

## A comparative study of the reality of the tourism sector between Algeria and Morocco in 2010-2019

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Received: .06/04/2022

Accepted: 26/06/2022

Published:30/06/2022

### Abstract:

Tourism has become the third most strategic and dynamic sector of the world. The world's efforts have been directed towards promoting this sector and formulating policies and strategies to achieve positive economic and social impacts, thereby contributing to economic development.

To illustrate the impact and extent of this impact, a comparative study has been conducted between the tourism sector of two countries with somewhat similar tourism supply, Algeria and Morocco, in order to highlight the differences, obstacles and ways to address them.

**Keywords:** Tourism, economic development, strategies, obstacles.

**JEL Classification Codes :** Z320, O100.

ملخص:

تتضمن هذه الدراسة موضوعا من أهم المواضيع الحديثة، إذ أصبحت السياحة أهم ثالث قطاع عالمي باعتبارها قطاع استراتيجيا وديناميكيا، وتوجهت جهود العالم نحو النهوض بهذا القطاع ووضع السياسات والاستراتيجيات لتحقيق آثار إيجابية اقتصادية واجتماعية مما يساهم في تحقيق التنمية الاقتصادية.

ولتوضيح هذا التأثير ومداه تم إجراء دراسة مقارنة بين القطاع السياحي لبلدين متشابهين في العرض السياحي لحد ما هما الجزائر والمغرب وهذا في سبيل إبراز الاختلافات والعراقيل وسبل معالجتها.

كلمات مفتاحية: السياحة، التنمية الاقتصادية، الاستراتيجيات، العراقيل

تصنيفات JEL : Z320, O100.

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## 1. Introduction

Many developing countries, in particular, sought them, to use this global vision for its benefit and guide its development paths consistent with current changes at the local, regional and global levels by relying on its tourism features to break out of underdevelopment. Catch up with the economic development to which tourism development is a way of reaching it.

Tourism also contributed to attracting financial flows and increasing economic growth and job creation, which required a favorable tourism environment and effective tourism development. However, the share of developing countries in global tourism was still low owing to poor infrastructure and essential services and the absence of tourism culture.

Algeria is a developing country with diverse and multifaceted tourism qualifications. We have long begun to move to serve the tourism sector, harness human and material efforts to promote this sector, and eliminate the single economy of dependence on oil as the primary and only source of cash revenue. This has resulted in a persistent balance of payments deficit due to successive fluctuations in the sector in recent years.

The main problem is formulated: "**How does the tourist industry affect economic development?**"

To address the main problems, sub-problems are:

1. How do we assess the performance of Algerian tourism vis-à-vis Morocco?
2. What causes delays in the tourism industry and tourism development in Algeria? Moreover, how does it get past it?

### **The study's assumptions:**

1. Similar performance for the Algerian tourism sector compared to Morocco.
2. The reasons for the delay in the Algerian tourism sector are the absence and promotion of tourism culture and the lack of clarity of government policies.

### **Relevance of the study:**

- ✓ Introduction to tourism and economic development and the various combinations of them.
- ✓ Evaluate the interaction and association between the tourism sector and economic development.
- ✓ Emphasize the impact of the tourism sector and its potential to develop as an alternative to the fuel sector.

### **Goals of the study:**

- Clarify the role and significance of the tourism sector in economic development

- Evaluate the tourism sector's performance in Algeria and compare it with Morocco, thereby identifying the differences and reasons for doing so and how to overcome them.

**Curriculum and study tools used:**

-This study uses different approaches. The historical approach enables the chronological follow-up of the stages and developments of tourism. The descriptive approach also enables the description and definition of the phenomenon of tourism and the phenomenon of economic development and knowledge of the different phenomena. The analytical approach collects facts and information, analyzes the interaction between the two variables, and reaches different outcomes and impacts; the statistical approach is also used to quantify various human and material tourism flows.

-This study uses various study tools: books, doctoral theses, notes, articles, conferences, websites, reports, and statistical data.

-Head limits: It has included.

-Substantive limits: The study deals with two variables, economic development as a dependent variable and tourism as a separate variable.

-Spatial boundary: Algeria includes an addition to Morocco, and this choice to compare them is due to many common characteristics such as location, strength, economic power.

-Temporal limits: between 2010 - 2019 period

**- Search: Tourism components Algeria/Morocco**

**- Search: Tourism indicators and impacts of the tourism sector on economic development**

**- Search: Development and revitalization of the tourism sector in Algeria**

## **2. Tourism components: Algeria/Morocco**

States must diversify their sources of income and not rely on a single Source to achieve global development and prevent economic deficits. Algeria is one of the countries whose rent-based economy depends heavily on the fuel industry, despite attempts at economic diversification over the past decade.

