



*The Role of Traditional Industries in Local Development:
A Case Study of Tipaza Province*

Habili Hayet *⁽¹⁾

Bouacheche Samia⁽²⁾

habili.hayet@cu-tipaza.dz s.bouacheche@univ-chlef.dz

Tipaza University, (Algeria) Chlef University, (Algeria)

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Abstract

This research paper examines the role of traditional industries and crafts in promoting tourism activity and enhancing local development. The paper asserts that traditional industries and crafts serve as effective tools for stimulating the local economy by providing employment opportunities, reducing unemployment rates, and meeting the needs of individuals. As of January 2024, the paper reports a total of 8,750 active craftsmen in Tipaza Province, contributing to a total workforce of 21,399 in the sector.

✓ Keyword: Traditional Industries and Crafts, Tourism, Local Development.

* Corresponding author

1. INTRODUCTION

Tourism is considered an advanced social and cultural phenomenon, and its concept has evolved throughout the ages, encompassing various types depending on the purpose of the tourist journey. Tourism attracts a large number of visitors, relying on sophisticated tourism programs and services. Traditional industries and crafts are recognized as effective tools to revitalize the national economy and contribute to local development. They also play a vital role in attracting tourists, as craft products serve as souvenirs or unique gifts.

The traditional industry and craft sector in Algeria is not only a cultural heritage passed down through generations but also an economic sector with promising potential. It has the qualifications to play a fundamental role in development and the promotion of tourism. Since 1995, the Ministry of Tourism in Algeria has shown increased interest in this sector by establishing specialized structures dedicated to organizing and developing it. National and international exhibitions and festivals have been intensified to promote and enhance traditional and artisanal products.

The integration of the traditional industry and craft sector with the tourism sector provides unique attractions, materials, and new products. In turn, tourism offers a platform for presenting and introducing cultural and civilizational heritage. The relationship between these two sectors is complementary, and handmade products are one of the most successful means of building a distinctive tourist image.

Traditional industries form an essential component of the creative identity of the inhabitants of Tipaza Province, serving as a bridge between the past and the present. The world receives them in the form of small products that convey an original message scented with the fragrance of ancient civilizations and cultural heritage. Tipaza Province embraces various and diverse arts, constituting a primary activity for a segment of the population and providing a livelihood for many. As of January 2024, the province has counted 8,750 active craftsmen, contributing to a total workforce of 21,399 in the sector.

1.1 Study problem

The problem of this study can be formulated in the following main question:

To what extent can traditional industries and crafts play a role in enhancing tourist attraction and achieving local development in Tipaza Province?

To address this issue and provide comprehensive coverage of the topic, we divided

the research paper into the following:

- Concept of Tourism, Traditional Industries, and Crafts
- Characteristics of Traditional Industries and Crafts and Their Touristic Significance
- Significance of Traditional Industries and Crafts in Local Development
- The Role of Traditional Industries and Crafts in the Development of Tipaza Province

2. Concept of Tourism, Traditional Industries, and Crafts

2.1 Concept of Tourism

The concepts of tourism vary and are diverse depending on the perspective from which it is viewed. It is challenging to provide a definition that gives both the conceptual and comprehensive clarification of tourism because the concept is fragmented, wide-ranging, and multidimensional. Some define it as a social phenomenon, while others see it as an economic phenomenon, and there are those who view it as a factor in fostering human relationships and cultural development.

German scholar Jürgen Froelich introduced a concept of tourism as a phenomenon of our era, arising from the growing need for relaxation, a change of scenery, and the emergence of a sense of the beauty of nature. This sense grows into feelings of joy and pleasure, as well as the desire to stay in areas with their unique characteristics. Additionally, the growth of communications, a result of the expansion of trade and industry, whether large, medium, or small, and the advancement of transportation means, contribute to the development of tourism (Abdelkader, 2006, p. 02).

According to the International Academy for Tourism, tourism is an expression used for recreational trips or a set of human activities packaged to achieve this type of travel. It is an industry that collaborates to meet the needs of tourists (Al-Hamdani, 2001, p. 57).

According to the World Tourism Organization, tourism is a set of activities offered to individuals during their travel and stay in places outside their usual environment for entertainment, business, or other purposes (Abdelrachid & Sekina, 2010, p. 15).

