of the richest countries in history and culture, as it has witnessed many civilizations throughout history, such as:^{§§}

- **The Phoenician civilization:** which was concentrated in coastal cities.
- **The Carthaginian and Roman civilization:** The Roman civilization lasted for about five centuries and left behind magnificent architectural monuments such as Timgad, Majila, Tipaza, and Cherrhell.
- **The Islamic civilization:** It deeply influenced Algerian culture through the Fatimid and Hammadid caliphates, up to the Ottoman era. Islamic architecture and the remaining monuments from these periods add a distinctive cultural and tourist attraction.

In addition to the monuments, Algeria contains important cultural sites such as the rock carvings of Tassili and Hoggar, some of which are considered part of the world heritage, such as the city of Ghardaia, which was listed by UNESCO as a world heritage.

4.1.3 Thermal elements (mineral baths)

Algeria is rich in mineral water resources, as local and foreign investors are allowed to exploit 202 mineral water sources distributed throughout the country, most of them in the north^{***}: 139 sources of local importance, 22 sources of regional importance, and 11 sources of national importance.

These mineral baths are one of the main pillars of the development of health and medical tourism in Algeria, enhancing the country's attractiveness as a destination for tourists seeking natural treatment and relaxation.

These natural, cultural, and historical components represent a strong foundation that supports the development of tourism in Algeria, where the diversity of regions and climates also provides different opportunities for

^{§§}FaridKhabit, and RedaHebyani, FaridKhabit, and RedaHebyani, op. cit, pp.05-06.

^{***} Ibid, P. 06.

the development of various types of tourism, which enhances the continuity of tourism activity throughout the year and contributes to the sustainable development of the tourism sector.

4.2 Analysis of the status of the tourism sector in Algeria:

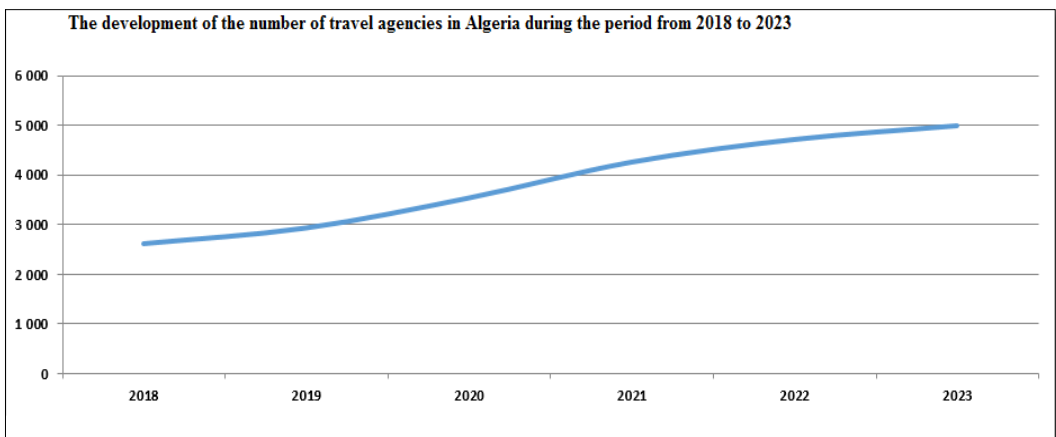
Analysis of the status of the tourism sector in Algeria requires a deep understanding of the challenges and opportunities it faces, as despite the great potential the country possesses, including natural diversity and cultural heritage, tourism still faces obstacles that hinder its development and growth. This analysis will address the factors affecting tourism performance, including infrastructure, which contributes to identifying future trends to enhance the sector and achieve sustainable development.

4.2.1 Travel agencies:

Travel agencies play a vital role in promoting tourism by providing integrated services that facilitate the travel experience for travelers, as they organize trips, provide information about destinations, and present promotional offers that make travel more attractive, they also contribute to enhancing local culture by supporting local communities and sustainable tourism activities.

In addition, agencies contribute to creating unique experiences, encouraging people to explore new places and interact with diverse cultures, thus boosting tourism in different countries.