Given the geographical and cultural rapprochement between Algeria and Morocco, a comparison of the tourism sector between the two countries could be drawn up, thus identifying the differences and causes, which would help take the proper measures to promote the sector.

The two Moroccan States have many diverse tourism features that enable them to attract tourists and achieve tourism development.

### **2.1 Natural Components**

A. **Location:** Algeria, located north of the African continent in the south-west bank of the Mediterranean Basin, is the largest country in Africa by 2.381.741 square kilometers. It is bordered to the north by the Mediterranean Sea, to the west by Morocco and Mauritania, to the south by Niger and Mali, and to the east by Tunisia and Libya (Lekhadr, 2018).

Morocco is northwest of the African continent, at 710650 km<sup>2</sup>, bounded on the east and southeast by Algeria, on the south by Western Sahara, on the west by the Atlantic Ocean, and on the north by the Mediterranean Sea (kararia, 2019).

B. **Climate:** Algeria is characterized by a diverse climate, with the Mediterranean at the coastal level at average annual temperatures. The upper hilly climate, transitional between the Mediterranean and the desert, covers the south. The oases are characterized by low and irregular rain, dry weather, and high temperature (Sahrawi, 2019, p. 169).

Morocco's climate is also diverse according to the Mediterranean regions of the north, the west, and the desert areas of the south. Coastal areas enjoy a mild climate, and mountain regions of the south are often known as cold and humid during winter (Sabihi, 2020).

C. **Terrain:** In Algeria, it consists of three major blocks, the coastline in the north along 1644 km, which has helped multiply scenic beaches and promote coastal tourism. There are also many caves, such as the Wondrous Caves of Jijel, the Aukas of Bejaia, and others, followed by the Tilli and Upper Hills, which extend in the form of mountain ranges. Mount of the aurass, Lala Khadija Peak, Wancharis, and Sharia; Tourist attractions for mountain tourism and adventure tourism, especially with their winter snow cover and the possibility of climbing and skiing. The Hodna hills represent the boundary between the eastern and western hills. Then the Algerian desert comes the second largest desert globally, the latter covering 85 percent of Algerian soil, with southern Algeria ranging from volcanic views to mountains like the summit of askram, found within the close volcanic mountain range. "Al-Haqqar" tamenrast is the most beautiful sight of Sunset in the world. Al-Tasili of najer is in an ilizi, the sand steppes, and the vast oases of more than 200 oases, most notably ouragla, the capital of Oaths, Tememon, and Bani Abbas. (Adir, December 2019).

D. **Barns and green spaces:** In Algeria, since 1983, the Government has classified ten national parks, which constitute 23.8% of the total area of the country, under the auspices of the Ministry of Agriculture and the Ministry of Culture. Each barn has features and characteristics, the most important:

National hangar of Kala in Taref, National hangar of Taza in Jijel, National hangar of Hoggar in Tamanrast, National Barn Tassili Balezi, and others. (Ben Lakhder, 2018). Charming gardens are also varied among the most prominent among them is the Hamma Park in the capital.

E. **Protective resources:** Algeria is endowed with recognized protective capacities and qualifications distributed throughout the country. Many features and therapeutic characteristics characterize its warm waters. Most notably, sokhna hamam and guerguor in setif, salihin hamam in khanchela, maskhoutin hamam in guelma and so on. (Website of the Ministry of Tourism, Traditional Industry and Family Work, 24, 2021, 23:30).

## **2.2 Complementary physical and organizational components**

### **Algeria:**

The Algerian road network is one of the largest in Africa, with an estimated length of 112,696 km of road, 29280 km of the national road, and more than 4910 structures (Smaini, 2000). The railway network is 4200 km long and accounts for 17% of road transport. In maritime transport, there are 17 ports, some for the export of fuels and others for multiple activities (Khantar, p. 200). Algeria also has Rapid Transit and is one of the few Arab States available.

The total national hotel hangar in 2019 was estimated at 676,125, primarily unclassified accommodation establishments, the most significant urban character being followed by the coastal character, and the number of beds increased to 125,676 for the same year.

Algeria's number of tourism agencies stood at 2942 by 2019, up from 1643 in 2015, and over 160 tour guides. (Website of the Ministry of Tourism, Traditional Industry and Family Work, 24, 2021, 23:30)

The Ministry of Tourism oversees the tourism sector, Traditional Industry and Family Work (MTATAF) as the primary official entity, and a group of specialized tourism institutions such as the National Tourism Office, the National Tourism Development Agency... This is in promoting the tourism sector and achieving positive results.