From the above, we can conclude that tourism is:

- An activity undertaken by individuals for self-entertainment, by changing the routine environment of their daily lives.
- A relationship that develops between individuals and different societies,

allowing the exchange of various cultures and languages and familiarity with different customs and traditions.

- An economic activity that countries seek to leverage to generate new financial resources for continuous development and progress.

2.2 Concept of Traditional Industry and Crafts

One of the first things that researchers in the field of traditional industries encounter is the issue of naming and defining, as many researchers mix between handicrafts, traditional industries, and manual industries. This variation lies in the different categories.

The concepts established for traditional industries and crafts are diverse due to the varied activities that express the uniqueness of each region.

According to UNESCO, traditional industry refers to "products made by craftsmen, either exclusively by hand or with the assistance of hand or mechanical tools, provided that the craftsman's manual contribution constitutes the largest part of the final product. These products are produced without specifying quantity and using raw materials taken from sustainable natural resources. They derive their distinct nature from their unique characteristics, which can be utilitarian, aesthetic, artistic, creative, cultural, decorative, symbolic, and significant. They reflect an ideological or social standpoint, making them play a social, cultural, and economic role (Naaimia, Twati, & Hayat, 2017)."

The International Labour Organization classified craftsmen according to the International Standard Classification of Occupations 88 (ISCO-88), published in 1991. According to this classification, craftsmen are placed in Group 7 of occupations and are defined as follows (Jalila, 2012, p. 28): "Craft and related trades workers are persons who perform their tasks with their hands or with the help of hand-held or hand-guided tools or machines that serve to reduce the physical effort or time required to carry out specific tasks or to achieve specific products of higher quality."

As for the World Council of Traditional Industries and Crafts, in 1984, it categorized the activities of traditional industries into four groups (Sadiq, 2013, p. 10):

- **Artistic Creations:** This involves activities that produce products with creative content, requiring high skills and techniques.
- **Popular Arts and Folklore:** Their products reflect expressions inspired by local and national traditions and cultures, demanding a high degree of

proficiency and manual techniques.

- **Traditional Industries:** This category includes workshops producing products with an authentic traditional character, made manually in large quantities. However, if these workshops expand to the point of dividing labor, their products are then considered not as materials for traditional industries but as products made in series, carrying a local taste and directed towards the broader market.
- **Industrial Production:** This pertains to all models of traditional industries or re-produced materials using machines or automation in large quantities.

The United Nations Conference on Trade and Development presented a definition in 1969 that distinguished handicrafts from traditional industries as follows (Shibban, 2010, p. 105): The term "handicraft products" applies to all units producing with the assistance of simple tools or means, and all equipment used by craftsmen that predominantly involves manual labor. Traditional industries, as distinguished from handicrafts, are characterized by technical or traditional features associated with a geographical area or the producing country, and by products crafted by artisans who often work in their homes.

In Algerian legislation, traditional industries and crafts are defined by (Order No. 96-01, 1996), which outlines the rules governing traditional industries and crafts, along with its implementing texts. Article 5 of this order states: "Traditional industries and crafts encompass any production or creative activity, transformation, restoration, maintenance, repair, or service that involves manual work, and is practiced primarily and permanently, in a stable or mobile form, individually or cooperatively for traditional industries and crafts, or as an enterprise for traditional industries and crafts."

2.3 Classifications of Traditional Industries and Crafts

The Algerian legislator classifies traditional industries and crafts according to their practices into three categories, as outlined in (Order No. 96-01, 1996), which specifies the rules governing traditional industries and crafts along with its implementing texts:

2.3.1 Traditional and Artistic Craft Industry:

A structure dominated by manual work, where artisans sometimes use tools to create functional or decorative items with a craft character. These items acquire an artistic

aspect that allows for the transfer of deep-rooted skills, and they are divided into two categories based on their function.

- **Artistic Traditional Industries:** Considered an artistic industry when it distinguishes itself by its authenticity, individuality, and creativity. This type of industry requires high artistic talents, a long production period, and high-quality raw materials, explaining its higher prices compared to industries that do not involve division of labor.
- **Functional Traditional Industries:** This category relies less on high artistic skills compared to the first type. Designs in this category typically feature repetitive patterns and simplicity. This type of production depends on sequential work, task distribution in all stages of production, regardless of the artisans who produce utility products, often working in isolation in their homes. The significance of these products lies in their utility value in daily life.

