



*The role of Algerian traditional industries and crafts in strengthening the cultural identity of Algerian society*

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**Abstract ;**

*Algeria is known for its rich and diverse cultural heritage, which includes many traditional industries and crafts that reflect the country's history and culture. These industries have become an integral part of Algerian identity .This paper aims to explore the stages of development of traditional industries and handicrafts in Algeria and their role in promoting cultural identity. We will also examine the characteristics of Algerian society, the objectives of promoting cultural identity in the context of traditional industries, and the role of these industries in achieving these objectives.*

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## 1. Introduction

Algerian traditional industries and crafts are integral to Algeria's rich cultural heritage. They reflect a long history and traditional heritage that reflects the identity of Algerian society in its various dimensions, as well as unique handicrafts that tell stories about traditions and lifestyles. The value of these crafts is evident in their diversity and splendor, as they embody images and symbols that express a rich cultural heritage. They play a key role in establishing the cultural identity of Algerian society. Through Algerian handicrafts, old traditions, and customs are revived, showing the community's appreciation of its cultural heritage. Thanks to the dedication and craftsmanship of artisans, Algerian handicrafts are used to communicate between generations and convey the stories and history of Algeria.

In addition to their cultural role, these industries support the local economy and promote sustainable development by encouraging local artisans and industrialists. They also serve to preserve and promote these traditions both nationally and internationally.

Thus, it can be said that Algerian traditional industries and crafts play an important role in preserving the cultural identity of Algerian society and contribute to strengthening the sense of belonging and pride in national heritage, making them an important element in the process of preserving Algerian culture and heritage.

Through this argument, we will work to find the answer to the following question:

## What is the role of Algerian traditional industries and crafts in the strengthening of the cultural identity of Algerian society?

To answer this question, a descriptive and analytical approach was used to describe the various aspects of traditional industries and crafts and to analyze their role in strengthening the cultural identity of Algerian society. To achieve the research objectives set out below:

- ✓ Identify the main traditional industries and crafts in Algeria and the history of their development;
- ✓ Identify the main characteristics of Algerian society;
- ✓ Identify the social and cultural role of traditional industries and crafts in strengthening the cultural identity of Algerian society;
- ✓ Highlight the role of preserving cultural heritage by addressing the challenges it faces and enhancing future opportunities by seizing the opportunities for the development of the sector.

## 2. Introducing Traditional Industries and Crafts in Algeria:

Traditional industries and crafts are a thousand-year-old cultural heritage that links the past with the present. They are considered one of the economic sectors in Algeria that should be reconsidered for development, as they play an important role in promoting cultural heritage at various cultural, economic, and social levels.

## 2.1 Definition of traditional industries from the perspective of Algerian legislation:

Traditional industries and crafts are defined as those carried on by an individual or a group of individuals to produce or manufacture handicraft products from locally available raw materials and raw materials by traditional methods for use in the daily needs of individuals or establishments or for permanent or temporary acquisition. (Benhamouda Mahboub, 2012, p. 13)

Before the promulgation of Decree 96-01 defining the rules governing traditional industries and crafts and its implementing texts, there was no clear definition of traditional industries and crafts in Algeria. With the promulgation of the Decree on 10 October 1996, Article 5 stipulates that traditional industries and crafts are "Any activity of production, creation, transformation, artistic restoration, maintenance, repair or provision of services dominated by manual labor and carried out in a formal and permanent, stable or mobile form, at an exhibition or in one of the following fields of activity: Traditional Industry, Artistic Traditional Industry, Traditional Handicraft Industry for the production of materials, Traditional Handicraft Industry for services. In the following ways: Either individually or within a cooperative for traditional industry and crafts, or a company for traditional industry and crafts". (Order No. 96-01, 1996)

People who practice their traditional crafts can be considered "artisans" by law and benefit from the privileges associated with this status, and these artisans have

been divided into three main categories (Order No. 96-01, 1996) :

✓ **Individual craftsman:** According to Article 10 of Ordinance 01/96 of 10 January 1996, which defines the rules governing traditional industry and crafts, Algerian legislation distinguishes between three levels of qualifications:

- **Craftsman:** Any natural person registered in the Register of Traditional Industry and Crafts, engaged in a traditional activity as defined in Article 05 of this Ordinance, who demonstrates a qualification and undertakes to carry out the work, manage and administer his activity and take responsibility for it ;

- **Master craftsman:** Every craftsman registered in the Register of Traditional Industry and Crafts with a special technical skill, a high qualification in his craft, and a professional culture;

- **Craftsman:** Every wage laborer with a proven professional qualification.