### **Morocco:**

For road transport, Morocco has an estimated road network of 57,847 km between secondary and primary roads and 1,800 km from highways, as the railway network runs along 1907 km. In addition, there are many ports in maritime transport, estimated at 27, of which five are recreational ports for tourism. (Ali, p. 99) .

Many airports in various cities, including the international airport Mohammed V in Casablanca, and the lighthouse in Marrakech...

In 2019, the energy of various beds was estimated at 268,800. It should be noted that 3 \* 4 \* 5 \* hotel and hotel clubs account for 54% of all tourist accommodation establishments.

There were also 1191 tourist agencies, with 2759 tour guides at various national levels (<https://mtataes.gov.ma>, s.d.)

In addition to the bodies that regulate the tourism sector, such as the Ministry of Tourism, Traditional Industry, Air Transport, and Social Economy, the Moroccan Tourism Observatory, the National Tourism Bureau.

In general, Algeria and Morocco enjoy a wide range of natural, cultural, material, and distinctive features, not all of which can be mentioned.

### 3. Tourism indicators and impacts of the tourism sector on economic development: Algeria / Morocco

In order to compare tourism realities between the two countries, it is necessary to rely on a set of indicators to highlight differences and determine better performance. From this point of view, the economic and social impacts of the tourism sector on economic development can be found.

#### 3.1 Tourism indicators

To determine the strength of a country's tourism sector and the degree to which it is regarded as a tourist destination, the sector indicators must be found, most notably the number of arrivals tourist nights.

##### a. Tourist demand (number of arrivals):

Tourist demand (number of arrivals) is the most critical indicator of the efficiency of tourism supply to the receiving region.

Table 3: Evolution of the number of arrivals in Algeria/Morocco (2010-2019)

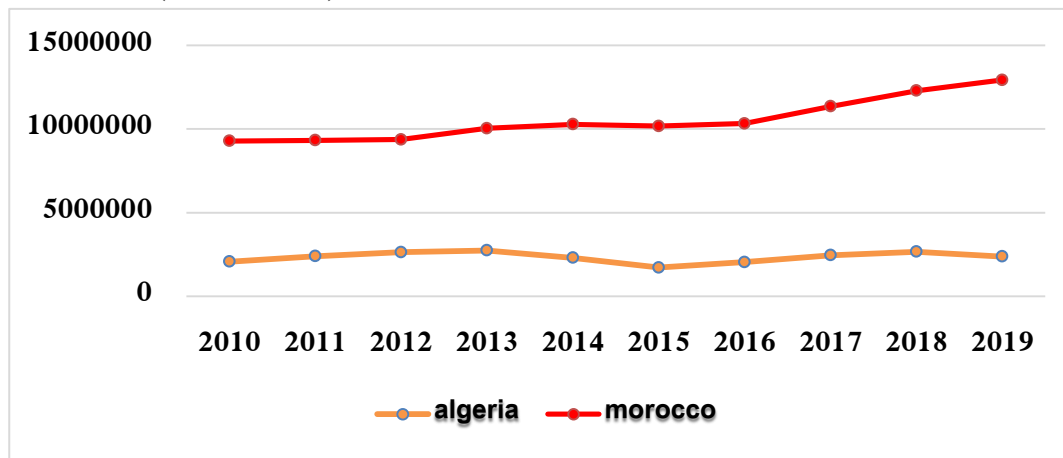
	years	2010	2011	2012	2013	2014
arrivals	Algeria	2070496	2394887	2634056	2732731	2301373
	Morocco	9288338	9324133	9375156	10046264	10282944
	years	2015	2016	2017	2018	2019
	Algeria	1709994	2039444	2450785	2657113	2371056
	Morocco	10176762	10331731	11349344	12288708	12932260

**Source:** Prepared by the researchers based on: National Bureau of Statistics, Algeria in numbers, results in 2013-2015, Bulletin 2016, No. 46

Ministry of Tourism, Traditional Industry and Family Work, Sub-Directorate of Statistics, Tourism and Traditional Industry Statistics Report 2015-2018, 2019 Report Website of the Ministry of Tourism, Traditional Industry, Air Transport and Social Economy of the Kingdom of Morocco, the previous reference

Ministry of Tourism: Directorate of Strategy and Cooperation, Tourism Observatory, Tourism in Chaffers, Morocco, Edition 2012, 2013, 2014

Figure 4: A trend comparing the development of arrivals for Algeria and Morocco (2010-2019)



Prepared by the two researchers based on table 6

In line with the data of the curve above can be inferred that the superiority of Tourism demand in Morocco is higher than in Algeria. It is constantly increasing through the study period. However, there was a slight decline during 2015, then continued to grow to a peak in 2017 with a growth rate of 10% to achieve. The highest number in 2019 is about 13 million tourists, with a growth of 5%. It should be noted that more than half of the arrivals are foreign tourists, and Europe is the largest market Source for tourists to Morocco, especially France, Spain, Belgium.

