

Marketing the Traditional Food Industry for Tourism Promotion:- The Case of Tlemcen, Algeria-

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Abstract :

- This article explores the tourism potential of the traditional cuisine of Tlemcen, a historic city in Algeria. It underlines the richness of local gastronomy, its relation to cultural heritage, and the development of gastronomic tourism. Furthermore, the article analyzes the challenges that need to be overcome in order to improve the valorization of this gastronomic heritage and proposes ways for effective marketing.

. **Keywords:** tourism, Tlemcen, cultural heritage, development of gastronomic tourism, marketing.

المخلص:

يهدف المقال إلى معرفة الإمكانيات السياحية للمطبخ التقليدي لتلمسان، وهي مدينة تاريخية في الجزائر. يسلط الضوء على ثراء المطبخ المحلي وعلاقته بالتراث الثقافي، وتنمية السياحة الغذائية. علاوة على ذلك، يحلل المقال التحديات التي يجب التغلب عليها من أجل تحسين تهمين هذا التراث الغذائي ويقترح طرقاً للتسويق الفعال.

الكلمات المفتاحية: السياحة، تلمسان، التراث الثقافي، تنمية السياحة الغذائية، التسويق

1. INTRODUCTION

Tlemcen, an Algerian city with a multi-millennial history, boasts an important historical and cultural heritage. Yet, its typical gastronomy represents a real treasure of flavors and traditions, often forgotten. The traditional cuisine of Tlemcen, represented by local ingredients, time-honored ways of preparation, and dishes with special features, constitutes an important asset in promoting tourism within the area. This paper explores the opportunities that this gastronomic heritage offers, identifies the challenges that must be faced, and puts forward strategies for better valorization. Objectives The objectives of this article are: • To highlight the tourism potential of Tlemcen's traditional cuisine: It tries to make known the richness and specificity of Tlemcen's culinary offer, underlining its potential to be a significant tourist attraction.

- Discuss the challenges that impede the promotion of traditional cuisine: The paper identifies such challenges as preserving the food traditions, elaborating on a strategy of marketing, and finally having appropriate infrastructure.

- Put forward some recommendations that can be taken into consideration for effective marketing: It provides practical insights into promoting Tlemcen's gastronomic heritage with a view to attracting tourists and developing the local economy. Importance The study highlights the importance of traditional food as a rich source for:

- Cultural Preservation: The article maintains that traditional food is more than just sustenance; it contains within it the history, customs, and cultural identity of a region. Its promotion helps preserve this heritage and ensures its transmission to future generations.

- Economic Development: The article argues for the use of traditional food as a tourist resource.

2- The Gastronomy of Tlemcen: A Treasure Trove of Flavors and Traditions

2.1. A Rich and Diverse Cuisine

Tlemcen's cuisine reflects a rich history and diverse influences.

Traditional dishes are characterized by the use of fresh and local ingredients, such as semolina, vegetables, dried fruits, spices, honey, olive oil, and meat (Benabdesselam, 2015). Among the emblematic dishes are:

- **Royal Couscous of Tlemcen:** This iconic dish is served with a variety of vegetables, meat (lamb, chicken, or beef), and spices specific to the region, such as cumin, black pepper, saffron, and coriander (Bouabdellah, 2018).
- **M'semen:** This thin and soft pancake is traditionally prepared with flour, water, salt, and olive oil. It is often served with honey, jam, or butter (Benslimane, 2020).



- **Chorba:** This thick and flavorful soup is prepared with vegetables, meat (lamb, chicken, or beef), and spices (Haddad, 2017).



- **Traditional Pastries:** Among the most popular pastries are makroud (semolina cake with almond paste), ghoriba (semolina and sesame biscuit), and baklava (flaky pastry with almonds and honey) (Benmaamar, 2019).



Ghoriba (Goribia)



Baklawa

2.2. A Deep Connection with History and Culture

Every dish in Tlemcen's cuisine has a story, a legend, or a specific meaning (El-Mouden, 2016). The transmission of these recipes and culinary traditions from generation to generation has contributed to preserving the region's cultural identity. Traditional dishes reflect the lifestyles, beliefs, and eating habits of the people of Tlemcen.

3- Gastronomic Tourism: An Unexplored Potential

3.1. A Growing Sector

Gastronomic tourism is booming all over the world (UNWTO, 2019). Travelers are looking for authenticity in experiences and searching for the place where they can discover local flavors and live unique moments.

3.2. Opportunities for Tlemcen

Tlemcen has good potential toward the development of gastronomic tourism. The wealth of local cuisine, authenticity of products, and passion in cooking are strong magnets that will lure tourists. Gastronomic tours, cooking workshops, and tastings of local products would offer an immersion and enrichment experience for visitors.

