

Tourism Supply in Djelfa - Algeria

العرض السياحي بولاية الجلفة - الجزائر

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Abstract:

The tourism supply is the cornerstone for the advancement of the tourism industry, and its design according to the needs and capabilities of the organization is mainly related to the area in which the activity is located. The tourism offer differs from one region to another and from one country to another. However, it is directly linked to the visitor attraction, which depends on the identification and type of resources.

After our visit to the administrative headquarters of Djelfa, Directorate of Tourism and Traditional Industry of the State of Djelfa and some tourism agencies and Travel, also some local associations, we found that: In Djelfa, the tourism supply is rich with natural and human resources, but without being used in the development of the sector, especially with regard to the serious lack of facilities and structure and the limited activities of tourism and travel agencies on the organization of external flights without Interior, so that we have recorded a serious lack in the tourist activities in the state.

We have also noted that, despite the major tourist programs of the Ministry of Tourism and traditional Industries, there is little activity for local authorities, but no tourism activity in the State of Djelfa.

Key words: *Tourism Supply, Visitor Attraction, Djelfa, Algeria*

الملخص

يشكل العرض السياحي أحد أهم المقومات السياحية للنهوض بالسياحة، ويعتمد تصميمه حسب احتياجات المنظمة وقدراتها في تأهيل هذا العرض لما يناسبها من حيث الموارد ونوعها، خاصة وان هذا العرض يختلف من منطقة إلى أخرى ومن بلد على آخر. وقد تبين من هذه الدراسة وبعد التواصل مع مختلف الفعاليات التي لها علاقة مباشر بقطاع السياحة وبولاية الجلفة (وسط الجزائر) من مديرية السياحة وبعض الوكالات السياحية الناشطة والجمعيات المتخصصة، أظهرت الدراسة أن ولاية الجلفة تتمتع بموارد سياحية طبيعية وبشرية هامة لكن مع تسجيل ضعف نسبي في كفاءات استغلالها. ويبقى تطوير الأنشطة السياحية بالمنطقة رهنا للنقص النوعي المسجل في المرافق والهياكل السياحية يرافقه ركودا كبيرا في الأنشطة السياحية وهذا بالرغم من البرامج المسطرة من طرف وزارة السياحة والصناعة التقليدية.

الكلمات المفتاحية: العرض السياحي، الجذب السياحي، ولاية الجلفة، الجزائر.

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1-INTRODUCTION

Travel and tourism have been identified on the demand side as a total market comprising three main sectors: international tourism, domestic tourism and same-day visits. This section identifies supply sectors that are widely known in many countries as the travel and tourism industry.

It is clear that what has traditionally and conveniently been called an industry includes the products or outputs of several different industrial sectors, as defined and measured conventionally in the standard industrial classifications adopted by most countries.

This industry is containing five main sub-sectors which are (Middleton, Fyall, Morgan, & Ranchhod, 2009): hospitality sector, attractions and events sector, transport sector, travel organizers' and intermediaries' sector and destination organization sector.

The aim of this study is to improve how tourism supply impact on the tourism industry in Djelfa, and we are trying to find out the most important natural qualifications that help to enhance tourism services.

1-1Problematic

What is the tourism supply?

What are the attractions in the State of Djelfa?

And what is the situation of the tourism supply in the State?

1-2Curriculum

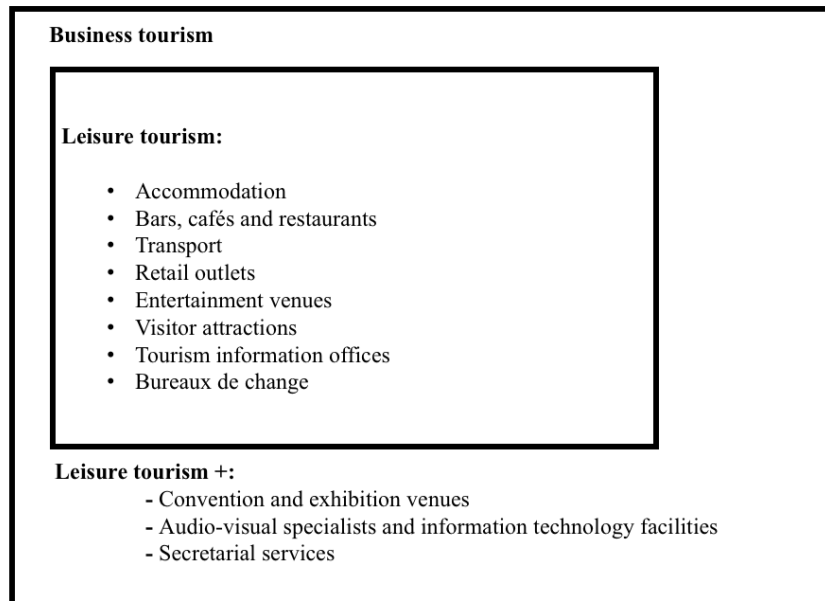
In order to answer these questions, we used the descriptive and analytical approach, examining the different definitions related to the tourism supply and its most important components, and by identifying the tourism resources that contribute to enhancing the attractiveness and the tourism supply in Djelfa.

