

The E-promotion of maritime tourism transport to build the tourism industry in Algeria

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Abstract: The objective of this study was to emphasize the importance of tourism transport as a key component of the tourism industry. This is due to the necessity of it as one of the main pillars of the industry's construction. It is the link between tourists and tourist offerings, and thus represents a derivative demand linked to the demand for tourism services and is not intended for itself. Therefore, the importance of e-promotion to it as a significant factor in the development of an effective tourism industry is evident. A descriptive and analytical approach was employed to derive conclusions from the information obtained through the research. Additionally, a case study of a company was conducted. The results of the study are presented below: There is no promotional efforts due to the lack of competition and high demand versus supply, the organization do not use it's social media accounts in a way that suits the specificity of each of them.

Keywords: Tourism Transport, E-promotion, Tourism Industry, Algeria.

Jel Classification Codes: M30 ,M37, L91

المخلص: هدفت هذه الدراسة إلى التأكيد على أهمية النقل السياحي كمكون أساسي من مكونات صناعة السياحة، وذلك لضرورته كأحد الركائز لبنائها. حيث يعتبر حلقة الوصل بين السياح والعروض السياحية وبالتالي يمثل طلباً مشتقاً مرتبطاً بالطلب على الخدمات السياحية فلا يكون مقصوداً لذاته. لذلك، تتضح أهمية الترويج الإلكتروني للنقل السياحي كعامل مهم في تطوير صناعة سياحية فعالة. للتوصل لنتائج البحث تم استخدام المنهج الوصفي والتحليلي لاستخلاص النتائج من المعلومات التي تم الحصول عليها من خلال البحث. بالإضافة إلى ذلك، تم إجراء دراسة حالة لإحدى الشركات. وكانت نتائج الدراسة كالتالي: عدم وجود جهود ترويجية بسبب قلة المنافسة وارتفاع الطلب مقابل العرض، عدم استخدام المنظمة لحساباتها على وسائل التواصل الاجتماعي بطريقة تتناسب مع خصوصية كل منها.

الكلمات المفتاحية: النقل السياحي، الترويج الإلكتروني، صناعة السياحة، الجزائر.

تصنيف JEL: M30 ,M37, L91

1. INTRODUCTION

The transport sector is one of the most influential sectors in the tourism industry. Its services are linked to the tourism product and the tourism experience as a whole; it represents a clear added value for tourists. This is due to the intertwining of goals and objectives, as both are concerned with providing facilities for tourists. Therefore, tourism development and the tourism industry are dependent on several variables, including tourism transport, which is a supportive infrastructure whose attention represents an inevitable addition in the indicators of tourism improvement.

The availability of tourist transport is a necessary tourist service that is often requested by interested parties because it is required, but this does not mean that it should not be promoted in order to serve the transport sector in particular and tourism in general. In light of the extant literature that attests to the significance of tourism transport, we hypothesised that electronic promotion has a role to play in the development of the tourism industry. We also hypothesise a role for social media and online presence. And from it the issue of our study arises: what is the role of e-promotion of the tourist transport service in the Algerian tourism industry?

✓ Sub-questions:

- What is the importance of tourist transport in building the tourism industry?
- Does the case study company apply the e-promotion for its tourist transportation services?
- How does the case study company utilise its social media for promotional purposes?

1. Significance of the study: The significance of this study lies in the following three points:

- The absence of studies that have examined the promotion of tourist transport in Algeria.
- The identification of the components of the tourist transport infrastructure and its promotional efforts.
- The topic is closely linked to the tourism industry and is an important topic for Algeria, especially in recent years.

2. Research Methodology and Tools

This study employs a descriptive and analytical approach to answer the Problematic posed, as these are the most suitable for processing and employing the information obtained from studies that intersect with our study. A case study about the website and the social media pages of the enterprise was carried out to examine the state of the maritime transport sector in Algeria and the efforts to promote it. A content analysis of these pages was carried out to identify the organisation's message, promotional plan and ways of communicating with the target audience.