For Algeria, it has not reached 3 million tourists, where tourism demand has fluctuated and slowed for most of the years, and 2013 is the peak year of more than 2.7 million tourists, while 2015 saw the lowest demand by less than 2 million due to border security tensions. As a result, tourism growth is low or negative most of the time. It should be noted that the most significant half of the arrivals are Algerians living abroad, and foreigners account for a small percentage of tourism demand and the most critical markets—French and Tunisian exporters.

### **b. Tourist nights:**

The total number of tourist nights often reflects the quality of accommodation institutions and tourism services provided.

Table 4: Development of tourist nights in Algeria/Morocco

	years	2010	2011	2012	2013	2014
arrivals	Algeria	5939334	6329472	6640181	6921234	7053744
	Morocco	17950966	16867666	17550748	19231475	19732497
	years	2015	2016	2017	2018	2019
	Algeria	7146572	7276524	7406470	7565733	7690926
	Morocco	18462729	19276654	22114300	24031408	25243989

Prepared by the two researchers based on table 6

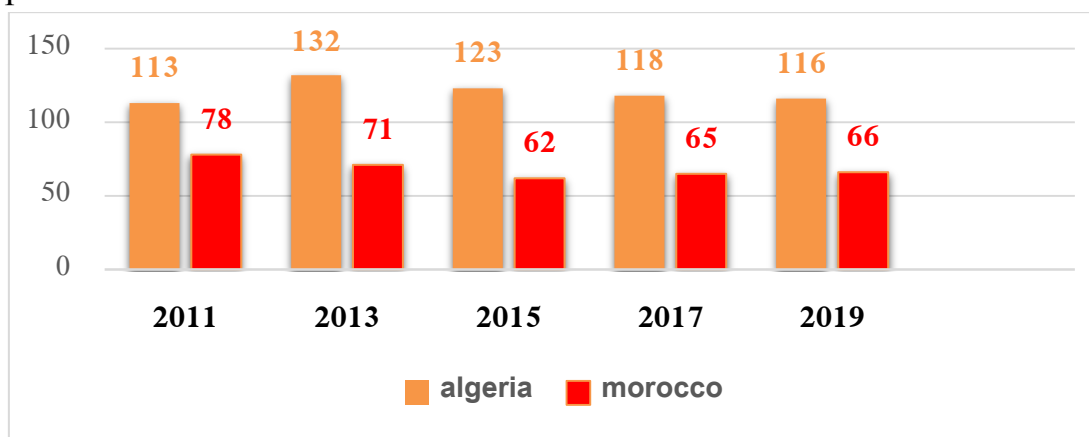
The table shows the difference between the two countries' tourist nights, exceeding 25 million for Morocco with sustained and rapid growth, especially after 2016, which underscores the success and quality of tourism services provided.

On the contrary, despite its continued growth, Algeria is relatively weak and still lagging in comparison with Morocco. Accordingly, the poor performance and quality of tourism in the sector and the delay in its modernization and addressing the problems it faces are evident.

**c. Sector Competitiveness Index Tourism and Travel:**

It is the composite indicator that reflects the degree of competitiveness and priority of a country's tourism sector relative to many sub-indicators and is therefore considered to influence tourist orientation.

Form 5: Global rankings of Algeria and Morocco in the Travel and Tourism Competitiveness Index



Prepared by the two researchers based on

WEF, the travel & tourism competitiveness reports, 2011, 2013,2015,2017,2019

The above figure highlights the considerable difference between Algeria and Morocco by the tourism sector's competitiveness, with Algeria occupying late positions in the total of 141 countries classified in the most extensive grouping. At the same time, Morocco's progress in classification and occupation is excellent compared to Algeria. There are numerous reasons for delays, including neglect of the tourism sector by the Algerian authorities, poor infrastructure, business environment, investment in tourism. This shows how fragile and deteriorating the sector is opposite Morocco, which attaches great importance to the sector.

