



*Local radio and its role in promoting cultural tourism heritage*

*Radio Djelfa as a model*

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**Abstract:**

*Most countries in the world attach effective importance to tourism in all its forms, whether it is public or private, because of its Important role in the economies of these countries and its importance appears mostly as a multifaceted phenomenon Invest in the natural features of countries and benefit from the cultural and social heritage features of their peoples.*

*Today, the tourism sector is considered one of the most important and fastest growing sectors at the global level*

*The latter contributes effectively to the growth of the economy of these countries as a means to be reckoned with in advancing the development an upgrading of the cultural community. Perhaps the media, with all its spectrum, has a strategic role in communicating everything related to tourism and its types Promote it and give its image and status to the other world, whether internally or externally and contribute to creating dynamic and effective plans to upgrade It..and move it forward.*

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## Introduction

Tourism is one of the psychological requirements of the human being, the basis of which is the need for rest and recreation and as tourism is one of the largest growing industries in the world, it has become today one of the most important sectors in international trade as a productive sector that plays a pivotal and important role in increasing the national economy income improving the balance of payments and an important source of hard currency, and an opportunity to employ manpower and a goal to achieve economic development programs.

From a social and civilizational perspective, tourism is a dynamic movement linked to cultural and civilizational aspects for the human being, in the sense that it is a civilized message and a bridge for communication between cultures and human knowledge of nations and peoples. It is a natural outcome of the development of tourist communities and the rise in the standard of living of the individual.

### 1.The nature of tourism and related concepts:

#### 1.1 .defining tourism:

GERARD GUIBIATO

The Swiss expert and writer specialist, in tourism said that the first difficulty for someone who wants to study tourism is to set its definition<sup>1</sup>.

There are many concepts and definitions about tourism, but we will know it through:

Derived from the Latin word "tour" Linguistic definition: The concept of tourism goes back to the word

to denote travel or "tourisme". In 3491, the concept was used for the first time, 'torno.' Roaming from one place to another and this concept includes all professions and services that satisfy different needs. It can be considered as temporary and not compulsory tourism ("travel" for travelers) so that there is no search for work or profitable activities.

**1.2.Idiomatic concept:** Several researchers have tried to present a comprehensive concept of tourism, but there is a difference between this definition based on the difference in the scientific specialization and the elements of tourism (place. time, job, pleasure, wealth), as the German researcher Gobart defines tourism as a natural

phenomenon of the modern era, and the basis of which is to have recreation and the environment change in which man lives and the emerging cultural awareness to savor the ecstasy of enjoying the beauty of nature.

### 2.The importance of tourism:

we summarize it in the following points:

**2.1. Tourism aims to contribute to the support of the local and global economy.**

**2.2.Developing a transportation system that is compatible with the local natural environment.**

Creating jobs and eliminating unemployment.

Attracting capital that helps implement comprehensive development plans.

Tourism is a mechanism for intellectual communication and exchange of culture and customs between peoples.

Tourism is an essential activity due to its direct effects on the social, cultural and economic sectors of countries<sup>2</sup>.

### 3.Types of tourism<sup>3</sup>:

We can distinguish several types of tourism, according to the classification criterion, which are:

According to the nationalities of the tourists or the geographical scope: Tourism is divided into two parts<sup>4</sup>:

#### 3.1 International Foreign Tourism<sup>5</sup>:

It means global or international tourism, as it concerns the movement of the f Foreigners fence to other than the country in which they reside, and this type of tourism requires certain means of transportation, whether by land, by sea or by air, especially by air, which reduces distances and time, and to quality services and great infrastructure. in order to attract foreign tourists and to get the most value from hard currency.

In this type of international tourism, the foreign tourist may find a change in several things, such as language and customs and the political, social and economic system, it also requires a visa to enter the country while these things do not exist in<sup>6</sup>.

**3.2. local Tourism:** It is tourism within a limited geographical scope, as it concerns the movement of a group of individuals within the same country, in order to see the tourist landscapes in their country, and visit the different sites .

### 4.Cultural Tourism:

Culture is an expression of the spirit, behavior, value, and knowledge of society, and since culture enters daily life representing thought and heritage, cultural programs must be in harmony with this fabric and improve the concepts of culture and what it involves sciences, inventions and literature.<sup>7</sup>

Cultural tourism is one of the most important types of tourism, through which you can learn about many sites, you can also learn about the customs and traditions of the peoples, and visit a large number of different sites.<sup>8</sup>

Also, cultural tourism in it accepts tourists to visit cities that include monuments, museums and historical places, or festivals and conferences, are held in them and it is considered as a means of cultural exchange, as it is one of the means to learn about the customs and traditions of peoples and to learn about the country's history and civilization, as people travel from cold places to relax to sunny countries where the people of northern Europe or North America travel to the most accurate places for recreation and visiting beaches<sup>9</sup>.

### 5.Tourism development:

Tourism is one of the most important factors supporting the achievement of comprehensive development and a qualitative leap in strengthening Social, economic and political development plans...etc.