3. Related work and studies

In this section we present studies that adopt same variables as ours and they are:

- (Chekhar, Tounssi, & Berkane, 2022), The study aimed to focus on the role of maritime transport in the development of the tourism sector. A descriptive approach and a case study of a maritime transport organisation were used. The study found that there is a significant weakness in the infrastructure and lack of investments in this type of transport despite the natural assets.

- (Saoudi, Saoudi, & Wild Laghouati, 2017), The overall objective of this study was to analyse the impact of different modes of transport on the tourism industry. Using a descriptive and analytical approach, the study found that the improvement of tourism transport services has an impact on the growth of local and international tourism, as the development of the transport sector contributed to bringing 2.5 million tourists to Algeria in 2012. The most important challenges facing the transport and tourism sectors are the lack of suitable harbours for international and domestic cruises, the poor level of public transport services within cities, and the heavy pressure.

2. The Framework of Tourism Industry

2.1 The Concept of Tourism Industry

Tourism can be considered an integrated industrial sector due to the interdependence of its various activities. The industry is the construction of tourist facilities and centers that provide the services needed by tourists during their stay, taking into account their financial capabilities and economic categories. The tourism industry is distinguished by several characteristics are: it requires less financial investment than other production sectors. Secondly, it is less capital-intensive than other industries. Thirdly, the tourism product is dependent on the utilization of intangible natural assets, which are then planned and marketed. The tourism industry is related to productive activity that provides services related to economic and social development. (Dahbia & Belkadi, 2023, p. 68)

2.2 Requirements of the Tourism Industry

The fundamental principles of the tourism industry are based on: (Dahbia & Belkadi, 2023, p. 68)

- **The exploitation of natural assets:** The climatic conditions and vegetation, water bodies and deserts, waterfalls and mineral baths.
- **Human Factors:** Tourist attractions that have been constructed by humans, such as archaeological monuments, tangible and intangible heritage, culture and languages.
- **Service Ingredients:** These are the facilities that tourists require during their various activities and are represented by infrastructure such as airports, ports, banks, transport, entertainment centres, food and accommodation.

3. The Framework of The E-promotion

3.1 The concept E-promotion

E-Promotion is a marketing activity that employs the internet to capture the attention of target customers, encouraging them to become loyal to the offered products or services and deterring them from switching to competitors. E-Promotion is a promotional activity carried out using the internet, such as websites, social media, and online word of mouth (e-WOM). (Prastowo & Nur, 2023, p. 56)

E-promotion tools are internet-related tools, These include social media and the website and are as follows:

- Websites:

A website is a set of web pages that are interconnected and the files are related. The web consists of pages, and a collection of pages called the homepage. The homepage is in the top

position, with related pages at the bottom. Each page under the homepage is called a child page, which contains hyperlinks to other pages on the web.

The website plays a pivotal role for organizations, as it can streamline online services for its users. Website quality can be defined as the overall excellence or effectiveness of a website in delivering messages aimed at viewers and viewers. The quality of the website is in accordance with the expectations of the web stakeholders. Website design is an important determinant in achieving the quality of service offered to consumers (Syahputri, Rizkya, Siregar, & Syardhi, 2021, p. 01).

- **Social Media:**

The advent of social media has created a unique opportunity for individuals and organisations to establish significant relationships and create new forms of social interaction. These interactions are defined by dynamic exchanges between members of the social media community. The number and variety of social media platforms and users is expanding rapidly. As a result, one can identify a plethora of audiovisual platforms, including YouTube, Vimeo and SoundCloud; image platforms, such as Instagram; general social networks, such as Facebook, Twitter, Google+ or specialised ones, such as LinkedIn; news or bookmark aggregators, such as Digg or Delicious; blogs; and wikis, among others, which collectively constitute a vast digital arena where they become the new Web winners (Piñeiro-Otero & Martínez-Rolán, 2016, p. 47).