**3.2 The economic impact of the tourism sector.**

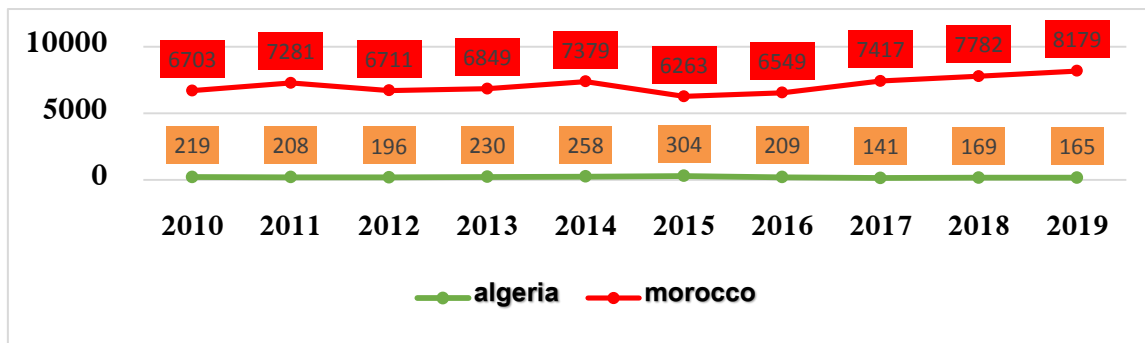
The tourism sector has a significant impact on the economic side through various economic indicators, directly or indirectly.

**3.2.1 Development of tourism revenues**

A country's tourist traffic results in a parallel movement in cash flows due to the need for movement, accommodation, food,



Form 6: Curve to Compare Tourism Revenue Development (2010-2019) Unit: million dollars.



Prepared by the two researchers based on

UNWTO, international tourism highlights, edition: 2015,2016,2017,2020

National Statistical Office, Previous Reference

Ministry of Tourism, Traditional Industry and Family Work, Statistics of Tourism and Traditional Industry 2019, op. Cit.

Through a curve showing the development of tourism revenues, for Morocco, the ratios ranged from \$ 6000 million to \$ 8000 million during the school years, despite the fluctuation during the 2010-2015 period, which saw the lowest revenue as a result of the decline in the number of tourists and tourist nights, then steadily increasing to reach its highest value of \$ 8179 million during 2019.

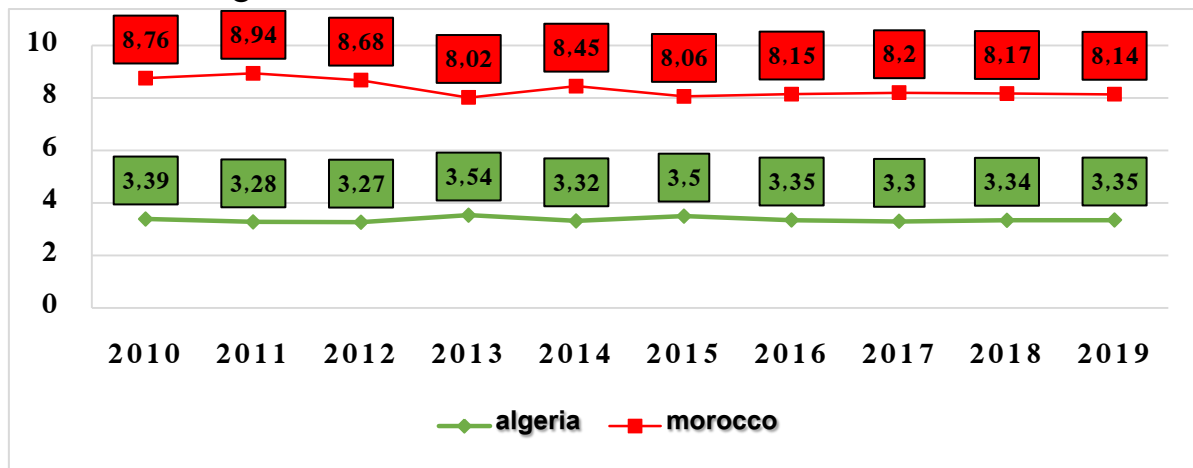
For Algeria, revenues are minimal compared to Morocco, ranging from a maximum of \$141 million to \$304 million during 2015, which represented a turning point to begin gradually decreasing, and 2017 saw a lower value of \$141 million. Because most of Algeria's tourism flows are by Algerians living abroad and therefore less spending on tourism.

