

The tourism industry in Algeria and its mechanisms of development

صناعة السياحة في الجزائر وآليات النهوض

Dr. Fadhila Amor^{1,*}

¹ Ziane Achour University in Djelfa (Algeria)

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Abstract:

Tourism represents one of the economic activities that enjoy great importance in countries that possess tourist sites or have the elements of tourist attractions and their capabilities that are frequented and visited by tourists. Thus, it has gone beyond its contemporary concept from being a mere trip and a recreational activity to a kind of industry that has economic and social dimensions with a direct impact on national income and job creation.

The modern economic development and intense competition between institutions and the consolidation of the features of globalization and the accompanying careful focus on quality standards and requirements of international competition and meeting the desires of consumers and the amazing development in the use of information and communication technology, led to the exercise of great weight in the areas of using information technology methods And communication, as this digital revolution represented a great and very important opportunity for tourism and hotel institutions to try to achieve a competitive advantage, develop products, service and creative capacities and integrate into the new global economy.

Keywords: information and communication technology; tourism; tourism industry.

ملخص:

تمثل السياحة أحد الأنشطة الاقتصادية التي تتمتع بأهمية كبيرة في البلدان التي تمتلك مواقع سياحية أو لديها مقومات الجذب السياحي وإمكاناته التي يتم التردد إليها وزيارتها من قبل السياح، فهي بذلك تجاوزت بمفهومها المعاصر من مجرد كونها سفر وفعاليات ترويجية إلى نوع من الصناعة لها أبعادها الاقتصادية والاجتماعية بتأثيرها المباشر على الدخل القومي وخلق فرص العمل. إن التطور الاقتصادي الحديث والمنافسة الشديدة بين المؤسسات وترسخ معالم العولمة وما يصاحبها من تركيز دقيق لمعايير الجودة و متطلبات المنافسة الدولية وتلبية رغبات المستهلكين والتطور المذهل في استخدام تكنولوجيا المعلومات والاتصال، أدى إلى ممارسة ثقل كبير في مجالات استخدام أساليب تكنولوجيا المعلومات والاتصال، إذ مثلت هذه الثورة الرقمية فرصة كبيرة ومهمة جدا أمام المؤسسات السياحية والفندقية لمحاولة تحقيق ميزة التنافسية وتطوير الطاقات الإنتاجية والخدمية والإبداعية والاندماج في الاقتصاد العالمي الجديد.

الكلمات المفتاحية: السياحة ؛ صناعة السياحة ؛ تكنولوجيا الإعلام والاتصال.

* Corresponding author: e-mail: live.mirage@gmail.com .

1- Introduction

Tourism at the end of the twentieth century has become a wide industry in which different countries compete and there is no doubt that the tourism industry today has become one of the mainstays of the economies of countries, and in light of the new challenges that afflicted the world, Algeria realized that the tourism industry is a distinguished path for economic and social development, especially since it depends on oil as the main source of national income, the latter, which is subject to political fluctuations and the decline in its value in many cases, which harms its national economy, and this prompted it to search for a resource that is not subject to these fluctuations and interactions, granting tourism here has no other alternative.

And considering tourism as an open and interactive system with the external environment, it is affected and influenced by the growing movement of tourism and travel to adapt to the economic, social and political conditions, which requires the existence of a system of mutual information on the grounds that obtaining important information in a timely manner is the basis of success, and as a result, most countries interested in the tourism industry have adopted technology in the development of tourism and hotel projects, such as e-tourism marketing, e-reservation and e-tourist commerce... relying on quality standards to win customers in light of the intense competitive campaign for growth, survival and obtaining the largest market share.

2- Research problem:

Recently, interest in tourism development has increased due to its intertwining with many sectors and its role in creating new job opportunities and contributing to economic development. Recent studies confirm that the tourism industry is one of the fastest industries in terms of achieving growth rates, so we find many developing countries seeking to harness various ways to provide facilities supported by the necessary legislation to ensure the achievement of the desired goals of its tourism sector, and for the advantages achieved by the tourism activity and its economic and social repercussions on said touristic countries, Algeria sought to advance this sector and bet on it as one of the strategic and alternative options to diversify and increase the national income from hard currency.