4. The Framework of Tourism Transport

4.1 The concept of Tourism transport

Transport is a service that enables people to move from one place to another, saving them time and effort. Therefore, it can be defined as the products provided by public or private institutions belonging to the land, sea and air transport sector, which aim to ensure the movement of people and their belongings for a fee (Bedjaouia, 2022, p. 697) .

Tourism transport represents a significant pillar of the tourism sector, encompassing a range of activities that serve tourists both within and beyond national borders. There is a clear and positive direct relationship between tourism transport and the broader tourism industry. since the growth of tourist traffic and the number of tourists seeking out destinations leads to increased investments and a focus on the development of transport infrastructure, ultimately driving growth in the sector. Conversely, the development of tourism transport has also led to the growth (Chekhar, Tounssi, & Berkane, 2022, p. 224).

The development of tourism has historically been linked to the development of transport. The following examples illustrate the relationship between the development of transport technology and the development of tourism. The development of railways in the post-World War I period in Europe led to the development of mineral baths and coastal resorts. The dramatic increase in car ownership has led to an increase in domestic tourism in communities. The development of aircraft technology has opened the door to international travel and long-distance tourism. The flexibility of cars as a mode of transport is unparalleled, as they do not have to adhere to fixed routes. However, the choice of transport remains contingent upon the quality of service provided by this mode of transport (Gater & Hannachi, 2020, p. 93).

4.2 Features of Tourism Transport

In order to ensure the efficient operation of tourism transport and its successful impact on the tourism industry, it is essential that it has the following characteristics: (Saoudi, Saoudi, & Wild Laghouati, 2017, p. 191)

- **comfort**, it is important to consider the following factors: In order to ensure the comfort of the body and mind, it is necessary to provide comfortable seating, ventilation, sanitary and bathroom facilities.

- **Safety**: It is of the utmost importance to guarantee the personal safety of tourists and their luggage, preventing any loss or damage.

- **Capacity**: It is imperative that vehicles and means of transport are equipped in a manner commensurate with the volume of demand and the fluctuations that occur in it according to seasons and periods of pressure.

- **Regularity**: It is the commitment to punctuality in a way that does not disrupt travelers' plans and engenders confidence in the entity they are dealing with.

- **Choice**: This is due to the provision of multiple times for the same destination, thereby affording tourists the opportunity to select the most convenient timing for their journey.

- **Comprehensive**: Tourist transport is a multifaceted phenomenon. Tourist journeys frequently necessitate the use of more than one type of transport, including cars, trains, and water transport.

- **Affordability**: The cost of transport represents a non-trivial proportion of tourism spending, given the necessity of transportation for tourists. It is therefore important to focus on this aspect and minimize the cost to support the tourists' experience and enable them to enjoy more.

- **Responsibility**: Transport organizations are obliged to ensure the safety of passengers and their luggage and to provide compensation in the event of any losses or damages.

The previous characteristics are generally observed in tourist transport, However, the Algerian context and circumstances have led to the emergence of certain characteristics (in Algeria), including :(Laib, 2016, p. 162)

- In Algeria, tourist transport is managed like public transport, without taking into account the specificities of the sector or the nature, needs and aspirations of its users (tourists).

- The high cost of tourist transport vehicles and spare parts, which leads to investors' reluctance to enter this business.

- The seasonality that is associated with various tourism activities and affects their relationship with various entities and investors, making it difficult to gain high profitability from tourism transport.

- There are no strict laws that regulate and frame the practice of tourist transport, which affects the quality of performance and services provided, as non-professionals and non-specialists can enter the sector.