Figure 2:shows the evolution of the number of travel agencies in Algeria between 2018 and 2023:



Source: <https://www.mta.gov.dz/principaux-agregats-du-tourisme/?lang=fr#el-dd3b99bb>

The graph represents the development of the number of travel agencies in Algeria during the period from 2018 to 2023, and clearly shows a trend in the number of these agencies, as the highest number of agencies was recorded in 2023, while the lowest number was in 2018. Observations indicate that the largest increase in the number of agencies occurred between 2021 and 2022, and this growth can be explained by several factors, most notably the gradual improvement in economic conditions and the resumption of tourism activity after the repercussions of the Corona pandemic, and new government policies and the promotion of tourism may have contributed to strengthening this trend.

These data indicate that the tourism sector in Algeria is heading towards recovery and needs to take advantage of this opportunity to enhance its attractiveness. In this regard, it is also important to ensure the accuracy of the data used in the graph, as errors in the data can affect the results of the analysis, and other factors such as competition, changes in consumer preferences, and technological developments must also be taken into account.

In conclusion, Analyzing growth (2021–2022), proposing measures, and benchmarking Algeria’s tourism against regional peers is essential for insights.

4.2.2 Tourism projects:

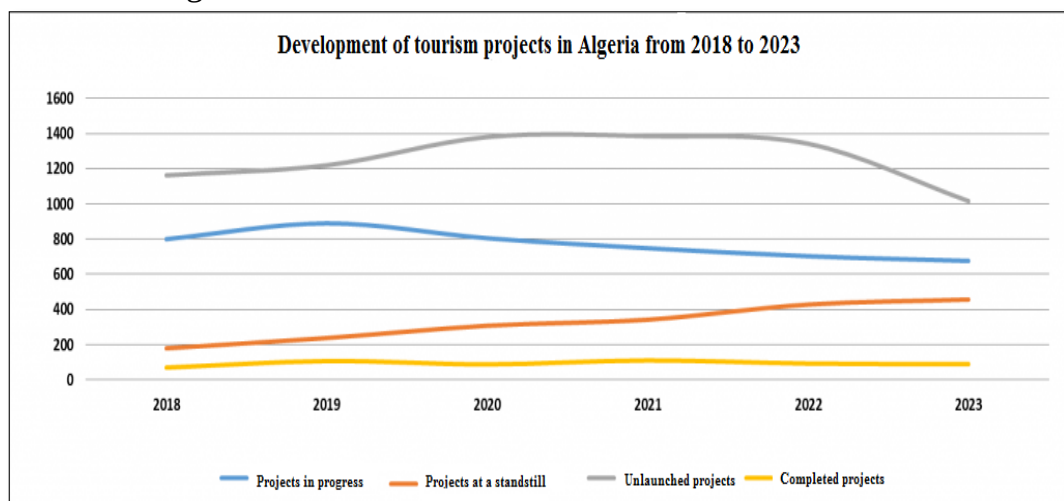
Tourism projects play a crucial role in developing tourism by enhancing infrastructure and providing new facilities and services, which increases the attractiveness of tourist destinations. These projects also contribute to creating job opportunities, stimulating the local economy, and enhancing diverse tourism experiences, they help improve the quality of

services provided, which leads to attracting more tourists and increasing tourism revenues.^{†††}

Table 1 and **Figure3**:show the development of tourism projects in Algeria from 2018 to 2023:

	2018	2019	2020	2021	2022	2023
Projects in progress	799	889	804	747	701	674
Projects stopped	181	239	308	342	427	455
Projets non lancés	1163	1220	1380	1385	1342	1017
Completed projects	67	107	87	111	92	89
Total	2210	2455	2579	2585	2562	2235

Source:<https://www.mta.gov.dz/principaux-agregats-du-tourisme/?lang=fr#el-dd3b99bb>



Source:<https://www.mta.gov.dz/principaux-agregats-du-tourisme/?lang=fr#el-dd3b99bb>

Analysis of the table and graph on the number of tourism projects in Algeria shows a significant decline in new investments between 2018 and 2023. The table, which displays the total number of tourism projects,

^{†††}MochamadWispondono, and HadiPurnomo, Assessing Tourism Competitiveness in Pamekasan Regency: A Tourist Perspective, BIO Web of Conferences, 2024, p. 03.

reveals a general upward and then downward trend, indicating a decrease in the number of projects, which may be due to the economic crisis that affected the ability of investors, in addition to the repercussions of the Corona pandemic that led to the suspension of many projects and the shaking of confidence.