The field of traditional industry and artistic traditional industry is symbolized by code 01 and encompasses 08 sectors with specific activities.

2.3.2 Traditional Industry for Materials Production:

This includes all industries for ordinary consumable materials. It lacks a distinctive artistic character and is oriented towards families, industry, and agriculture. The symbol for the second activity field, "Traditional Artisanal Industry for Materials Production," is 02, and it encompasses 09 sectors.

2.3.3 Traditional and Craft Industry for Services:

This comprises all activities practiced by artisans offering specialized services in maintenance, repair, and artistic restoration, excluding those subjects to specific legislative provisions. The symbol for the third activity field, "Traditional Artisanal Industry for Services," is 03, and it includes 07 sectors.

3. Characteristics of Traditional Industry and Crafts and Their Touristic Importance

3.1 Characteristics of Traditional Industry and Crafts

Defining the characteristics of traditional industry and crafts is essential for understanding and distinguishing this sector. Since it falls under small-scale industries, it shares several characteristics with them, which can be summarized as follows:

- **Individual Work and Centralized Decisions Closely Linked to the Entrepreneur's Personality:** This characteristic is a primary feature that distinguishes practitioners in traditional industry and crafts in Algeria. It represents both a positive and negative aspect simultaneously. On one hand, individuality provides the artisan with complete freedom to manage their project as they see fit. This is facilitated by a simple organizational structure due to the limited number of workers, and decisions are made centrally and quickly. On the other hand, the success and continuity of the enterprise, with its artisanal character, are closely tied to the personality and traits of its owner. Typically, the artisan is also the entrepreneur, responsible for all fundamental functions of the business. They serve as the financier, producer, seller, and marketer of their products. However, the artisan's individual work and the fear of their counterparts gaining insight into their processes, designs, or target markets can lead to a sense of competition and a reluctance to share information within the artisan community (Tika, 2018, p. 33).
- **Cultural, Civilization, and Authentic Social Dimension of Traditional Products:** This characteristic distinguishes traditional products without competition, as they have a cultural dimension reflecting the historical cultural heritage of the country. It is the product of the environment in which it originates, serving as a reflection of the distinctive characteristics of the life, systems, traditions, and personalities of its people. It expresses their identity and is passed down through successive generations. It also has a civilizational dimension, as traditional products encompass various forms of spontaneous creativity, whether primitive or sophisticated. They include everything accomplished in social environments with their beliefs, habits, and traditions that justify certain social behavior or specific communal practices. Therefore, traditional products rely on symbols of animals, nature, and various geometric shapes, utilizing natural materials and colors evident in many products such as carpets, pottery, gypsum carvings, and more (Jalila, 2012, p. 38).
- **Lower Opportunity Cost for Labor:** With relatively minimal investments, more employment opportunities can be created, making the traditional industry and crafts sector a key focus for any strategy aimed at providing job opportunities. This sector is labor-intensive and less capital-intensive, aligning with the needs of many countries grappling with unemployment issues. In Algeria, for example, the traditional industry and crafts sector is considered one of the most important sectors providing employment opportunities for youth at a lower cost compared to

other sectors. It ranks after construction, freelancing, services, and maintenance in terms of job creation (Tika, 2018, p. 33).

- **Ease and Simplicity of Establishing Craft Projects:** In contrast to large projects that require substantial capital, craft projects in Algeria are characterized by their low material capital, often self-funded. A report from the study and consultation office revealed that 88.8% of craft projects in Algeria are mostly self-funded, relying on the owners' own resources, according to statistics from 2008. The work of craftsmen in Algeria is significantly linked to the personality of the project owner (Naaimia, Twati, & Hayat, 2017, p. 06).
- **Low Production Volume Contribution Compared to Domestic and Foreign Demand:** The quantities produced do not exceed a few units compared to demand. This is due to the small size of the often-individual workshops, which typically involve family members. At best, there are employees. Moreover, there is a lag in the use of technology, limiting the sector's production participation in markets (Naaimia, Twati, & Hayat, 2017, p. 06).
- **Difficulty in Matching Craft Products to Quality Standards:** Craftsmen's pursuit of quality and standards to meet consumer tastes, environments, living standards, and cultures, which are uncontrollable factors, may lead to the loss of the product's authenticity. The distinctive artistic touches of these products are difficult to match due to their connection to the craftsman's thoughts and feelings. In contrast, utilitarian craft products are easier to match, and matching should focus on the technical characteristics rather than preserving its artistic properties and historical connections (Drabal & Amoudi, 2017, p. 06).
- **Higher Net Income in Hard Currency in Comparison to Other Sectors:** One of the important and overlooked advantages of the craft sector is that the returns in hard currency achieved by it are greater than other sectors. In addition to being a key resource for tourism, the added value of traditional and craft industry products is greater compared to products from other industries. This is because the traditional product manufacturing process requires local raw materials and extremely low-cost tools, along with low-wage labor, resulting in low intermediary consumption costs (Drabal & Amoudi, 2017, p. 06).
- **Spread in Rural and Semi-Rural Areas:** Craft industries are often prevalent in rural and small-town environments, while larger industries tend to concentrate in urban areas. This is because traditional industries derive their roots and