4.3 The importance of touristic transport in building a tourism industry

The role of tourist transport in the revitalisation of tourism appears in :(Laib, 2016, p. 161)

- Tourism is a form of mobility, and as such, it requires the facilitation of means to ensure its smooth functioning.
- In the modern concept of tourism, its real beginning can be traced back to the integration of all types of land, sea and air transport.
- Transport plays a significant role in the development and creation of new tourist areas, as it contributes to access to them, such as islands, remote and isolated tourist areas.
- Intense competition leads to lower booking prices, which in turn leads to higher tourism rates.
- The means of tourist transport itself can be a desired tourist attraction for tourists, such as multi-stop ships, as the aim is to enjoy the journey, not the destination.
- The operators and employees of the various means of tourist transport can provide tourists with valuable information and explanations, making them one of the most important players in the tourism sector.
- The most prominent means of tourist transport, such as airplanes and ships, represent the initial stage of the tourist journey. Consequently, improvements to these means of transport and their associated infrastructure, such as airports and ports, have the potential to stimulate tourism and facilitate the growth of the industry.

5. The Case Study

In our study, the type of transport chosen is ‘maritime tourism’, so the case study will be the most prominent organization active in the sector, as follows:

5.1 Introducing the enterprise of ENTMV

The National Maritime Passenger Transport Corporation (ENTMV) was established by decree (No. 87-155) on 14 July 1987. On 7 April 1990, ENTMV was transformed into a public economic enterprise under the auspices of the Holding Services. The enterprise has three main activities are: Maritime transport of passengers and vehicles, Freight transport, Rolling freight, Activities ancillary to maritime transport, in particular Consignment of passenger ships, General representation, Ticket sales.

With regard to the matter of organization, the aforementioned entity is situated in Algiers, where the head office of ENTMV is located. This office houses all the central departments, including the IT Department and the Sales Department. The three regional departments are situated in Algiers, Oran and Annaba, with a further delegation based in Marseille. In addition the construction of the car ferry BADJI MOKHTAR III has enabled E.N.T.M.V. to strengthen its fleet, which now comprises four (04) ships. Furthermore, the company has established a network of ticketing agencies throughout Algeria and Europe, as well as a consignment structure in Algerian ports and the port of Marseille.

5.1.1 The ENTMV’ fleet specifications

From the 1990s to the present day, Algeria has endeavoured to satisfy the growing demand for maritime transport by launching maritime ships with specifications that align with the requirements of the service. we present it as follow: (Flotte, Algerie ferries, 2024)

- **Tariq Ibn Ziyad:** According to the organization's official website, Tariq Bin Ziyad is the first ship it owned. It was constructed in December 1995 at the Union Naval shipyard in Levante, Spain. The length of the ship is 153.26 meters, with an estimated width of 25.2 metres. It has a passenger capacity of 1276 and 500 economic chairs also the capacity to hold and charge 500 vehicles, the vessel is crewed by a complement of 160 personnel. The cabins combine functional design with comfort and luxury, offering an unforgettable journey. All cabins, whether inside or outside, are equipped with two, three or four beds, a television, a toilet and a shower.
- **Tassili 2:** The Tassili was constructed at the IZAR shipyard in Spain in November 2004. The vessel has a length of 146.6 metres and a width of 24 metres, with a capacity of 1,320 passengers, including 600 economy class seats and the ability to transport 300 vehicles.
- **El Djazair 2:** Built in May 2005 Shipyard 'IZAR' Spain The dimensions of the ship are identical to those of the Tasili II, with the same capacity for passengers and vehicles.
- **Badji Mokhtar 3:** The ship is the largest in the fleet and is the newest , entering service in September 2021. It was constructed by the Chinese company Guangzhou Shipyard International Company LTD (G.S.I.) and took three years to build (from 2018). It has a transport capacity of 1800 passengers and a crew of 180 members. It can load 600 tourist vehicles, and there are dining venues, entertainment venues, and duty-free shops. According to its technical specifications, the aircraft has reduced the travelling time by 2-3 hours per flight.

