

**Tourism in Algeria: Current State and Future Development under the 2030****National Tourism Master Plan**

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**Received: 18/01/2024**

**Accepted: 27/01/2024**

**Published: 30/01/2024**

**Abstract :**

This study aims to analyze the reality of the Algerian tourism sector by examining various diverse tourist potentials distributed throughout the entire national territory, whether they are natural, cultural, or historical. It also involves an analysis of the current state of the national tourism sector in terms of its material and human capabilities, as well as the various deficiencies and problems it faces. This has led the Algerian authorities to adopt the National Tourism Development Plan for the year (2030) as a highly effective tool for the development of the Algerian tourism sector. It serves as a new reference for the currently and future policies adopted by Algeria, aiming to leverage all tourism qualifications. The objective is to make it contribute to the development of the national economy by outlining a set of goals, with one of the most significant being the increase in revenue in foreign currency resulting from the influx of foreign tourists. This, in turn, leads to a higher contribution of the tourism sector to the national income.

**Keywords:** The tourism sector, the National Tourism Development Plan, Tourism Development.

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## **1. INTRODUCTION:**

All economies on a global scale, particularly the more advanced ones, strive to enhance and diversify their national income sources with the aim of achieving economic stability to the best extent possible. This is achieved through reliance on future economic plans built upon specific databases, with a focus on analyzing and further developing them. One of the most significant economic sectors in this context is the tourism sector, given its numerous characteristics that make it a pivotal factor in achieving economic development and growth. This has led Algerian authorities to adopt an effective strategy for the enhancement of the national tourism sector, complying with the measures stipulated in the National Tourism Development Master Plan for the year (2030).

### **1.1. Statement of the Problem:**

Given the significant role played by the 2030 National Tourism Development Master Plan, serving as a reflective lens for the future of tourism in Algeria, it leads us to address the following question:

-What is the current status and future outlook of the tourism sector in Algeria in light of the implementation of the National Tourism Development Master Plan for the year 2030?

### **1.2. Research Questions:**

Building upon this, we pose the subsequent questions:

- What measures have the Algerian authorities adopted to develop the tourism sector within the framework of the National Tourism Development Master Plan for the year 2030?
- What are the main potentials of the Algerian tourism sector?
- What are the key achievements that have been realized in the realm of the tourism sector under the National Tourism Development Master Plan for the year (2030)?

### **1.3. Hypothesis/hypotheses:**

In an effort to address the main problem and the sub-questions, we have adopted the following hypotheses:

- The National Tourism Development Master Plan for the year (2030) is acknowledged as a reflective mirror projecting the future of the tourism sector in Algeria.
- The National Tourism Development Master Plan for the year (2030) is characterized by its comprehensiveness and inclusivity, as it relies on the development of key tourism sub-sectors in Algeria.
- The National Tourism Development Master Plan for the year (2030) is distinguished by its geographic distribution across various national tourist regions.

### **1.4. Objective of the study:**

This study pursued a range of objectives, including:

- Introducing the tourism sector in Algeria.

- Analyzing the current status of the national tourism sector, with a specific focus on identifying impediments.
- Introducing the National Strategy for the Development of the Tourism Sector in light of the National Tourism Development Master Plan for the year (2030).
- Attempting to assess the the results accomplished through the strategy of the National Tourism Development Master Plan for the year (2030).

### **1.5. Methodology of the Study:**

In order to encompass the different facets of the subject, a descriptive approach was employed. This involved exploring key concepts and conducting an analysis of pertinent economic data relating to the tourism sector in Algeria.

### **1.6. Previous researches:**

Samira Amiche, “The Role of Promotional Strategies in Adapting and Enhancing Algerian Tourist Demand with the Level of Available Tourism Services During the period (1995-2015)”, Ph.D. thesis in Economic Sciences, Faculty of Economic and Commercial Sciences and Management Sciences, University of Setif 1, 2014/2015: The researcher’s problem revolved around attempting to understand the role of promotional strategies in adapting and improving Algerian tourist demand with the level of available tourism services during the period from (1995 to 2015).

Abdelkader Aouinene, “Tourism in Algeria: Potentials and Challenges (2000-2025) in light of the new tourism strategy of the Strategic Development Plan for Tourism 2025 (SDAT), in 2013. Ph.D. thesis in Economic Sciences, University of Ibrahim Soltane Chibout, Algeria: The main problem addressed by the researcher revolves around the mechanisms and means necessary to drive the wheel of the tourism sector in Algeria. The aim was to leverage the available tourism potentials within the framework of the National Strategic Plan for Tourism Development by 2025 (SDAT). The researcher delved into the reality of the Algerian tourism sector, examining the available potentials in Algeria. He also explored the historical development and the national strategy for the development of the tourism sector since independence.

Furthermore, the researcher analyzed the experiences of Egypt, Tunisia, and Morocco in the field of tourism, considering them as successful Arab models. A comparison was made between tourism in Algeria and other Arab countries under study. The researcher also emphasized the global economic significance of tourism.

Samir Boukhetala, Mohamed Zerkoune, Nawal Benamara, “Current State and Future Development Prospects of the Transport Sector in Algeria and its Role in Economic Development,” Algerian Journal of Economic Development 4(6), Algeria: University of Kasdi Merbah Ouargla, (2017). This study aims to underscore the economic importance of the transportation sector and evaluate its role in achieving economic

development, exploring the developmental impacts it has on the national economy. The research delves into the economic policies implemented in Algeria concerning the transport sector.