The second figure, which classifies projects according to their status, shows an inhomogeneous distribution with a large dominance of suspended projects, as a result of the lack of funding and bureaucratic difficulties, which confirms the slowness of achievement.

We conclude that the tourism sector in Algeria faces major challenges related to investment, which affects the ability to develop new tourism products and attract tourists, and to improve the situation, administrative procedures must be facilitated, financial incentives must be provided to investors, in addition to developing the tourism infrastructure, as well as enhancing tourism promotion, and it is important to study the reasons for the suspension of projects and develop partnerships between the public and private sectors, in addition to investing in training national competencies and encouraging domestic tourism.

4.2.3 Beaches:

Beaches are considered one of the most important tourist destinations that play a role in attracting tourists at the domestic and international levels. Domestic tourism provides citizens with opportunities to spend their holidays and enjoy nature, which contributes to stimulating the local economy and enhancing awareness of local culture and heritage.

As for foreign tourism, beaches are considered a major attraction for international tourists, as they offer various experiences such as relaxation, water sports, and recreational activities, where this tourism contributes to increasing national revenues and enhancing the country's reputation as a tourist destination, making beaches an essential element in enhancing tourism activity and stimulating economic and social development.

Table 2: Beach tourism statistics between 2019 and 2023

years	2019	2020	2021	2022	2023
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Total number of beaches	581	565	585	602	617
Licensed beaches for swimming	426	362	409	432	437
Not licensed beaches for	155	203	176	170	180
Frequencies on beaches	95	39	26	128	140

Source: <https://www.mta.gov.dz/principaux-agregats-du-tourisme>

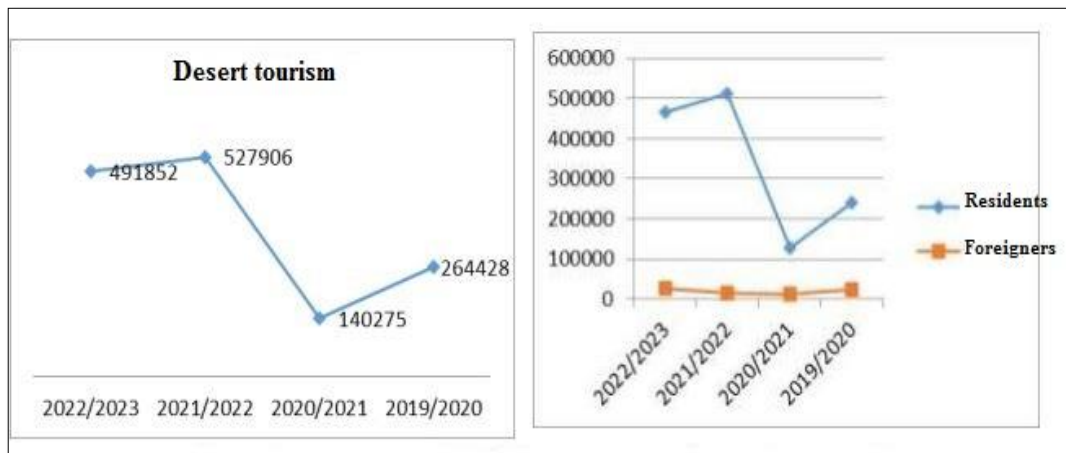
The table analysis on the evolution of the number of beaches and their visitors in Algeria provides a comprehensive overview of the beach tourism situation between 2019 and 2023. It shows a decrease in the years 2021 and 2022, which is due to the impact of the Corona pandemic, followed by an increase in the number of visitors in 2023, indicating the beginning of a recovery in this sector. In general, the analysis reflects the impact of the pandemic on beach tourism, with the challenges facing the sector such as competition, the need to improve infrastructure, provide better services by strengthening tourism promotion, developing facilities, and diversifying tourism products while paying attention to protecting the marine and coastal environment.