### **3.2.2 Tourism sector contribution to GDP:**

Tourism can contribute to an increase in GDP through revenues earned. The average worldwide contribution of tourism to GDP is 10%, and this effect can be compared between Algeria and Morocco across the following curve:

Form 7: Evolution of the contribution of the tourism sector to GDP

Unit: Percentage %



Prepared by the two researchers based on

The World Bank, TCdata360, on the link:

[https://tcdata360.worldbank.org/indicators/tot.direct.gdp?country=DZA&indicator=24648&countries=MAR&viz=line\\_chart&years=1995,2028](https://tcdata360.worldbank.org/indicators/tot.direct.gdp?country=DZA&indicator=24648&countries=MAR&viz=line_chart&years=1995,2028)

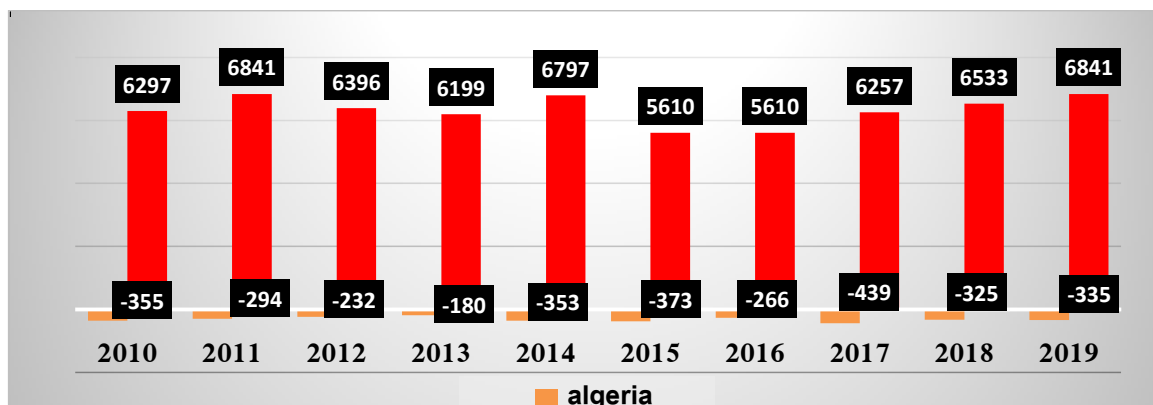
Through the curve, it appears to be. Although Morocco has not reached the world average, it has achieved good results of over 8% during the study period, with the highest contribution in the 2011 year of 8.94%.

About Algeria, the contribution was less early than Morocco's, where it was just 4% and was the most significant value in 2013 to 3.54%. However, it should be noted that Algeria's most significant contribution to GDP belongs to the hydrocarbon sector due to the strategic importance it enjoys compared to all sectors.

### 3.2.3 The impact of tourism on the balance of payments:

The impact of tourism on the balance of payments is through the value of the balance of tourism balance, which is expressed in the total tourism revenues of the country minus total tourism expenditures abroad. Therefore, if the balance is positive, it can alleviate the balance of payments deficit.

Figure 8: The development of Algeria and Morocco's tourism balance: \$1 million



Prepared by the two researchers based on

OIC, SESRIC, [https://www.sesric.org/oic-member-countries-linecharts-ar.php?ind\\_code=13&c\\_code=36](https://www.sesric.org/oic-member-countries-linecharts-ar.php?ind_code=13&c_code=36), 31/05/2021

National Bureau of Statistics, Algeria in numbers, results 2013-2015 Bulletin 2016

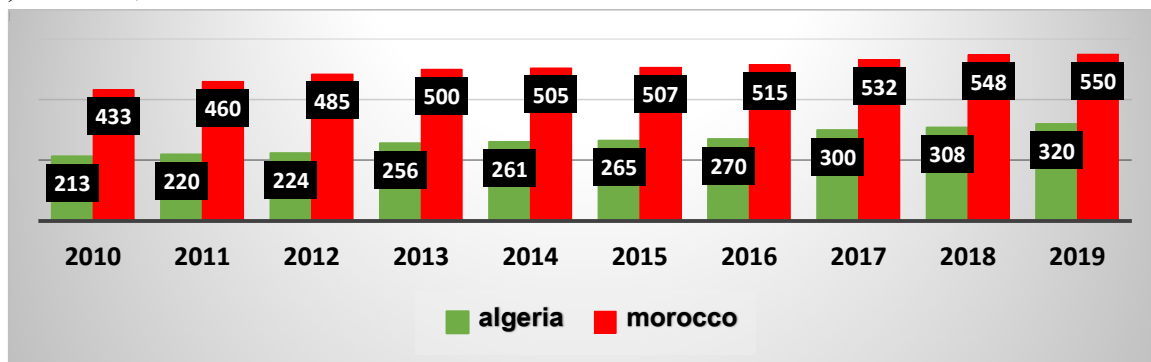
Website of the Algerian Ministry of Tourism, MTATF, [https://www.mtatf.gov.dz/?page\\_id=1101#el-f15c06ad](https://www.mtatf.gov.dz/?page_id=1101#el-f15c06ad) 31/05/2021

Through the charts and according to the tourism import curve, it is clear that there is a positive tourism balance for Morocco throughout the years of study. However, it declined during the year 2015, 2016 but then recovered to achieve. The highest value in 2019 is \$6,841 million; for Algeria, the deficit fluctuated throughout 2010-2019 but recorded the lowest deficit value in 2013 and the most significant deficit value in 2017 at 439. The reasons are the concentration of arrivals on Algerians living, the increased orientation of local citizens abroad, and the marginalization of domestic tourism.

