



## Algerian-African Partnership as a Gateway to Sustainability and Quality in the Tourism Industry.

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**Abstract:**

Tourism represents a significant economic asset for nations that prioritize investment in this sector and prioritize the enhancement of tourism services to meet tourist expectations. Consequently, it plays a pivotal role in bolstering the Algerian economy and serves as a vital driver for sustainable development. However, sustaining the tourism sector in Algeria necessitates the delivery of high-quality services to tourists alongside the improvement of tourism infrastructure. Therefore, this paper seeks to explore key aspects of service quality for tourists, focusing on the following core issues:

**Keywords:** .....

**Jel Classification Codes :** XXX ; XXX ; XXX.

**Résumé:**

Le tourisme constitue une ressource économique importante pour les économies qui encouragent l'investissement dans ce domaine et qui se soucient d'améliorer les services touristiques et de satisfaire les touristes. Par conséquent, le tourisme est une industrie cruciale qui peut renforcer l'économie algérienne et une source importante pour le développement durable du pays. Cependant, la durabilité du secteur du tourisme en Algérie nécessite d'offrir une haute qualité de service aux touristes, en plus d'améliorer les conditions touristiques telles que l'infrastructure. Ainsi, cette recherche vise à aborder les aspects les plus importants de la qualité

**Mots clés:** .....

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## I. Introduction

Introduction: Tourism industry is considered a strategic alternative for exploiting tourism resources in a way that ensures their sustainability. The tourism sector is one of the most important sectors relied upon to contribute to economic growth and hence achieve the desired economic and social development, considering the significant financial returns it can provide in the medium and long term. Moreover, it offers opportunities to create wealth and alleviate many economic and social problems.

The modern approach to tourism development goes beyond the economic concept to reflect various dimensions of sustainable human and environmental development, given its close connection to the environment and society. Developing the tourism system effectively contributes to enhancing economic, cultural, social aspects, etc. Based on this, the principle of sustainability in tourism has been adopted at the national level, by applying various concepts of sustainable development in the Algerian tourism sector and seeking ways to excel in tourism services and develop strategies to upgrade and enhance the national tourism system.

Research Problem: Perhaps the most important competitive approaches that various countries focus on in the field of tourism are those related to excellence through the quality of tourism services. Therefore, the research problem revolves around the following questions:

1. Can relying on the quality approach ensure excellence in the tourism industry and sustain the tourism sector in Algeria?
2. What are the ways to support and promote quality in the Algerian tourism industry?

Hypotheses: To answer these questions, the following hypotheses have been formulated:

1. Excellence in tourism services can be achieved by relying on the quality approach.
2. Seeking excellence through quality represents a path to sustain the tourism system in Algeria.

Research Axes: In order to answer the posed questions and test the formulated hypotheses, the research is divided into the following axes:

1. First Axis: Quality of the tourism industry.
2. Second Axis: The strategic perspective for sustaining the tourism sector in Algeria.
3. Third Axis: Ensuring quality in the Algerian tourism industry.
4. Fourth Axis: Characteristics and prospects of Algerian-African partnership.

### Significance of the Research

This research represents an intellectual contribution to the field of sustainable tourism system in Algeria through an analytical approach to a set of data related to the topic. Additionally, it serves as a scientific addition to the theoretical framework of quality in the service sector in general, and tourism services in particular.

Research Objectives: This research aims to achieve the following dimensions:

1. Introducing the concept of tourism, its dimensions, types, components, and elements.



2. Defining the concept of quality in the tourism industry, its dimensions, and requirements.
3. Highlighting the role and significance of the tourism industry at the national level in terms of its contribution to various economic, social, cultural, and environmental aspects, serving the goals of sustainable and comprehensive development.
4. Addressing the concept of tourism development, applying the principle of sustainability in tourism, and introducing its principles and objectives.
5. Reviewing the strategic orientations of Algeria in the field of sustainable tourism development and ensuring quality in the tourism industry at the national level.

Research Axes: To achieve these objectives, the research is structured into the following axes:

I. Quality of the Tourism Industry: This axis will address the concept of tourism, tourism services, then review the content of the tourism industry, its types, dimensions, components, and elements, followed by discussing the concept of quality in the tourism industry and various related concepts.

I.1. Conceptual Framework of Tourism and the Tourism Industry: The concept of tourism varies according to different perspectives, and tourism services have characteristics that distinguish them compared to other types of services. Moreover, the forms of the tourism industry vary according to criteria, dimensions, and components available in the host country.

