



## ***Participatory communication as a mechanism for activating sustainable tourism development***

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### **Abstract:**

The tourism system of all countries in the world today seeks to make tourism one of the tributaries of their national economy to activate sustainable tourism development, which requires the involvement of civil society in the sector within the process of its activity and its transformation from a marginal element to an effective element in conceiving solutions and making change.

Therefore, this research paper came to shed light on the importance of the participatory communicative approach in the process of activating tourism development from the perspective of sustainability, by providing an interactive communication environment aimed at creating an integration of roles between the various actors in the tourism sector, including private, public and civil society, to crystallize common visions for the concept of sustainable tourism development.

**Key words:** *participatory approach; participatory communication; tourism development; sustainable development; sustainable tourism development.*

الملخص:

تسعى المنظومة السياحية لجميع دول العالم اليوم من أجل الوصول لأن تكون السياحة رافد من روافد اقتصادها الوطني إلى تفعيل التنمية السياحية المستدامة والتي تتطلب إشراك المواطن في سيرورة نشاطها وتحوله من عنصر هامشي إلى عنصر فعال في تصور الحلول و صنع التغيير.

لذا جاءت هذه الورقة البحثية لتسلط الضوء على أهمية المقاربة الاتصالية التشاركية في عملية تفعيل التنمية السياحية من منظور الاستدامة ، من خلال توفير بيئة اتصال تفاعلية تهدف إلى خلق تكامل الأدوار بين مختلف الجهات الفاعلة في السياحة. بما في ذلك القطاع الخاص والعام والمجتمع المدني ، لبلورة رؤى مشتركة لمفهوم التنمية المستدامة في المجال السياحي.

الكلمات المفتاحية: المقاربة التشاركية: الاتصال التشاركي: التنمية السياحية: التنمية المستدامة: التنمية السياحية

المستدامة.

## **I. INTRODUCTION**

Interest in the development of the tourism sector is due to higher revenues than it does, this led to the emergence of a new concept of development aimed at sustainability. The latter is the point of convergence between development and tourism through the application of sustainable development principles in the touristic sector.

The modern approaches of touristic development strategy and sustainability is based on selecting all actors in the sector, each according to its role in this field, involving them in the process of activating the development of touristic activity, through the development of communication policies and strategies, for the purpose of sharing information and knowledge and exchanging experiences, to link relations and conduct activities between the public sector, the private sector, and civil society. Collaborative communication plays a key role in sustainable development programs and projects, and here the following problem are presented:

### **How participatory communication can be integrated and implemented in the sustainable tourism development Initiative?**

To address:

- What is meant by a participatory approach to sustainable tourism development?
- What is the participatory communication approach?
- What role does participatory communication plays in promoting sustainable tourism development?

### **Research aims:**

Our research paper aims to highlight the importance of using collaborative communication to activate sustainable tourism development strategies and its role to involve all actors in the process of development especially the civil society to introduce the development strategies in the field of tourism and to contribute in the building of touristic system based on sustainability, guarantying long-term continuity.

So relying on participatory approach was inevitable, by involving all actors in the promotion of sustainable tourism development.

## **II. Research method :**

This study is a cognitive research that involves analyzing data from relevant documents and reviewing concepts, theories, research and academic papers related to the participatory communication approach to sustainable tourism development and all related concepts through the following processes:

- **Bibliographic research for relevant academic papers:** Bibliographic research as any research requiring information to be gathered from published materials. These materials may include more traditional resources such as books, magazines, journals, newspapers, and reports, but may also consist of electronic media such as audio and video recordings, and films, and online resources like websites, blogs, and bibliographic databases; (Boon)
- **Collect relevant data :**Data collection is the basic and most important step in research, as the approach to data collection varies in different fields and type of study, depending on the information to be obtained to answer the questions asked;
- **Sort and analyze data:** Sorting, classifying and arranging the data in a meaningful order to facilitate the process of analysis and processing to serve the study;
- **Documentation of acquired data:** Writing and documenting the information and data, that reflect the purpose of the study in a way that helps answer the questions asked.

## 1. Sustainable development:

Back in the 1980s, the world has lived a state of imbalance. This was caused by many environmental problems that are threatening most forms of life. This was natural in the light of neglecting economic development in the environmental aspects. Thus it was inevitable that a new development philosophy had to be found, and which was the product of developed countries efforts, the latter leads to the emergence of a new concept for development known as 'sustainable development'. It is a concept that encompasses both terms development and sustainability, so that the second term represents an adjective of the first one.