2-LITERATURE REVIEW

2-1Definition of tourism Supply

In modern tourism literature, the tourism supply is based on the curative type (Racasan & Potra, 2017) because all tourism places possess resources with the same components. However, the difference is in the method of utilizing these places and dividing them according to each type of tourism.

On the other hand, the tourism supply from the organization should be understood as not only a tourist component and potential, but a business based on the provision of tourism services within the Organization's human and material resources called by "The Supply-Side", which consist of business and leisure tourism as we can see from **Fig.1** .

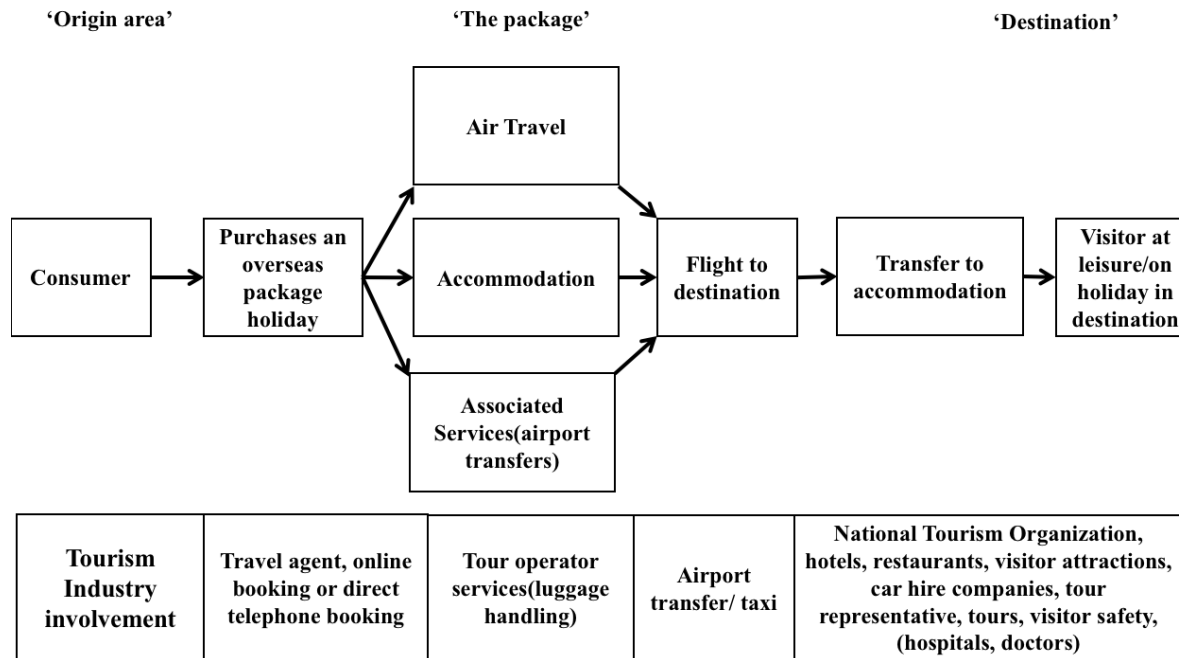
Fig.1. The supply side: business tourism and leisure tourism

Source: (Swarbrooke, 2001, p. 10)

In this **Fig.1**, we note that the supply-side is a coordinated and integrated activity that provides a superior tourist service, including customer-oriented services, human resources and organizational structures, taking into account the heterogeneous nature of the clients in terms of the type of tourism offered (Pender, 2005): domestic, inbound and outbound tourism. In this way, we note the overlap among the various interests that provide tourist service as an integrated series, named as Tourism Supply Chain(TSC), which defined as a network of tourism organizations offering different components of tourism products/services such as accommodation and flights for the distribution and marketing of the final tourism products at a specific tourism destination, and involves a wide range of participants (private/ public sectors) (Song, 2012). Then the TSC shown in **Fig.2** is structured from: Origin area, The package and Destination.