I.1.1. Concept of Tourism Industry: This aspect addresses several concepts: A. Concept of Tourism: There are various and diverse definitions of the concept of tourism according to different perspectives, some of which include:

- Tourism is a term used to describe recreational travel and all related activities and the satisfaction of tourist needs.
- The term tourism is generally used to describe travel and reflects cases of increasing expansion in recreational travel, also referred to as tourists.
- Tourism is defined as "the sum of the relationships and phenomena resulting from travel or temporary stay of a person outside his usual place of residence, as long as this temporary stay does not turn into permanent residence, and as long as this stay is not associated with an activity that generates profit for this foreigner".
- Tourism is considered a modern phenomenon arising from the increasing need for relaxation, leisure, change of scenery, appreciation of nature, enjoyment, and pleasure of staying in areas with special natural characteristics. Therefore, the concept of tourism refers to a mixture of interconnected elements related to meeting the requirements of the customer (tourist) during a specific period of time. Tourism is influenced by a set of specific factors related to the tourist offer in the country, which greatly affect the level of tourist demand by customers.

B. Tourism Service: From a marketing perspective, tourism is a form of service that includes a set of concepts, the most important of which are:

- Tourism service encompasses "a set of services and facilities including transportation, accommodation, restaurants, cultural services, and entertainment".
- The concept of tourism service refers to the tangible reality of the tourist image or character. This reality is the result of the integration of natural data or resources, facilities, and amenities at the tourist site with transportation to the site. These elements collectively create a distinct character and a unique relationship for the tourist site or country.



- Tourism experts view "tourism product as a mixture of heterogeneous elements taken independently to form the local or international tourism offer. Therefore, the tourism product is the service that satisfies the desires of tourists during their stay and tourist tours."

Thus, tourism, as a type of service, is affected by material aspects that support its actual performance. It cannot be stored; rather, it consumes time in its production and cannot be owned. Tourist services are greatly influenced by moral and sensory aspects, meaning that tourism services consist of activities through which a range of benefits are provided to tourists during a specific period of time.

C. Tourism Industry: Tourism is considered a smokeless industry, a complex industry consisting of several elements ranging in origin from natural to human and cultural. Some of these elements have overlapping effects, while others have separate effects. It includes both public and private organizations that participate in the development, production, and marketing of goods and services to serve the needs and luxury of tourists.

Since tourism encompasses all activities directly or indirectly related to providing a range of different services to tourists, the tourism industry has several characteristics, including:

- Tourism is one of the most important service sectors and constitutes a major source of national income in developed economies, encompassing a variety of economic services.
- The scope of competition within the tourism system extends beyond the regional borders of a single country, thus it is influenced by changes in the global environment.
- The components of the tourist offer are characterized by extreme scarcity and sensitivity to changes occurring in other sectors of human activity in society, whether related to natural attractions, ancient and modern cultural heritage, or contemporary civilizational achievements in infrastructure and complementary services.
- The diversity of the target market for the tourism sector in terms of characteristics, affiliations, and behavioral patterns extends from citizens of the same country to citizens of other countries.
- Different segments of society contribute to shaping the distinctive character or image of the mix of tourist services provided by the state, all of which participate directly or indirectly in providing tourism services.
- The impact of this sector on other sectors takes on a multiplier effect, meaning that this impact is compound and constantly expanding.
- Often, tourist attractions cannot be monopolized, especially for some rare tourist attractions, and there are difficulties in producing alternative tourist products.

I.2.1. Types of Tourism Industry: Various forms of the tourism industry can be distinguished according to the classification criteria used, as follows: A. Based on the purpose of tourism; the following types are distinguished:

- Recreational Tourism: The purpose of this type is to enjoy beaches, mountains, forests, and deserts, and to visit tourist facilities.
- Health Tourism: Involves visits to health resorts designated for this purpose.
- Cultural Tourism: This includes a wide sector of tourists with the aim of broadening their horizons in seeking knowledge and understanding.
- Social Tourism: The purpose is to visit relatives and friends.
- Religious Tourism: Involves visits to holy places and places of worship.
- Sports Tourism: Accompanies local, regional, and international sports events and consists of sports fans.



B. Based on location and boundaries: There are two main types: International (outbound) tourism and domestic (inbound) tourism, as well as another type known as regional tourism, such as in Latin America and East Asia.

C. Based on the tourist's length of stay and characteristics of the tourist area: There is continuous tourism, which occurs throughout the year (cultural, religious tourism), and seasonal tourism, which is limited to a period of the year such as summer or winter tourism.