The tourism industry is one of the most prominent industries of the modern era and the most popular and accepted around the world, as it has become the focus of attention of countries around the world, which are racing to secure its components and requirements for its success and to obtain a greater share of the global demand for this industry, and this interest stems from The benefits achieved by different countries include increasing the national income, securing job opportunities, and raising the cultural and social level of countries.

And in light of the economic and cultural openness and the accompanying great technical development and progress and growth in the global tourism movement on the one hand, and the entry of types of modern tourism activities, the need arose for the process of promoting tourism and revitalizing this sector in Algeria through the use of information and communication technology means, as the quality of services plays an important role in designing and marketing the service product, it also constantly needs

to use modern means of communication technology to improve the quality of services and upgrade it from traditional economy to a more digital counterpart.

Based on this, the research problem can be crystallized through our following question: Does Algeria really possess the ingredients of the tourism industry and what are its mechanisms of development?

3- The importance of the topic:

The importance of the research lies in the importance of the topic it deals with and the goals that it seeks to achieve, and its importance lies in the fact that the tourism sector can become an effective alternative in diversifying sources of revenue generation in Algeria through the exploitation available to it of tourism resources and their natural potential, and for this vital sector to contribute in alleviating the burden of economic and social problems at a time when economic and social recovery and prosperity has become one of the most important foundations of political stability, in addition to demonstrating the importance of tourism on a national scale to advance the economy and diversify income as well as its contribution to improving the style and social lifestyle of all members of society .

4- Objectives of the study:

- * Finding out methods to raise the level of tourism performance as industry related to comprehensive development programs.
- * The role of information and communication technology in the success of the tourism industry in Algeria.
- * Presenting a set of suggestions that would contribute to the development of this sector and the achievement of its objectives.

5- Defining concepts:

5-1 Tourism:

Tourism is defined as the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure while making use of the commercial provision of services., but there are several definitions of tourism by researchers and organizations, the most important of which are:

Tourism as a phenomenon means a temporary process of a movement carried out by a large number of residents of different countries, so they leave their permanent residence and go to other places within the borders of their country, which is called domestic tourism or to other countries, and it is called international foreign tourism.” (Hijab, 2003, p. 34).

Tourism is also “a means of entertainment and recreation, and it is an activity with social, cultural and economic dimensions in the lives of nations and peoples. (Al-Nasrawi, 2018, pg. 12).

It is also defined as “all the related and interrelated operations, especially the economic ones, that are related to the entry and exit of foreigners to and from the country and their temporary residence, and here the focus has been on the economic aspects.” (Al-Ta’i, 2016, p. 16).

It can also be defined as the economic activity that moves individuals from one place to another for some time not less than twenty-four hours and does not reach permanent residence. (Al-Houri, 2001, p. 16)

5-2 Tourism Industry:

It is the collection of public and private organizations that participate in the development, production and marketing of goods and services to serve and satisfy the desires of tourists. (Maher, 2008, pg. 24).

The International Labor Organization defines tourism as: “All tourism services (HCT) provided to tourists, which include hotels, resorts, tourist camps, holiday centers, restaurants, cafes, theaters, circuses, fast-food places and recreational clubs. ...and travel agents, tour guides, promotion offices, tourist information, conferences, scientific, commercial and investment workshops (Al-Yati, 2011, p. 3).

The word industry refers to every work related to a particular skill, craft, or art. As for manufacturing, it refers to the organized production units that contribute to the achievement of added value. The tourism industry appears based on transforming production resources into other forms of goods or services, by making a change a change like its uses to satisfy various recreational needs.

5-3 Information and Communication Technology:

Information and communication technology refers to technologies that provide access to information through communications, which is similar to information technology (IT) but focuses primarily on communication technologies, including the Internet, wireless networks, mobile phones, and other means of communication (<https://techterms.com/definition/ICT>)

It also indicates that it is “the integrated assortment of electronic tools that facilitate the work of the strategic and operational management of organizations by enabling them to manage their information, functions, operations and effective communication with stakeholders to achieve their mission and goals.” (Buhalis, 2003, P8).

The World Bank defines information and communication technology as “a set of activities that facilitate the processing, transmission and presentation of information by electronic means.” (Al-Shammari, 2008, p. 54).