With its four ships, "Algérie Ferries" makes an average of 900 crossings a year. The trips depart from several ports that the company deals with In Algeria. The division of ports is governed by the idea of regionalization, with the central, eastern and western regions, each of which has two approved ports as follows:

Table 1. The Algerian ports that the ENTMV deals with

Eastern region	Center region	Western region
Annaba	Alger	Oran
Skikda	Bejaia	Mostaganem

Source: By The Author using (Ports, Algerie ferries, 2024)

Also the enterprise deals with other International ports. in Spain, (Alicante, Barcelone) and in France, (Marseille, Sète). For those who do not reside in Algeria, there is a scheduled flight from Genoa (Gènes), Italy to Skikda, and vice versa.

Additionally, the enterprise offers urban sea transport services, with a journey from the port of "Algiers" to "Tamentfoust" taking approximately four hours. Furthermore, the company is currently expanding its maritime transport lines to cover the entire Algerian coastline, which extends to 1,600 kilometers Since the fleet consists of only two vessels are "Badji Mokhtar 2"

and “Seraidi” ,They are identical and have the same characteristics, 38 meters long and 7 meters wide with a capacity of 206 passengers (Flotte, Algerie ferries, 2024).

5.1.2 Evolution of the tourists traffic in Algeria

Table 2. Number of tourists arrival to Algeria from 2018 to 2022

	2018	2019	2020	2021	2022
Recreation and rest	1 837 692	1 775 675	474 127	21 591	701 209
Growth rate	-	-3.37%	-73.30%	-95.45%	3147.69%
Business	174 738	153 727	34 094	43 972	55 377
Growth rate	-	-12.02%	-77.82%	28.97%	25.94%
Mission	6323	4376	1515	1432	794
Growth rate	-	-30.79%	-65.38%	-5.48%	-44.55%
Total	2 018 753	1 933 778	509 736	66 995	757 380
Growth rate	-	-4.21%	-73.64%	-86.86%	1030.50%

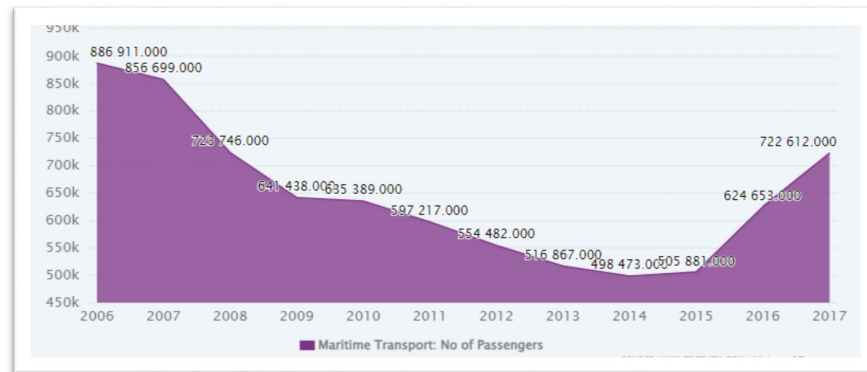
Source: By The Auther using (Ministry of Tourism and Traditional Industry)

It is noted that before the Prior to the onset of the global pandemic covid-19 (Despite the usual number (2 018 753) of tourists in 2018), Algeria entered into a contractual agreement with a Chinese company for the construction of the Baji Mokhtar 3 ship in 2018. This shows the interest of the tourism and transport sector in increasing the capacity to transport travellers (tourists) to and from Algeria by sea. Since Algeria has increased its interest in tourism and its facilities during the last decade, as evidenced by its support for the Baji Mokhtar maritime tourism transport fleet with distinctive features from the rest of the fleet, although 4 vessels represent a small number for the Algerian resources and the geographical location . For a country with a long coastline and proximity to the ports of many countries in the Mediterranean, the number of trips and destinations should be increased by increasing the number of ships in the fleet.

5.1.3 Evolution Of Maritime Transport Passengers In Algeria

The vessels of “Tassili 2” and “EL Djazair 2” were delivered in 2004 and 2005, which represent a good reason of the high visitation and numbers of arrivals by sea. This is evidenced by the highest number of arrivals to Algeria by sea since 2006. The next chart summarizes the evolution of maritime transports passengers to Algeria.