D. According to tourist attractions: There are three types, namely:

- Cultural Tourism: Includes visits to historical sites, archaeological sites, religious sites, and museums. This type of tourism is often permanent if suitable climatic conditions for tourist movement and mobility are available.

The tourism industry is characterized by its scarcity and sensitivity to changes in other sectors of human activity within society, whether it be natural assets, ancient and modern cultural heritage, or contemporary civilizational acquisitions of infrastructure and complementary services.

The diversity of the targeted market for the tourism sector in terms of characteristics, affiliations, and behavioral patterns extends from citizens of one country to citizens of other countries.

Different segments of society contribute to shaping the distinct character or image of the mix of tourist services provided to tourists by the state, all of them participating directly or indirectly in providing tourist services.

The impact of this sector on other sectors takes on a multiplier effect, meaning that this impact is compounded and expanded permanently.

In many cases, it is impossible to monopolize tourism resources, especially for some rare tourist resources, in addition to the difficulty of producing alternative tourism products.

I.2.1. Types of Tourism Industry: There are several forms of the tourism industry based on the classification used, including the following:

According to the purpose of tourism, we distinguish between the following types:

- Recreational Tourism, where the purpose is to enjoy beaches, mountains, forests, deserts, and visit tourist facilities.
- Therapeutic Tourism, for visiting health resorts designated for this purpose.
- Cultural Tourism, including a wide sector of tourists for the purpose of expanding their knowledge and awareness.
- Social Tourism, aimed at visiting relatives and friends.
- Religious Tourism, for visiting sacred places and places of worship.
- Sports Tourism, accompanying local, regional, and international sports events, consisting of sports fans.

Based on location and boundaries, there are two main types: international (external) tourism and domestic (internal) tourism, with another type known as regional tourism, such as Latin America and East Asia regions.



According to the period of tourist stay and the characteristics of the tourist area, there is continuous tourism, which occurs throughout the year (cultural, religious tourism), and there is seasonal tourism, limited to a certain period of the year, such as summer or winter tourism.

Based on tourist attraction areas, there are three types:

- Cultural Tourism, which includes visits to historical sites, archaeological sites, religious sites, and museums. This tourism is often continuous if suitable weather conditions and tourist mobility are available.
- Rail stations and land transport: When a tourist considers visiting a specific area, the first thing they think about is the mode of transportation and then the means of travel.
- Accommodation services: Both commercial, such as hotels and motels, and non-commercial, like guesthouses and rental apartments.
- Tourism and travel agencies and car rental companies.
- Supporting facilities: In all its forms, such as tourism advertising, tourism management, commercial banks, health services, medical treatment, etc.
- Infrastructure services: Such as water, electricity, and communication.

#### I.5.1. Components of the Tourism Industry:

The tourism industry relies on several components, some natural and others human-made and material, as follows:

A. Natural components: Including all climatic conditions, seasonal variations, warm regions, mineral baths, etc., all aspects of tourist attractions.

B. Human components: Represented by historical aspects such as antiquities, landmarks, folk arts, cultures, and customs of the population.

C. Financial and service components: Represented by the availability of infrastructure, such as airports, land and air transport, and the level of development of various industrial, commercial, banking, and urban sectors, as well as the availability of complementary services such as postal, catering, hotels, cafes, entertainment centers, and leisure.

Tourism also depends on countries' capabilities to encourage tourism by offering facilities, pricing levels, promotional abilities across various media channels, easy transportation, security, stability, comprehensive healthcare, good treatment, and the ability to highlight all aspects and characteristics that interest tourists of various categories and preferences.



## I.2. Quality in the Tourism Industry:

Quality in the tourism industry is linked to several factors, primarily human and material factors, with varying levels over time. The following concepts can be discussed in this context:

### I.2.1. Definition of Quality in the Tourism Industry:

The value of quality in the tourism industry is evident due to its being a service industry where performance levels vary significantly based on the level of education, specialization, training, and experience of those providing tourist services in their various forms. On the side of material components in the tourism industry, specifications and classification standards for tourist facilities are areas for evaluating the quality level in each category. The third influential aspect in the level of quality in the tourism industry is the level of public services at the tourist destination, including health services, transportation services, traffic, and general cleanliness, as well as the services at the entry point or what is known as the concept of comprehensive quality for the tourist destination.

And this aspect is associated with the efforts of tourism education and advanced training programs for workers in the sector, as well as for those in other sectors related to tourism. The importance of this axis lies in the fierce competition among tourist destinations to attract tourism through various means, and the responsibility in this axis is distributed between both the governmental and private sectors alike.