This **Fig.1** shows that when the consumer has chosen a destination and a specific product, he makes his decision to purchase involves contacting a tourism retailer (e.g. travel agency) and choose the selected package holiday. This tour operator enters into contractual relationships with tourism suppliers: airlines and hotel operators...etc. And like the tour operator, these tourism suppliers contract other suppliers for their needs: in-flight caterers, airport terminal services, taxis taxi companies...etc. All these activities as per the regulations of governments and the National Tourism Organization.

Fig.2. A typical supply chain



Source: (Page, Tourism Management, 2019)

Therefore, the tourism supply includes all that the tourist area offers on its actual and expected tourists, including natural attractions, historical and industrial attractions, as well as services and commodities that may affect the individual to visit a particular country and its preference for another country.

2-2 Tourism Supply Categorization

Modern management of a visitor attraction is based on tourism supply-side factors related to the type and nature of the resource. Then, to determine the components of the tourism supply we must have understood what the visitor attraction is.

2-2-1 Visitor Attraction Classification

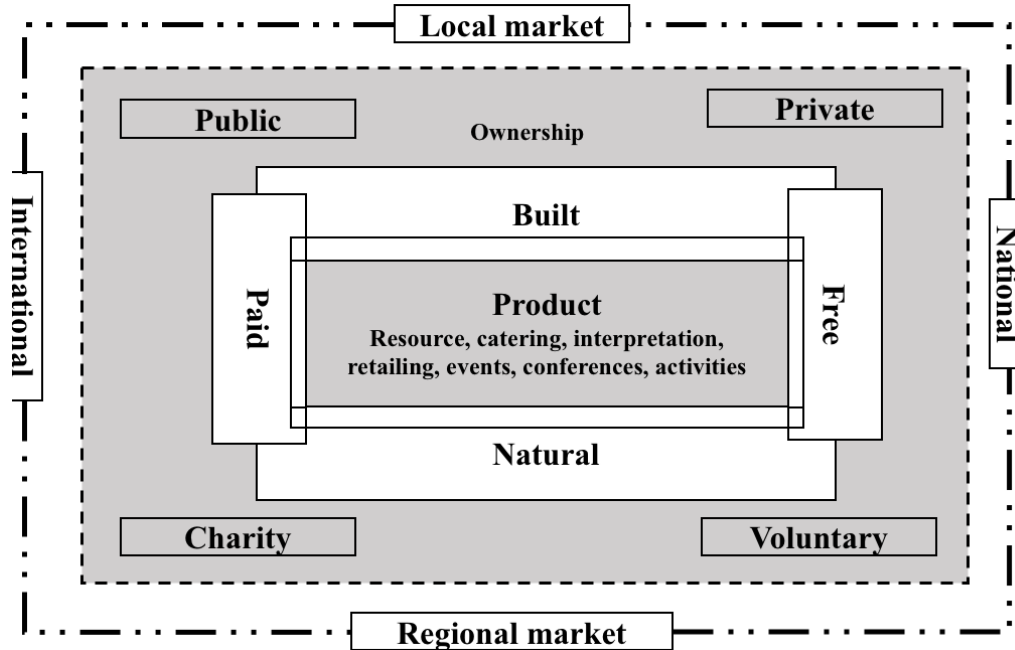
We had mentioned before, that in order to define the tourism supply we should take into account the tourism type offered, in the case of visitor attractions classification. Fyall and his colleagues they have classified these attractions with the using of a specific framework shown in **Fig.3**.

This framework is implemented on stages, are:

- ✓ **Stage 01:** Product: or the core product offered which focuses on the resource that attract the visitor taking into account his needs and the purpose of his trip.
- ✓ **Stage 02:** Nature of Resource itself: this result from that if the resource itself be it natural or built, according to the management of these resources. Natural sites usually requiring less staff and lower fixed costs than in the case of built properties.

- ✓ **Stage 03:** Pricing Policy: whether it is paid admission, free access or a combination in the form of free access to some areas on admission-charging policy, that make the decision which site paid or free for reason to promote other stuffs or tourism sites.
- ✓ **Stage 05:** Ownership: are public, private, charity or voluntary organizations (trust category), and its impact on the management of each tourism site with the visitor attraction’s objective.

Fig.3. A Classification of visitor attractions



Source: (Fyall, Garrod, Leask, & Wanhill, 2008)

2-2-2 Tourism Supply Components

2-2-2-1 Tourist Attraction: It is consisting for all the natural, cultural, historical, cultural and artistic resources and data of the country, as:

- ✓ Climate: Its moderation, drought and sun and air.
- ✓ Topography (Relief): The mountains, plains, lakes, sea beaches, geographical formations of waterfalls and caves... etc.
- ✓ Natural health centers: like mineral water sources and spas with curative features.
- ✓ The flora and fauna: including forest cover and vegetation, planters and all kinds of birds, fish, wildlife and marine life.
- ✓ Cultural and Historical Attractions: or “Human-Made Attractions” (Swarbrooke, 2001, p. 60), including all that man-made: Historic Building, theme parks, theatres, Historical sites, monuments, local arts and crafts, local events and festivals...etc.