4.2.4 Desert Tourism:

Desert tourism in Algeria faces major challenges after suffering a sharp decline in the number of visitors, especially after the Corona pandemic, as despite the huge tourism potential in the Algerian desert, the sector suffers from a lack of investment and promotion, and data indicates that domestic tourists constitute the largest percentage of visitors, but foreign tourism has been more affected by the crisis.

It is necessary to take urgent measures to revive this vital sector, by developing the tourism infrastructure, diversifying tourism products, and promoting desert destinations internationally.

Figure 4: Influx of local and foreign tourists to the Algerian desert from 2019 to 2023



Source: <https://www.mta.gov.dz/principaux-agregats-du-tourisme>

The analysis of the two graphs of desert tourism in Algeria addresses the development of the number of tourists between 2019/2020 and 2022/2023. The first graph shows a sharp decline in the number of tourists arriving in the Algerian desert between 2021/2022 and 2020/2021, after a period of increase, indicating the growth of the sector before the pandemic, this decline is mainly due to the repercussions of the Corona pandemic, which led to travel restrictions.

The second graph, which probably shows the division of tourists into two categories, local and foreign, highlights that local tourists constitute the largest proportion of visitors, while the decline in the number of foreign tourists was more severe, reflecting the heavy dependence on desert tourism on foreign tourism.

In general, the analysis reflects the major impact of the pandemic on the sector, emphasizing the importance of local tourism in supporting desert tourism, as the sector faces multiple challenges, including the need to improve infrastructure, enhance tourism promotion, and improve services provided by intensifying efforts.***

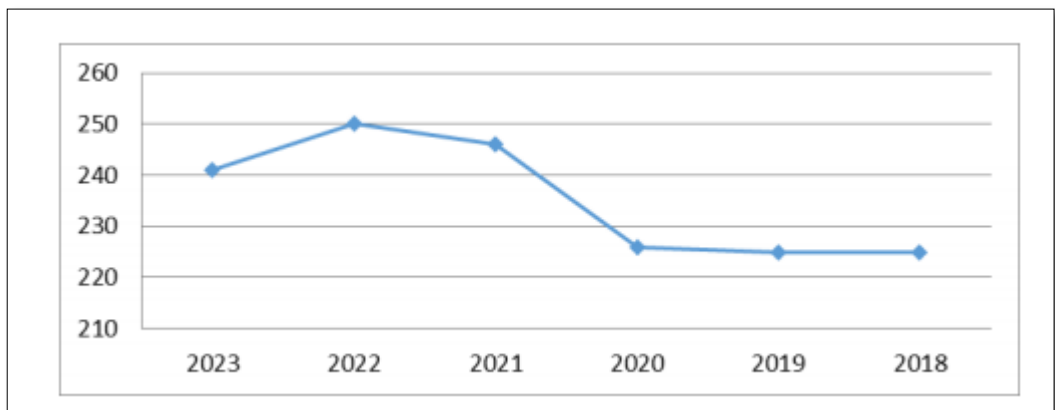
4.2.5 Hotel establishments:

***MaricaMazurek, The Competitiveness Changes in Tourism and Generally during Crises, The European Journal of Applied Economics, 2023, p .127.

Hotel establishments play a vital role in promoting tourism, as they represent the beating heart of the tourism sector by providing accommodation and basic services to tourists, as the quality of these establishments directly affects the visitor experience, which contributes to increasing tourist attraction and stimulating economic activity in various destinations.

Moreover, hotel establishments are considered platforms for providing diverse experiences, such as cultural and entertainment activities, which enhance the attraction of tourists from different categories, and the hotel sector's investments in improving infrastructure and providing distinguished services support sustainable tourism and help develop tourist destinations in general. The following figure shows the development of the number of hotels operating in Algeria from 2019 to 2023.