The World Tourism Organization defines tourism quality as the result of a process that involves meeting all consumer needs, requirements, and legitimate expectations of products and services at an acceptable price, aligning with agreed contractual conditions and quality criteria, such as safety, security, health, general cleanliness, ease of access, transparency, authenticity, and consistency of tourism activity with its human and natural environment.

### I.2.2. Dimensions of Tourism Industry Quality:

The fundamental factors determining quality in tourism indicate the necessity of having common and final standards that are vital for the consumer regardless of the product type, institution, or service. These standards ensure the minimum protection for consumers, making it impossible to achieve quality without them. These standards include:

A. Safety and security: Tourist products or services should not pose a risk to life or cause harm to health or any essential aspect of consumer safety in all tourism





activities. Safety and security standards are typically determined by laws and regulations (such as fire protection laws), which should be considered quality standards in themselves.

B. Public health: All accommodation and catering establishments should maintain cleanliness and safety. Food safety standards (often determined by laws and regulations) should not only apply to large tourist institutions but also to all types of food-selling sites, from food stores to high-level restaurants, and even services provided on aircraft.

C. Ease of access: Removing all natural, communication, and service barriers without discrimination and enabling the use of those products and services by everyone, regardless of their natural or acquired differences, including people with special needs.

D. Transparency: It is an essential element in providing legitimacy to consumer expectations and protecting their rights, linked to providing accurate information about product specifications, inclusions, total cost, and what the price covers, effectively communicating that information to the consumer.

E. Authenticity: Represents a certain civilization or heritage that makes any tourist product different and distinct from similar products elsewhere. Authenticity must respond to consumer aspirations because the product diminishes and ends when it loses its authenticity and ties to its local environment. Therefore, a service can create authenticity with its own unique quality stemming from the traditions of the local resident. Such service differs when transported to another location, thus it can create authenticity with its own unique quality.

H. Consistency: Harmony and alignment with the natural and human environment preserve sustainable tourism. This requires effective management of environmental, economic, and social impacts to establish indicators for the quality of tourism products. Therefore, achieving tourism quality requires tourism activity units to work towards achieving the general objectives of tourism.

I.2.3. Requirements for Tourism Industry Quality: For tourism to become a quality industry, the following basic conditions must be met: A. Awareness and conviction of the host country's government regarding tourism. B. Tourism should be an organized and regulated activity. C. Tourism should contribute to preserving the internal and external environment. D. Qualified personnel should be available in the tourism industry capable of satisfying tourists' desires and achieving their highest satisfaction. E. The hospitality industry should have





professional ethics similar to other professions or, more broadly, commitment and application of ethical principles of work in tourism organizations. F. It should be an integral part of the national economy. G. It should be based on sound scientific and technological foundations. H. It should be developed in an organized and periodic manner. I. It should achieve the desired interaction between the cultures of people through meaningful interactions between the host country and the visiting guest.

II. Strategic Perspective for Sustainable Tourism Sector in Algeria: The strategic dimension of investing in the development of the tourism system is manifested in enhancing its contribution to the development of various economic, cultural, environmental, social aspects, etc. Various countries have adopted the principle of sustainable tourism to maximize its role in sustainable development at the national level.

II.1. Importance of Tourism Industry in Algeria: Tourism in Algeria represents a key economic sector in serving the economy and society. Therefore, defining objectives and goals for tourism development is essential because it determines the path of tourism. The strategic plan for tourism development revolves around two main objectives: either increasing the revenues of the tourism development process to the maximum extent or minimizing environmental, social, and cultural impacts to the minimum extent possible. The Algerian government has identified a set of goals to elevate the level of tourism, avoid possible crises, achieve sustainable development, enter the global market, improve domestic tourism, and boost economic growth. These goals focus on the following elements:

- Valorizing natural, cultural, civilization, and religious potentials to attract tourists, thereby attracting hard currency.
- Involving tourism in solving the problem of unemployment and raising the professional level of human resources employed in the tourism sector.
- Contributing to development and regional balance among various Algerian regions.
- Preserving the environment from pollution and attempting to improve it.
- Improving the performance of the tourism sector through various means.
- Enhancing the quality of tourism services and elevating them to international competitiveness.
- Rebuilding the Algerian tourism character or image abroad and integrating tourism products into the international commercial circle.
- Continuously meeting the growing needs of Algerians interested in tourism of all kinds.
- Improving the economic, commercial, and financial functions of the tourism sector.