2-2-2-2 Industrial, supporting infrastructures: It is a set of physical infrastructure projects and facilities (Lohmann & Netto, 2017), that create conditions for the development of a tourism unit:

transmission network, electricity, sewage network, water supply services, communication network ... etc.

2-2-2-3 Services, facilities and Commodities: Tourist commodities and services vary depending on the nature and type of tourism (Brunt, Horner, & Semley, 2017), for example, an agritourism offers an opportunity for a combination of leisure and experience in farming. So, commodities and services are provided to the tourist and the organization as well including: lodging, food, booking...etc.

2-2-2-4 Tourism reception services: Including travel agencies, tourist offices, car hire companies, guides, interpreters and visitor managers (Page, Tourism Management- Managing for change, 2009, p. 34)

2-3-Characteristics and determining factors of the tourism supply

2-3-1Characteristics of Tourism Supply

From definitions given above, we conclude that tourism supply characterized with:

2-3-1-1 Subject to Competition:

Because of the tourism services is a luxury commodity, then They are subject to competition from other alternative goods and services (Page, Tourism Management- Managing for change, 2009).

2-3-1-2 Is mainly a package of Services:

The tourist usually buys a package of services that known as the tourism products (transportation, accommodation, food and drink services, leisure and entertainment services...etc.).

2-3-1-3 Depends heavily on the labour:

It is difficult to eliminate the human factor and use the machines in the tourism sector, where the tourism services are Inseparability (produced without being separated from the provider) the use of a qualified labour is necessary

2-3-1-4 Inelasticities in the short term:

The tourism supply is characterized by some of flexibility and short-term variability, it is not possible to produce new tourism products/services or to build new tourism projects in short time because that needs more equipment, building sites and additional labour.

2-3-1-5 The tourist good does not transfer to the consumer:

the tourist commodity that represents the tourist offer is distinguished by its being that it does not transfer to its consumers, as is the case in tangible material goods, but consumers are the ones who move to the locations of the good to benefit from it in the place.

2-3-1-6 Perishability of the tourism supply:

Services cannot be stored like goods, because of the separation between production and consumption. Unlike goods that have a decoupling between production and consumption, services are produced and consumed at the same time.

2-3-1-7 Multi-Producer Supply:

As the tourism supply is varied, this means that there is a large number of producers contribute to the manufacture of the tourism product who are inside the tourist sector (hotel owners and restaurants, travel agencies...) and outside the tourism sector (gas stations, markets...) so each producer has a job to do. also, the tourism product is a complex and complicated mixt of many goods, services, and natural components because of the multi suppliers.

2-3-2 Determining factors of the tourism supply

From the definition of the tourism supply, we found that there are many factors that determine the attractiveness of the tourist show and, and the most important are:

2-3-2-1 Nature and historical of destination: is to determine which type of tourism is appropriate for this area or place.

2-3-2-2 The Open minded of the country policy on tourism: the more the country's policy oriented toward tourism for more flexibility in administration processes, the more tourism supply is displayed. Also, this flexibility allows attracting investors and thus encourage competition.

2-3-2-3 Infrastructure of tourist structures: It includes the area's availability of tourist structures and facilities such as hotels, travel and tourist agencies, restaurants, and leisure facilities.

2-3-2-4 Open up to the marketing and promotional ideas of tourism products: that is, the participation of the media and communication in the tourism process through periodic trips of journalists to tourism areas, with the aim of promoting the area and displaying its tourism components.

2-3-2-5 The ability of local communities to the tourism process: it is intended to raise awareness of the importance of tourism to the area and its acceptance of tourists' visits and participation in tourism activities such as traditional and handicraft industries, for example.