authenticity from these surroundings. Traditional products often express values and concerns deeply connected to the past and the authenticity of rural communities. Additionally, traditional industries serve as an important means to meet daily needs in these regions (Jalila, 2012, p. 39).

3.2 The Touristic Significance of Traditional Industries and Crafts

The sector of crafts and handicrafts has become closely linked to the tourism sector. Regardless of the type of tourism, whether long-term or limited, a tourist rarely leaves a visited place without carrying a souvenir. The connection between tourism and traditional industries is a tangible and sought-after reality. Crafts have become an effective element in attracting tourists, similar to the appeal of the sun, sea, desert, and historical sites. Thus, tourism benefits from the quality and diversity of crafts, and the demand for craft products has become a fundamental factor in revitalizing traditional industries and crafts (Sadiq, 2013, p. 39).

The relationships between the tourism sector and the sector of traditional industries and crafts are numerous. Flourishing markets with diverse craft products reflect the close relationship between the two sectors and their mutual interests. In recent years, the demand for craft products has become one of the essential requirements for promoting crafts and traditional industries. The summer season in Algeria is one of the most important opportunities for visitors, especially expatriates, to purchase craft products for distribution as gifts in their country of residence or for decoration and display.

This connection is evident in the new way of practicing tourism. Tourism is no longer solely about staying in a closed resort or by the beach. It involves interacting with the locals, exploring their handicrafts, urban heritage, tasting their culinary arts, wearing traditional attire, and participating in their authentic daily lives (Sadiq, 2013, p. 39).

4. The Importance of Traditional Industries and Crafts in Local Development

Traditional industries are considered a cultural product that has existed for thousands of years, resulting from the lively interaction between various local communities and the cultural visions and values they carry, as well as their other life expectations.

4.1 The concept of local development

Researchers and thinkers define local development according to their expertise. The United Nations Development Agency defines local development as the processes that can unify the efforts of citizens and governments (official bodies) to improve the

economic and social conditions in local communities, helping them integrate into the nation's life and contribute to its progress as much as possible (Suleiman & Bayezid, 2015, p. 172).

Some also see local development as the process through which effective cooperation between the efforts of citizens and the efforts of public authorities is achieved to raise the economic, social, cultural, and civilizational levels of local communities and units. It is viewed as a comprehensive and integrated approach to improving the quality of life in a given system (Al-Hassan, 2013, p. 116).

In other words, local development is the ability to benefit from available human and material environmental resources, increase those resources in quantity and quality, and develop them to the benefit of all members of society while ensuring the sustainability of these resources. Human development and its material, cultural, and spiritual dimensions remain the essential condition for genuine development. Development, in its scientific, comprehensive, local, and national sense, can only be achieved through the participation of all active elements in society (Al-Hassan, 2013, p. 117).

The concept of participatory development has emerged, where the central principle is the sharing of knowledge and decision-making authority. The success of development depends on the availability of a democratic climate, the active role of local organizations, administrative neutrality, and respect for individual rights.

Participatory development is a collaborative process between governmental and popular efforts through a scientific approach aimed at advancing the ideas and awareness of society regarding its rights and duties. Its goal is to meet the needs of citizens in various local units (Mohammed, 2015, p. 26).

Local development ensures the sustainability of social and economic work in limited areas based on foundations and principles drawn from the disciplines of social and economic sciences. This approach induces a cultural change in thinking, preparation, and implementation at all levels of the community. It is a grassroots process that prioritizes the needs of the local community and is based on the active participation of various local resources. This process aims to elevate living standards, promote integration, foster partnership, and enhance dynamism. It relies on detailed consideration of each local community resource, considering these resources and local qualifications as important factors in driving change and ensuring ongoing development through the involvement of the local community.