Tourism contributes to achieving a range of aspects at the national level, the most important of which are:

II.1.1. Economic Level: The popularity of the tourism industry directly impacts the economy and promotes industries and activities associated with it. The increase in tourist flows leads to increased public spending on consumer goods, stimulating these industries and services directly and indirectly linked to the tourism industry. This widens the scope of work in these industries and related services.

The economies of many countries rely on tourism for its economic advantages, which contribute to raising living standards and increasing prosperity. Among its advantages are:

A. Increased income in hard currency resulting from the sale of tourism services. Tourism works through its revenues to provide hard currencies, which improve the standard of living and quality of life for the local community, support comprehensive development at the national and local levels.

- Providing new job opportunities: According to estimates from the World Tourism Organization (UNWTO) regarding employment, the completion of two beds leads to the creation of one direct job and three indirect jobs related to related activities.
- Achieving vertical and horizontal integration between various economic sectors: Developing and activating the tourism sector creates various types of relationships between many diverse economic sectors, resulting in several direct or indirect economic benefits.
- Improving the balance of payments position and increasing value-added: Tourism improves the balance of payments for countries receiving tourists through the revenues it generates, whether in the form of investments, taxes, or fees
- Marketing of goods: Tourists often purchase souvenirs or goods that are famous in the destination countries they visit. This type of spending on these goods serves as an export of national products without the need for external shipping or marketing.
- Development of basic facilities and infrastructure: Increased tourist traffic requires the development of transportation services and other infrastructure services, especially water sources, sewage networks, waste disposal systems, and telecommunications, to meet the needs of the tourism sector.
- Increase in national and foreign investment: Tourism includes various areas for investment such as building hotels, restaurants, amusement parks, sports centers, tourist villages, tourism companies, travel agencies, and transportation. This leads to increased investments in this sector and supports



other economic activities in agriculture, industry, and services by increasing demand for agricultural and industrial products and investments in them.

B. Contribution of the tourism industry to social development: Many countries have shown interest in the social effects of tourism on host countries and their citizens, especially as they realize the vast difference in the customs, traditions, and prevailing values of tourists in their communities. Therefore, it is in the interest of the host country to develop a comprehensive tourism policy that combines its culture with the culture of the tourist, to reduce the psychological gap between the unusual life of tourists and the normal life of the host community. Among the most prominent effects of tourism in this field are:

- Improving the standard of living for communities and peoples and enhancing their lifestyle.
- Providing recreational and cultural facilities for the services of citizens in addition to visitors.
- Developing public service places in tourist destination countries.
- Raising awareness of tourism development among wide segments of society.
- The social dimension of tourism is considered one of the components of the tourism product in tourist countries, as well as a fundamental element in the tourism development process.

C. Contribution of the tourism industry to cultural development: Tourism contributes to the development and enhancement of various cultural aspects of society, including:

- Development of cultural awareness among citizens.
- Providing the necessary funding for the preservation and conservation of heritage buildings, archaeological and historical sites.
- Promoting the exchange of cultures, experiences, and information between tourists and the host community.

Through tourism, one can learn about the culture of different regions, leading to increased mutual understanding, respect, and convergence of values and customs, fostering unity among communities and bridging cultural distances between them. Additionally, tourism enables the exploration of the past of nations, their history, and the protection of their historical and cultural heritage, thereby increasing communication and interaction among them, which may contribute to the development of local tourism in many countries worldwide.

Furthermore, tourism provides incentives and helps defray the costs of preserving archaeological and historical sites, which, if not maintained, would be

subject to destruction and deterioration, resulting in the loss of the region's historical heritage. Additionally:

- Preservation of historical, cultural heritage, and distinctive architectural patterns.
- Revival of arts, traditional events, traditional industries, and some aspects of local life.
- Tourism revenue supports various museums and cultural facilities such as theaters, as well as the organization of festivals and cultural events as attractions for domestic and international tourism.
- Promotion of cultural exchange between communities (tourists and locals).

D. Contribution of the tourism industry to environmental development: Ecotourism is a process of learning and cultural interaction with environmental components, making it a means of introducing tourists to the environment and engaging them with it. Additionally:

- Preservation of various environmental elements to achieve sustainable tourism development; tourism helps optimize the use of natural resources and encourages their conservation and proper use as a national asset. Tourism activities also promote the organization, planning, and updating of land use in a way that maximizes benefit while ensuring environmental care and aesthetic aspects.