Fig.1. Algeria’s Maritime Transports Number of Arrival Passengers From 2006 to 2017



Source: (Algeria Maritime Transport: Number of Passengers, 2021)

The introduction of new vessels contributed to the increase in the number of tourists, especially in 2006, and Algeria kept pace with the tourist demand, as it increased from 2015 to 2017, and the Badji Mokhtar deal was concluded in 2018. This explains the existence of a realization and tracking of the movement of tourists through maritime transport by the Algerians. The years following 2006 represent a period of decline in maritime tourism demand due to the complete absence of promotional efforts. This decline continued for more than eight years without any reaction from the organisation or strategy to address the issue. Despite the fact that Algeria was perceived as a safe and stable destination, and there were no significant obstacles to justify the lack of demand during that period, it was not until 2015 that demand began to recover. This coincided with Algeria showing signs of interest in the tourism sector as a whole following the 2014 oil price crisis.

In addition, in order to provide a concise overview of the state of maritime tourism transport in the past 50 years, we may consider the following table:

Table 3. Highlights of Maritime Tourism Transport Statistics (1967-2017)

Last	Previous	MIN	MAX	Range
722 612 000	624 653 000	195 085 000	886 911 000	1967-2017
Person	Person	Person	Person	
(Year of	(Year of	(Year of	(Year of	
2017)	2016)	1973)	2006)	

Source: (Algeria Maritime Transport: Number of Passengers, 2021)

6. ENTMV E-promotion efforts for touristic maritime transports in Algeria

6.1 Social media platforms

In addition to its official website, ENTMV has three social media accounts: Facebook, Instagram and X.

- **X (Twitter before):**

The X account is the least followed with (1100) followers (May 2024). The account was created in December 2021, considering the lifetime of it (two and a half year), the number of followers it has gained is very limited and does not reflect any effective efforts. However, the account is active and posting, but all posts are news announcements regarding flights in case they are delayed or two flights are merged into one. As for the language used, it is Arabic only.

It is recognized that the X App relies heavily on the hashtag feature to make the post go viral and reach the exact target group, but there is no use of this feature. This explains the low number of followers as the account is not reaching them. In addition to the above, the use of images is very little.

- **Facebook:**

The enterprise's Facebook page is the most followed platform from the others with 72,000 followers and 51,000 likes. Its content is the same as that of the X account, it is completely informative and relies on some visual media such as photos and videos from inside the vessels, focusing on catering, decoration, rooms and chairs. There are also video clips under the title Ship Tour. This is a good promotional tool as it allows interested parties to familiarize themselves with the ships and the services available on board, which may enhance their desire and interest in booking.

Looking at the comments on the page's most popular video depicting the Iftar service during Ramadan, most of them were negative and critical of the enterprise, its catering services and prices. The page did not react to the comments or take any action.

- **Instagram :**

The number of posts is 247 photos and the account has 3094 followers, in addition to some photos of ships. It is noteworthy that the rest of the published photos are mostly the same and labelled 'notification' or 'important announcement' and are repeated permanently due to the fact that the account is news just like the rest of the social media accounts it owns. Many Instagram users use the platform as a side search engine in their searches for images and videos about the entities and topics they follow and search for, because the main goal of the platform is the visual sharing of content and the opportunity to appear for people and organizations, so the profile design for accounts is images/videos that are compact and ready to browse quickly and continuously. Therefore, not exploiting this feature by posting attractive images and videos about cruises, services provided and the ambience inside the ships is an ill-considered use of the platform.

What ENTMV publishes reduces the amount of time the user spends on its accounts. Scrolling and pausing should preferably be accompanied by posts and engaging content that makes the users feel like the enterprise wants to introduce itself, approach them, and convince them to try its services. It is evident that ENTMV requires the establishment of a dedicated

marketing team or the recruitment of an experienced individual or team to oversee the management of its social media accounts and the creation of content that is pertinent to the nature of the organization. The presence of similar and repetitive content across the three platforms suggests a lack of a coherent strategy to cultivate a mental image of the organization and its services.