4.2 The contribution of traditional industries and crafts to local development

The contribution of traditional industries and crafts to local development lies in their economic, social, and cultural dimensions. Traditional industries and crafts are considered fundamental components of national identity for people worldwide, characterized by their uniqueness, identity, and authenticity. They reflect the accumulated cultural achievements of the local population, demonstrating their creative abilities in producing items needed for daily or seasonal use. The sector of traditional industries and crafts holds a significant position in the economy, playing an effective role across various aspects (Broussli & Saleh, 2016, p. 17).

- **Cultural and Civilizational Significance:** Traditional industries and crafts are crucial elements of national identity, distinguishing the uniqueness, identity, and authenticity of each society globally. Preserving traditional industries is central to safeguarding ancestral heritage and serves as a symbol for each nation. Many countries, including Algeria, place significant emphasis on preserving and promoting this sector.
- **Social Impact:** The sector of traditional industries and crafts has the capacity to absorb unemployment and create job opportunities. It contributes to the well-being of young people, playing a role in preventing social issues. The sector actively engages in preserving this demographic group from potential deviances.
- **Economic Aspect:** Traditional industries have a competitive advantage due to the distinctiveness of artisanal products from one region to another. The marketing potential is guaranteed when adhering to quality standards. Algeria, with the diversity and richness of its traditional and artisanal products, has the potential to make this sector an economic resource. It can be considered a vital pillar for the tourism sector, contributing to financial resources. Traditional industries play a crucial role in supporting and enhancing tourism, representing 10% of tourism revenues according to the World Tourism Organization. Tourists often seek souvenirs that reflect the host country's culture, making traditional industries and crafts a significant factor in local development.

5. The Role of Traditional Industry and Crafts in Development in Tipaza Province

Tipaza is a moving museum that blends civilization and nature, a city loyal to its ancient past dating back thousands of years. It opens its pages to visitors, narrating remnants of archaeological sites and intriguing stories of ancient civilizations that

once thrived. Tipaza, a cradle of history and a gateway to the future, holds a very important place due to its diversity and the harmony of its natural aspects.

It boasts fertile agricultural lands, a lengthy coastline, abundant fishing grounds, and a diverse range of traditional crafts. This uniqueness signifies Tipaza's pivotal role as an investment hub across various sectors, providing excellent opportunities for development.

5.1 Governorate Monograph

- **Geographic Location:** Tipaza Province is located north of the central hills, bordered to the north by the Mediterranean Sea. To the west, it is adjacent to Chlef Province, to the southwest to Aïn Defla Province, to the south to Blida Province, and to the east to Algiers Province. It spans an area of approximately 1,707 square kilometers.
- **Topography:** In the northwest of the province, there is the Tell Atlas mountain range, which continues into the Dahra, Zaccar, and Chenoua mountains. In the northeast, there are the Metidja plains extending towards Blida Province.
- **Administrative Organization:** The administrative organization of the province includes twenty-eight municipalities distributed across ten districts ([Directorate of Tourism and Traditional Industry for the Tipaza Province, pp. 53-54](#)).

5.2 Tourism, Traditional Industries, and Crafts Directorate in Tipaza Province:

The Tourism, Traditional Industries, and Crafts Directorate for Tipaza Province were established by virtue of Executive Decree No. 95-260 dated 29/08/1995, which includes the creation of external services for the Ministry of Tourism and defines their organization.

5.2.1 Definition and Responsibilities:

It is a local public administration or authority, nationally and functionally affiliated with the Ministry of Tourism and Traditional Industries, and is referred to as the external services. The directorate has various tasks, some with an economic nature, and others with a social nature, including:

- Implementing programs for tourism and traditional industries and developing them.
- Examining requests for classification submitted by operators in tourism and hospitality.

- Collecting statistical data and information on tourism and traditional industry activities and analyzing them.
- Guiding and assisting those interested in investing in the tourism sector and various professions related to traditional industries.