II. Sustainability of the Algerian tourism sector: This aspect includes a set of concepts related to tourism development, sustainable tourism, and the principles of sustainability in tourism development.

II.1. Concept of Sustainable Tourism Development: This aspect discusses the definition of tourism development and sustainable tourism development as follows:

A. Tourism Development: Tourism development is the latest type of development, deeply ingrained in all elements of various development types, and nearly identical to comprehensive development. All components of comprehensive development are components of tourism development. Tourism development represents various programs aimed at achieving stable, balanced growth in tourism resources and deepening and rationalizing the productivity of the tourism sector. It entails the enhancement and expansion of tourism services and their needs, requiring the drawing up of planning programs aimed at achieving the highest possible rate of tourism growth at the lowest possible cost and in the shortest available time.



Sustainable tourism development has gained increasing importance, as it provides additional financial resources for residents and contributes to improving the balance of payments. It represents one of the important, yet often overlooked, exports and a fundamental element in economic activity.

#### B. Sustainable Tourism Development:

- Sustainable tourism development is defined as meeting the needs of tourists and host sites, while protecting and providing opportunities for the future. It represents a set of guiding principles in resource management that meet the requirements of economic, social, and cultural matters, achieving cultural and environmental integration, biodiversity, and supporting life systems.
- Sustainable tourism represents a meeting point between the needs of visitors and the host area, leading to the protection and support of future development opportunities in a way that meets economic and social needs while maintaining necessary cultural and environmental realities, biodiversity, and all the essentials of life.
- Sustainable tourism development entails diversification of existing environmental systems, often representing the basic foundation of this activity. Thus, it represents a process of change in resource utilization, investment direction, technological development, and institutional change in harmony, enhancing the potential for connecting the present and future to meet the basic needs of tourists.
- The European Union for Environmental and National Parks considers sustainable tourism development an activity that preserves the environment, achieves economic and social integration, and elevates architectural environments. It defines its importance as meeting and satisfying the needs of current tourists and host communities and ensuring the benefit of future generations, while managing resources in a manner that achieves economic, social, aesthetic, and cultural benefits while maintaining cultural unity and the continuity of ecological processes, biological diversity, and basic life components.
- Experiences from advanced countries show an increasing awareness of the need to make tourism sustainable and ensure its contribution to sustainable development. The presence of a dedicated tourism authority is considered crucial.

- Principles and Objectives of Sustainable Tourism Development: The growing interest in tourism has led to its increasing role in development by encouraging investment in tourism projects within the framework of tax exemptions on tourism imports. Principles and objectives of sustainable tourism development include the following:



A. Environmental protection and increasing appreciation for natural resources and cultural heritage of communities. B. Meeting the basic needs of human beings and improving living standards. C. Achieving fairness between individuals of the same generation and different generations, regarding the right to benefit from environmental resources and access. D. Creating new investment opportunities and thus providing new job opportunities and economic diversity. E. Increasing state revenues through taxation on various tourism activities. F. Improving infrastructure and public services in host communities. G. Elevating the level of entertainment facilities and making them available to both tourists and local residents. H. Enhancing environmental awareness and environmental issues among tourists, workers, and local communities. I. Involving local communities in making tourism development decisions, thereby creating community-based tourism development. J. Encouraging attention to the impact of tourism on the environment and cultural system of tourist destinations. K. Establishing standards for environmental accounting and monitoring negative impacts on tourism. L. Efficient land use and land planning in accordance with the surrounding environment.

III. Ensuring Quality in the Algerian Tourism Industry: Quality represents one of the effective ways to enhance the competitiveness of the Algerian tourism industry. Given Algeria's scenic nature, attractive natural resources, and cultural heritage, the state's support for the tourism system is crucial for the success of the quality competitiveness strategy. Shifting Algerian society's culture towards a "tourism service quality" culture is achieved through investing in and developing the human resource, fostering a sense of responsibility towards tourism quality, considering that the tourism industry primarily relies on the human resource to meet diverse and varied customer requirements. In this regard, the content of the strategy followed for tourism development in Algeria, as well as the quality plan in the Algerian tourism industry, will be reviewed.

The Strategy for Tourism Development in Algeria: During the last decade, the state has shown significant interest in the tourism sector due to its economic and social importance. It has established legislative frameworks to define the sustainable development of this sector and laws regarding the utilization of beaches and tourist expansion areas.

The state has decided to privatize the sector by inviting investors who deal with the National Tourism Development Agency. Various measures taken in this regard emphasize the need to elevate this sector to the ranks of those contributing to wealth increase and to manage it rationally.