✓ **Cooperative for Traditional Industry and Crafts:** A cooperative of traditional industry and crafts is a civil company formed by persons with an unlimited capital and is based on the free association of all those who have the status of craftsman. The aim of the traditional industry and crafts cooperative is to carry out all operations and perform all services that will directly contribute to the development of traditional activities and crafts, the promotion of its members, and the practice of all these activities.

✓ **Entrepreneurship for traditional industry and crafts:** We distinguish between two types of enterprises:

- **Traditional Industry Enterprise:** A traditional industry enterprise is any enterprise organized according to one of

the forms provided for in the Commercial Code.

- **Craft enterprise for producing materials and services: An artisanal enterprise for producing** materials and services is considered an enterprise established according to one of the forms stipulated in the Commercial Code.

By Decree No. 339-07 of 31.10.2007, the activities of traditional industries and crafts in Algeria have been divided into 24 sectors and activities, which have been classified, numbered, and divided into three areas, As follows (Executive Decree No 07/339 amending and supplementing Executive Decree No 97/140, 2007):

✓ **Artistic traditional industry:**

8 sectors of activity, numbered from 01 to 08 and arranged according to the raw material used as follows:

- Traditional Food Industries ;
- Clay, gypsum, stone, glass, and the like;
- Metals including precious metals;
- Wood and its derivatives;
- Wool and similar materials;
- Cloth and fabric;
- Leather;
- Various materials.

✓ **Traditional industry for the production of materials:**

9 sectors of activity, numbered from 09 to 17 and organized according to the various production activities that exist and can be traditionally practiced, as follows:

- Mines and Quarries Sector;
- Mechanical and Electrical Sector;
- Iron sector;
- Food sector;
- Textile & Leather Sector;
- Wood sector;
- Furniture, haberdashery and household appliances;

- Public Works Construction and Building Materials;
- Trinkets;
- Different materials.

✓ **Traditional industry for services:**

7 sectors of activity, numbered from 18 to 24 and arranged according to the nature of the works carried out, the techniques used, and the fields of intervention, as follows:

- Repair and maintenance of equipment and materials;
- Mechanical works;
- Preparation, maintenance, and decoration of buildings for all commercial uses;
- Hygiene and Family Health;
- Clothing;
- Various services.

**2.2 Stages of development of traditional industries and crafts in Algeria:**

Since independence, the Algerian economy has undergone transformations and changes at all levels, dictated by circumstances and changes in the national and international arenas. This transformation has been accompanied by a series of successive and far-reaching economic measures and reforms that have affected all aspects of economic activity in various sectors. The stages of development of Algeria's traditional industries and crafts can therefore be classified according to the economic policies adopted (Ait Said Fawzi , 2013, p. 59) (Hamza Triki, 2018, p. 04)

✓ **The first phase (1962-1991):**

- Ordinance 62-25 of August 1962, the first law governing the traditional industry after independence, establishing the Directorate of Traditional Industry, which

is responsible for the development of modern or traditional craft enterprises;

- In March 1963, the Directorate of Traditional Industry was attached to the Ministry of Youth and Sports and exercised its powers through the National Tourism Office;

- The promulgation of Decree 64-194 on 25 May 1964, which defines the general program of activity of the Algerian traditional industry;

- The issuance of Decree 65-136, by which the Directorate of Traditional Industry was attached to the Ministry of Industry and Energy in 1965;

- The sector was incorporated into the Ministry of Light Industries by Decree 80-16 on 31 January 1980;

- The promulgation in 1982 of the Organic Law of the Craftsman 82-12, which defines the rights and duties of the craftsman, his fields of activity, and the rules governing the practice of crafts and craft co-operatives;

- The promulgation of Decree 83-550 organizing the Register of Handicrafts and Crafts, established by Law 82-12;

- Law No. 88-16 of 10 May 1988 amending and supplementing Law No. 12-82 introduced several significant amendments. Still, despite this, the sector did not achieve the desired objectives because an oil crisis hit the Algerian economy in 1986.