5.2.2 Chamber of Traditional Industries and Crafts:

Located on the street of the Port of Tipaza, it covers an area of 809 square meters, allocated for the Ministry of Tourism and Traditional Industries according to Decision No. 204 dated 22/11/2018. Based on the schedule No. 55/2017 approved on August 20, 2017, it was granted to the Chamber of Traditional Industries and Crafts in the province. Four (04) stores were designated as administrative offices for the Chamber, and 13 shops were granted to craftsmen and craftswomen on a rental basis. There is also a sales space in the lobby, managed by the Chamber.

This project holds great importance for artisans as it:

- Provides various spaces for the sale and display of traditional products of all kinds.
- Creates a suitable environment for all craftsmen in the region to organize exhibitions of their products and benefit from training opportunities in areas related to traditional industries, production, and marketing. It also facilitates organizing meetings and seminars in the field of crafts and traditional industries.
- Establishes a space for meetings and interactions among craftsmen.
- The Traditional Industries House collaborates with artisans in the province and experts in traditional industries to revive some activities that have disappeared.

5.2.3 Key Traditional Industries in the Province:

Traditional industry is one of the essential components of the creative identity of the inhabitants of Tipaza. It serves as a bridge between the past and the present, presenting itself to the world in the form of small products that convey an original message scented with the aroma of ancient civilizations and cultural heritage. Tipaza embraces various and diverse arts, serving as a primary activity for a significant portion of its population and providing a livelihood for many ([Directorate of Tourism and Traditional Industry for the Tipaza Province, pp. 53-54](#)).

- **Basketry and Khayrazane Industry:** A vibrant industry in Tipaza, particularly in the Qal'a region. It is a distinguished feature that colors the city, passed down from fathers to sons. This industry offers high-quality and beautiful artifacts.
- **Ceramics, Pottery, and Traditional Earthenware Industry:** Tipaza stands out as a pioneer in traditional industries, especially in the field of ceramics and traditional pottery. The ceramics unit in the province plays an active role, producing pieces that reflect the history and heritage of the region with creativity and high dedication.
- **Weaving and Textile Industry:** This industry holds a considerable place in Tipaza and includes various types of weavings like Shershaliya and Shnowiya. Among the notable craft establishments in this sector is the Algerian Traditional Zerby Company in Cherchell.
- **Traditional Embroidery:** This activity has its traditions and characteristics, practiced in homes where women create embroidered products with brilliance and beauty in various forms, notably the "Shabika."
- **Copper Industry:** The copper industry is considered an ancient artistic craft, maintaining a balanced heritage from generation to generation.
- **Leather Industry:** A traditional activity in Tipaza, similar to other traditional activities. Craftsmen use hand tools for cutting and, after shaping the product, proceed to hand-stitching. The quality of traditional products and the artistic craftsmanship in the region have made it nationally and internationally renowned, serving as one of the ambassadors of Algerian culture.

5.3 Mechanisms Supporting the Traditional Industry and Crafts Sector in the Province of Tipaza

5.3.1 National Agency for Support and Development of Entrepreneurship:

The National Agency for Support and Employment of Youth was established by Executive Decree No. 96/296 dated 08/09/1996, commencing its activities in 1997. Before the end of that year, the agency received more than 16,961 requests for establishment and granted qualification certificates to over 14,918 projects. This indicates the entrepreneurial spirit and initiative among the youth. In 2020, the agency's name was changed to the Agency for Support and Development of Entrepreneurship by Executive Decree 20/329 dated 22/11/2020.

5.3.2 National Fund for Unemployment Insurance:

This fund assists young project holders in establishing their ventures through study and support.

5.3.3 National Fund for the Promotion of Traditional Industry Activities:

The fund contributes to the promotion of traditional industry activities by supporting craftsmen with necessary equipment provided as a grant for the purchase of tools and machinery used in their activities. To benefit from this support, the craftsman must be registered in the register of traditional industries and crafts and practice the trade for residents in rural areas. Due to financial reasons, this fund was frozen in 2015.

5.3.4 Zakat Fund:

The Zakat Fund is a religious and social institution operating under the supervision of the Ministry of Religious Affairs and Endowments. It ensures legal coverage based on the law regulating the Zakat Fund. The fund consists of three organizational levels: the Basic Committee at each district level, tasked with identifying Zakat recipients; the Provincial Committee at each province level, responsible for the final review of Zakat files at the provincial level; and the National Committee, including the Supreme Council for the Zakat Fund, overseeing all matters related to the Zakat Fund in Algeria. The Zakat Fund utilizes funds for the benefit of poor families, investing for the benefit of the impoverished in the form of a benevolent loan based on financing small-scale projects for various categories.