### **1.7. Organization of the Study:**

To address the main question of the study, it was structured around the following axes:

- The current state of the tourism sector in Algeria.
- The national strategy for the development of the tourism sector in Algeria in light of the National Tourism Development Master Plan for the year (2030).
- Evaluating the achieved indicators for the tourism sector in Algeria according to the strategy of the National Tourism Development Master Plan for the year (2030).

## **2. The state of the tourism sector in Algeria:**

Algeria possesses a range of diverse potentials and resources that many leading countries in the tourism field lack. These attributes could position Algeria as an exceptional tourist destination on both regional and global fronts, given proper attention and utilization. However, the tourism sector in Algeria encounters a set of challenges hindering its development. Therefore, this section will delve into the key components of the Algerian tourism sector, highlighting its strengths, and addressing the obstacles and challenges it encounters.

### **2.1. Tourism components in Algeria:**

Algeria possesses diverse tourism assets, with the most prominent being its natural features, considering the extensive national territory. In addition to natural attractions, there are cultural and religious components, historical assets, and material resources that contribute to the diversity of the tourism sector.

#### **2.1.1. Natural components:**

Algeria possesses natural attractions for tourism, manifested in its strategic geographic location in the heart of North Africa, covering an expansive area of 2,381,741 square kilometers, and a coastal strip spanning 1622.48 kilometers (Lakhdar, 2019, p. 213), complemented by three diverse climatic regions. Adding to the array of geographic features, the country boasts varied terrains and abundant animal, aquatic, and plant resources. It is also home to a significant number of natural reserves, a result of its geographical diversity and mineral springs renowned for their curative properties, utilized in the treatment of numerous diseases.

#### **2.1.2. Cultural and religious components:**

##### **2.1.2.1. Cultural components:**

The cultural components of tourism are embodied in the sites classified as Algerian World Heritage, which include: ([cnese](#), 2023).

- A. Roman Cities:** Such as Timgad, renowned for hosting major international festivals with a cultural and touristic essence. In addition, the Roman city of Djemila, recognized by UNESCO in 1967 as a World Heritage site, stands as one of the most picturesque ancient Roman cities in the Mediterranean region.
- B. The Tassili n'Ajjer Plateau:** They house more than 15,000 paintings that depict the climatic changes, animal migrations, and the evolution of human life in the desert over a span of 6,000 years before the Common Era. UNESCO has classified them as part of the World Heritage List.
- C. Beni Hammad Fortress:** Located near Msila, it was founded in 1117 CE as the capital of the Hammadid state.
- D. The M'zab Cities:** Founded by the Ibadi community in the twelfth century CE, specifically in 1153 CE. The municipality of Ghardaia was inscribed as a UNESCO World Heritage Site in (1982) for its historical significance. One of the prominent features among these landmarks is the Grand Mosque, adorned with a minaret of 114 steps leading upward, representing the number of verses in the Quran.

#### **2.1.2.2. Religious components:**

The religious elements of Algerian tourism are represented by the ancient mosques scattered throughout the national territory, serving as places of worship. Moreover, the zaouias, which played a vital role in preserving religious, linguistic, and cultural identity, especially during the French colonial period, they acted as platforms for advocating resistance and the liberation of the country. These sites can be considered factors in tourist attraction, particularly for neighboring countries that share similar customs and traditions (Cherfaoui, 2014-2015, p. 142).

Besides the Islamic landmarks, Algeria boasts numerous Christian sanctuaries, serving as a significant draw for religious tourism. Examples include the Roman Road of Saint Augustine and Father Foucauld, drawing the interest of tourists of diverse religious backgrounds (Samira, 2014-2015, p. 131).

#### **2.1.3. Material components:**

The material components of tourism in Algeria comprise all the facilities associated with diverse tourist activities. This encompasses accommodation centers, transportation and communication networks. We will delve into the crucial elements that make up the material aspects of Algerian tourism:

##### **2.1.3.1 Accommodation Facilities:**

The following table illustrates and summarizes the number of accommodation centers in Algeria during the period (2015-2022):

**Table N°01: Accommodation Centers in Algeria During the Period (2015-2022)**

|                                                    | 2015           | 2016           | 2017           | 2018           | 2019           | 2020           | 2021           | 2022           |
|----------------------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
|                                                    | Number of Beds | Number of Beds | Number of Beds | Number of Beds | Number of Beds | Number of Beds | Number of Beds | Number of Beds |
| Five-Star Hotels                                   | 4242           | 6734           | 7634           | 7634           | 7243           | 7345           | 7613           | 8559           |
| Four-Star Hotels                                   | 1800           | 2810           | 4508           | 4746           | 6161           | 6824           | 7935           | 10223          |
| Three-Star Hotels                                  | 5829           | 7045           | 5687           | 5886           | 6427           | 6861           | 7707           | 9083           |
| Two-Star Hotels                                    | 4605           | 4425           | 4565           | 5185           | 5381           | 5995           | 7935           | 10403          |
| One-Star Hotels                                    | 11295          | 11295          | 11335          | 11684          | 12612          | 12724          | 13027          | 14075          |
| non-starred Hotels                                 | 8533           | 8533           | 8533           | 8590           | 9456           | 9456           | 9456           | 9456           |
| Two-Star tourist accommodation                     | 384            | 384            | 384            | 384            | 384            | 384            | 384            | 384            |
| One-Star tourist accommodation                     | 313            | 313            | 313            | 313            | 313            | 313            | 313            | 313            |
| Two-Star hostel                                    | 93             | 93             | 93             | 93             | 93             | 93             | 93             | 152            |
| One-Star hostel                                    | 30             | 30             | 30             | 30             | 30             | 86             | 148            | 168            |
| Two-Star youth hostel                              | 16             | 16             | 16             | 16             | 16             | 16             | 16             | 16             |
| One-Star youth hostel                              | 20             | 20             | 20             | 20             | 20             | 20             | 20             | 20             |
| Holiday village                                    | 274            | 274            | 274            | 274            | 274            | 274            | 274            | 434            |
| Furnished Apartments for Tourism (One Category)    | 91             | 91             | 91             | 91             | 205            | 205            | 205            | 205            |
| Accommodations (One Category)                      | 426            | 426            | 426            | 426            | 426            | 426            | 426            | 426            |
| Mountain Lodge (One Category)                      | 170            | 170            | 170            | 170            | 170            | 170            | 170            | 170            |
| In the process of classification                   | 54742          | 55380          | 59713          | 64727          | 66434          | 66438          | 66560          | 70346          |
| Other structures intended for hotel accommodations | 9381           | 9381           | 9381           | 9786           | 9984           | 9984           | 9984           | 9984           |
| Total                                              | 102244         | 107420         | 112264         | 119155         | 125676         | 127614         | 132266         | 145526         |