#### ✓ **The second phase (1992-2002):**

- The sector was transferred in 1992 to the Ministry of Tourism and Traditional Industry by Presidential Decree 92-307 of 19 July 1992;

- The establishment of the National Chamber of Traditional Industry and Regional Crafts by Executive Decree 92-10

on 9 January 1992, which then spread to 20 chambers in June 1997 under the tutelage of the Ministry of Tourism and Traditional Industry;

- The establishment of the National Agency for Traditional Industry by Executive Decree 92-12 of 09 June 1992, which aims to preserve, promote, activate, and guide all activities related to traditional industry;

- The establishment of the National Fund for the Promotion of Traditional Industry Activities by Executive Decree 93-06 of 02 January 1993;

- In 1996, Presidential Directive 96- 01, which sets the broad lines governing the traditional industry and crafts, by defining a precise and comprehensive definition of the sector and regulating the manner, rules, and areas of practice of craft activities as well as the duties and privileges of craftsmen;

- In 1997, Executive Decree 97- 99 of 29 March 1997, which includes the model statute of the cooperative of traditional industry and crafts, in addition to other decrees that ensure the best regulation of the sector.

#### ✓ **Third Phase (2003-2015):**

- The Ministry of Small and Medium Enterprises and Handicrafts (formerly the Ministry of Small and Medium Enterprises and Handicrafts) and the development of a development strategy for the sector (18 December 2003) and the establishment of the "Development Strategy for the Small and Medium Enterprises and Handicrafts Sector". 2010" which is a set of organizational, technical, and financial measures and procedures, as well as a set of guidelines and procedures for the development of the sector, in addition to the

Ministry of Finance and the Ministry of Agriculture;

- The issuance of Executive Decree 03-472 on 02 December 2003, in which 11 new chambers of traditional industry and crafts were created, bringing the number of chambers to 31;

- Holding two elections in 2003 and 2007 to renew their elected structures. This process allowed the election of 792 artisans to participate in the management and supervision of the chambers and transfer the concerns of artisans from the local level to the central level;

- Executive Decree 09-323 issued in 2009 created 16 new chambers, bringing the number of chambers to 48;

- In 2010, the sector was attached to the Ministry of Tourism again to become the Ministry of Tourism, Traditional Industries and Crafts;

- This phase complements the one that preceded it, as regional meetings in April 2011 and the national seminar held on 12/13 June 2011 enabled the development of a future strategy for developing the traditional industry and crafts sector for the horizon of 2020. This phase was marked by strengthening the sector's position in the Algerian economy by supporting craftsmen in quantitative and qualitative production and encouraging the improvement of skills to meet international standards, thus achieving the ability to export traditional industry and crafts products;

- The inclusion of a Ministry of Urbanization under the Ministry of Tourism and Handicrafts in 2015.

### ***3. The characteristics of Algerian society and the objectives of strengthening its cultural identity:***

Algeria is a cultural center rich in diversity and history. This is reflected in the aspects and interactions that distinguish Algerian society from others, represented by a set of characteristics through which it seeks to preserve and strengthen its cultural identity.

#### **3.1 Characteristics of Algerian society:**

Algerian society still has a rich and diverse culture, and the practice of Algerian traditional industries and crafts has contributed to strengthening this cultural identity by combining traditions and craftsmanship. This has been helped by the many and varied characteristics of Algeria, including:

✓ **Cultural diversity:** The vastness of the Algerian country and the succession of civilizations have contributed to the diversity of customs, traditions, and languages of Algerian society, as Algeria's cultural heritage is known for its variety and multiplicity in different regions. Algeria's cultural diversity includes many dialects, many religious doctrines, many traditional dresses, many musical styles, many traditional industries, and many tourist sites (Yasmina Seddouki, 2018, p. 184).