The tourism development plan is an integral part of the national plan for regional development and serves as a strategic reference framework for tourism policy in Algeria. Through this plan, the state aims to:



- Present its vision for the evolution of tourism over different time horizons, whether in the short, medium, or long term, within the framework of sustainable development, to make Algeria a promising destination.
- Identify means of implementation and define conditions for feasibility.
- Ensure social justice, economic efficiency, and environmental protection within the context of sustainable development.
- Evaluate the natural, cultural, and historical wealth of the country and utilize it for Algerian tourism to elevate it to the ranks of distinguished destinations in the Mediterranean region.

The national plan for regional development focuses on five dynamics:

- Evaluating the destination "Algeria" to enhance investment opportunities and competitiveness.
- Developing high-profile tourist poles and villages through investment optimization.
- Establishing a tourism quality program.
- Coordinating efforts to strengthen the tourism chain and establish public and private partnerships.
- Identifying and implementing a practical financing plan to support tourism activities and attract major investors and operators.

The national plan for regional development identifies seven major tourist regions based on the specific qualifications of each region in the national territory: Northern/Central region, Northern/Eastern region 1, Northern/Eastern region 2, Western region, Highlands region, Southern region, and Sahara region.

III. National Plan for Quality in the Algerian Tourism Industry: The national tourism development plan focuses on implementing the "Tourism Quality Plan" to enhance quality in the national tourism industry. In this context, the government has initiated a national approach aimed at recognizing the quality of services provided by tourism professionals through the implementation of the "Tourism Quality Plan" (PQTA).

This plan aims to bring together all tourism professionals who voluntarily commit to a quality approach that meets customer requirements regarding a national quality mark. The objectives include:

A. Enhancing National Competitiveness through Integrating the Concept of Quality in all Tourism Development Projects of Institutions, Thus Achieving Greater Professionalism:

B. Valorizing Tourist Areas and Creating Sustainability for Algerian Tourism Offer through Clarity of Vision and Improving Quality for Tourists:





C. Working on Supporting Participating Tourism Institutions in this Process by Providing Assistance and Necessary Tools for their Development, including accompanying them in Restoration, Rehabilitation, Modernization, Expansion, and Training Operations:

D. Ensuring Distinguished Promotion for Participating Operators in the Quality Approach, by integrating them into the network of institutions bearing the "Algerian Tourism Quality" mark, through ensuring better integration into commercial channels.

In a comprehensive and integrated approach, the concept of quality encompasses various levels of tourist production. Thus, the Tourism Quality Plan takes into account the entire tourist offer and covers all tourist activities existing on the national territory (reception, accommodation, restaurants, transportation, animation, entertainment, etc.). Therefore, tourist activities and professions include the following: hospitality, catering, tour organizers, thermal baths and seawater treatment, transporters (airlines and car rentals, etc.), tour guides, tourism offices and information and guidance offices, transit areas (ports and airports).

Within the framework of this program, the national label "Algerian Tourism Quality," based on excellence, is awarded to all concerned tourism institutions that respect the following membership conditions:

- Compliance with quality standards;
- Following a quality approach based on external monitoring, ensuring continuous improvement of service quality and thereby ensuring a reliable quality mark for customers and maintaining the credibility of the "Algerian Tourism Quality" label obtained;
- Establishing a permanent unit responsible for internal accountability;
- Compliance with exploitation conditions and activity practices;
- Adherence to cleanliness and safety rules;
- Integration into the environmental context;
- Implementing a system for handling and processing complaints from customers.

VI. Features and Prospects of the Algerian-African Partnership: The meaning and objectives of the Algerian-African partnership can be understood through the importance of the African continent for Algeria, as well as through the veteran diplomatic activity of Algeria and its distinguished pivotal role associated with the fundamentals of Algerian foreign policy towards the world and Africa, specifically through its movement and activity through NEPAD and the African



Union organization. The objectives that Algeria seeks to achieve through this on a continental level.

VI. History of Algerian-African Partnership: Algeria is considered one of the pioneering countries in establishing relations with African states. Within a regional and international competitive context in Africa, Algeria seeks to forge special diplomatic relations, particularly in its economic and cultural dimensions. The beginnings of this relationship date back to the 1960s, where Algeria supported liberation movements and opposed foreign colonialism in African countries. These relations were further strengthened in the 1980s through support for independence and the creation of ways for development and progress in these countries, with a focus on consolidating economic relations and building an economic-cultural dialogue to achieve development.