**Source:** Compiled by researchers based on data from the Ministry of Tourism and Traditional Industry and the National Office of Planning and Statistics, online at: <https://www.mta.gov.dz/>. Accessed on: 13/08/(2023).

### 2.1.3.2. Tourist agencies:

Tourist agencies play a crucial role in saving tourists time and effort when searching for tourist destinations, transportation, and accommodation. They offer integrated programs, and the tourist only needs to make a choice. It is noteworthy that the recent period has witnessed a significant increase in the number of these agencies due

to the growing culture of travel and tourism in Algerian society. However, the majority of their activities are oriented towards outbound tourism, with 80% related to Omra and international travel, 10% involved in receiving agencies from the southern regions, and 10% focused on ticket sales (Rayane, 2017-2018, p. 343). During the period (2015-2022), there has been a continuous increase in the number of tourist agencies, with a growth rate estimated at 287.4%. This reflects the ongoing growth in the number of tourist agencies in Algeria, particularly from the private sector, which has shown significant interest in investing in this sector. The following table illustrates the development in the number of tourist agencies in Algeria during the period (2015-2020):

**Table N°02:** The number of tourist agencies in Algeria during the period (2015-2022)

| Year                              | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----------------------------------|------|------|------|------|------|------|------|------|
| Number of active tourist agencies | 1643 | 2041 | 2220 | 2626 | 2942 | 3546 | 4267 | 4722 |

**Source:** Prepared by the researchers, based on (Mahmal, 2019, p. 7) The Directorate of Tourism Quality Planning and Control, Ministry of Tourism, online at <https://www.mta.gov.dz/>. Accessed on: 11/09/(2023).

### 2.1.3.3. Transportation:

Transportation in Algeria consists of a network of roadways and a railway network with a total length of 4498 km, with 3845 km in operation and an additional 2380 km under construction (Hocine, 2019, p. 7). In the realm of air transport, Algeria possesses 53 airports, including 13 international airports. Algiers Airport is considered the most significant, attracting 6 million passengers annually. Air Algérie, the national airline, dominates the aviation transport market, operating numerous flights to Europe, Africa, and Canada (Nawal, 2017, p. 51).

In the maritime transport sector, the National Navigation Company (CNAN) and the National Maritime Passenger Transport Company represent the maritime transport sector in Algeria. Most ferries transport passengers to European shores, and goods are shipped globally. The majority of international trade activities are conducted through maritime transport via (11) commercial ports (Amara, 2017), including (2) oil ports, (31) fishing ports, and one leisure port. The infrastructure includes over (53) km of quays, more than (9) km of port quays, over (1500) hectares of water plans, more than 790 hectares of marine land, and (31) maritime quays for oil and gas (Hocine, Development and Financing of Infrastructure Projects in Algeria, and the Necessity of Turning to BOT Contracts, 2019, page 7).

### 2.1.3.4. Communication Means:

The communication sector in Algeria has undergone significant development,

with the telephone network covering 75% of completed capacities, primarily featuring automatic systems. Moreover, there has been extensive and widespread adoption of the digital system. A new service has been introduced, allowing users to request landline connections, alongside the proliferation of internet services and the emergence of third and fourth-generation services (Nour, 2019, p. 281).

## **2.2. Constraints Facing the Tourism Sector in Algeria:**

The Algerian tourism sector faces a range of obstacles and deficiencies, making it a vulnerable and marginalized industry. This has had a negative impact on the development of the national economy, including contributions to the gross domestic product, employment, and the trade balance. Despite Algeria's considerable tourism potential, these challenges persist. They can be summarized as follows: (Benwareth, 2021, p. 227).

### **2.2.1. Lack of Competitiveness in Tourism Products:**

Hotels require rehabilitation, upgrade and modernization due to the insufficient and poor-quality hospitality structures and hotels. There is also a shortage and neglect concerning reception facilities, quality and authentic hotels, and restaurants, with relatively high prices for domestic tourists. This is despite the absence of distinctive and attractive tourism products coupled with the lack of a unique tourism brand.

### **2.2.2. Limited Adoption of Information Technology in Tourism:**

Insufficient utilization of information technology is apparent in the tourism sector, especially in the southern regions, where electronic platforms for promotion and attraction are lacking. Electronic tourism remains either inactive or absent, as existing websites do not support online booking or payments. This deficiency leads to a lack of interactive communication channels between service providers and tourism service seekers, which diminishes the sector's ability to adapt to the demands of the information age.

### **2.2.3. Lack of Competence and Professionalism in Tourism:**

The tourism sector faces a deficit in competence and professionalism concerning services provided to tourists. Moreover, the quality of training does not meet the standards required for distinguished tourism offerings, primarily due to the scarcity of specialized centers and institutes focused on advanced tourism training.

