The Role Of E-Tourism in Activating the Tourism Sector in Algeria Via Websites

SLAOUTI Hanane
University of Blida 2 (Algeria), e-mail: slahanane@gmail.com

Abstract:

This study aims to highlight the importance of e-tourism especially in the age of modern technology, it was conducted to reflect the reality of the application of its principles in Algeria's tourism sector; To know the effectiveness of efforts to develop the sector and move to the new concept of tourism imposed by the e-business environment, the tourism sector is one of the most beneficiary sectors of social networks by circulating many information, photos, videos and hotels to different tourist areas, Every user of these websites becomes a potential tourist and consumer. These websites have become a wide interest of travel service providers as they have become a means of promoting tourism in Algeria.

Keywords: Technology , e-tourism, websites , tourism in Algeria

1. INTRODUCTION

Tourism is an important sector in achieving development due to its economic, social and cultural impact and has become the world's largest industry thanks to the improvement of tourism services. It brings financial returns both in local currency and in hard currency and provides a significant number of direct and indirect employment positions.

With the advent of ICT in various fields, one of these is the tourism sector in so-called e-tourism, where e-tourism features a range of transactions that outperform traditional tourism transactions, allowing the tourism consumer to access all information and data free of charge

And in a quick way about the tourist service that he wants such as: Flight Timings, Transportation Ticket Prices, Hotels, Tourist Programs. Through the Internet, tourists can browse many tourism websites, where they can choose everything, they fit without moving.

Algeria must adopt the concept of e-tourism as a great tourist destination, with a 1,200 km coastal strip and an unparalleled Sahara (Deserts) in the world's deserts. In addition to containing high mountain areas and mineral baths as well as many historical monuments demonstrating the antiquity of its history, which contributes to attracting foreign tourists, upgrading the tourism sector and achieving development.

2. The Reality of E-Tourism in Algeria

E-Tourism is defined as the use of information and communication technologies in the tourism industry. It involves the buying and selling of tourism products and services via electronic channels: the Internet, cable TV. E-Tourism includes all intranet, extranet and internet applications as well as all the strategic management and marketing issues related to the use of technology. ICTs include the entire range of electronic tools, which facilitate the operational and strategic management of organisations by enabling them to manage their information, functions and processes, as well as to communicate interactively with their stakeholders for achieving their mission and objectives (Buhalis, D. (2003))

Most Arab States, including Algeria, continue to suffer from a lack of tourists owing to security, including weak information and communication technology infrastructure. Some of them remain fragile in their financial and banking systems, which, according to the reports of international tourism organizations, causes a weakness in tourism.

Viewing the status of WEB tourist sites in Algeria there are a number of sites, some of belong to the public sector and others to the private one, including a portal "ALGERIA TOURISM" where this portal ensures contact and booking with various travel agencies, airlines and tourist hotels up to the budget of any tourist through which the site guarantees the booking process and displays the site" ALGERIA TOURISM "All information about tourist trips up to the budget of any tourist through which the site guarantees the booking process and all information on tourist trips organized according to the tourist places located in Algeria, especially the Saharawi. **(SABTI Obaida (2013)، p189-190)**

The National Tourism Office of the Ministry of Territory Planning, Environment and Tourism also offers tourist information about tourist places classified by UNESCO and others, it contains addresses to national tourism agencies and other tourist establishments in the country from "hotels, Restaurants, museum camps and wide assortments, However, the site is devoid of the dynamic required in such sites and lacks connectivity with various actors in the tourism sector, especially hotels and travel agencies. The browser finds that the website of the National Tourism Office is not much different from its predecessors.

It can also be said that the reality of e-tourism is still lagging behind the first major tourism countries of the Maghreb. This is due to the weakness of the ICT infrastructure. Algeria is ranked 122nd in the ICT infrastructure and

it must promote e-tourism, especially because it has great tourist infrastructure.

Algeria must also promote e-tourism, especially because it possesses great tourist resources This is done primarily through the provision of appropriate tourist offers that rise to the level of tourists' tastes, beginning with the rehabilitation of all tourist facilities and the provision of their supplies. **(MAHFOUF Nasrine (2017), p1)**

3.Requirements for e-tourism in Algeria:

In order to activate and implement e-tourism in Algeria, the following must be provided:

3.1 e-commerce availability in different transactions:

To develop Algeria's e-commerce, the following actions must be taken:

- The need for Algerian banking reform by modernizing electronic means of payment and expanding the use of credit cards and which should compensate cash
- Need for an appropriate legal and legislative environment for electronic commerce
- Develop technical insurance systems and ensure the confidentiality of electronic transactions
- Provision of telecommunications infrastructure and extensive Internet utilization at low costs
- Free the telecommunications sector from monopoly by promoting privatization to increase efficiency and improve the quality of services
- Increase the rate of R&D expenditure to keep pace with technological progress and reduce the gap between Algeria and other countries in this area
- Create awareness and culture in a society to accept the idea of e-commerce by launching sensitization and awareness campaigns to leave a positive idea in a citizen's mind of the advantages and positives that this type of trade can achieve
- Accreditation of competent human expertise through the formation of specialized human capital based on specialized IT formative systems and opening schools that help in the formation of qualified frames**. (KOUACHE Khaled & GUEMAOUI Nawel (2013), P44-45)**

3.2Institutional and regulatory framework:

This aspect relates to the importance of cooperation between government institutions and each other, as well as partnership with the private sector and civil society by highlighting the advantages of the application of electronic commerce systems in the field of tourism activity. A constructive dialogue

between institutions and each other helps to create a healthy and enabling environment for the implementation of projects. Governments, represented in the ministries of tourism and relevant bodies, can provide material support to different companies and tourist intermediaries for the use of Internet applications in their field of work, as well as provide detailed databases on tourism resources and tourism product and support the industry's websites. While through its expertise with information technology, marketing and e-commerce, outstanding private sector companies can provide advice and consultation to decision makers beyond regulatory and institutional efforts at the internal level to include regional and international frameworks **(KHANFOUSSI Abdelaziz (2017), P99)**

3.3 Legal requirements:

E-tourism is an integral part of international trade and operates within the framework of the General Agreement on the Liberalization of Trade in Services of the World Trade Organization. This has led most Arab countries to include tourism services in their schedules of commitments to the General Convention on the Liberalization of Trade in Services in order to gradually liberalize the tourism sector in order to achieve the desired development goals and attract foreign investment. Thus, the General Convention on the Liberalization of Trade in Services is the real beginning of the search for legal requirements to stimulate tourism in general and e-tourism in particular. The General Convention on the Liberalization of Trade in Services contains several commitments specific to tourism activity as set out in the annexes as follows:

> 1- Hotels, restaurants and catering 81 commitments including 71 special catering commitments.
> 2- The services of trip operators and travel agencies. There are 71 comprehensive schedules of services that will be provided to passengers and include tourist information and travel preparation and ticketing services.
> 3- Tour Guide Services and 42 tables include Tour Guide Service commitments.
> 4- Other tourist services include conference services (tourist transport services) which are 31 schedules.
> 5- 30 schedules Leisure and sports culture services, as well as commitments related to promotion and recreation.

we can derive from All these commitments many things that are really requirements for tourism activity, of which e-tourism is an important part:

- Attention to the hotel's legislation, taking into account the regulation of the control of hotels and the services provided by them, the consolidation of the supervisory and licensing authorities on tourist hotels. Here, it takes into account the existence of rules on electronic booking and the required rules on electronic signature, electronic payment and other electronic boring methods in the field of hotel booking.

- Establishing legal rules for the regulation of tourist transport, whether by air transport through aviation and the required technical standards for the safety and security of aircraft and ensuring security in accordance with international standards in this area.

- Develop legislation to regulate the work of tour guides, including a statement of their obligations, working conditions and the extent of knowledge to be found in the practitioner's profession, taking into account adequate knowledge in all modern technological means, the use of computers and Internet as the real tool for e-tourism.

- Increase tourism investment incentives to encourage national and foreign capital to enter tourism seriously while increasing these incentives for companies working in e-tourism, which will become one of the most important determinants of global tourism in the future. **(RASHA Mohammed Alaa Edine Ahmed (2006), P10)**

3.4 Progress in information technology structure:

These requirements relate to the state of the existing technical structure, and how they are developed and invested in e-tourism. This includes:

· Developing the infrastructure of modern communications and informatics to provide a broader opportunity to connect into Internet services both in the tourist product state and the countries targeted by tourism marketing.

- Encouraging the appearance of Intermediary in the tourism sector by encouraging the establishment of a network of parallel websites for all workers in the tourism sector - whether hotel, airline, travel agencies, tour guides, and other tourism sectors. This is done in cooperation with traditional intermediaries in the field of tourism, both complementary to the other.