6- The reality of tourism in Algeria:

Algeria enjoys many tourism potentials, if properly utilized, that makes it one of the world’s tourist destinations. It also makes tourism one of the main engines of development for its economy, as it possesses and enjoys the most important elements: Natural (Algeria is a stable country whose terrain and climate vary in the north and south, east and west). Cultural (customs, traditions and historical heritage, archaeological sites...) and from this standpoint the importance and role of the tourism industry in Algeria as an attempt to promote and develop it and in order to determine the role of tourism activity in the national economy, but any observer of tourism in Algeria would effortlessly notice the difficulties experienced by the sector despite the efforts

made to advance it to play its economic and social role along with other sectors of activities. These weaknesses appear in: (Nassiba and others, 2019, pp. 214-212).

- Poor services at the level of hotel establishments; lack of accommodation capabilities, hotel equipment, and food, in addition to the high price that is not affordable for everyone.

- Lack of control over new technologies that allow tourists and dealers to explore the market, in addition to the lack of a pattern of electronic travel management, has proven its effectiveness.

- Weak professional qualifications of users in the field of reception, guidance, hotel, catering and maintenance. The sector is also characterized by a shortage in the number of specialized training institutions, as its programs are no longer able to keep pace with the needs of the tourism offer.

- Poor transportation services in all its forms and high prices, in addition to poor management of their programming.

- Weak use of modern information and communication technologies in the field of tourism to define and display tourism products or to present Algeria's tourist image.

The reasons for this situation can be listed as follows:

- * The lack of a vision for Algerian tourism products is reflected in the lack of interest in tourist sites and the absence of a policy to value and protect them.

- * The absence of any apparatus to assess and follow up on the development at the national and international levels, in addition to the bureaucracy often hinders tourism investment.

- * Banking and financial services do not keep pace with the modern tourist reality (the lack of electronic payment methods that are sufficiently widespread at the level of banks, tourist and commercial institutions).

7-The importance of information and communication technology in the tourism industry:

Information and communication technology has provided a combination of the elements of competitive advantage for organizations by getting rid of traditional paper-based methods that cost great money and effort, as well as saving time and flexibility in modernizing and developing business and creating a new return or revenue for the organization and improving the speed of response to customers and applying Continuous quality improvement systems and the formation of the necessary technical base for building knowledge management systems in organizations, and the provision of support and attribution activities that facilitate interaction between all levels of the administrative structure. Creating new opportunities and business models, such as electronic commerce, the emergence of virtual organizations, organizing teleconferences, and creating new investment opportunities, as the number of investments in information and communication technology and software was estimated at nearly \$1.8 trillion in the United States of America alone in 2005. (Kandaliji, 2009, p. 35).

As for tourism, after the current technological and technical development, it has become a large part of the overall technical operations of the volume of international trade, as a result of the diversity of services available on the Internet, such as transportation, travel, reservation and supplementary services. The revolution of

information and communication technology has a vital role in the tourism economy and individual life, especially after the technology has become a major part of the social life of the individual, with the services it offers that made it easy to transfer and exchange information and get all services at any time and place provided by tourism companies, hotels, resorts and everything the customer needs in a short time without the trouble of moving to get to know them.

Most of the observers have described that the multiplicity and diversity of the capabilities of the global information network represent the hidden forces that drive marketing activity, as it provided an ideal medium for communication between the tourist producer and consumer, where the latter can choose the information he needs in quality and quantity, in addition to the fact that tourism marketing through information bases is the fastest marketing investment Marketing through information bases is nothing but an integrated and interactive system that helps create a large store that contains all information related to consumer relations. (Al-Tai, 2004, pg. 7).

The role of technology in this field is not hidden here, since the latter is an added value in the economic field for the tangible services it provides, which the customer appreciates, especially if it comes to the service sector, especially tourism, from time consumption and flexibility in dealings and in breaking the bureaucratic barrier that was the reason for the delay in this sector in Algeria and its failure to keep pace with changes, and therefore its introduction in the tourism sector has become an urgent necessity. Rather, the matter does not depend on that, as it is necessary to keep pace with everything new through contact with those who have made great strides in this field and have become one of the leading countries in managing this sensitive sector skillfully., so they moved from the traditional economy tourism to the modern economy tourism, which contributed greatly to the growth of the local economy of these tourist countries - or rather to these countries that paid actual attention to tourism - as it worked to create job opportunities due to its connection with many facilities such as hotels and tourist agencies in addition to the recovery of trade and traditional industry, we note the return resulting from the impact of tourism on other economic activities through the impact of tourism. Tourism has surpassed many of the activities that finance the tourism sector with services and goods, and thus leads to the development and progress of regions through investments and projects, and most tourists save their income to spend in the countries they visit on purchases, which is an export of products without the need for exportation. (Abdul Hakim and Al-Deeb, 2001, p. 15).