### **2.2.4. Weak Performance of Banks and Inability to Adapt to Innovations:**

The banking and hotel sectors demonstrate a reluctance to embrace modern electronic payment methods, primarily due to the absence of exchange offices and the complexity of financial transactions. Furthermore, there is a lack of emphasis on supporting and financing tourism investments by banks.

### **2.2.5. Weakness in Marketing Algeria as a Tourist Destination:**

The absence of coordination among different entities within the tourism sector,

combined with low-quality and expensive transportation services, particularly in desert destinations, contribute to the ineffective participation in international tourism exhibitions and events. Moreover, the quality of air transport services is poor, particularly in desert destinations, coupled with insufficient coordination at airports. This has resulted in the ineffectiveness of participation in international tourism exhibitions and events.

#### **2.2.6. Absence of International and Arab Tourism Blocs:**

The fact that Algeria is not part of the World Trade Organization has placed it in a less competitive position compared to advanced countries in attracting foreign tourism investments. This is due to the terms and procedures associated with this membership, which are perceived to favor foreign companies and have not been approved by Algeria. The countries most successful in attracting tourism investments are those aligned with the World Trade Organization, as investments in service-oriented projects, especially in tourism, are often considered high-risk activities. As a result, despite the availability of natural resources, obtaining the necessary financing for tourism projects is challenging due to the absence of active participation in international organizations. Even if successful in addressing issues related to project definition and planning, securing the required funding remains difficult. (Elkader, 2012-2013, p. 233).

### **3. Within the framework of the Tourism Development Master Plan for 2030:**

In this axis, we will delve into the general outlines of the National Guiding Plan for Tourism Development for (2030). This entails examining its programs, determining its future objectives, and understanding the dynamics it relies upon, along with the content of prospective projects.

#### **3.1. Introduction to the National Strategic Plan for Tourism Development for 2030:**

The National Strategic Plan for Tourism Development is an integral component of the National Strategic Plan for Regional Development towards 2030 (SNAT). It was formulated in (2007) by the Ministry of Regional Planning, Environment, and Tourism (MATET) in collaboration with the French committee ODIT-France, responsible for drafting an expertise report outlining the essential points and reference axes for this plan. The national strategic plan encompasses Algeria's vision for national tourism development across different horizons: short-term as defined in (2009), medium-term until (2015), and long-term initially set for 2025 but later extended to (2030). This is part of the overarching endeavor to achieve sustainable tourism development (Bouhafs, 2020, p. 569).

#### **3.2. Programs of the Guiding Plan for Tourism Development in Algeria: Outlook 2030:**

The programs of the National Guiding Plan for Tourism Development in Algeria – Outlook 2030 are characterized by their diversity and are closely linked to the National

Program for Regional Development. The plan aims to ensure sustainable regions by maintaining financial resources, preserving cultural heritage, and conserving the environment. It also works towards ensuring the attractiveness and competitiveness of regions through international openness, local development, the establishment of competitive hubs, and promoting regional justice by rehabilitating remote areas. The programs contribute to creating a dynamic rebalancing of regional disparities by slowing down expansion towards the coast, establishing a detailed and sequential exclusive system, repositioning industrial and administrative sites. Lastly, the plan aims to ensure mature regional governance based on the principles of partnership, control, and regulation. The following table outlines the programs of the Guiding Plan for Tourism Development in Algeria for the Vision (2030):

**Table N°03: The Strategic Plan for Tourism Development in Algeria: Perspectives 2030**

| Axis | Goal                                                          | Program                                                                                                                                                                     |
|------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01   | Ensuring sustainable regional development                     | Sustainability of financial resources, cultural heritage preservation, soil conservation, combating desertification, and environmental system preservation.                 |
| 02   | Ensuring the attractiveness and competitiveness of the region | International openness for the region, local development, establishment of new spaces, building competitive and privileged hubs, modernization of public works.             |
| 03   | Achieving regional justice                                    | Addressing and rehabilitating obstacle-laden areas, alongside with rural renewal and urban policy construction.                                                             |
| 04   | Fostering regional rebalance dynamics                         | Slowing down expansion towards the coast, constructing a sequential and detailed exclusive system, repositioning industrial and administrative sites.                       |
| 05   | Ensuring mature regional governance                           | This directive is within the framework of the National Plan for Regional Development 2030, guided by principles of partnership, along with roles in control and regulation. |

**Source:** (Boukhabza, 2021, p. 233)

### **3.3. Material Objectives of the national guiding plan for tourism development: outlook 2030:**

The table below illustrates the material objectives of the National Guiding Plan for Tourism Development: Vision (2030).

**Table N°01:** The material objectives of the National Guiding Plan for Tourism Development: Vision 2030.

| Indicators                                               | Goals for (2023)    |
|----------------------------------------------------------|---------------------|
| Number of Beds                                           | 360000              |
| Number of direct and indirect employment positions       | 900000              |
| Number of foreign tourists and Algerians residing abroad | 11 million tourists |
| Tourism revenues in millions of dollars                  | 8800                |
| Contribution of tourism to the GDP                       | 5-6%                |

Source: (Henni, 2020, p. 558)

### 3.4. Expected Scenarios for the Guiding Plan for Tourism Development in the Outlook of 2030:

Three scenarios have been defined regarding the future of the National Guiding Plan for Tourism Development in the Outlook of (2030). The essential scenario estimates (6) million tourists with a total of (635) projects and a total of 100,000 new beds, valued at 300 billion Algerian dinars. The average annual completion is estimated at (600) beds for every (50) projects. As for the moderate and optimistic scenarios, they can be further detailed in the following table:

**Table N°01:** Expected Scenarios for the Guiding Plan for Tourism Development: Vision 2030

| Scenarios                     | Number of tourists (in millions) | Number of projects | number of new beds | Monetary value (billion dinars) | Annual achievement         |
|-------------------------------|----------------------------------|--------------------|--------------------|---------------------------------|----------------------------|
| The first necessary scenario  | 6                                | 635                | 100000             | 300                             | 600 beds<br>50 projects    |
| The second moderate scenario  | 12                               | 1240               | 200000             | 600                             | 1200 beds<br>100 projects  |
| The third optimistic scenario | 18                               | 2500               | 400000             | 1200                            | 24000 beds<br>200 projects |

Source: (Bouriche, 2020, p. 46)

**3.5.The quintet of Tourism Strategies:** The strategic plan for tourism development is based on five strategies, they are as follows:

**3.5.1.The first strategy: Algeria as a tourist destination plan:**

The strategy for promoting Algeria as a tourist destination aims to reposition Algeria's image internationally and enhance its tourism reputation. This is achieved by creating a vivid and comprehensible portrayal of Algeria as a genuine tourist destination with authenticity and depth. The goal is to offer tourists rich and unique experiences that cannot be found elsewhere. To accomplish this, a marketing strategy has been devised, focusing on key elements, as outlined by (Zouda, 2020, p. 38).

- Study of the tourism supply and demand market.
- Identification of target tourist categories, including local tourists, Algerians residing abroad, foreign tourists, and elderly tourists.
- Division of the targeted markets into primary markets, such as France, Spain, Italy, and Germany; promising markets, including the United Kingdom, the Netherlands, Austria, and the Scandinavian countries; and long-term targeted but distant markets, such as China and Japan, Russia, North America, and the Gulf.
- Focus on the competitive advantages of Algerian tourism, primarily represented by the Algerian Sahara as a gateway to Africa, in addition to cultural, health, maritime tourism, and other tourism products like hunting, diving, and caves.
- Build a new image and expand the fame of the Algerian destination by creating tourism websites for disseminating information.
- Establish a structure for tourism monitoring and surveillance, overseeing the evolving preferences and requirements of tourists.
- Support promotional activities for various tourism stakeholders and ensure their meaningful participation in national and international tourism events and exhibitions.
- Innovate a product label and register it as an Algerian tourist product.

**3.5.2.The second strategy: Touristic poles of excellence**

The tourist pole is “a composition of exceptionally designed tourist villages within a specific geographical area, equipped and furnished with accommodation and entertainment facilities,” (Karima, 2022). In this framework, the National Strategic Plan for Tourism Development has identified seven tourist poles of excellence, as outlined by (Benalia, 2017, p. 74).

- Touristic Pole of Excellence Northeast.
- Touristic Pole of Excellence North Central.
- Touristic Pole of Excellence Northwest.
- Touristic Pole of Excellence Southeast (Oases).
- Touristic Pole of Excellence Southwest.
- Touristic Pole of Excellence Far South – Tassili N'Ajjer.

- Touristic Pole of Excellence Far South (Ahaggar).

### **3.5.3. The third strategy: Tourism Quality Plan (TQP)**

This movement places emphasis on the development of five types of tourism: medical tourism, leisure tourism, business tourism, desert tourism, and cultural tourism. Quality has become an essential imperative in large tourist countries. The philosophy guiding the tourism plan is aimed at enhancing the quality of the national tourism offering. It is based on training and excellence education, integrating information and communication technologies in harmony with the evolution of the global tourism product. This is accomplished by following the outlined plans, as detailed by (Layla, 2017, p. 298).

- **The first plan:** It consists of

- Initiating the Tourism Quality Plan (TQP) with the intention of aligning with a unified brand (Tourism Quality), representing the outcome of each qualitative effort.
- Embedding the current efforts within the framework of improving quality and the tourism offering, and promoting it domestically and internationally.
- Instigating a dynamic process for evaluating and elevating the tourism destination of Algeria.

- **The second plan:** It concerns effective training with the aim of training and elevating the human resources. This is accomplished through:

- Three institutions (CHT, INTHT, ENST) under the supervision of the Ministry of Tourism and Traditional Industries, with over (400) academic seats.
- High schools of hospitality and catering with a capacity of approximately (900) academic seats.
- 150 centers for vocational training.
- 60 private schools.
- Support and training for executive managers in the Ministry of Tourism and Traditional Industries in Algeria and abroad.
- Signing an agreement with the European Union under the DIVECO program (Euro-Algerian Partnership Agreement for Promoting Exports outside the Hydrocarbon Sector).
- Distribution of national training programs in tourism professions according to the tourist poles, which amount to 181 training institutions (Mohamed, 2014, p. 24).

- **The third plan:** (Hizia, 2020, p. 555)

It involves innovation and the utilization of information technology, with notable accomplishments in this realm. This encompasses the introduction of the electronic portal for the Ministry of Tourism and Traditional Industries, digitizing administration, and conducting a workshop with the World Tourism Organization on statistical tourism development.

#### **3.5.4.The fourth strategy:**

In the Public-Private Partnership Plan, the state plays a crucial role in the tourism sector, especially in the development of regions and the preservation of public landscapes. It is responsible for infrastructure development, such as airports and road construction, to support tourism. Additionally, the state ensures public order and security, manages museums and historical sites, and safeguards the country's positive image and sites through its policies and communication strategies. Meanwhile, the private sector focuses on the essentials of tourism investment and utilization. It evaluates and markets the properties and services provided by the state, requiring an encouraging regulatory framework and tax and social legislation tailored to the nature of its activities.