3-THEORY AND METHODOLOGY

3-1 Tourism Supply in state of Djelfa – Algeria

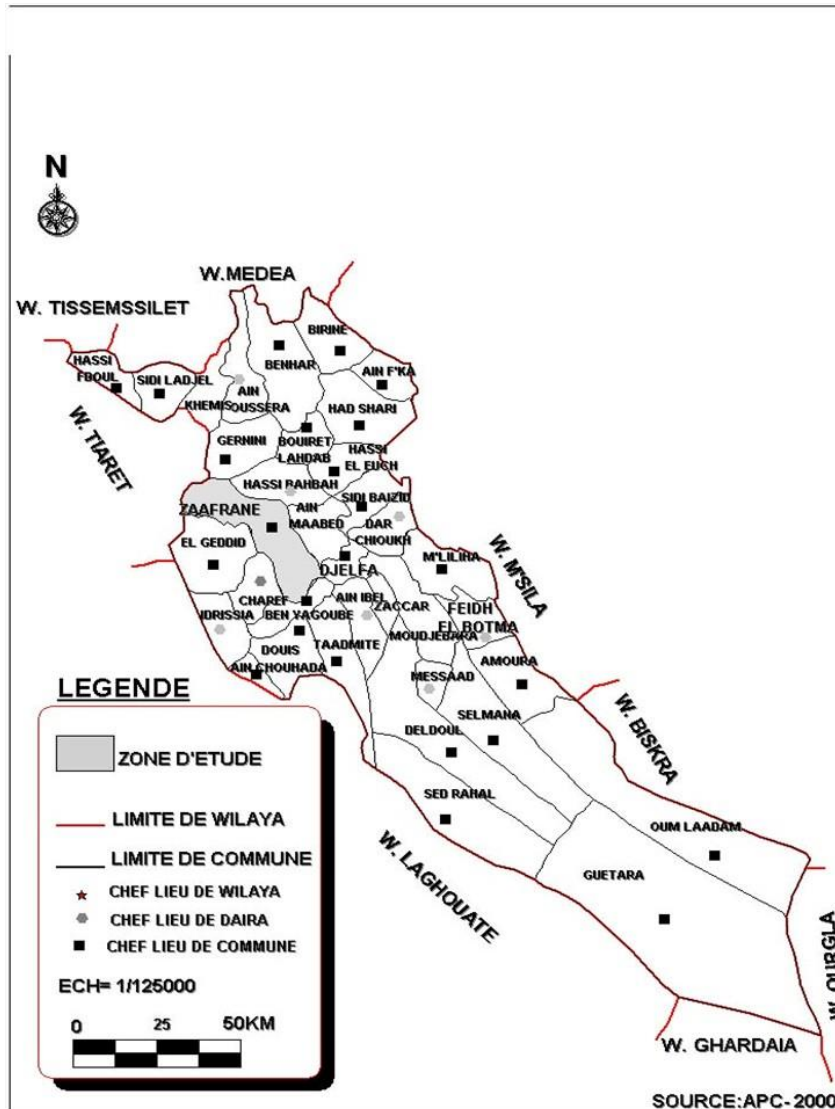
As an employee in the state administrative headquarter. I get a report from General-Secretariat, that has provided me with the all statistics and information about the Djelfa. This report created by the Directorate of Programming and Budgetary Monitoring (DPSB, 2017), which help me gathering the information's below.

3-2 State of Djelfa – Algeria

The steppe state of Djelfa is located in the center of Algeria, bounded by Medea and Tessemsilt states in the north. Messila to the east and Tiaret to the west. And it is bordered on the southeast by Biskra, El-Oued and Ouargla. And from the southwest we find Laghouat and Ghardaia states.

This part of the territory with a total area of 32,194.01 km² currently grouped into 12 regions: Djelfa, Dar Chioukh, Ain El-ibel, Hassi Bahbah, Messaad, Charef, Ain Oussera, El Idrissia, Feid El-Botma, Birine, Had Sehary, Sidi Laadjel.

Fig.4. Geographical Location of the of Djelfa.



Source: (MADANI & SAYEH, 2002)

3-3 Natural and Historical Attractions in Djelfa- Algeria

The remains discovered trace the presence of human beings in the state to the early ages of knapped stone, around 200 thousand years ago.

They have been found traces of the Epipaleolithic, intermediate period of the Stone Age between the Paleolithic and the Neolithic about 20 thousand years for the oldest and to 7 thousand years for the most recent (Appendix 01).

3-3-1 Prehistory and Protohistory

Unlike the recent creation of agglomerations, from the colonial period, the Djelfa region took root even at the dawn of prehistoric times. Ain Naga, between Moudjebara and Messaad is the living witness with its Achelian (prehistoric tool, obtained from a hard-stone pebble more or less roughly cut on both sides) type bifaces dating back to the Paleolithic and its stones from the Neolithic era in the places called Oued Bou Dhebib, Safiet Bourenane and Hadjret Errebeg.