Creating new types of institutions and bodies for the promotion of tourism that rely on advanced websites and provide technical support and information to these websites. These sites need to be designed according to recognized global standards, so that they can compete with

other competing tourist sites in other countries**. (WARDANI Youceef Mohamed, (2008))**

3.5 Enabling cultural environment:

The application of e-tourism and related transactions - as well as the application of e-government efforts - is necessary to have a cultural environment conducive to such transactions. Moving forward with e-tourism programs would harm government and private bodies in which current employees resist new work systems and automate services provided as a result of their lack of knowledge of the skills needed for the labour market or because of impeded routine and bureaucratic procedures in which public servants play sovereign roles over those around them. [12] This leads to the need to build a new strategy for these traditional intermediaries to qualify them to catch up with tourism**. (WARDANI Youceef Mohamed, (2008))**

3.6 Electronic marketing:

E-marketing plays its part in the promotion of tourism activity by:

- Facilitating the provision of information on which the tourism industry relies, i.e. the customer has access to all the information and data he needs about the tourism product via the Internet
- Contributing to the tourist's wishes and satisfying his basic needs
- Reduce the costs of tourism services provided, for example, the delivery of airline tickets to a tourist or an exchange voucher for booking a hotel through his email which is also considered as a sustainable way to promote tourism. **(MOULOUK Jehidah (2014), P193-194)**
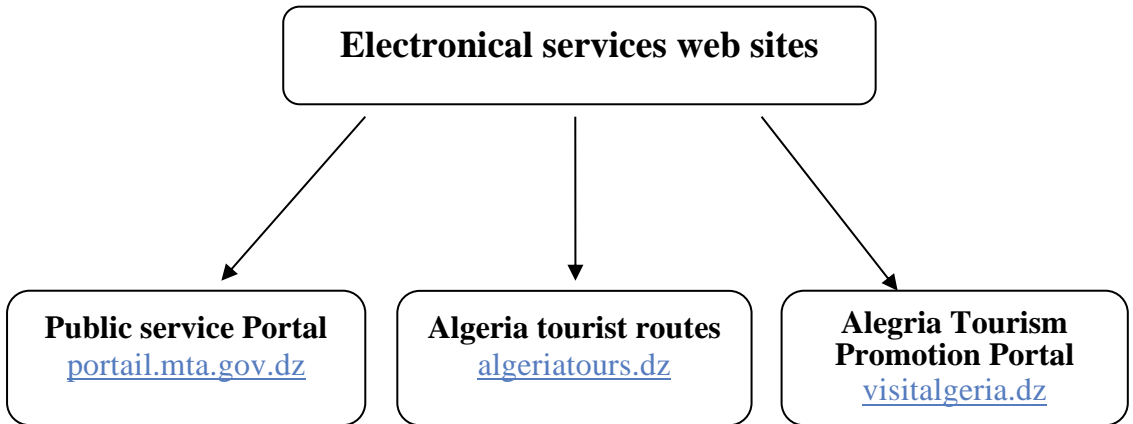
4. Electronic services located on the Ministry's website:

This website includes a collection of electronic portals which aims to serve tourists across a range of websites as follows,

The first section is about information related to the ministry. The second section is an expression of information related to Algerian tourism, such as tourist quality plans, tourist investments, tourism preparation, types of mineral baths located on the national country and the process of organizing tourists, the fourth section related to Algerian traditional industries, such as the development of traditional industry standards and quality, marking the promotion of traditional industries.

To facilitate the use electronic services located on the Ministry's website, there are three main websites: (**the ministry of tourism and traditional industry (**16/09/2022))

Public Service Portal for Tourism Sector
Algeria Tourist Routes
 Algeria Tourism Promotion Portal

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│      Electronical services web sites     │
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Public service Portal	Algeria tourist routes	Alegria Tourism Promotion Portal
portail.mta.gov.dz	algeriatours.dz	visitalgeria.dz

Source: Prepared by the researcher base on (**the ministry of tourism and traditional industry (**16/09/2022))

4.1 Public service Portal: (**the ministry of tourism and traditional industry: (**16/09/2022))

The Portal to the public service of the tourism sector includes the main area, activities, including tourism investment, tourist agencies, hotel and the warm activity related to mineral baths, tourism preparation, guide in tourism, and tourist food.

Section three about follow-up to requests

Section four about applications and complaints.

Section five: Concerning communications at the level of the portal for the public service of the tourism sector, in which we find tourism investment related to the following:

some validation requests such as validation of hotel engineering schemes, modification of engineering schemes with or without change of owner or legal form, change of legal form without change of engineering schemes, change of owner without change of engineering schemes

This was a collection of applications submitted in the tourism investment section on the portal of the public service of the tourism sector where we also find a bunch of requests such as how to create a new tourism and travel agency, how to request the establishment of a branch of a tourist agency, requests to change an agent or technical director, Change the Agency's owner, requests to change the Agency's status, and many different requests for several other elements.