Figure 5: Operating tourist hotel establishments in Algeria between 2018 and 2023



Source: <https://www.mta.gov.dz/principaux-agregats-du-tourisme>

The graph shows the development of the number of operating tourist hotel establishments in Algeria during the period from 2018 to 2023, showing a significant increase in 2022 compared to previous years, after a decrease in 2021, and the number stabilizing at low levels in the three years that followed.

The increase in 2022 is attributed to new investments, improved economic conditions, and expectations of an increase in the number of tourists. In contrast, the sharp decline in 2021 was linked to the repercussions of the

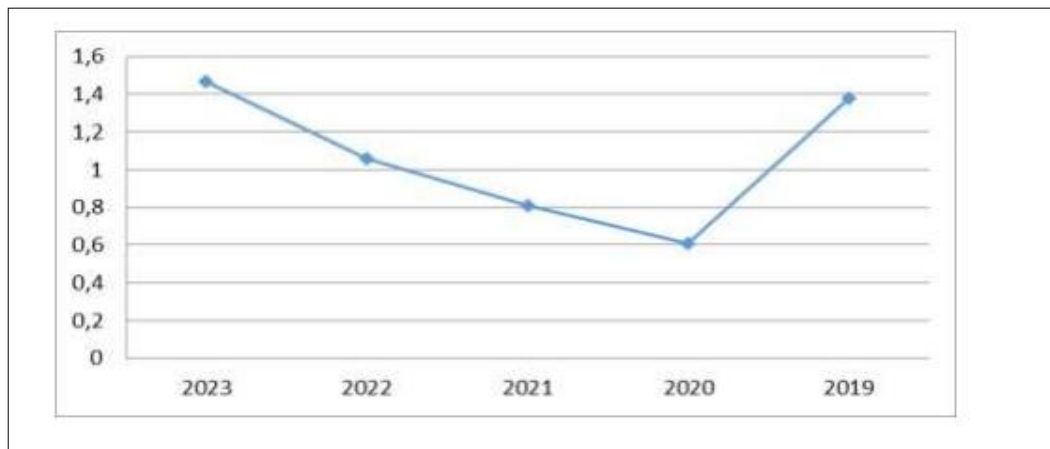
COVID-19 pandemic, which negatively affected the sector, leading to the closure of many hotel establishments.

The conclusions indicate that the hotel and tourism sector in Algeria is facing major challenges, which calls for government support measures to enhance investment, diversify tourism products, and focus on domestic tourism, with the need to develop the infrastructure to attract more investments.

4.2.6 Tourism and Economic Growth:

The chart below shows the share of the tourism sector in GDP from 2019 to 2023 and highlights some important trends, while the data shows significant fluctuations, with the share of tourism experiencing significant increases and decreases. In general, a clear downward trend can be observed, especially between 2023 and 2020, and in 2019, it increased sharply by a positive event or factor that affected the sector.

Figure 6: Contribution of the tourism sector to the GDP



Source: <https://www.mta.gov.dz/principaux-agregats-du-tourisme>

Many factors explain these fluctuations, including global events such as economic crises and pandemics, government policies that affect tourism, climate change, and competition from other destinations, and the overall decline in share appears to be linked to the impact of the Covid-19 pandemic, which led to a sharp decline in travel.

Conversely, the sudden increase in 2019 may be due to the organization of a major international event or a successful promotional campaign, accordingly, it can be concluded that the tourism sector in Algeria faces major challenges that require the attention of the government and investors to achieve sustainable growth.

Therefore, recommendations include diversifying the economy to reduce dependence on tourism, strengthening infrastructure to attract more tourists, promoting Algerian tourist destinations, and adapting to global changes, as well as collecting additional data on the number of Algerian tourists to ensure a more accurate analysis.^{§§§}

5. Prospects for developing the tourism sector in Algeria and strategies for upgrading it:

The prospects for developing the tourism sector in Algeria are promising, given the great potential that the country possesses to achieve the desired goals, as comprehensive strategies must be adopted that enhance the attractiveness of Algeria as a tourist destination.