#### 5.1 Tourism development concept:

Tourism development is the optimal use or activation of all available tourism environment resources to increase the flow rational tourism and that through the use of

various programs and plans aimed at achieving continuous (sustainable) tourism development. Sustainable development also aims to contribute effectively

In increasing real personal income, which is thus a permanent means of economic development by increasing

individual income and then increase the national income, and this is done by pushing the variables and tourism factors in the community to grow and develop at the fastest rate of natural growth and according to short strategies medium and long-term, and accordingly, sustainable development is an essential pillar for achieving

Continuous tourism development (sustainable 24.)

## **5.2 Types of tourism development:**

### **5.2.1 Comprehensive tourism development:**

Comprehensive tourism development is the development in all aspects of tourism, economic social, cultural, interfacial, civilizational and demographic present in the country, and this development requires a lot of money and human efforts.

### **5.2.2 Sustainable tourism development (ongoing:)**

Continuous sustainable tourism development means working on the use of natural, cultural and social tourism inter-resources, and their maintenance and preservation of all these resources because they are not property for the present generation, but it is the property of successive generations<sup>10</sup>.

### **5.2.3-Local Tourism Development**

Local tourism development means upgrading infrastructure services in terms of road networks and

communications and transportation, development of tourist attractions and assistance in attracting labor from the countryside to tourist destinations areas.

### **5.2.4-Regional Tourism Development:**

The development of regional tourism means focusing on the development of roads and regional and international standards and insurance that these roads are provided with all services, such as: petrol stations, restaurants, cafeterias, and the provision of Communications services and the adoption of tourism policies and legislation that would activate intra-tourism between the countries of tourist destination.as it is in the Arab countries and the European Union<sup>11</sup>,

### **5.2.5 International Tourism Development:**

International tourism development means the development and activation of international programs and agreements between many neighboring countries providing facilities in transportation and movement, managing entry and exit procedures for tourists, and participating in international tourism bodies organizations and federations to benefit from the knowledge and administrative facilities and tourism exchanges.

## **6.The Nature of the Media:**

The media is one of the means of communication for the masses by which news and daily problems are transmitted and published, Issues and the course of things are

in objective way, far from the subject, without distorting this increase cultural consciousness.

### 6.1. Definition of media:

The term media was not the talk of the humanities, but rather a term that began since the emergence of mankind

and we can say that the exchange of knowledge and science between the individuals of the community is called media.

#### 6.1.1. Definition of the media language:

from the media or someone knew about something he told him, and he knew it as for the word Indicative of the media as well as French, which is similar in writing and differs in English information

Which means to clarify and explain or inform information about the word 'It is in the Latin Origin.'

Telling others with news or an incident that happened to thousands of individuals or ancient groups in human societies<sup>12</sup>.

**6.1.2. Idiomatically:** It is the general communication activities, which target the public with all the facts and the right news and sound information about issues, information, problems and the course of it and the things in an objective manner and without distortion, which leads to making them distinguished to a large degree from knowledge, awareness, and for the comprehensive briefing of the categories of its audience receiving a message<sup>13</sup>.

The media has all the correct facts and information.

Muhammad Abboud defines it as "the process or method by which ideas and information are transmitted

between people within a particular social system, in which the relationships between people and what they include different meanings.

The definition of media also came as a language: in the tongue of the Arabs, knowledge and jurisprudence, i.e. learning and being taught by everyone, i.e. each him, and it is said that learning is the best of so-and-so for me, and the most knowledgeable of us is that of him<sup>14</sup>.

It is also known in the Arabic language: the media is between two parties, one of whom informs about something

Whether it is news, an introduction, or an opinion, the second person receives what I know about, and the media differs from education because the second needs refining and multiplication in order to have an effect on the learner's psyche, and they both share a meaning. One is the transfer of knowledge and information from the sender to the receiver. (Information The meanings of the media "Robert petit" In foreign languages, a lexicon was included<sup>15</sup>

In three major sections, a group of meanings branch off, a group of verbs that tend to establish evidence of the legal violation and work to reveal its composition.

In the Arab school, we find the definition of Samir Hussein, the definition of media: "It is all aspects of activity."

Communication that addresses the audience in its language with all kinds of facts, news and

sound information About some of the basics of tourism, whether it is information about archaeological or natural areas with an objective view without distortion<sup>16</sup>

Abdul Latif Hamza defines it: "It means providing the public with correct information or facts, the clear meaning that expresses the media message"<sup>17</sup>.

The media as mentioned in the cir rumference dictionary: his knowledge is like his hearing, his knowing and knowing himself, and a man of knowledge.It was compiled by scholars, and he who is interested in vocabulary and the media said that he specialized in what was fast news and education specified what is refining and when you get an effect on the learner's soul.<sup>18</sup>

We conclude from these definitions that the media is a means of communication that provides the public

With information, this information is realistic and clear and does not depend on, subjective feelings and news

including logical, honest news stemming from a reliable source and drawing the true picture of what

It is intended to inform him of the real photograph the problems and try to find solutions to them.

Yet the media is such an integral part of the daily life of the individual that all institutions depend on the media in order to report its news and information, whether these institutions are factories offices of shops are working to transmit their news programs, so they consider the media to be a process of

collecting and storing and processing and dissemination of news, picture s, facts, messages, and opinions.