✓ **Shared culture:** Algeria is characterized by a clear demographic diversity that is reflected in cultural life and arts and handicrafts in particular. A piece of pottery or an embroidered dress can show the influence of the Amazigh, Arab, Islamic, and Eastern cultures on life in Algeria, as well as its influence on other civilizations such as the Phoenicians, Romans, and Turks, with the result being a complete harmony between different cultures with Algeria's ancient heritage (Sanaa Samara, 2023).

✓ **Geographical specificity:** Algeria's traditional industries and handicrafts reflect the cultural specificities of the different regions of the country, which has contributed to the geographical specificity of the national identity. Each region in Algeria has its own unique culture and traditions, which can be expressed through the handicrafts and traditional industries of each region (Ministry of Tourism and Handicrafts, 2023).

✓ **Abundant natural resources:** Algeria is among the top 20 countries in the world with the most natural resources, which facilitate the practice of traditional industries and crafts (Abdul Nasser Hanno, 2023).

✓ **Arabic:** Arabs make up 80 percent of Algerians and speak a mixture of classical and colloquial Arabic, although the French occupation fought Arabic and tried to eradicate it to replace it with French, which is still spoken by many Algerians, the Algerian government has been keen to restore Arabic as the language of instruction in the country (Sanaa Samara, 2023).

✓ **Islamic identity:** Islam is the adopted religion in Algeria and the Islamic heritage is an integral part of Algerian society (Salwa Al-Hadid, 2024).

✓ **Different heritage:** Heritage is an important part of Algerian identity, and traditional industries reflect this ancient heritage that has been an important part of Algeria (Brahim Hilali; Jamaleldin Baba, 2021, p. 256).

### ***3.2 Objectives of strengthening the cultural identity of Algerian society:***

The role of Algerian traditional industries and crafts is to achieve objectives that promote heritage and

cultural identity in a way that reflects the characteristics of society and meets its aspirations to contribute to building a diverse and sustainable cultural identity. Cultural identification can have several objectives in the course of its development. These objectives include the following:

✓ **Preserving heritage:** Traditional industries and crafts in Algeria endeavor to preserve and transmit Algerian culture, customs, and traditions that characterize the Algerian identity and Algerian cultural heritage between generations. (Dahabia Mahmoudi, 2020, p. 29)

✓ **Strengthening social belonging:** Traditional industries are part of an individual's personal identity and cultural belonging. When practicing them or buying their products, individuals feel proud and connected to their cultural heritage and traditions. Gathering in craft workshops among individuals enhances social interaction and builds strong ties within the community. (Hussein Al Sayed, 2023)

✓ **Promoting intergenerational understanding:** Developing cultural and linguistic communication skills between different communities is an effective way to achieve community development, as this type of learning helps to promote understanding and cooperation between different communities and minimize clashes. It encourages communication and understanding between different generations to ensure the effective transmission of values and traditions. (Cultural and Tourism Affairs Committee, 2023)

✓ **Stimulate creativity and art:**

Traditional industries continuously improve the quality of products, which leads to the development of the traditional product as a result of the training adopted by the traditional industry sector for the benefit of artisans, especially in the field of design, and is an opportunity to exchange experiences among artisans and motivate them to exert more efforts in the field of creativity and innovation. (Algerian News Agency, 2023)

✓ **Contribute to sustainable development:**

The traditional industry is an important economic sector and plays an effective role in the economic wheel of the country, especially in providing products and services related to daily living. To contribute to the realization of the sector's role, it must assume the place it deserves to take the lead in local development programs and the realization of development plans. (Directorate of Tourism and Traditional Industry, 2023)

✓ **Supporting the local economy:**

Traditional industries and crafts often rely on local raw materials and provide products and services for the benefit of all economic activities. It also works to achieve real added value through the valorization of national potential that contributes to achieving social balances and supporting the economic fabric. It provides jobs and raises the level of qualification to increase productivity to help drive national economic development. (Boily Sakina, 2014, p. 348)

**4. The role of traditional industries in enhancing the cultural identity of Algerian society:**

Traditional industries and crafts play a positive role in the social and local

economy, as well as in the preservation of cultural identity, with a multifaceted impact on many aspects of Algerian society, including:

**4.1 The social role of traditional industries and crafts in strengthening the cultural identity of Algerian society:**

The craft sector promotes social stability by helping to raise the standard of living of local people and by trying to reduce the differences between rural and urban areas. It also helps to increase the chances of integration and solidarity of the local population within the community, as well as providing an opportunity for social interaction for women who stay at home. Among other things, which we will explain in the following points:

✓ **Alleviating social problems:** This is achieved through the jobs that these enterprises provide for the owner or others and the goods and services that they produce for the most disadvantaged and impoverished social groups, thereby creating relationships that increase the sense of solidarity and fraternity regardless of religion, color, and gender, as trades can contain social problems such as unemployment and marginalization and the resulting serious societal scourges by ensuring psychological and material stability. ( Ben Ammar Siham, 2015/2016, p. 76)

✓ **Provides income for the labor market:** Traditional industries and crafts contribute to the absorption of unemployment and the creation of job opportunities, due to the simple means needed to meet the needs of the local population. Activity, the sector can form an economic fabric for productive households, which will positively affect the social

network of families by raising the standard of living. (Zaidan Aisha, 2014/2015, p. 18)

✓ **Achieving a regional balance between the regions of the country:** The traditional industry and crafts sector has a positive role in achieving the balanced regional development of countries and achieving social stability of the population due to the ease of its spread because its activities rely on local resources and natural resources that enable new productive investments in various regions that large projects may not be able to serve, especially the Bedouin and rural areas. Algeria is among the countries that require attention to rural development issues (Ben Amoudi Jalila, 2011/2012, p. 58) due to the vastness of the desert and semi-desert area which represents 90% of the total area; the increasing population in Algeria has reached 45,26 million people in 2023; out of 1541 municipalities, 979 are rural municipalities; population imbalance between rural and urban areas as the former represents 34% of the total population, and the following table shows this:

**Table (01): Distribution of crafts activities by urban and rural areas:**

Zones	Urban	Rural
Year	zones	zones
2020	17792	5033
2010-2020	207102	68167

**Source: Prepared by the researchers based on data from the Ministry of Tourism and Handicrafts website.**

From the previous table, we note that urban areas occupy the largest number of craft projects, which are estimated at 207,102 projects, where only about 17,792 projects were registered in 2022 in urban cities, while the number of projects in rural areas was estimated at 68,167 projects only

and registered in 2022 about 5033 projects only, for this reason Supporting and promoting artisanal activities can rebalance regionalism between the provinces. Continuing this pace of construction will reduce rural migration and alleviate demographic pressure on urban areas, as well as preserve traditional activities in these areas.

**Valuing the role of women:** The inclusion of women in the labor market is one of the most important challenges that Algeria is pursuing, and the crafts sector is one of the most important sectors through which this can be achieved. The list of traditional industry and crafts activities includes some activities that can be practiced at home, as stipulated in Executive Decree No. 274-97, and the table below shows the percentage of female participation in projects. ( Ben Ammar Siham, 2015/2016, p. 76)

**Table (02): Distribution of crafts activities by gender**

Gender	Men	Women
Year		
2020	15008	7817
2010-2020	170690	104579

**Source: Prepared by the researchers based on data from the Ministry of Tourism and Handicrafts website.**

The table shows that the total activities established by women amounted to 104,579 projects from 2010 to 2020, while the number of projects established by men amounted to 170,690 projects, i.e. the dominance of male participation in establishing projects. It is also noted that the participation of women in establishing projects in 2020 only represents 7817 projects, and this is due to the facilities and

financial and moral support provided by the state.

#### ***4.2 The cultural role of traditional industries and crafts in strengthening the cultural identity of Algerian society:***

Traditional industries and handicrafts are essential factors for cultural identity, especially those that are on the path of development. Thanks to this popular cultural heritage, individuals can express themselves in the shadow of the group to which they belong in their relations with the world. It is an instrument of cultural identity that must be preserved and maintained, especially as the world is living a scientific and technological revolution that has contributed to the flow of ideas, services, and goods between the countries of the world.