5.4 The Role of Traditional Industry and Crafts in Local Development in Tipaza Province:

Traditional industry and crafts in Algeria are considered a significant developmental sector due to their contribution to providing numerous job opportunities with limited resources. They rely on local resources and serve as a source of hard currency while reducing some imports. Additionally, their products attract tourist interest.

5.4.1 Number of Craftsmen and Cooperatives in the Field of Traditional Industry and Crafts in the Province:

The province has witnessed prosperity in the number of craftsmen and registrations in the sector of traditional industry and crafts, facilitated by subsidized funding from the National Agency for Support and Development of Entrepreneurship. The tables below illustrate this growth ([Tipaz Mta, 2024](#)).

Table 1. The registered number of artisans until 31/10/2021

N	Branches of Activity	Number of Craftsmen	Percentage
1	Traditional Artistic Industry	2,045	24.62%
2	Traditional Industry for Material Production	1,380	16.62%
3	Traditional Industry for Services	4,880	58.76%
	Total	8,305	100%

Source: Prepared by the researchers based on (Tipaz Mta, 2024)

Table 2. The number of traditional industry cooperatives until 31/10/2021

N	Branches of Activity	Cooperative
1	Traditional Artistic Industry	2
2	Traditional Industry for Material Production	6
3	Traditional Industry for Services	9
	Total	17

Source: Prepared by the researchers based on (Tipaz Mta, 2024)

The number of active associations in the province is 22, including provincial and municipal associations operating in the field of traditional industry.

5.4.2 The number of positions created by the traditional industry sector:

The traditional industry sector has contributed to creating job opportunities in the province for young people.

Table 3. The number of positions created in the three sectors

N	Branches of Activity	Number of Jobs	Percentage
1	Traditional Artistic Industry	7,625	37.28%
2	Traditional Industry for Material Production	3,472	16.97%
3	Traditional Industry for Services	9,357	45.75%
	Total	20,454	100%

Source: Prepared by the researchers based on (Tipaz Mta, 2024)

The table above illustrates the number of positions created in the three sectors: Artistic traditional industry, Traditional industry for materials, and Traditional industry for services, with percentages of 37.28%, 16.97%, and 45.75% respectively.

The Traditional Industry Chamber also engages in activities such as training, which involves training artisans in the fields of traditional industry, including how to establish and manage an enterprise. In the first half of 2021, 29 training sessions were conducted, benefiting 239 artisans.

The chamber also carries out a rehabilitation process, which involves rehabilitating artisans who do not possess certificates to enable them to obtain a document verifying their professional qualifications. Approximately 494 certificates were issued to craft business owners in the year 2021.

5.4.3 Problems and Obstacles Facing the Traditional Industry Sector:

The desired goals of the sector, which has recently become one of the alternative economies applied in development, remain subject to and captive of multiple problems, including:

- Material obstacles
- Marketing issues and export promotion
- Lack of organization and communication for the benefit of artisans

6. CONCLUSION

The sector of traditional industry and crafts is considered one of the important sectors relied upon by most countries around the world for wealth creation, job opportunities, financial revenue, and contributions to development and progress. Additionally, it plays a pivotal role in supporting the tourism sector, considering the interconnectedness of these two sectors.

The sector of traditional industry and crafts in Algeria, in general, and in Tipaza province, in particular, holds a significant place in the economic and social life of the country. It plays a crucial role in wealth creation and job creation.

Based on the presented information, some recommendations can be suggested to contribute to the advancement of the sector towards its desired goal:

- Support national products from traditional industries and crafts.
- Support investment in both the tourism and traditional industry and crafts sectors.
- Organize tourist trips to traditional industries and crafts rooms to introduce various crafts and cultural heritage.
- Include Algerian traditional and cultural heritage in educational programs.
- Preserve various traditional industries and crafts as they represent the culture, heritage, and history of Algeria.
- Conduct audio-visual presentations to raise public awareness about the importance

of traditional industries and crafts.

- Work on reducing the obstacles facing traditional industries and crafts by providing suitable infrastructure for artisans to showcase their capabilities.
- Establish a national center for craft studies focusing on scientific and field research in the field of traditional industries and crafts.
- Establish a national center specializing in the training and reskilling of artisans in all traditional industries and crafts.

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