**1.1. Development:** It is a process of progress and improvement that covers all aspects of integrated life, development concerns all areas: economy; society; humanity and culture, which meets the needs of individuals and brings them well-being and development, Improving living conditions accompanied by social development. (حجاب, 2004)

**1.2. Sustainability:** the term means ensuring that consumption does not decrease over time. In other words, the flow of consumption and benefit is linked to the increase in wealth over time. Sustainability is to use and exploit all what is available to human beings, whether it is physical or not, by preserving what exists, refining and developing what is coming, and consuming it rationally. (قاسم, 2007)

By combining the two previous concepts "Sustainable and development", the first definition of **sustainable development** was elaborated in the 1987 report of the World Commission on Environment and Development. It states that sustainable development responds to the needs of present generations, without compromising the ability of future generations to meet their needs. (Schneider, 2010)

For Corin Lipag, **sustainable development** means long-term management. It links environmental conservation, economic efficiency and social justice (Bacrie, 2006). This requires changing actions for all citizens, Institutions, regional groupings, Governments and international institutes to confront the threats to man and earth from social injustice, industrial and health threats, atmospheric changes and loss of biodiversity.

The overlap between the economic, environmental and social aspects needs to be considered to concile with the three dimensions of sustainable development: (Bacrie, 2006)

- **The economic dimension:** Wealth creation, physical life development.
- **The social dimension:** Health, education, employment, equity of opportunity.
- **The environmental dimension:** Protection of the ocean, open areas as well as natural and energy resources.

## 2. Sustainable tourism development:

**2.1. Definition:** Sustainable tourism is generally a form of tourism, and it is supposed to be healthy tourism that respects the environment. Whereas sustainable tourism development is the development of tourism with the principles of sustainability. This is by taking into account the three dimensions of sustainable development stated above (The economic dimension, the social dimension, and the environmental dimension), in addition to the cultural dimension that plays an important role in influencing the three precedent ones, and introducing it on touristic field, and thus by avoiding the negative effects of tourism, and protecting the environment from all forms of industry pollution, and involving the community in the development process through revenue-sharing which is reflected in its standard of living. (Lankova, 2008)

Sustainable tourism development is a concept that results from international organizations in their meetings on sustainable development. This type of development requires strategies to reduce the negative effects of tourism on natural resources, taking into account the needs of

future generations (Breton, 2006). ‘Agenda 21’ represents a form of sustainable development, a number of important phases of the latter have been approved: (Lamic, 2008)

- To inform all audiences of potential policy decisions for consultation;
- Expression of the project (development project) at various stages, starting with defining concepts and suggesting approaches for each project;
- To ensure clarity and possible participation of the public concerned, And to develop information and suggestions for discussion;
- Respect for the Socio-Economic balance at the time the groups were shown.
- The establishment of a law setting out the objectives and methods of work. (Bacrie, 2006)

The basic principles of sustainable development and the applications of sustainable tourism management must be applied in all forms of tourism and in all touristic destinations.

## **2.2. Principles and objectives of tourism development:**

Participants at the World Conference on Sustainable Tourism, held in Lanzarote, the Canary Islands in Spain during 27-28 April 1995, recognized that tourism is an important factor in the social, economic and political development of many countries, and it is based on several principles and objectives. It is as follows: (CMTD, 1997)

- Touristic development must focus on sustainability standards. States have to apply long-term development strategy to maintain environmental heritage. They have also to be fair in the social and ethical dimension of local communities, and working to improve economic income and improve the standard of living in the economic dimension. So sustainable development is a framed process aimed at the overall management of resources and at ensuring sustainability, by “protecting natural and cultural resources as well as protected areas”;
- Tourism must respect the delicate balance that characterizes many touristic destinations, especially small islands and sensitive environmental areas;
- Touristic activity must take into account the impact of cultural genes;
- The preservation and protection of cultural heritage, which gives the opportunity to communicate;
- To contribute in sustainable development. Tourism must be based on local economic supply. Tourist activities must be integrated into the local economy;
- Quality standards ensure the maintaining of touristic destinations, and that tourists are satisfied;
- The development of alternative tourism requires the respect of sustainable development principles, and the diversity of touristic products;
- The content and objectives of the Lanzarote Conference must be taken into account in determining the necessary measures for the media, and to raise awareness of the whole range of actors involved in touristic industry, whether local or national, regional or global.

All of the above points can be abbreviated in four following principles: (Féron, 2004)

- **The principle of integration:** Integration into economic, social development, whether by participation or by privacy;
- **The principle of rationalization:** This means taking into account all the social consequences of economic decisions;
- **The principle of fulfillment:** with future generations;
- **The principle of participation:** The participation of citizens in decision-making is regulated.