For the implementation of the Public-Private Partnership Plan, two key steps were identified. The first step involves enhancing the coherence and clarity of the tourism chain. The second step is related to organizing the partnership and conducting consultations at the local level. This is achieved through the signing of agreements with the Ministry of Higher Education and Scientific Research, the Ministry of Vocational Training and Education, the Ministry of Culture, and the Ministry of Communication. Additionally, it includes supporting and guiding investors and providing tax and customs incentives for importing equipment (Hizia, 2020, p. 556).

#### **3.5.5.The fifth strategy: Tourism Financing Plans (TFP)**

The Tourism Financing Plan aims to (Said, 2018, p. 421):

- Protect and support small and medium-sized tourism enterprises (SMEs).
- Ensure the continuity of tourism projects, avoiding interruption and dissolution.
- Attract and protect large national and foreign investors.
- Encourage investment in the tourism sector by providing tax and financial incentives.
- Facilitate and adapt bank financing for tourism activities.

#### **3.6.The tourist villages planned for development under the Strategic Tourism Development Plan for 2030 encompass:**

The number of tourist villages planned to be developed under the National Strategic Tourism Development Plan for (2030) is (17) tourist villages. They are distributed mostly along the entire Algerian coast, particularly in the North-Central region, which includes (11) tourist villages. The North-East region has (2) tourist villages, and the North-West region has (3) tourist villages. The vast South has (1) tourist village, which is the Massin Village in the Adrar province. This distribution of tourist villages for (2030) has been a subject of critique, noting the significant involvement of Gulf companies, especially Emirati companies, which own seven tourist villages, benefiting from their extensive experience in this field. The following table illustrates the number of tourist villages to be developed, specifying the tourist poles, company names, and projects. This information is

derived from the Strategic Tourism Development Plan for (2030).

**Table N°01:** The tourist villages targeted for establishment under the Strategic Tourism Development Plan for 2030:

| <b>Poles</b>                      | <b>Name of project</b>                          | <b>Investor</b>                                | <b>Number of beds</b> |
|-----------------------------------|-------------------------------------------------|------------------------------------------------|-----------------------|
| <b>North-East Tourism Pole</b>    | The tourist village Massida.                    | The Emirati company ELLC                       | <b>2440</b>           |
| <b>North-East Tourism Pole</b>    | The tourist village Sidi Salem                  | The Saudi company SIDAR                        | <b>4938</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Aguerioun in Bejaia         | CEVITAL                                        | <b>1282</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Sirène in Boumerdes         | The Emirati company ELLC                       | <b>2697</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village MEDISEA in Boumerdes        | The American-Tunisian-Algerian company SIYAH   | <b>17510</b>          |
| <b>North-Central Tourism Pole</b> | The tourist village Ain Taya, Algiers           | The Emirati company ELLC and the Kuwaiti Group | <b>5985</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Moretti in Algiers          | The Emirati group EMIRAL                       | <b>2004</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Sahel in Algiers            | The Algerian Hospitality Development Company   | <b>460</b>            |
| <b>North-Central Tourism Pole</b> | The tourist village Sidi Fredj in Algiers       | The Emirati company ALQUDRA                    | <b>360</b>            |
| <b>North-Central Tourism Pole</b> | The tourist village Zeralda                     | The Saudi company SIDAR                        | <b>6885</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Colonel Abbas in Tipaza     | The Emirati company Emaar.                     | <b>1240</b>           |
| <b>North-Central Tourism Pole</b> | The tourist village Oued Blah in Sizari, Tipaza | Cevital Group                                  | <b>1426</b>           |
| <b>North-West Tourism Pole</b>    | The Tourist Dream in Oran                       | Meragh Oran                                    | <b>5900</b>           |
| <b>North-West Tourism Pole</b>    | Helios Crystal in Oran                          | Helios France Residence                        | <b>220</b>            |
| <b>North-West Tourism Pole</b>    | Moscarda Tlemcen                                | The Emirati company ELLC                       | <b>732</b>            |
| <b>South-West Tourism pole</b>    | Ksar Massine Timimoun, Adrar                    | The South Group SID                            | <b>92</b>             |
| <b>North-Central Tourism Pole</b> | Dounia Park in Algiers                          | The Emirati company ELLC                       | <b>1000</b>           |
| <b>Total</b>                      | <b>55166</b>                                    |                                                |                       |

**Source:** (Cherit, 2015, p. 143)

### **3.7. The priority projects for tourism investments:**

The period from (2008) to (2015) was set for the initiation of (80) projects distributed among hotels and hotel networks across the seven tourist hubs for franchises. The total public and private investment required for this period amounted to 2.5 billion US dollars, with the goal of achieving 40,000 franchise beds and creating 8,000 job positions. Additionally, the plan included the development of (23) tourist villages and (5) ecological reserves designed in accordance with local and international demand, in addition to the establishment of (3) health and wellness centers. (Alya, L., 2017, page 173)

#### **4. Assessment of the achieved indicators of the tourism sector in Algeria according to the National Guiding Plan for Tourism Development for the prospects of 2030 strategy:**

Through this axis, we will conduct an evaluative process of the results accomplished in the tourism sector in Algeria, in line with the National Strategic Plan for Tourism Development for the prospect of (2030). This involves comparing the documented outcomes with the anticipated ones and assessing the success of the plan's programs by examining the actual engagement in the strategic plan for tourism development towards 2030.