5.1 Obstacles to the tourism sector in Algeria:

The tourism sector in Algeria faces several obstacles that hinder its development, including^{****}:

- **Insufficient accommodation capacity:** Algeria suffers from a shortage in the number of hotels and high-end tourist facilities, as the services provided are characterized by uncompetitive prices and do not meet international standards, which negatively affects the visitors' experience;
- **Lack of qualification and efficiency:** There is a lack of training and qualification of workers in the tourism sector, which negatively affects the quality of services provided to tourists, which is one of the reasons that hinder improving the sector's performance and increasing its competitiveness;

^{§§§}NugrahanaFitriaRuhayanaHadiFerdiansyah, Critical Factors for Increasing Tourism Competitiveness: Analysis of Travel and Tourism Competitiveness Index in Sumedang Regency, Coopetition JurnalIlmiahManajemen, 2023, p 11.

^{****}TouzyDjadid, and AbdEddine Ben Amraoui, The tourism sector as a sustainable economic development alternative to hydrocarbons in Algeria: A study of the sector's obstacles and its governance mechanisms in light of the current economic crises, Maaref Journal of Legal and Economic Sciences, 02(02),2021, pp. 79-95.

- **Weak infrastructure:** Algeria lacks an appropriate infrastructure for developing the tourism sector, especially concerning transportation and public facilities, as some tourist areas suffer from the absence of international airports, poor road conditions, and a lack of railways;
- **Inappropriate legislation:** The laws related to tourism are not keeping pace with modern developments, which leads to a slowdown in the process of attracting investments and developing tourism projects, which requires updating the legislation to facilitate investment and support tourism development;
- **Weak use of technology:** Travel agencies and tourism entities face challenges in using modern technologies due to lack of training and professionalism, which leads to the sector being late in keeping up with technological developments;
- **Real estate investment problems:** Investors face great difficulties in obtaining the land needed to develop tourism projects due to the complexity and length of administrative procedures, which delays the completion of projects and reduces the enthusiasm of investors to invest in this sector;
- **Security challenges:** Security issues, including health and food security, affect the desire of tourists to visit Algeria, as security challenges are considered among the most important factors that reduce the flow of tourists and discourage tourism investments;
- **Environmental degradation:** The Algerian environment suffers from noticeable deterioration, as beaches suffer from pollution and lack of interest, which negatively affects the attractiveness of tourist destinations and reduces tourist satisfaction;
- **Tourism Marketing:** The sector suffers from the absence of an effective marketing policy capable of promoting Algerian tourist destinations internally and externally, and the lack of cooperation between the relevant parties hinders marketing efforts;

- **High Taxes:** High tax rates affect the profit margins of tourism establishments, which leads to an increase in service prices and reduces the competitiveness of Algerian tourism compared to other destinations;
- **Strategic Planning:** Algeria lacks a clear map for tourism expansion, as there are no clear plans that define priorities and areas suitable for tourism investment, which affects the organization and development of the sector;
- **Bureaucracy:** The procedures for obtaining permits and laxity in completing the necessary procedures to implement tourism projects are complicated, which causes delays in projects and leads to the frustration of investors^{†††}.

These challenges and obstacles represent an obstacle to the development of the tourism sector in Algeria, and they require urgent solutions by updating legislation, improving infrastructure, and adopting effective marketing strategies to encourage tourism and increase the flow of tourists.

5.2 Necessary reforms for the development of the Algerian tourism sector: To achieve sustainable development in the tourism sector and enhance its role in the national economy, several strategic reforms can be implemented as follows^{††††}:

- **Regulating tourism activity:** It is necessary to establish a clear legal framework that regulates tourism activities, and to simplify and standardize procedures to ensure effective implementation and improve the tourist experience;
- **Facilitating services:** The necessary information should be provided and support provided to travel agencies to enhance their ability to provide high-quality services and facilitate planning for tourists;
- **Strengthening the role of the National Tourism Development Agency:** Supporting the National Agency and providing it with the necessary

^{††††} Yassin HafsiBounbou, The potential and obstacles of the tourism sector in Algeria and the mechanisms for its promotion to develop the national economy - an analytical study for the period 2008-2016, Journal of Creativity, 07(08), 2017, pp. 207-221.