6.2 The website of ENTMV

The website comes with a single version in French, with a white and blue color scheme that matches the nature of the owner's business. The website enables travellers to book online and find out about available flights, seats and rooms on the required dates. It also has newsletters and a page to publish announcements and breaking news. It also provides information about the fleet's ships, ports of call, travel agencies as well as files with a tourist guide and information of interest to the tourist if he wants to travel through the company's lines.

In essence, the website serves as a booking and news platform. The administrators have not attempted to enhance the website's visual appeal in order to attract a greater number of visitors and to educate them about the organization and its services. The interface is unadorned and lacks dynamism, yet it is immediately apparent upon initial examination and can be navigated with ease. The website loads quickly and smoothly, and the browser transitions between pages with minimal latency. The tone of the website is generally neutral and occasionally personalized, as evidenced (by the fleet page). This approach ensures that the website does not rely on personalization in its interactions with customers and potential customers.

7. CONCLUSION

Algeria has historically regarded its extensive coastline as a source of national pride. This is due to the fact that the country once possessed a naval fleet that was influential in African and European maritime movements in the Mediterranean Sea. However, the Algerian maritime transport sector has been underfunded for decades, resulting in a lack of capacity compared to the number of Algerians, especially travellers. This study has identified a number of shortcomings and issues in the Algerian maritime transport sector. In order to address these, a number of proposals have been put forward.

✓ The results of the study

1. We did not see any promotional efforts due to the lack of competition and high demand versus supply, so there is no need for the organization to convince and attract more tourists when it is unable to meet the current demand during peak seasons.
2. The tourism industry is a shared responsibility between several ministries, private and governmental entities, as well as civil society. Therefore, there is a need for collective coordination and the creation of structures with specialized management and guardianship to build a tourism industry with effective infrastructural components.
3. Despite the limited supply of available vessels, this does not prevent the utilization of social media in a way that suits the specificity of each of them. While Instagram's algorithm favours visual spread of content and longer scrolling times, it is not possible to publish content on it that is exactly the same as on Twitter, which favours the viral spread of posts.

4. There is no clear strategy for connecting coastal tourist destinations via maritime tourism transport. This is reflected in the small number of ferries for urban maritime transport.
5. We believe that local maritime tourism transport is as important as international tourism transport for Algeria due to the characteristics of the Algerian coast and its tourist destinations due to its length and different terrains.
6. It is necessary to create an official app for the organisation that is constantly updated and where announcements come in the form of notifications. The website and social media accounts should be customised for promotion purposes and visual feeding of users.
7. Apps are more intimate for users and easy to navigate as they are associated with mobile smartphones. Therefore, the exposure of the content displayed in them is greater, so it is also preferable to use them to promote and advertise the services offered in multiple languages and media.

✓ **The Study Suggestions**

1. Developing private organizations and companies concerned with maritime tourism transport services. This is to encourage local maritime tourism between states.
2. Given the proximity of the Algerian coast to many European and African coasts, it is necessary to open more transport lines to other destinations.
3. Strengthening cooperation between the Ministries of Interior, Tourism and Transport to improve and coordinate the available services, as well as facilitate the digitization of services in case of tripartite participation between the ministries. In addition to intensifying efforts by public and private organizations.
4. Opening specializations in vocational training and education institutions to increase the Algerian workforce qualified to provide organizing, catering and entertainment services on ships.
5. In view of the negative comments under the catering services leaflets, the need to improve the job performance of the staff by establishing training and qualification courses on a regular basis.
6. Facilitate the procedures and requirements for accepting tourism investments in order to open the way for competition and improve the offer available to tourists in a way that provides options for them and pushes prices to be more competitive.

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