8-The effective role of the tourism industry in the economic and social development of the country:

Tourism activity is one of the pillars of which the economy of any country, especially Algeria. The importance of the tourism sector is highlighted as being an effective development alternative due to its direct impact on the national economy as a basic and important source of attracting hard currency, in addition to the influx of foreign capital to invest in tourism projects and what it will achieve. of resources as a result of creating economic relations between them and other sectors, as well as what the development of this sector achieves from the recovery of large segments of society and also through the opportunities it provides for work, which made it a prosperous

industry that aims to give an additional impetus to economic activity through its revitalization of the sector services (transportation, hotels, restaurants ...) and work to encourage small enterprises and traditional industries and thus support the increase in the volume of local investments and achieve balanced development and sustainability of tourism resources (natural, heritage ...) to meet the requirements of the present generations. And the future, and Algeria possesses diverse and unique tourism wealth and the elements of tourism manufacturing if they are exploited within an integrated and joint work program through a national strategy for tourism development in Algeria and for a long time, it contributes to addressing and alleviating the problems facing society and the economy at the current and future stage.

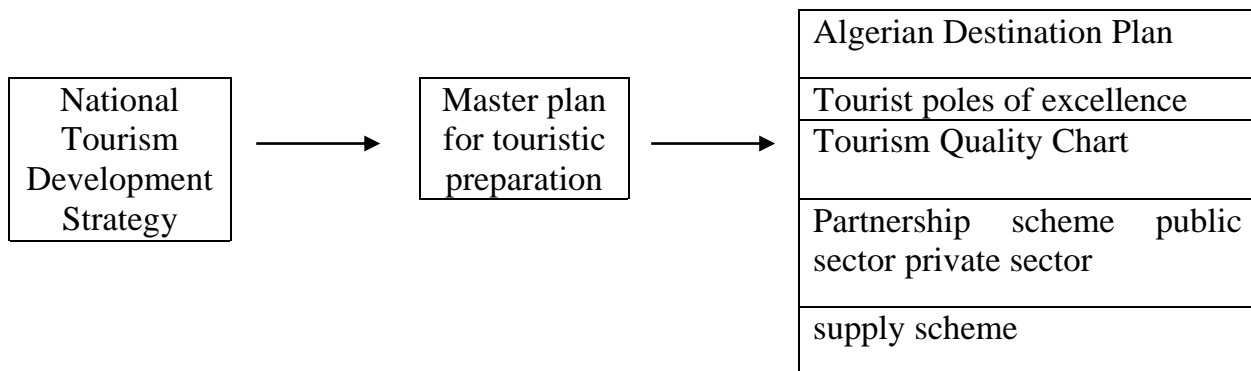
Tourism is one of the important means in developing areas and places of economic, social, and urban attractions, achieving balanced and sustainable development, and supporting the balance of payments so that the percentage of tourism exports to some touristically developed countries in the world has reached more than 30%, such as Spain and Austria, this is in addition to its social effects. The environmental, cultural, and indirect effects in reviving dozens of industries and services, and thus characterized by its superior capabilities to send a series of operations and production and investment activities in the national economy, which contributes to the sub-sectors in the manufacture of the tourism product. (Al-Houri and Al-Dabbagh, 2000, pg. 194).

It provides tourism investment opportunities in the development and development of tourist areas with untapped potential (natural, historical, heritage...) and the development extends to remote or neglected rural areas despite their tourism potential, which helps in providing basic social services that accompany tourism development, in addition, It has been able to create new job opportunities and increase employment rates. Despite its modernity, it has been able to contribute to supporting all economic sectors such as industry, trade, transport, and services, and provided an opportunity to transfer the image of civilized countries to all parts of the world. (Al-Rafati, 2018, pg. 43).