^{****}Yassin HafsiBounbou, op. cit, P. 13.

resources to enable it to play its role effectively in developing tourism infrastructure;

- Developing human resources: Focus should be placed on improving the skills of workers in the sector through specialized training programs to meet the needs of the tourism market;
- Encouraging investment: Providing an appropriate investment environment that ensures attracting local and foreign investments by improving legislation and simplifying procedures;
- Enhancing cooperation between sectors: Encouraging integration between the tourism sector and other economic sectors to achieve integrated and sustainable development;
- Following up on the implementation of national plans: It is necessary to follow up on the implementation of the national master plan for tourism development to ensure the achievement of the desired goals;
- Raising community awareness: spreading awareness among community members about the importance of tourism and its positive impact, and enhancing positive interaction with tourism activities to enhance the country's tourism image.

Algeria has realized the importance of developing the tourism sector and giving it the status it deserves, and has assigned the responsibility of tourism development to the National Agency for Tourism Development (T.D.N.A.), which manages tourism expansion areas in cooperation with international experts, and seeks to develop this sector by adopting new strategies^{§§§§}:

5.2.1 Adopting a sustainable tourism development plan:

Algeria has launched a plan for sustainable tourism development under Law No. 03-01, dated February 17, 2003, aiming to create a suitable and stimulating environment for tourism development, including:

- Promoting investments and developing partnerships in tourism;

^{§§§§} Omar Houtia, op. cit, P. 24.

- Integrating Algeria's destination into the international tourism market by promoting the tourism image;
- Rehabilitating hotel and tourism establishments to increase accommodation and reception capacities;
- Diversifying the tourism offer and developing new forms of tourism activities;
- Meeting the needs of citizens in the field of tourism and recreation;
- Contributing to the protection of the environment and the enhancement of natural, cultural and historical capabilities;
- Improving the quality of tourism services and developing employment in the tourism sector;
- Harmonious and balanced development of tourism activities and the enhancement of the national tourism heritage.

5.2.2 Tourism development plans in Algeria:

In 2000, the Ministry of Tourism began preparing a plan to develop the tourism sector in the Horizons of 2010, before the emergence of a new project called Horizons of 2016, after which a master plan for tourism development for Horizons of 2025 was developed. Since 2000, the Ministry of Tourism has begun preparing plans to develop the tourism sector in Algeria as follows^{*****}:

- Tourism policy for Horizons of 2010: It was decided to integrate all institutions and activities that have a direct or indirect relationship in identifying, developing, and promoting tourism activities;
- The programmed tourism offer for development for Horizons of 2013.

Following the issuance of Laws 03-01, 03-02, and 03-03 of February 17, 2003, relating to sustainable tourism development, rules for the use and exploitation of beaches, expansion areas, and tourist sites, the tourism policy for Horizons 2010 was amended to formulate a new tourism development strategy for Horizons 2013, entitled "Sustainable Tourism Development Action Plan".

This strategy is based on diversifying the tourism offer by developing a variety of tourism products, including thermal, therapeutic, desert, cultural,

^{*****}Omar Houtia, Ibid, Pp. 25-30.

coastal, sports, and recreational tourism, in addition to business and conference tourism, and it also seeks to enhance Algeria's image as a distinctive tourist destination, by promoting the country's natural and cultural assets and improving the quality of tourism services.

In this context, in 2000, 22 new tourist areas were created as a base for tourism investments, within the "Horizons 2015" strategy, developed by the Ministry of Tourism, with funding from the Algerian Popular Credit, however, the success of this plan depends on the ability to implement the basic options to achieve the expected objectives, including increasing tourist flows to 2.1 million foreign tourists, and investments reaching 5.232 billion Algerian dinars over two phases: 2004-2007 and 2007-2013.