### 3.3 Social Impacts of the Tourism Sector

Tourism affects the social side-by-side with the economic aspect. Perhaps the most noticeable impact is on the level of increase in employment and reduction of unemployment, as the increase in arrivals necessarily requires more labour in transport, accommodation, restaurants.

Figure 9: Tourism sector's contribution to employment during the period (2010-2019) Unit: 1,000



Prepared by the two researchers based on

UNWTO, <https://www.unwto.org/tourism-employment>

MTATF, [https://www.mtatf.gov.dz/?page\\_id=1101#el-f15c06ad](https://www.mtatf.gov.dz/?page_id=1101#el-f15c06ad)

MTATAES, [https://mtataes.gov.ma/ar/%d8%a7%d9%84%d8%b3%d9%8a%d8%a7%d8%ad%d8%a9/chiffres-cles-tourisme-ar/indicateurs-du-secteur-touristique-ar/#emplois\\_crees](https://mtataes.gov.ma/ar/%d8%a7%d9%84%d8%b3%d9%8a%d8%a7%d8%ad%d8%a9/chiffres-cles-tourisme-ar/indicateurs-du-secteur-touristique-ar/#emplois_crees)

The increasingly positive contribution of the tourism sector to job creation is noted, as, during the study period, there is an increase in the number of jobs despite

the slow increase, especially for Algeria, because of the lack and weakness of the tourism-related infrastructure, which provides more jobs.

#### **4. Efforts to develop and revitalize Algeria's tourism sector**

Based on the delays above and weaknesses in Algeria's tourism sector, it is essential to develop strategies and solutions to promote the sector and overcome obstacles by finding solutions and proposals for restoring the sector.

##### **4.1 Development and evaluation strategies for Algeria's tourism sector**

The Tourist Development Directive refers to a new policy adopted by the State, which is part of the National Plan for the Preparation of the Territory at 2030 (SDAT). It reflects the State's vision for sustainable development for national social and economic advancement throughout the coming period.

###### **4.1.1 Objectives of the scheme:**

- Promotion of an alternative fuel economy.
  - Value the image of Algeria and make it a tourist destination with distinction.
  - Activating principal balances and reflecting them on significant sectors.
  - Valuing cultural and historical heritage considering the specificity of the entire national territory.
- Permanent documentation between the promotion of tourism and the environment. (Gambian, 2017, p. 226)

###### **4.1.2 The five charts of the SDAT guideline:**

First: Algeria's destination chart:

Promotes Algeria's image into a complete and competitive tourist destination, rids it of some negative mentalities, highlighting the features of originality, innovation, and quality (Bray, 2018, p. 337).

Second: Tourist poles of excellence:

The tourist pole combines tourist villages in a specific geographical area equipped with accommodation equipment, entertainment, tourism activities. It cooperates with the regional development project, responding to market demand. It is independent enough to have such radiation at the national and international levels. The tourism preparation guideline has identified seven roles for the franchise: three at the level of northeast, northwest, and north-central, four in the southeast, west, and large. (Fayeda Abdallah, 2019, p. 125).

###### **4.1.3 Tourism quality scheme:**

It aims to develop the quality of the national tourism offer to keep up with the wishes of tourists and is based on training and education (Bray, 2018, p. 339)

###### **4.1.4 Public-Private Partnership Scheme**

The tourism sector needs to combine the efforts of all actors in the field, general or private, depending on its role in the tourism development process, all to improve tourism services and popularize tourism and to highlight the attractiveness of entry gates to the national soil, and to facilitate access to tourist sites and poles.

#### **4.1.5 Funding scheme**

Tourism is an industry with a slow return on investment, it requires the creation of support and escorts from the government in its plans, so the scheme aims to accompany and protect SMALL and medium-sized enterprises, to ensure that tourism enterprises are spared bankruptcy, to create attractive incentives to encourage national and foreign investment (Fayeda Abdallah, 2019, p. 126).

#### **4.2 A vision of the disparity in tourism performance and highlighting tourism constraints in Algeria**

Because of previous statistical data proving superiority Morocco's tourism sector, which is about Algeria's tourism sector, is due to many of the many obstacles that the place cannot mention, including:

- Focusing on a single sector (the fuel sector) and neglecting other sectors, mainly tourism, specifically during periods of high oil prices, conducive to a breakthrough in tourism.