Other places contain organic debris and rock carvings and rock paintings, namely:

- ✓ **Organic debris:** characterized by ancient buffalo horns, at Zaghez level.
- ✓ **Rock carving:** sites are numerous and are largely found on the southern of the Saharan Atlas in the areas of Boukehil, Messaad and Ain El-Bel. In the North, they are located at Khneg Taga, Qoreyqer, Zennina, Faydjet Leben, Sidi Abdellah ben Ahmed and Argoub Ezzemla.
- ✓ **The sites of cave paintings:** generally, in poor condition, are located in Zaccar (at a place called Feidjet Sidi Salem) in djebel Doum and Hadjra Mokhotma.

As for protohistory, this period is marked at the regional level by sites including:

- ✓ **Libyco-Berber writings:** at places known as rock of pigeons, Oued Hesbaya, safiat and Baroud, Ain Naga, Oued Bouz Guina and Safiet Bou Rennane.
- ✓ **Tanks at the places called Oued Hesbaya and safiet El Baroud.**
- ✓ **Drawings of horses:** in the middle of which are an antelope, an ostrich and a character as well as a Libyco-Berber transcription, at a place called Safiet Bou Renane.
- ✓ **Funerary monuments:** a large group of Tumulus or Bazina sites have been discovered south of the Djedi Oued near Dayat Zekhoufa. A dolmen site built on Tumuli or Bazina, is also discovered to the North and North-East of Djelfa.

3-3-2 Berber and Romans

The Berbers, a people native to North Africa, had been in the Djelfa region for 1,500 years before the Christian era and were made up of the tribes of Sinjas, Beni Ouerra and Laghouat from the Maghraoua. Unlike those in the north of the country, these tribes were independent of all empires until 704, when the Berbers embraced Islam. Many sites bear witness to the existence of Berbers in the Djelfa region:

Among the traces and remains left by the Romans in the region:

- ✓ **Remains of the fort of Demmed (castellum Demmidi):** built by the Romans in 198 BC and abandoned in 238 BC in order to strengthen the borders.
- ✓ **Remains at Hammam Charef:** characterized by a large quadrangle with cut stones erected.
- ✓ **Remains of a Roman a stone column:** with an approximate dimension of 45m x 40m, located 2 km north of the town of Djelfa on the right bank of Oued Mellah.

3-3-3 Turkish period

The 'Beylik of Titteri' was founded in 1547 by Hassen Pasha son of Kheireddine and was bounded by Boughzoul in the south and the valleys of Sebaou and Issers in the north. This limit was extended in 1727 to Laghouat. After several revolts of the populations of the south, the Pasha instituted a new civil and military reorganization. Thus, after 1775, the seat of Beylik de Titteri was installed in Medea. Each tribe reported directly to the Bey through a chosen Sheikh of the tribe. Also, a wheat market for the Ouled Nail was established in Ain Barda. The Ouled Nail paid the Bey a tax for each purchase of wheat and a collective annual tax. Some of the tribes refused to pay the tax and had rebelled.

The remains of this period in the region are:

- ✓ Turkish Fort in Ain El Ibel.
- ✓ Cupola over the tomb of Sidi Mohamed Ben Alia located on the northern slope of Djebel Sehary at the end of the Boustania valley.

4-RESULTS AND DISCUSSIONS

After our visit to the state headquarters (Tahah, 2020), we went to the Department of Tourism and traditional Industry, which the information in charge provide us with information on the tourism sector in the state.

4-1 Tourism department in Djelfa

This government department in the state work on developing tourism in the state, it is based on a program application of SDAT (The Master Plan of the Tourism Development). This is the strategic reference framework for Algeria's tourism policy, the main objectives of which are as follows (ANDI, 2017):

- ✓ The enhancement of Algeria Destination.
- ✓ Quality Tourism Plan (PQT).
- ✓ The tourist supply development and qualification by investing in tourist and villages centers of excellence.
- ✓ The public-private partnership to strengthen the tourism chain.
- ✓ The financing mobilization.

In fact, when we visited the department, it became clear that working with it at the level of this program does not amount to being just words on paper. Because the tourism sector in the state is still poor for the actual implementation of the programs decided by the ministry, even the classified tourist areas were not used. Not to mention the other tourism areas, which are considered tourist destinations par excellence and need to be exploited.

4-2 Accommodation Services

There were 09 hotels which were unable to comply with the new regulations by the development of their establishments, in particular the executive decree n ° 2000/46 defining the hotel establishments organization, their operation as well as the modalities of their exploitation and 2000/130 of June 11, 2000 the standards and the conditions of classification in categories of the hotel establishments, they are transformed into dormitories.