On the base of participation principles, which is the cornerstone of any sector's development projects, and its impact on development strategies, and the active participation of the community or, rather, the participation of civil society in the development process is reflected in confronting problems, finding solutions and achieving the goals that are underlined.

At this stage, the participatory approach to touristic development should have been addressed on the following point.

### **3. Participatory approach to sustainable tourism development:**

#### **3.1. Concept of Participatory approach:**

**3.1.1. Definition:** A participatory approach is the desire to reach social transformation from an environmental point of view, the way to achieve it must be adapted to the local context to reach a better vision and effectiveness of development. The concept of participation for development is linked to the involvement of all actors within a specific geographical area through a democratic practices in all areas of development, and by adopting a "set of means and principles that are at the reference point of a specific group to make any decision, or to analyze a particular situation, so that everyone can express his opinion, and engage in discussions so that the result or the decisions taken become an actual picture of what the specific group produced.

Participatory approach is a kind of mechanism including methods that helps the specific groups to adopt self-measures and thus by gaining self-confidence, and understanding specific situations, and feeling to possess the ownership of development projects, which will cause permanent changes through: (site web droit arab)

- The development of self-confidence and the sense of responsibility for bringing about change;
- Creating contributions between local authorities, non-governmental organizations, private sector and civil society.

**3.1.2. The requirements of participatory approach:** To achieve partnership for development, there are many requirements: (community tool books)

- The actors must feel that the subject is directly concerning them;
- The actors must have an adequate knowledge of the intervention area and information of their objectives;
- That all actors participate in the planning of implementation and evaluation;
- Civil society should be the holder of achievement with its active and informed participation;
- The feeling of responsibility.

However, these requirements face several constraints that require avoiding them, and reducing their impact:

- Resistance to change;
- Inappropriate ready solutions;
- The absence of flexibility to intervene;
- Use of the concept of participatory for marketing and advocacy purposes.

#### **3.1.3. Applying participatory approach :**

The application of the participatory approach differs according to the context and place in which it will be applied. It requires flexibility and adaptability to the specific circumstances of the local context. The actors who decide on its application must have the means to overcome any obstacle that may arise and which is represented as following: (community tool books)

- They have full knowledge of the environment and intervention area;
- Public awareness of environmental issues;
- Participation of all social groups and all organizations;
- Implementation of initiatives and support measures for beneficiaries.

The application process goes through several steps that can be restricted to: (Morgane, septembre 2001)

- The sharing of information and the creation of knowledge;
- Sensitization and awareness;
- Identify problems and find solutions;
- Programming;
- Training;
- Self-assessment for ongoing actions;
- Monitoring, follow-up and evaluation of the program.

**3.1.4. Benefits of participatory approach** : Has the following benefits:  
(Creighton, 2005)

- **Improving the quality of decisions:** Public consultation process often helps clarify the objectives and requirements of a project or policy. The audience often has important information about having conditions or on how the decision will be carried out;
- **Minimizing cost and delay:** Public participation takes a lot of time, in turn, decisions are made unilaterally it's always the quickest to make but often expensive to implement. This is due to the failure to obtain the correct information by not involving all the actors in the project in the decision-making process. Where the efficiency of decision-making cannot be measured in terms of time and costs, without taking into account the delay and additional costs it causes in the implementation phase;
- **Building unified opinions:** The participatory approach builds a solid, long-term foundation and creation agreement and commitment between the conflicting parties. This builds understanding between the actors in the project and reduces disagreement between them;
- **Increased ease of implementation:** Participation in decision-making gives people a sense to own this decision, and once that decision is made, they want his embodiment on the ground, not only on an intellectual level, but also with effort and money;
- **Avoiding worst-case confrontations:** Availability of public sharing outlets for parties to express their needs and interests without hostility. The early public participation of actors in the decision making process reduces the possibility of painful confrontations between them. However, public participation is not magic in minimizing or eliminating all conflicts;
- **Maintaining credibility and legitimacy:** The way to achieve and maintain legitimacy, especially when controversial decisions must be made, is to follow a decision-making process that is visible and credible to the public and includes all actors, public participation programs will also make actors more aware of the reasons behind making these decisions;
- **Anticipating public concerns and attitudes:** As the government's interaction with civil society about participation programs within the decision-making process gives it the ability to realize the concerns of the latter, which allows it to anticipate the reactions of civil society in cases of its inability to implement popular participation programs in a broader way;
- **Developing civil society:** One of the benefits of public participation is a better-educated public. Participants not only learn about the subject matter, but they also learn how decisions are made by their government and why. Public participation trains future leaders as well. As citizens become involved in public participation programs, they learn how to influence others and how to build coalitions. Public participation is training in working together effectively.