##### **4.1. Assessment of the business plan for the initial phase of the Strategic Tourism Development Plan:**

The number of achieved tourists during the initial period of the plan (2008-2015) reached 1.7 million, representing a completion rate of 68%. This can be attributed to the weakness of the marketing strategy for Algeria as a destination. The number of completed beds recorded a delay rate of 63.95%, mainly due to the number of unfinished projects and others halted due to insufficient funding and other obstacles, such as real estate issues and administrative procedures, which adversely affect the investment environment in Algeria. This, in turn, has a significant impact on the workforce in the tourism sector, where employment opportunities reached 261,289, falling short of the intended 400,000 direct and indirect job opportunities. Furthermore, only 20% of the expected revenues were realized, resulting in a weakened contribution of tourism to the GDP, reaching only 1.2%, whereas the anticipated contribution was 3%. This is illustrated in the following table:

**Table N°01:** Assessment of the business plan for the period (2008-2015) within the Strategic Tourism Development Plan for the prospects of 2030

|                                   | <b>Targeted figures</b>      | <b>Achieved figures</b> | <b>Achieved percentage</b> |
|-----------------------------------|------------------------------|-------------------------|----------------------------|
| <b>Number of tourists</b>         | 2.5 million                  | 1.7 million             | 68%                        |
| <b>Number of beds</b>             | 159869 beds                  | 102244                  | 63,95%                     |
| <b>Contribution to the GDP</b>    | 3%                           | 1.2%                    | 40%                        |
| <b>Revenues (million dollars)</b> | 1500 to 2000                 | 304                     | 20,26%                     |
| <b>Job positions</b>              | 400000 (direct and indirect) | 261289                  | 65.32%                     |

**Source:** (Omar Ghezazi, 2020, p. 105)

##### **4.2. Engagement in the Tourism Quality Plan:**

Tourism establishments experienced a slight increase in engagement in the Tourism Quality Plan during the period (2015-2019). The number of hotels increased from (217) to (225) hotels. As for travel agencies, there was an increase of (21) agencies, reaching a total

of (200) travel agencies in (2019). Meanwhile, thermal spa hotels and restaurants remained stable, with (7) and (18) respectively, in terms of engagement in the Tourism Quality Plan during the period (2015-2019). This is illustrated in the following table:

**Table N°01:** The tourism establishments and projects engaged in the Tourism Quality Plan during the period (2015-2022)

| Year                                                      | 2015                               | 2016                               | 2017                               | 2018                               | 2019                               | 2020                               | 2021                               | 2022                               |
|-----------------------------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
|                                                           | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments | Operational tourism establishments |
| <b>Number of participants in the Tourism Quality Plan</b> | Hotel establishments<br>217        | Hotel establishments<br>217        | Hotel establishments<br>222        | Hotel establishments<br>225        | Hotel establishments<br>225        | Hotel establishments<br>226        | Hotel establishments<br>246        | Hotel establishments<br>250        |
|                                                           | Travel and tourism agencies<br>179 | Travel and tourism agencies<br>187 | Travel and tourism agencies<br>199 | Travel and tourism agencies<br>200 | Travel and tourism agencies<br>200 | Travel and tourism agencies<br>200 | Travel and tourism agencies<br>222 | Travel and tourism agencies<br>231 |
|                                                           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           | Thermal spa hotels<br>07           |
|                                                           | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  | Restaurants<br>18                  |

**Source:** The Ministry of Tourism and Traditional Industries. Online at: <https://www.mta.gov.dz/> Accessed on 14/06/(2023).

#### 4.3. Accomplishments of Partnership and Financing:

In the framework of the partnership between state institutions and active stakeholders, several associations have been established at the local and national levels. Major examples include: (Omar, 2019, p. 107)

- National Federation of Tourism Agencies and Hotel Owners.
- National Federation of Travel and Tourism Agencies.
- National Union of Travel and Tourism Agencies.

Furthermore, a partnership agreement was established between the Ministry of Tourism and Traditional Industries and public commercial banks to facilitate the provision of financing tailored to the nature of tourism projects. These include: Popular Credit of Algeria (CPA), Local Development Bank (BDC), National Savings and Provident Fund (CNEP), Bank of Agriculture and Rural Development (BADR), Algerian Investment Fund (EL DJAZAIR INVESTISSEMENT), and Guarantee Fund (FGAR), (Aisha, 2014-2015, p. 215).

To facilitate financing operations, it has been decided under these agreements: (Ferdi, 2022, p. 44)

**Guarantee Fund (FGAR):** Provides guarantees for tourism projects to banks within the framework of financing the acquisition of hotel equipment and supplies for tourism establishments.

**Algerian Investment Bank:** Contributes up to 49% without interest in tourism projects.

- Reducing the interest rate on bank loans directed towards tourism and hotel investment to 3% and 4.5%, respectively, from the interest rate applied to most projects in the southern and northern states.
- Extending the loan period to a maximum of (12) years to align with the nature of tourism investment.
- Studying loan applications within a maximum period of (60) days.
- The state assuming the obligations related to the Tourist Expansion Zone (ZET), even after withdrawing from it as per the (2018) Finance Law, by awarding grants to investors.

#### **4.4. The status of the regional plans for tourism development (SDATW):**

The provincial tourism development plan is an integral component of the National Strategic Plan for Tourism Development towards (2030). It serves as a roadmap for guiding the province's development in the near, medium, and distant future. Out of the (48) provinces where the national strategic plan for tourism development was initiated, the plan has been successfully implemented in (47) provinces, with one province still undergoing evaluation (mta, (2023)).