The Algerian-African relations with an economic dimension have solidified since the NEPAD initiative, which gave importance, among other aspects, to the energy sector, as it is one of the vital sectors in Africa supporting development processes. Through this initiative, Algeria announced a set of projects and investments that remain priorities in Algerian-African economic relations. Algeria's shift towards the energy sector stems from weak trade exchanges and the inability to invest in other projects on the continent. Therefore, Algeria has focused on investing in the energy sector, particularly in gas, hydrocarbons, and energy infrastructure such as petroleum and gas pipelines and roads, especially the three projects launched within the NEPAD initiative. Algeria aims to increase its investment share in this sector despite the challenges it faces, whether related to regional and international competition or regional security challenges.

A strategic vision has been developed to achieve development in Africa by 2065, and Algeria is an active party in it, with a firm grasp of its objectives, which largely focus on upgrading economic qualifications on the continent, especially those related to manufacturing policies. Africa's problem lies in its lack of what is known as export logistics, and therefore, Algeria serves as a gateway for the African continent, making it use this leverage to strengthen Algerian-African economic relations.

VI. Areas of Algerian-African Partnership: Through the NEPAD initiative, Algeria has undertaken a set of projects related to infrastructure, including:

- The Trans-Saharan Gas Pipeline project, which transports natural gas from Nigeria to European markets via Algeria.
- The Lagos-Algiers land route between Nigeria and Algeria, passing through several African countries.
- The optical fiber line facilitates the exchange of expertise and information, benefiting the energy sector in one way or another.



- The Niger-Algeria Pipeline project is one of the most important projects, as it is an Algerian-Nigerian project resulting from the signing of a memorandum of understanding between Sonatrach, the Algerian petroleum company, and the Nigerian petroleum company. It is considered a priority project encouraged and sponsored by the NEPAD initiative.
- In the field of exporting and exchanging energy resources between Algeria and African countries, hydrocarbon resources are among the most important resources exported and exchanged through Sonatrach, the Algerian state-owned oil company, and its branches in Africa.

VI. Determinants of Algerian-African Partnership: There are several structural challenges and security threats, both internal and external, that threaten the trajectory of Algeria's energy investment in Africa, including:

- The security instability of neighboring countries, which affects the trajectory of the hydrocarbon sector in Algeria both domestically and regionally.
- Regional competition for Algeria's role, especially from the Maghreb region, which is considered an economic partner for Mali.
- French influence in the African Sahel region.

VI. State of Partnership between Algeria and South Africa: Both Algeria and South Africa are working to develop economic cooperation between them, enhance trade and investment opportunities through ambitious partnership programs, and diversify them, especially with the opening of a direct air route between the two countries. Among the areas subject to partnership between the two countries are tourism, petrochemicals, industry, and mining. It is worth noting that South Africa is the largest trading partner for Algeria among other African countries.

Conclusion: This research addressed the topic of quality in various tourism services as an entry point for the sustainability of the national tourism system and thus a future strategy for partnership with Africa. This was achieved through a theoretical analytical study of various aspects related to it, leading to a set of conclusions, as follows:

1. Tourism is viewed from different perspectives, as an economic activity generating significant financial revenues due to the travel and movement of people to satisfy specific needs. It is also seen as a form of service that produces a range of benefits for tourists, and as an industry that includes a complex mix of activities and services directly and indirectly related to other economic sectors within the country.
2. Tourism plays a crucial role in economic dynamism and positively contributes to driving local development and enhancing various dimensions of sustainable national development.

3. Competition in the tourism industry is linked to global changes, not confined to the country's regional borders alone.
4. Natural resources that enhance tourism industries are not sufficient; rather, the efficient use of tourism resources and the ability to respond to tourist requirements are critical factors in the success of the tourism system in the country.
5. There is a variation in the concepts of quality and its dimensions in the tourism industry compared to other economic activities due to the specificities of tourism services and their connection to a large number of other services and various related industries.
6. Adopting a culture of quality in the tourism industry is of great importance, considering the specificity of customers in terms of their diversity, cultures, beliefs, and social behaviors.
7. Quality competition in the tourism industry has a strategic dimension largely linked to the state's interest in developing and rehabilitating the Algerian tourism system, as well as the community's awareness and contribution to maintaining the attractiveness of the tourism offer and its components.
8. The quality strategy in tourism services is a key pillar for the sustainability of the Algerian tourism sector and enhancing its contribution to the national economy.

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