**3.1.5. Typology of Participation:** (Dawn Chatty, 2003)

Many factors influence the degree to which participation is evident. The condition under which participation flourishes differs from place to place. The following parameters may be important in determining the degree and extent to which participation is present in any one context:

- Traditions, including cultural rules and norms of social behavior;
- Political environment ;
- Local power structures ;
- Previous contact and interaction with development agencies.

### **3.2. Community participation to implement sustainable tourism development strategies:**

#### **3.2.1. Local community participation in sustainable tourism development:**

Can be divided into six types (Pretty and Hine, 1999 in Mow forth and Munt, 2016), namely: (sutresna ida Bagus, 2019)

- **Passive participation:** people participate by being told what has been decided or have happened. Information shared only belongs to external professionals;
- **Participation through consultation:** people participate by consulting or by answering questions. The process does not recognize any part of decision making, and professionals are not obliged to take the view of the community;
- **Participation purchased:** people participate in exchange for food, cash or other material incentives. Local communities have no interest in extending technology or practices when the incentives end;
- **Functional participation:** participation seen by external institutions as a means to achieve their goals, especially cost reduction. People participate by forming groups to meet predetermined goals.
- **Interactive participation:** people participate in joint analysis, development of action plans and the formation or strengthening of local groups or institutions. The learning methodology used to look for various perspectives and groups determines how available resources are used;
- **Self mobilization and connectedness:** people participate by taking initiative independently from external institutions to change the system. They develop contacts with external agencies for the resources and technical advice they need, but retain control over the use of resources.

#### **3.2.2. Community participation- based Sustainable tourism development strategies:** Defined by UNESCO 2012 in tow strategies as following: (sutresna ida Bagus, 2019)

##### **A. Short-term community participation- based Sustainable tourism development strategies include:**

- Identification of problems in community-based tourism development;
- Assessing the potential possessed by natural resources, human resources, technology, and existing institutions;
- Identification of the main obstacles in sustainable tourism development both technical, economic and social institutional constraints;
- Identification of policies and programs for developing community-based tourism and continuity from the three existing institutions;
- Coordination and synchronization of programs between related agencies or government agencies both vertically and horizontally;
- Consistency between programs / activities and budget allocations;
- Distribution of roles between the three institutions;
- Determine and formulate planning, implementation and monitoring and evaluation of development programs that are carried out in a participatory manner.

##### **B. long-term community participation- based Sustainable tourism development strategies include:**

- Ensuring that all stakeholders have a uniform understanding and appreciation of Universal Majesty Values to promote the preservation and protection of Cultural Heritage Sites in accordance with sustainable principles;

- Ensuring that all developments (related to tourism, infrastructure, housing, etc.) support the authenticity of the local Cultural Landscape, reduce negative impacts on the environment, strengthen land use policies, strengthen site management and monitoring through collaborative and participatory efforts;
- Empowering local communities to be directly involved in sustainable tourism to improve their welfare;
- Develop a visitor management system that reduces negative impacts and enhances visitor experience;
- Encouraging the development of sustainable tourism products and services that uphold the values of local wisdom.

#### **4. Communication as a corner stone in participatory approach for tourism development:**

A collaborative approach is based on learning a new way of intervention. The various media and communication tools give the participation possible, so communication is an integral part of a participatory approach.

Each local, regional or national context has its own specificity that must be adapted to different media and communication means. Communication necessitates facilitating speech and establishing a dialog among the different partners, the exchange of information and knowledge, as well as the strengthening of social cohesion and organization. Thus promoting the creation of a dynamic group and a spirit of partnership, and it makes it easier to analyze and decision-making for actions that need to be taken jointly. The exploitation of “New Information and Communication Technology (NTIC)” grants in the context of participatory approach important opportunities for different societies, Those who, having the means to share their needs more widely, can share their needs, by making them able to communicate and share information and knowledge. (Morgane, septembre 2001)

Developmental communication is based on the sharing of knowledge among those who are involved in a particular development issue in order to agree on the practical actions to be taken. It represents the act that expresses an understanding of the issue, and an understanding among the concerned people through which participation in the taking of decision is ensured.