4. Challenges to be Addressed

4.1. Culinary Heritage Conservation

Globalization and changes in diets are threatening local culinary traditions.

Therefore, it is important to preserve ancestral recipes and ways of preparation to ensure the survival of traditional food in Tlemcen (Aït-Messaoud, 2019).

4.2. The Lack of Promotion and Marketing

Gastronomic tourism promotion for Tlemcen is still weak. An effective marketing strategy is hence imperative to unleash local flavors and propagate them through proper channels to gain the attention of tourists (Larbi, 2021).

4.3. The Need for Adapted Infrastructure

Gastronomic tourism development needs appropriate infrastructure (Benhamouda, 2017). Opening traditional cuisine restaurants, cooking workshops, and local markets for the production of artisanal products will help provide a complete experience for the tourists.

5- The Role of Tourism Marketing in the Revitalization of Traditional and Craft Industries

5.1. Reviving Crafts and Traditional Industries: A Stake for Tourism Development

Chennini's research from 2014 on the role of tourism marketing in the revival of the traditional and craft industry throws light on opportunities and challenges linked with the integration of these sectors into the tourist offering. This study stresses that an appropriate marketing strategy should be put in place for the revival of traditional and craft industries, to present them as major tourist attractions.

5.2 Tourism Marketing Strategies to Revitalize Traditional Industries

Chennini underscores the main marketing strategies to promote traditional industries:

- Promoting authenticity and know-how: The original character and quality of a handcrafted or traditional product should be underlined by emphasizing ancestral manufacturing techniques and the uniqueness of local know-how.
- Creating tourist circuits: Setting up tourist circuits that include craft workshops and traditional production sites allows tourists to discover the creation process in order to appreciate artisans at work.
- Events and festivals: The events and festivals of handcrafted and traditional products, that is, demonstration, exhibitions, and workshops, will help popularize the traditional industries and bring together a wider audience.

- Digital marketing and social networks: Digital tools and social networks will be used to give information about handcrafted products and traditional products to a wider audience, creating an online sales outlet.

5.3. Challenges and Recommendations

Chennini also identifies the main challenges to be overcome in order to successfully revitalize traditional industries:

- Lack of training and innovation: The need to develop training programs for artisans so that these workers can be adept at changing market demands and new techniques of working.
- Access to the marketplace: The barrier artisans need help breaking includes creating sales platforms and encouraging participation in trade shows and other professional events.
- Financial constraints: The necessity to help artisans have access to financing in order to modernize their tools and workshops, and develop their businesses.

6-Towards Effective Marketing Strategy

6-1-Essential Marketing Elements for Artisan and Craft Businesses

It is important for artisans and craft businesses to realize the application of the business cycle in their operations. The business cycle gives a basic series of processes that must become systematic. These processes ensure that the information obtained from market research is put into optimum use by artisans and craft businesses. The cycle also ensures that no problem is overlooked at the planning stage and that all areas of business management are updated at regular intervals. CNUCED/OMC, OMPI(2003), One or more types of intellectual property assets can add value at every stage of the business cycle.

Thus, as they go through the different stages of the business cycle, artisans and craft businesses must carefully consider a number of questions relating to intellectual property.

These include, in order: identification of their intellectual property; ensuring, to start with, that it is kept confidential; appreciating the commercial value of intellectual property; considering alternative means of

protection for it; registering it at the appropriate time; registering it in one or more countries; making a cost-benefit analysis of continuing to invest in monitoring or managing the intellectual property asset portfolio; using the intellectual property assets in the production of goods and services, or the sale, licensing, or liquidation of intellectual property to non-competing buyers.

Under the heading "Importance of Intellectual property at different Stages of the Business Cycle", it deals with how to define intellectual property strategies and integrate them effectively at each stage of the business cycle.

6-2-Essential Marketing Elements for Visual Artists

The big differences in doing business for visual artists involve basic management practices, which often are entirely different. In other words, approaches that do not look like those adopted for a commercial enterprise are hence necessary. The main differences relate to:

- works of art are non-functional, emotional, social, political, traditional and cultural statements.

They are scarcely subject to the constraints of the commercial world.

- Artworks can be sold through galleries and exhibitions, art fairs, and through commission. Increasingly they are being sold on websites.

Digital art or web art is also sold on the internet.

- The price of artworks is determined often by aesthetic values and artistic success, not by the material used in them or the cost of labor.