Table 1. Hotels Distribution in Djelfa state

Hotels classification	Number	Localization	Activity Nature (Public or Private)	Bed capacity
Hotels Five Stars (5*)	00	//	//	//
Hotels Four Stars (4*)	00	//	//	//
Hotels Three Stars (3*)	02	Djelfa	Private	154
Unclassified Hotels	09	Djelfa/Ain Oussera	Private	488

Source: Researcher preparation

But, from the statistics provided, we note that there are few hotels in the area compared to the large of the state, its tourist qualifications require a large number of hotels and modern and contemporary features (**Appendix 04**).

4-3 Travel and Tourism Agencies

The Department of Tourism and Traditional Industry in Djelfa state has counted 33 tourist agencies among companies, branches and travel agencies, and the distribution provided to us by the Directorate is as follows:

Table 2. Distribution of tourism companies, branches and travel agencies in the State of Djelfa

Activity Nature	Activate Agencies	Inactive Agencies	Total
Tourism Company	02	01	03
Company Branch	05	02	07
Tourism and Travel	14	09	23

Agency			
Total	21	12	33

Source: Researcher preparation

It is noticeable through our visit to these agencies, that the training of the human resources is not enough to build a competitive advantage that service institutions, especially those providing tourism services, must work to train and empower their employees, and it is also noticed that some agencies managers do not have any idea about the value of the questionnaires presented to them, most of them treat them as useless for their activities or not of any benefit, unlike that in some developed countries these studies are given great care and are used to correct errors and improve activities and make experiences. So, you can't give what you do not have.

4-4 Tourism Associations and Communities

In this study, from our visit to the Tourism Department, and the charged in these department give us a total of associations that are active in the tourism sector in the state, as the tourism activity counted 13 associations and only one Tourism Office. The associations registered in tourism department Agencies have not registered any activity else the travel organizations or Visa and air reservations, the next table show the statistics of this agencies/companies.

Table 3. Distribution of Tourism Associations in the Djelfa

Activity Nature	Activate Associations	Inactive Associations	Total
Local Association	05	08	13
National Association	02	00	02
Tourism Office	01	00	01
Total	08	08	16

Source: Researcher preparation

In the Department of the Environment, we were provided with a nominal list of 09 associations, including 08 local and one national associations. The Environment Department coordinates with Tourism Department to promote the tourism action, and sensitize with the importance of environmental conservation, with the organization of many trips to different regions, which serve the nature of ecotourism and serve to sensitize individuals to the preservation of the state's natural resources and to protect the vegetation...etc.

4-5 Thermal Health Tourism and Spa-Wellness (Appendix 03)

4-5-1 Spa-Wellness El-Mosrane- Hassi Bahbah Region

Located in the upper of High Plateau in south of Algeria at an estimated 85m above sea level, near the national road number one with 8 km south of the headquarters of Hassi Bahbah Region. The temperature of the water in it 52° with water flow 7,2 l/s. recommend its use to treat many diseases: Arthritis, Neuropathology, burn, gynecology, diseases, Gastroenterology, nose, throat and neck diseases, Psychological...etc.

4-5-2 Thermal Health of Charef Region

This source is located 07 km southeast of the town of Charef Region 1150m above sea level, and 50 km from the headquarters of the state, which is 300 km on the Algerian coast. It has two wells the depth of the first is 270m with water flow 40l/s, and the second with depth of 250m and 73l/s. The physical-chemical analyzes of this water are recognized by specializations in treatment of many diseases such as: Arthritis (Rheumatoid), arterial disease, neurodegenerative diseases, diseases of the skin(eczema)... etc.

4-5-3 Thermal Health of Guettara- Messaad Region

This source is located in the town of Guettara 37m above sea level, which is located 170km from the headquarters of the state and 45km from the town of El-Grara in Ghardaia state. The water temperature is 52° with water flow 3l/s. The physical-chemical analyzes of this water are recognized by specializations in treatment of many diseases such as: Gout disease, Arterial disease, gynecological, Urology (supplemental treatment), gastroenterology, Nose, throat and neck diseases (ORL), respiratory illnesses...etc.

5- CONCLUSION

The natural qualifications of the Djelfa are among the most important factors that help to develop the tourism sector in it, especially as it is rich in various historical, natural areas, which makes it a candidate to be a tourism destination for Algeria. We find this destination is characterized by its climate and environmental diversity, and we find in it the tourism supply is rich with various expected tourism types such as: Medical tourism, Desert, Forest, Sports and others.

The development process of each tourist activity, initiated by the public authorities, can only be achieved with the permanent and constant support of the inhabitants and the involvement of stakeholders. The inhabitants become full players.

A clear and consistent message should be sent periodically to the general public through information campaigns (radio, billboards, newspapers, etc.). These will be supplemented by actions to raise the awareness of economic and social actors (companies, traders, associations and local communities, etc.).