The acceleration of development and the explosion of knowledge that the world is experiencing has made the preservation of handicrafts and the achievement of cultural development an essential requirement to achieve a balance between scientific and cultural aspects, and to ensure the specificity of the cultural heritage, especially the intangible ones, which include traditional knowledge and skills on which the manufacture of these crafts mainly depends, as the stage that the contemporary world is going through with its contemporary consumerist culture. Therefore, preserving traditional industries and crafts helps to develop the spirit of national identity of individuals and revive the sense of pride and pride in belonging to the civilization and heritage of those societies to which they belong, as each person has its originality, identity and social affiliations. (Boualout Faiza, 2022, p. 78)

It also works to preserve and maintain this nation's cultural heritage and the status inherent in its history, and to distinguish the traditional industries that our country abounds in as a result of the marriage between the various cultures and civilizations that have succeeded in our country, which have brought with them their customs and traditions in a way that affected the ways of life as well as the traditional industries. This has allowed the emergence of an art that derives its radiance from the culture that has been fused within the framework of the Arab-Islamic culture to appear clearly in the products of this sector, thus making them a living reflection of an authentic past and a contemporary present and forming a cultural heritage that contributes to achieving national unity and preserving our distinctive identity without distortion.

It is considered an effective means of communication and communication between members of society. If a Mesabian woman who weaves carpets, whether "Hanbal", "Tifrishith" or "Tjerbet", weaves drawings on them to express celebrations, she will, in turn, draw other drawings to express danger; this message contained in the traditional product is a means of communication between individuals and a living message to subsequent generations about the period in which the zarbia was made, for example. (Ben Amoudi Jalila, 2011/2012, p. 60)

#### ***4.3 The impact of traditional industries and crafts on the local economy and its role in strengthening the cultural identity of Algerian society:***

Traditional industries have a great competitive advantage due to the specificity

of the craft product from one region to another or from one country to another, which makes marketability guaranteed if standards are respected, and Algeria, with its diversity and richness of craft products stemming from the diversity and richness of local cultures, can make the sector a major economic tributary to attract financial resources like its counterpart in other countries. Craft enterprises can play a major role in local production and public income thanks to their widespread popularity and the citizen's need for them, whether artistic, traditional, or productive, in addition to their great ability to absorb unemployment (Ben Siddiq Nawal, 2012/2013, p. 13) His other roles include:

✓ **Labor mobility:** The crafts and trades sector plays a leading role in job creation and poverty reduction through its ability to provide decent incomes for a significant number of citizens, thus ensuring equitable distribution of national income and well-being. (Ben Ammar Siham; Ben Hamouda Mahboub, 2017, p. 891) The total number of jobs in traditional industries and crafts is estimated as shown in the following table:

**Table (03): Jobs created in traditional industries between (2018-2022)**

Year	2018	2019	2020	2021	2022
Number of jobs	70305	86209	58473	57792	75129

**Source: Prepared by the researchers based on data from the Ministry of Tourism and Handicrafts website.**

From the table above, it is clear that there is an increase in the number of jobs in

the traditional industries sector from 2018 to 2022, as 70,305 jobs were recorded in 2018 and increased by 22.6% in 2019, which is evidence that the local program "Development of Traditional Industry" adopted to develop the sector in 2018, which aims to support and promote local traditional industries through training and vocational training in addition to financial support and facilities provided to the sector has shown its signs and then began to record a decline in the number of positions with the beginning of 2020.

This is due to the health and economic conditions of the country, including the quarantine applied at the time, so most institutions resorted to laying off workers, but after the passage of the COVID-19 crisis, the situation began to improve, only to rise again in 2021 with the beginning of the new reforms and recorded the highest number in 2022, where the total number of jobs in these industries reached approximately 75,129 jobs.

✓ **Supporting the tourism sector:** Traditional industries and crafts contribute to the flourishing of tourism in the country, to introduce cultural heritage to others. The development of the tourism sector has a positive impact on the level of artisans' incomes, ensuring that they continue to achieve growth rates that chart the path of development in both sectors for the long term. Algerian artisans have worked to develop their traditional industries to serve the local community and economy. To attract foreign tourists and introduce them to Algeria's cultural heritage, the traditional industry sector has established structures such as traditional industry houses and traditional industry centers in different provinces of the country. These structures

act as a permanent market for traditional industry products, where tourists and visitors can experience the experience of shopping directly with the producing artisans, for example, the House of Traditional Industry in Tamengiste has become a tourist attraction par excellence. It hosts many workshops of artisans who display their products throughout the year. It also hosts craft fairs for the Saharan traditional industry. (Ben Ammar Siham; Ben Hamouda Mahboub, 2017, p. 891)