- The absence of a culture of tourism in the Algerian people and the permeation of a culture of non-acceptance, as well as the lack of encouragement and neglect of domestic tourism, often towards neighboring countries such as Tunisia and Morocco.

- Lack of infrastructure in various areas and failure to keep pace with developments in this area is a complementary sector for tourism and an efficient tourist attraction.

- The weak and poor performance of institutional bodies conducting the tourism sector, for example, compared to Morocco's tourist bodies, shows a significant difference in the level of services provided and updated and permanent statistics, as well as the observation of the detailed and elaborate definition and the evolving promotion of the country, unlike local bodies with traditional and stereotypical methods.

- Note from previous data the lack of tourism services provided, especially at the shelter level, most of which are not classified or rated low, and how they do not keep up with current prevailing patterns

- Lack of interest in specialized labor has led it to seek employment in areas other than the tourism sector it is supposed to seek to develop and develop.

- The current composition capacity of the qualified labor force sector is not absorbed in the light of the existence of only five formation institutions at the national level, represented by a higher tourism school in Algiers, two tourism

institutes in Bou Saada and Tizi ouZu, and two centers for the formation of qualified labor in Constantine and Oran and even these centers have been closed. (Yahyaoui, 2018)

- Since the emergence of the political crisis, that has beset the country in the 1990s, the terrorism of individuals and property, Algeria has suffered from insecurity. No one is safe in its car even while inside the garage. (Bouashaoui, 2020, p. 93)

- The Algerian financial system suffers from considerable obstacles and delays compared to neighboring countries. There are no agencies in the tourist areas to transfer funds and facilitate financial transactions or exchange various currencies. This has led many foreign investors to be reluctant to enter into direct investments in Algeria, despite Algeria's potential.

- Many governments penalize indiscriminate changes of officials and laws related to the tourism sector.

- The weakness and scarcity of tourism projects and the fact that most of them, according to statistics, are stalled or in the process of completion, underscoring the tolerance and disregard of the wills.

- visa difficulties and delays and the cost of prices compared to services provided.

- The lack of observation and care of tourist features has been vandalized and looted, many of which require maintenance and restoration due to seniority, and most tourist sites suffer from chaos and dirt.

- Technology delays, poor e-payments, and modern techniques at the bank and communication levels

### **4.3 Ways to overcome constraints and improve Algeria's tourism sector**

In order to overcome the constraints of Algeria's tourism sector, and to achieve good performance for the sector, a range of solutions can be used, including:

- Exploiting geographical diversity, seeking tourism diversification, and not neglecting areas at the expense of others, especially the desert region, which offers enormous advantages for being a world-class tourist pole.

- Selection of workers in the tourism sector according to competence and performance criteria, training and training for their tourism qualification, and opening various centers across the country for the development of tourism services.

- Supervision and restoration of the country's tourist feature, provision of exceptional security at the level of the desert areas, and punishment of saboteurs and cynics.

- Opening up the private sector and foreign investment and easing restrictions and obstacles for tourism investment.

- The lack of hasty and indiscriminate decision-making and legislation in the field and the opening of discussion and dialogue on the methods and strategies adopted.

- To develop various partnerships with leading countries in the tourism field and benefit from the experience, as well as to promote inter-Arab and inter-Moroccan tourism;

- To improve the infrastructure, especially for tourism and telecommunications services, as well as to activate e-tourism, modernize and diversify services at the location level of tourism organizations, and provide accurate news and statistical data.

- The promotion of domestic tourism and the inculcation of tourism culture through the media and social media platforms through the promotion and marketing of the tourism sector. Many young people on social media are interested in promoting Algerian tourism and Algeria's various features.

<https://ar-ar.facebook.com/groups/1001famille2/> \*

\*[https://www.facebook.com/groups/1766748893628099/?hoisted\\_section\\_header\\_type=recently\\_seen&multi\\_permalinks=2597658537203793](https://www.facebook.com/groups/1766748893628099/?hoisted_section_header_type=recently_seen&multi_permalinks=2597658537203793)

- Open an online platform for complaints and opinions on the sector with permanent follow-up and an opportunity to provide advice and practical solutions to promote the tourism sector.

## **5. CONCLUSION**

As a result, a comparison between the tourism realities of Algeria and Morocco has shown that the tourism sector in Algeria is not in a position to perform efficiently. As a result, the number of tourist arrivals and sleepless nights has continued to fluctuate.

From this point of view, it can be said that the reality of the tourism sector in Algeria continues to be marginalized and weak, despite the perceived elements of tourism and the succession of various plans and strategies aimed at promoting it. Therefore, action is needed to address the imbalance and reform the sector.

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