Through this study, we suggest:

- ✓ Establish cooperation with the main stakeholders in tourism: local travel and tourism agencies, communities, associations, communities...etc.

- ✓ Develop an official partnership agreement between the economic partners (Investors) and other government sectors such as: Transport sector, Culture, University...etc.
- ✓ Sensitize the local press about the importance of tourism, and make training courses to the journalists about tourism supply in the state.
- ✓ Sensitize the local communities to support tourism and involve them in the tourism process, especially in the exploitation of traditional industries that are famous for their inner cities and rural areas.

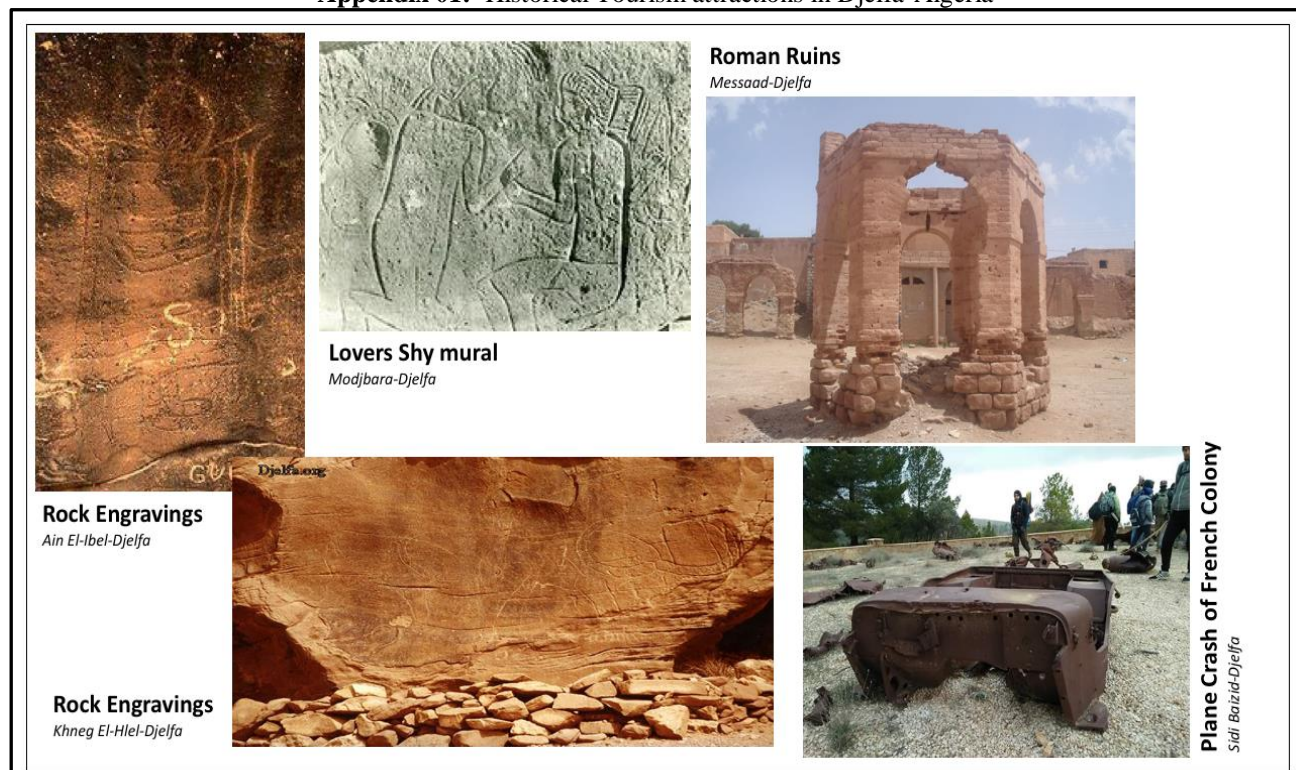
The involvement of traditional industries in tourism supply as a mean of attracting and a source of Livelihood for the local communities.

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6. Appendices

Appendix 01: Historical Tourism attractions in Djelfa-Algeria



Appendix 02: Natural Tourism attractions in Djelfa-Algeria



Appendix 03: Thermal Tourism attractions in Djelfa-Algeria



Thermal Spa EL-Mosrane
Hassi Bahbah-Djelfa



Thermal Spa Guettara
Guettara-Djelfa



Thermal Spa Necib
Charef-Djelfa



Appendix 04: Accommodation Tourism attractions in Djelfa-Algeria



Taous El-Khadra Resort
Town Centre

Naili Hotel
Town Centre



El-Emir Hotel
Town Centre