Marketing visual arts is generally much more personal and individual; the marketing channels also differ from those used by artisans and craft businesses. However, the major principles of the business cycle also apply to the marketing of original artworks, although often the reputation of the artist has a stronger influence on demand and, by extension, on the price of the artwork. Marketing Tips for Visual Artists

- Build a strong online presence: Create a website and maintain active profiles on social media platforms to showcase your work and connect with potential buyers.
- Network and collaborate: Attend art fairs, exhibitions, and events to meet galleries, collectors, and other artists.
- Develop a unique brand identity: Create a distinct visual style and

messaging that communicates your artistic vision and differentiates you from other artists.

- Sell high-quality prints and merchandise: Leverage your reach and generate income through selling high-quality prints, cards, or other merchandise that showcase your art.

- License your work:

Try to license your work to be reproduced on products or used for commercial purposes. In the visual arts market, through understanding the unique characteristics, one can apply strategic marketing approaches that a visual artist needs to succeed and properly create a career in promoting their work to a wider audience.

6.3. Focus on Quality and Authenticity

To succeed in attracting tourists, authenticity is an essential element that has to be communicated concerning Tlemcen cuisine. Ingredients, ancestral preparation techniques, and different flavors underlined in every material of communication. Tourists seek real experiences and immersion. Developing gastronomic tours, cooking workshops, tastings of local products, and visits to farms and craft workshops will become memorable experiences for visitors.

6.4. Rely on Digital Marketing

The use of digital tools and social networks is a must to promote gastronomic tourism in Tlemcen. A website for local gastronomy, a presence on social networks, publishing appetizing photos and videos, and creating attractive content are the key elements that will catch travelers' attention.

6.5. Nurture Cooperation and Partnerships

There are a number of different stakeholders involved in tourism hotels, restaurants, travel agencies, artisans, and the like who all have to collaborate in developing a coherent and attractive offer. In this way, partnerships allow sharing resources, coordinating efforts, and maximizing the impact of promotional actions.

7. CONCLUSION

The traditional cuisine of Tlemcen has enormous potential for the development of tourism in this part of the country. This appreciation of

culinary heritage could well position the city as a unique tourist destination, in light of the appreciation of authenticity and experiences sought by travelers. Keys to success in transforming this potential into thriving tourism reality lie in preserving traditions, promoting them in an effective way, and developing adapted infrastructure. Traditional Food Tourism Promotion

8-Recommendation

- Inventory the gastronomic heritage: this involves making an inventory of traditional dishes, recipes, and ways of preparation specific to Tlemcen. This should be done in collaboration with local chefs, community elders, and food historians to preserve such knowledge.
- Develop gastronomic tourism packages: Thematic tours to promote the gastronomic heritage of Tlemcen, with visits to markets, farms, restaurants focused on traditional cuisine, and cooking classes.
- Promote authenticity and quality: Emphasize the use of fresh, local ingredients, ancestral preparation techniques, and unique flavors in marketing materials and promotional campaigns.
- The experiences will be more immersively designed through hands-on cooking workshops teaching tourists the preparation of local cuisine, guided food tours through the local markets, culinary history, and tasting events that display the best Tlemcen has to offer.
- Leverage digital marketing: Design a dedicated website and social media platforms to promote the culinary tourism of Tlemcen.
Publish high-quality pictures and videos of local dishes, recipes, and culinary experiences.
- Collaborate with local stakeholders: Inspire a collaborative effort among hotels, restaurants, travel agencies, farmers, artisans, and cultural organizations to develop a strong unified and compelling tourism product.
- Food festival organization and events: Annual food festivals, cooking contest, and cultural events need to be organized in a way to celebrate Tlemcen's gastronomy for both citizens and foreign visitors.
- Promote Tlemcen as a destination of gastronomy: This should aim at travelers who seek culinary experiences and should promote Tlemcen as a destination toward an authentic food tourism experience.
- Online presence: The craft businesses and visual artists have to develop an online presence with

websites and social media platforms, showing their work and thereby reaching more people and potentially connecting them with buyers.

- Network and collaborate: Attend art fairs, exhibitions, and industry events to connect with galleries, collectors, and other creators, developing new collaborations and contacts.

- Developing a unique brand identity: The business or the visual artist dealing in crafts should develop a unique brand identity that expresses their view of art and, therefore, differentiates them from others.

- Selling Prints and Merchandise: sell high-quality prints of your art, including selling cards or other merchandise bearing your work. More licenses: License your art out for being printed on to products and even used in a commercial capacity to expand your sources of revenue streams further.

- Workshops and Classes: Engage the public by teaching classes or workshops in craft techniques or art skills while encouraging creativity and earning extra income.

- Intangible property registration includes trademarks, copyrights, and design patents, which protect one's creations from being used without permission. • Leverage IP for licensing: Consider licensing agreements with the view of allowing others to use their IP on certain terms, which will provide additional revenue to promote their creations.

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