Here, we stress that the tourism industry is one of the most important economic activities in the contemporary world and is considered the most important source of national income, and it represents one of the tributaries of increasing economic growth and providing direct and indirect job opportunities. It can be considered that each of the eight businesses in the world results from tourism And travel, directly and indirectly, including small businesses in rural areas that are concerned with traditional folk industries. (Annual Report of the World Tourism Organization, 2001, 64)

9-The interactive role of central and local public authorities with actors and partners within the tourism development strategy: (Nassiba and others, 2019, pp. 215-216)

The national strategy for tourism development in Algeria is based on basic axes, which are based on the guideline for tourism development within five mechanisms:



In order to achieve a dynamism aimed at the emergence of an Algerian tourism product that matches the wishes and aspirations of the resident and non-resident tourists in accordance with international standards that allow entry into global markets, we propose mechanisms of interactive work between central and local public authorities, actors and partners in the tourism sector, based on this, it is necessary to identify who are the main actors in the tourism activity in Algeria?.

This is related to the parties that directly contribute to the effectiveness of the Algerian tourism product or to the image of Algeria's tourism, which are the elements that guarantee the success of the tourism development strategy, provided that the central and local public authorities play the role assigned to them:

- Elements of commercial marketing or marketing the image of Algeria's tourism (tourism agencies, guides...).
- Investors in the tourism sector and owners of creative projects.
- Professional hospitality, catering and promotion.
- Tourists and tourist markets.
- Citizens and local groups.

The national plan for preparing the region aims to indirectly create the basic conditions for promoting tourism in terms of providing the basic structures and necessities for accommodation, mobility, communication, health, and food security that the tourist needs, which at the same time the main criterion in choosing a tourist destination.

10- The most prominent obstacles facing the tourism industry in Algeria:

- The slow implementation of strategies related to information and communication technology and the absence of a clear and credible policy.
- The lack of a comprehensive technology strategy defines the general objectives of building the information society.
- Despite all the efforts made by the Algerian state to expand and develop the telecommunications network, it still suffers from a significant shortcoming in improving its performance and modernizing it in line with the renewable and multiple needs in service of the economy, especially the tourism sector, especially since electronic communications have a role in activating the latter.
- Lack of qualified and trained manpower, and here we point out that vocational training centers and institutes do not keep pace with changes and developments,

especially with regard to the technological aspect, which has become an urgent necessity in all sectors, especially the tourism sector, in which many countries have proven the success of their investment as a primary source of income thanks to the employment of information and communication technology as a key factor for its success.

- Not structuring laws and legislations to serve the tourism sector, as there are things in them that impede the development of the latter and curb its development process required by the present time.

11-Recommendations:

- Re-adapting laws and legislations to organize and serve this sector to keep pace with new developments.
- The necessity of emphasizing the importance of information and communication technology in digitizing tourism through preparing and formulating programs and plans to enhance the role of informatics in society, individuals and institutions, increase the volume of investment, upgrade tourism services, and encourage the private sector.
- Urging tourism establishments to employ information and communication technology in exchanging expertise and experiences, introducing and promoting the tourism services provided, and confronting every competition.
- Tourism establishments should pay attention to the good use of communication networks by constantly updating their databases in order to preserve their credibility with the services they provide to their customers.
- Encouraging tourism investment, especially electronic tourism, as it is a promising tourism that all countries are betting on due to its contribution to the flow of capital.
- Reconsidering the programs and structures of training centers specially prepared for the service of tourism in order to optimally prepare the qualified and efficient labor force to take this sector to the ranks of the developed countries.
- The need to intensify the meetings that bring together the main partners in order to exchange views and suggestions with the organization of training courses inside and outside the country in order to benefit from the experiences of others and their findings in the field of tourism communication technology.

12-Conclusion:

Tourism is no longer a very important sector due to its prominent social, cultural, and economic impact, but also for being a rapidly growing industry, as well as its effects on social, cultural, and environmental life. Organizations and bodies, whether global or local, see tourism as a permanent source of oil that is inexhaustible and through which it is possible to generate wealth and attract foreign currency.

The tourism industry depends on the information that must be provided to customers, and the treatment required by them. Today, this relationship has become dependent on information technology as the main player in competitiveness and development in this sector, as it goes beyond the traditional linear value chain in the relationship between business and consumer.

Information and communication technology provides those services that would promote tourism and its accessories through various open networks, and Algeria, like other countries, seeks to develop this sector, believing in the necessity of this basic actor and emphasizing its use by all sector partners, including institutions and individuals, and it also strives to strengthen the infrastructure. With regard to connecting telephone lines, disseminating the Internet on the widest scale, and forming a new technological base in information and communication.

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