**4.1. Communication and sustainable tourism development:** If the objective of tourism systems is to revive sustainable development within enterprises and local clusters, the first foundation here is the integration of communication as a configuration assistant, which is reflected in: (Bacrie, 2006)

- Configuring tires and qualified persons to serve the interests of local groups;
- Formation is an indispensable means of creating knowledge and directing actions;
- Communication message: Pass an effective message to a specific group that must be considered; (Bacrie, 2006)
- The best message in the world does nothing unless clearly stated and legible to the citizen or the customer;
- A message for sensitization, information and persuasion as much as possible;
- to provide a readout for expected profits, and composition; where it shows that composition is an excellent way of sensitization and understanding bets
- Passing from objectives to measurable outcomes;
- Evaluate results, evaluate sustainable communication and achieve ruler objectives.

##### **4.1.1. Communication objectives on sustainable tourism development:**

There were many communication objectives on achieving sustainable tourism development objectives, where communication is an important element in achieving knowledge, sensitization, guidance and the adoption of sustainable development principles in the tourism field, such as: (Bacrie, 2006)



- Each project promotes the development of a tourism territory through "Effective participation" by the contributors in their achievements;
- Sharing of a common culture for the building of a collective development project that respects the natural, human and solidarity environment;
- Dissemination of the precepts and terms of sustainable development;
- Facilitate individual and collective initiatives of actors.

#### **4.2. Participatory communication as a communicative model to operationalize tourism development:**

Participatory communication is an approach based on dialogue, which allows the sharing of information, perceptions and opinions among the various stakeholders and thereby facilitates their empowerment, especially for those who are most vulnerable and marginalized. (Dutta, 2015)

For this definition, participatory communication as a method for developing a tourism projects, there are four phases that can be applied starting from international institutions to civil society organizations. With an organizational landscape, participation is an important tool in the sustainable tourism, through: (Dwi Susanti, 2020)

- **Participatory Communication Assessment (PCA):** Is where communication method and tools are used to investigate and access the situation;
- **Participatory communication Strategy Design:** Is based on the finding of the research and defines the best way to apply communication to achieve the intended change;
- **Implementation of communication activities to determine:** Where activities planned in the previous phase are carried out;
- **Monitoring and evaluation:** This phase to monitoring progress and evaluating the final impact of the intervention.

Where the institutions involved should create a partnership with civil society and all actors in the tourism sector provide: (لولو, p. 74)

- A communication environment geared to the conduct of dialog and the exchange of ideas among all actors whether they are institutions or individuals, taking into account the local context;
- Encourage thinking on development issues and everything about the problems they face and possible solutions to them;
- Ensuring effective deliberation of information and knowledge among all participants in the development process by using the appropriate channels of communication for each share category;
- Support, preparation and implementation of realistic actions to implement solutions by encouraging actors to exchange views.

This is done by preparing a communication plan based on: (لولو, p. 75)

- Identify communication needs, objectives and activities: Development needs must be linked to communication needs. Two types of needs should be distinguished: The first relates to material resources and possibilities, the second involves identifying the need for information, awareness or persuasion, skills development, Adopt behavior, trends or vice versa abandon behavior and trends;
- Choosing communication channels and media: This choice is based on the data concerning the audience receiving the message. This is done by using two types of means: mass media from Radio, Press, TV and Internet, and personal communications that are more attractive for a change, it also helps to estimate the size of the exposure to the message and get feedback , that Allows you to change or modify the message to suit the surrounding conditions;
- To prepare a plan to follow up and evaluate communication activities and measuring their achievement of the desired objectives.

### **III. Conclusion:**

As a summary of what was previously exposed, participation in the development of the tourism sector from the perspective of sustainability is essential if touristic systems are to be promoted in this sector. This can only be done through the use of participatory communication mechanisms that enable civil society to participate in the sustainable development of tourism, and the role of communication in the coordination of actors in the either public or private sectors, and the civil society.

The sharing of information between them and the fact that everyone assumes his responsibilities leads to an upward development from the bottom toward the top, to reduce the role of the authorities in the field of tourism development, and increasing the role of the rest of the actors to bring them into harmony in the development process, where we find that participatory communication is based primarily on the involvement of civil society in the planning process for tourism development, participation in both “identifying problems”, searching for possible solutions and in choosing ways to their implement. Thus, members of society are not just supporters or even beneficiaries, but they are the real partners in development, and the exchange of information and experience is an essential element in the participatory communicative approach for sustainable tourism development, located at several levels:

- Information sharing among members of society themselves;
- Information sharing between society and outside professionals;
- Exchange of experiences between actors;
- Exchange of information between the facilitators themselves;
- Operations to develop participation program.

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