✓ **Contribute to local economic development through territorialization:**

The various activities of the traditional industry are characterized by their adaptation to local conditions, which is a positive point for local economic development, and the support and promotion of activities can raise awareness of the need for territorial adaptation in each specific area of the country, urban, mountainous, high plateau, southern regions, which meet the necessary conditions to enable them to adapt to development (availability of resources, local crafts, existing jobs and their promotion, etc.) It is particularly important to create and develop activity zones that rebalance the craft positioning, a large proportion of which remains concentrated in densely populated areas in the north of the country due to the delay in the navigation of the country. Medium-term economic and social planning must take into account the mobilization of the necessary means to achieve the set objectives. The achievement of these objectives calls for the realization of various actions of an urgent nature (funding, initiatives, information communication)

(National Chamber of Handicrafts and Crafts, 2009, p. 62)

**5. Challenges facing industries and crafts and future opportunities to enhance their role in preserving cultural identity:**

The traditional industries and crafts sector in Algeria is of great importance and the challenges faced by the sector must be understood and analyzed to find ways in which these challenges can be overcome. Capitalizing on the distinctive characteristics of Algerian society as well as the unique strengths of cultural identity will enhance future opportunities for C&C industries as a vital means of preserving Algerian cultural identity.

**5.1 Challenges facing traditional industries and crafts in Algeria:**

Traditional industries and crafts in Algeria face several difficulties and challenges that have been and continue to be the main obstacles to the development and progress of this sector. Despite the considerable efforts made by the Algerian state in this regard, there are still many shortcomings and gaps in the body of this sector, the most important of which are the following:

✓ **Lack of inclusion of craft enterprises as a development priority:**

Where they are prioritized within the country's economic reform policies and the weakness of clear legislation and regulations to support them.

✓ **Weak fiscal and financial incentives:** Over 53 percent of artisan entrepreneurs consider the interest rate to be a major obstacle. Any investment in the field of traditional industry and crafts in Algeria can receive support from state agencies, but the artisan entrepreneur faces difficulties due to his weak means, low

financial resources, and difficulty in obtaining soft loans.

✓ **Poor conditions for the practice of craft activity:** Other obstacles that prevent the practice of traditional industry activities in an organized manner and the provision of products in large quantities, of good quality, and within the specified period, including the lack of resources and the unavailability or difficulty in obtaining basic materials, and the practitioners of craft activities often resort to the use of production methods that are not appropriate to the quality of the activity.

✓ **The issue of exporting traditional products:** Several obstacles and obstacles prevent the demonstration of the export potential of the traditional industry and crafts sector, including The lack of information, statistics, and studies on target markets, the type of products required, their characteristics, and price trends - The sporadic presence of Algerian traditional products in international events due to the issue of quality and standards . (Ramzi al-Abbasi; Fadia Amouri , 2018, p. 57)

✓ **Lack of professional training for artisans:** The effectiveness and success of any sector depends mainly on the skill and qualification of its practitioners, so raising the level of qualification is a priority to keep pace with developments, and this is what the traditional industry sector requires, especially in light of the ongoing economic transformations, and therefore training and qualification in crafts is of great importance to be in line with the requirements of the market.

✓ **Weak competitiveness of the craft product:** This is due to the poor quality and quality in this sector due to the use of limited quality raw materials and the lack of

expertise of professionals, which produces a product of limited quality, as well as prices. The participation of artisans with their traditional products in international salons at high prices to cover production costs limits the establishment of relations with foreigners. (Karima Kassimi; Othman Allal, 2021, p. 26)

There are several other challenges facing these traditional and artisanal industries, including:

✓ **The impact of globalization and technology:** Transformations associated with globalization may lead to the loss of the traditional character of products and their discontinuity.

✓ **Environmental challenges:** Growing consumer concern about sustainability can have an impact on industries that rely on natural materials.

✓ **Market volatility:** Traditional industries can be affected by fluctuations in demand and fashion, making it necessary to adapt to market needs.

✓ **Logistical challenges:** Logistics and infrastructure issues can affect the production and distribution processes of traditional industries.