#### **4.5. The status of exploiting thermal springs in 2022:**

The status of exploiting thermal springs in Algeria in (2022) was marked by low levels of investment and participation in the National Strategic Plan for Tourism Development towards 2030, particularly within the thermal infrastructure sector. The number of exploitation grants issued in (2022) stood at (92), a fraction of the estimated 282 thermal springs in Algeria, accounting for only (33%). Out of these, (23) projects were in progress, while (35) projects were at a standstill. Consequently, there is a need to simplify investment procedures in this domain, recognizing it as a crucial resource and a favored destination for many individuals, both domestically and internationally. The following table illustrates the current situation of exploiting thermal springs in Algeria in (2022).

**Table N°01:** The status of exploiting thermal springs in 2022

| Number             |                                                           | Active facilities |         |                                |         | Projects<br>in<br>progress | Projects<br>at a<br>standstill |
|--------------------|-----------------------------------------------------------|-------------------|---------|--------------------------------|---------|----------------------------|--------------------------------|
| Thermal<br>springs | Grants for<br>the<br>exploitation<br>of thermal<br>waters | Thermal stations  |         | Sea Water<br>Treatment Centers |         |                            |                                |
|                    |                                                           | Public            | Private | Public                         | Private | 23                         | 35                             |
|                    |                                                           | 282               | 92      | 10                             | 21      |                            |                                |

**Source:** The Ministry of Tourism and Traditional Industries. Online at: <https://www.mta.gov.dz/> Accessed on: 17/06/(2023)

#### **4.6. Tourism Development:** The elements of tourism development encompass the

following: (Mta, (2023)):

#### **4.6.1. Tourism real estate:**

The tourism and traditional industries sector possesses a real estate reservoir that comprises of (255) tourism expansion areas, and covers a total area of approximately 5,647,206 hectares distributed across (34) provinces. Among the (255) tourism expansion areas, we find:

- 166 tourism expansion areas distributed along (14) coastal provinces.
- 36 tourism expansion areas distributed across (12) provinces in the high plateaus.
- 23 tourism expansion areas distributed across (8) southern provinces.

Furthermore, there is an ongoing assessment of (156) new sites for tourism expansion (ZET), comprising (35) sites for tourism expansion under the jurisdiction of the General Secretariat of the Government, and (25) sites for tourism expansion in the final stages. Simultaneously, the examination of tourism development plans covers (198) sites out of the designated (225) sites for tourism expansion, they are distributed as follows:

- 61 tourism development plans have been approved.
- 33 tourism development plans are under approval.
- 82 tourism development plans are under study.

#### **4.6.2. Study and development of beaches:**

- Concerning the status of beaches, a total of (581) beaches were surveyed, with (426) beaches allowing swimming and (155) beaches prohibiting swimming.
- As for the study and development of beaches: 210 Beach Development Plans (PAP) have been approved, (23) Beach Development Plans (PAP) are currently under study, and (103) beaches have been or are in the process of being developed.

#### **4.6.3. Tourist sites and trails:**

- Out of (51) trails surveyed, (28) studies have been completed, and (23) developments are completed.
- Out of (60) tourist sites surveyed, (46) studies have been completed, and (14) developments are completed.

### **5. CONCLUSION:**

The National Strategic Plan for Tourism Development for the Perspectives of (2030) is considered a highly effective tool for the development of the national tourism sector. This is achieved through both short-term and long-term programs aimed at making national tourism a leader on the southern shore of the Mediterranean Sea. The plan aims to develop the national tourism components, with a focus on the human resources as the most crucial element. Moreover, it seeks to enhance the raw tourism elements, particularly the natural components, including coastal and desert tourism. The national authorities, through this strategic plan, aspire to make the tourism sector play a pivotal role in the national economy by increasing its contribution to the GDP to 6%, along with generating annual revenues

estimated at 8.8 billion US dollars.

### **5.1. Testing the Hypotheses**

- The National Strategic Tourism Development Plan for (2030) serves as a reflective mirror for the future of the tourism sector in Algeria, revealing the potential harnessed for the sector's development in the coming years.
- The National Strategic Tourism Development Plan for (2030) is characterized by its comprehensiveness, as it relies on the development of key tourism sub –sectors in Algeria, with a particular emphasis on enhancing thermal and medical tourism.
- The National Strategic Tourism Development Plan for 2030 is marked by an uneven geographical distribution across various national tourism regions, as evidenced by the distribution of tourist villages at the national level.

### **5.2 Results:**

- The National Strategic Tourism Development Plan for (2030) aligns with sustainable development in terms of environmental conservation, achieving social justice, and economic growth.
- Algeria possesses significant tourism potential that qualifies it to compete on the international stage.
- Algerian authorities, through the National Strategic Tourism Development Plan for (2030), have prioritized certain tourism sub-sector over others, neglecting religious tourism, halal tourism, and inclusive tourism.
- One of the downsides of the National Strategic Tourism Development Plan for (2030) is its failure to achieve the principle of balance between tourism regions, especially between the north and south, which is reflected in the unfair distribution of tourist villages.
- The national tourism sector faces numerous problems that reduce its competitiveness, mainly those related to the tourism supply aspect.
- The achieved results did not reflect the intended goals of the National Strategic Tourism Development Plan for (2030), indicating a slowdown in the implementation process.

### **5.3 Recommendations:**

- Ensuring compliance with the specified timelines for the execution of projects related to the National Tourism Development Plan for the Perspectives of 2030.
- Giving attention to neglected tourism sectors, including religious and halal tourism, considering the cultural norms and traditions in Algeria.
- Fostering a culture of tourism among the Algerian population.
- Working towards achieving equality, especially in terms of tourism development, between the northern and southern regions.
- Enhancing and promoting the role of information and communication technology

in upgrading the national tourism product.

- Developing domestic tourism as a crucial factor in facing external shocks.

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