Then we pass to the hotel and it is important under the general service of the tourism sector where we find requests for the exploitation of a hotel enterprise, classification and certification of its progress etc... These were examples of the collection of electronical applications.

We pass to the mineral baths where There is a form about requesting a franchise use of thermal water or seawater, application for a permit for the use of thermal water, request for the renovation of the drug for the use of thermal water, request for the change of the status or the schemes of the thermal institution which is responsible of using thermal water,

In the activity section, we find one request in this area, which is to request a prior permit to sell a property or expand an area in a tourist site,

As for the Tourism Guide, as part of the activities of the Public Service of the Tourism Sector, we find a request to certify Tourism Guide, i.e. a tourist guide must be approved. About tourist food, we find a request for restaurant classification and it is also done electronically.

We find all these activities within the public service portal of the tourism sector

4.2 Algeria Tourist Routes: (algeriatours.dz)

the second site is also a website within the electronic services of the Ministry website and is the site of Algeria's tourist routes

Within this site we find various archaeological sites, the highest tourist attractions and the most beautiful views on trips throughout the year. This is done by filling the following materials

- Choice of route character
- Choice of route type
- Choice of route destination

We find all of the previous sections on Algeria Tours website

4.3 Alegria Tourism Promotion Portal: (visitalgeria.dz)

The third website of the portal is to promote Algerian tourism, as this portal includes all tourism agencies located in the national country, in addition to hotels according to the number of stars, from non-classified hotels to four- or five-star hotels. We also find tourist tours available through the site by choosing the city to be visited with specifying the state and type of tour, whether national, international or weekend tours, in addition to a group of restaurants according to the tourist's desire, we also find several desert areas, beach areas, areas for mineral treatment, Where the browsing person can choose which area or which beach, he wants to go to.

We also find a box dedicated to the cultural and religious aspect, and it is related to the mosques and the Zawiyah in the country

Through the above, we note that the electronic services found on the website of the Ministry of Tourism and Traditional Industry include three sites, mainly the portal of the public service of the tourist sector, Algeria tourist routes and Algerian tourism promotion portal.

These three websites aim to promote and encourage e-tourism in Algeria.

5. CONCLUSION

Through this study we have observed that tourism has an important role to play in the development of the economy at the national or international level, Algerian tourism has untapped competitive advantages. States should specialize in sectors where they possess strong competitive advantages, Algeria can take a stake in the world's tourism markets by focusing on bringing tourism investments especially foreign tourism. E-tourism also contributes to attract foreign investment on the one hand and reducing unemployment on the other through its use of various services such as tourist transport Media, Promotion of Tourism Product Housing Service and Provision of Suitable Atmosphere for Them in addition to tourist guidance, all these services can be carried out electronically, thereby reducing effort and time and contributing to encouraging and motivating foreign tourists to come to Algeria.

E-tourism is a form of ICT impact on the tourism sector a transformation that offers many opportunities by reducing the burden of geographical obstacles and allowing direct relationships between different segments of tourists through tourist companies' websites. The emergence of new competitors enables tourism companies to become successful competitors in international markets ecotourism applications and overcome obstacles, especially for developing countries. The study found a number of results, the most important of which are as follows:

- Information and communication technology in the tourism sector helps to provide integrated tourism services through the coordination provided by communication technology between producers, distributors and intermediaries.
- ICT facilitates the process of negotiating and offering high-quality tourist services that fulfil tourists' wishes and loyalty, by increasing the efficiency of the human component, reducing costs and generating value added to the tourism product.

Based on previous results, the set of recommendations can be made as follows:

• Attention to the labour force specializing in e-tourism and improving the composition methods for tour guides

• The completion of green spaces and new hotel establishments using information and communication technology in their transactions with the tourist;

• Raising citizens' awareness and sensitization of the need to give importance to e-tourism by instilling culture and e-awareness;

• Activating e-tourism investment as an important component of the tourism sector. The tourism sector is a real alternative to the burning sector in the near future if it is upgraded, contributing to the provision of foreign currency income from foreign tourism, which reduces the focus on the burning sector as a key sector in the growth of the national economy

• Provide foreign exchange centres for tourists legally and officially

• Developing the economic movement through the benefits of investment in the tourism sector affecting other economic sectors such as traditional industries and the telecommunications sector.

• Interest in e-tourism and promotion of the tourism product leads to increased tourism investments and thus interest in the cultural field results in interest in cultural heritage and preservation, as well as the protection and safe delivery of monuments for subsequent generations to learn its history.

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