5.2.3 The Master Plan for Tourism Development for Horizons 2025:

Algeria has adopted an ambitious strategy for the development of the tourism sector until 2025, aiming to improve the country's tourism image abroad, and to develop the sector to become a major industry promising development in the Mediterranean region. The Master Plan for Tourism Development for Horizons 2025 (SDAT) is part of the National Plan for Territorial Development (SNAT 2025) and constitutes the main reference framework for tourism policy in Algeria, this plan was prepared in 2007 by the Ministry of Territorial Development, Environment and Tourism (MATET), and includes the following elements:

- **National strategic document:** through which the state announces to all stakeholders and regions its vision for developing national tourism within the framework of sustainable development.
- **Valuing national capabilities:** The plan reflects the state's will to enhance the country's natural, cultural, and historical capabilities, and employ them in the service of tourism to achieve a qualitative leap in this sector.
- **Triple balance:** The plan shows how to achieve a balance between social justice, economic efficiency, and environmental protection as essential elements of sustainable national development over the next twenty years.

- **Strategy implementation tools:** The specific tools for implementing the tourism development strategy include the Algeria destination valuation plan, establishing tourism excellence poles, improving the quality of services, implementing public-private partnerships, and developing tourism financing strategies, which are detailed as follows⁺⁺⁺⁺:
- ❖ **Algeria destination valuation plan:** This plan aims to promote Algerian tourism products by enhancing the positive aspects and removing the negative image by taking advantage of strengths, to make Algeria a competitive tourist destination on the international scene.
- ❖ **Poles of tourism excellence:** Each tourist pole represents a group of distinctive tourism offers in a specific geographical area, equipped with accommodation and entertainment facilities, and various tourism activities, these poles are integrated with local development projects and respond to market needs while maintaining their independence. The tourist poles also include the following regions: North East, North Central, North West, Southeast, South West, and two poles in the Great South.
- ❖ **Quality and Tourism Plan (PTQA):** aims to improve and develop tourism services in Algeria by focusing on education, training, and integrating modern technology, relies on direct electronic marketing of tourism products, and brings together all actors in the tourism sector who adhere to quality standards.
- ❖ **Public-Private Partnership Plan:** focuses on cooperation between the public and private sectors as a key factor to ensure sustainable development of the tourism sector, seeks to enhance cooperation between the various actors in the tourism sector to face international competition and improve the attractiveness of tourism in Algeria.
- ❖ **Tourism Financing Plan:** The tourism sector is characterized by its need for large investments, in exchange for slow returns, accordingly, the master plan provides financing solutions to support investors, by facilitating the granting of bank loans and extending repayment periods,

⁺⁺⁺⁺Omar Houtia, Ibid, pp. 30-33.

which contributes to financing and implementing Sustainable tourism projects.

6. Conclusion:

Tourism is considered one of the most important economic sectors that contribute to the development of countries and the achievement of prosperity for their societies, as the great potential that Algeria possesses in this field is highlighted by its natural and cultural diversity, but the current reality does not reflect these potentials in the required manner.

Through this article, several aspects related to the tourism sector in Algeria were reviewed, starting from the definition of tourism and its types, reaching an analysis of the reality of the sector and its components, as well as addressing indicators for classifying countries according to their tourism competitiveness, which reflects the need to improve tourism performance in Algeria, similar to other countries.

Despite the challenges facing the sector, such as the lack of infrastructure and weak tourism services, some opportunities must be exploited, as Algeria can benefit from its geographical location and cultural diversity to enhance its attractiveness as a global tourist destination, as strategies for tourism development include infrastructure upgrades, marketing, workforce training, and streamlined administration for goal attainment. However, it remains necessary for Algeria to adopt a comprehensive vision to achieve sustainable development in the tourism sector, focusing on sustainable tourism to preserve the environment and cultural heritage, and enhancing cooperation between the government and the private sector to achieve the goals.

In conclusion, the tourism sector in Algeria remains of great importance, not only for economic growth, but also for enhancing cultural identity and creating job opportunities, as Algeria can become one of the preferred tourist destinations in the region and the world, by adopting effective strategies, to raising the level of well-being and sustainable development in society.

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