## 7. Radio:

**7.1Linguistically:** God said, "...when something comes to them of security or fear They claimed..\* So he said \* An order from the security \*

**7.2. Procedural:** a means of audio mass communication means that broadcasts various programmes over the air..

It is directed inside and outside the geographical borders, that is, it addresses people in different ways, their social, cultural and educational levels.

**Local radio:** a means of communication that presents different programs directed to a group that has its own characteristics

Shared customs, traditions, or local heritage, as well as address issues that concern them.

## 8. Djelfa in Brief:

Djelfa, Algeria, is one of the largest and most important Algerian states by area of 66,415 km<sup>2</sup>. Its historical, archaeological and heritage importance, the multiplicity and diversity of its terrain and its geological composition, its area extending along the length and breadth of the country, and many factors that attract the attention of tourists for tourism in Djelfa that the city of Djelfa is located at the foot of the Saharan Atlas Mountains, 294 km from Algiers,

It is characterized by its mountainous nature and dense pastoral forests with its archaeological sites and caves

It is one of the most beautiful touristic cities in Algeria, which attracts nature lovers and archaeological explorations.

### 1.8 Local radio in Djelfa:

**1.1.8 Origination:** The local radio station in Djelfa was established and officially started broadcasting its programs in The ninth of September 2007 corresponding to the twenty-seventh of Sha'ban 1428 AH through a wave with a frequency of 91.1 from 6:40 in the morning until 20:00 pm. After that, several waves were added to cover the state's soil.

**8.1 .2Location:** The local radio station of the Djelfa is located in the Al- Falah neighborhood and includes a studio For live broadcasting, another for recording, an installation hall, an editorial and news room, and offices for administration, finance and archives. Radio Djelfa broadcasts a variety of programmes

News programs and cultural and entertainment programs. Other programs range from social, religious, educational and educational programs to other.

Also, Radio Djelfa presents within its programs a weekly cultural program concerned with cultural tourism and heritage.

Its title is Our Heritage, Our Identity, prepared by a group of journalists specialized in this field to deliver it for listeners and introducing it to enrich and promote cultural tourism.

And give all the data and details about this cultural field.

## 9. The most important tourist places in Djelfa:

### 9.1.Introducing Djelfa, the cultural and touristic heritage of Ouled Nile:

The Ouled Nile region is considered one of the masterpieces of Algeria, with a rich heritage.

Generation after generation, the people of this region have developed their own common methods of dealing with the circumstances they faced throughout the history of their association with the land, where it emerges

the cultural and artistic richness of this region through the ages and generations.

### 9.2.The most important heritage tourist places in Djelfa and the best archaeological sites.

#### 9.2.1.. Zakkar Mountains:

One of the most famous tourist attractions in Djelfa, Algeria, which is a series of mountains. The rocky area interspersed with a few areas of greenery is located in the southeast of the state of Djelfa.

The Zakar Mountains region in the city of Djelfa, Algeria, is famous for its inclusion of an ancient archaeological site known as Deir al-Daqourin which was discovered in 1907, and it is a cave inside the mountain that includes

Sculptural murals depicting a woman, a unicorn, and a hunt.



**Fig.1.** representing a unicorn mural in side view



**Fig.2.** representing the first prehistoric archaeological station discovered in the region

### 9.2.2.Senba Forest:

One of the best touristic places in Djelfa, Algeria, for roaming safari enthusiasts or those wishing for hiking, recreation or exercise and relaxation in the lap of the picturesque nature.

The forest, which is located 50 km west of the city of Djelfa, and Mount Sin Alba, is one of the mountain peaks of The Saharan

Atlas that extends over an area of 19 500 hectares of greenery and dense trees

The shades are lush, and the forest contains geological diversity and an attractive temperate climate that attracts the attention of tourists from visitors inside and outside the state.





### 9.2.3.Ein Lukarev:

One of the largest touristic places in Djelfa, located northwest of its capital, and on an area of 60 thousand square meters in the direction of the antique military

mill. Ain Lukarev, or the building of the ignorant, as it is known in local circles, is one of the the largest funerary temples in Algeria with its 22 monuments that were discovered in 1884.



**Fig.4.**

representing the location of the funerary monuments of Ain Lukarev

#### **9.2.4.Kaf dimple :**

It is the largest funerary temple in the Algerian city of Djelfa, with

its 35 monuments. It is located near Ain Lokaref, northwest of Djelfa, Algeria.



**Fig.5.** representing a mortuary temple in the Kaf El Dachra area in the city of Djelfa

#### **Conclusion:**

There has become a close relationship between the media through which local radio and cultural tourism, no one can dispense with it, as the media renders a great service to culture in that it has allowed it to spread tourism culture

It has become an essential element in the educational process and one of the leading media outlets in the field of publishing the cultural and heritage programs on radio which are based on cultural and civilizational guidance

Radio works to raise the artistic and aesthetic taste of the listener and its contribution to cultural development.

For listening individuals, it also

contributes to individuals' access to cultural information, which is a fundamental pillar to the cultural tourism development process.

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