## ***5.2 Future opportunities for traditional industries and crafts in Algeria:***

Traditional industries and crafts hold great potential for future development, as they can be strengthened through several strategies of effective cooperation between the public and private sectors, as well as the active participation of the community and artisans to achieve a positive impact on traditional industries and crafts, which when developed have a significant impact on preserving cultural identity: (Oumm Kalthoum jamaai, 2019, p. 90)

✓ **Create a robust information system:** This system aims to create a dashboard for the sector based on accurate, validated, and up-to-date information, which will enable the dashboard to respond to the needs of the management of policies for the promotion and development of the sector.

✓ **Strengthening the operational capacity of the Chambers of Crafts and Traditional Industries:** As an intermediary actor between public authorities and professionals, chambers of traditional industry and crafts will have an important role to play in horizontal and vertical coordination, so the tasks of the chambers must be reformulated and reoriented.

✓ **Promote partnership and the culture of associative work:** The experience to date has proven the limitations of partnership and association work, so it is necessary to reconsider the organization of the sector through the emergence of professional groups and associations capable of bearing the burden of self-development and gradual exit from the constraints of dependency.

✓ **Promotion of local production systems:** The task of the economic revitalization of the local production system involves facilitating the following actions: Organization at the level of the production space through the activation of inter-sectorial synergies and the promotion of inter-enterprise cooperation networks. The formulation of collective strategies through the preparation of a collective diagnosis, development strategy, and agreed action plans.

✓ **Establishment of poles of excellence in the field of the traditional industry:** In this context, the Growth

Promotion Plan includes the establishment of the following technical centers and centers of excellence: The Centre of Excellence in Ceramics in Tipaza and the Technical Centre for Carving on Semi-precious Stones in Tamanrasset.

✓ **Developing new mechanisms and methods of financing:** Through the active cooperation of the support agencies with the traditional industry and crafts sector.

✓ **Support rehabilitation and competitiveness:** Artisans must maintain or expand their market share by improving the quality of their products.

## **6. CONCLUSION**

Through this argument, we find that Algerian traditional industries and crafts are an integral part of the cultural identity, from which the spirit of creativity and heritage emanates. Therefore, we must continue to support and promote these industries to preserve cultural heritage and contribute to building a future generation that is proud of Algerian heritage and traditions, which enhances awareness of cultural heritage and contributes to its transmission to future generations. Therefore, we emphasize that traditional industries and crafts have a prominent role in strengthening the cultural identity of Algerian society. They are not just a means of production, but an expression of a rich and unique cultural heritage through the preservation of traditional industry techniques, and reflect the Algerian society's identity and history.

By exploring "the role of traditional industries and crafts in enhancing the cultural identity of Algerian society", several important conclusions can be drawn:

✓ Algerian traditional industries and crafts are an essential part of cultural identity;

✓ The main objective of the proliferation and survival of traditional industries and crafts is to preserve the cultural identity of Algerian society;

✓ Algerian society is characterized by distinctive features that can be exploited to strengthen its cultural identity;

✓ Traditional industries have an important role in strengthening the cultural identity of Algerian society;

✓ Traditional industries face several challenges that can be addressed and future opportunities can be exploited to enhance the cultural identity of the community.

Based on the findings, we will put forward some recommendations that contribute to strengthening cultural identity through Algerian traditional industries and crafts, which were discussed in detail earlier in the presentation:

✓ **Promote digital marketing:** Using social media to market traditional products expands access to global markets;

✓ **Promote education and training:** Develop education and training programs targeting young people to transfer traditional skills;

✓ **Support design innovation:** Encourage artisans to integrate traditional elements with modern designs to meet the needs of changing markets;

✓ **Promote international cooperation:** Sharing experiences and collaborating with artisans and industrialists from other countries can enrich experiences and broaden their understanding;

✓ **Promote cultural tourism:** Developing tours centered on traditional

crafts can attract visitors and promote cultural interaction;

✓ **Encourage government support:** Government support for traditional industries through subsidies and tax concessions enhances their sustainability.

✓ **Organise art and cultural exhibitions:** Organising promotional events and exhibitions of traditional crafts can raise awareness and attract interest.

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