

Algerian Tourism from a Collective culture Perspective

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Abstract:

This study aims to clarify the reality of tourism communication in the Algerian collective culture. It also shows the efforts made by Algeria in this regard, which are reflected in the SDAT 2030 Tourism Development Plan, which aims to develop infrastructure and basic investments for the development of tourism in Algeria, and the main challenges facing by this tourism development, especially at the level of tourist culture.

Keywords: Tourism, Collective culture, Tourism culture.

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1. INTRODUCTION

The tourism sector, or the so-called "blue gold", has become today a promising economic sector of varying importance from one country to another, as countries today are opening new markets in addition to the traditional ones in order to continue the tourism tide throughout the year, and to provide tourism programs with high-quality services, appropriate distribution outlets and intensive promotion, which would increase the length of the tourist's stay and increase the national income.

Tourism is a cultural industry and economic movement that must be built and achieved sustainability, as defined by E. FLAMENT and J.M DEWAILLY, "tourism activity is the result of the movement of a large number of elements such as natural sites, climatic conditions, tourist attractions, tourist facilities, information, transportation, and customer choice".(DESPARAIRES, 2003, p.14)

Today, tourism is of great importance to researchers and decision makers in most countries of the world, as it competes with the gold and oil industry in terms of the significant incomes that are achieved, as many countries depend on it and mainly in obtaining hard currency, as a main pillar in supporting the balance of payments, and a significant economic and social resource.

Many third world countries have bet on the option of tourism to achieve economic and social development, including Algeria, which now has no choice, as tourism has become a national necessity that, with its artistic heritage, constitutes one of the main alternatives for development in the country outside the hydrocarbon sector, in addition to the ability of this young sector to solve many social issues such as unemployment and poverty.

Today, Algeria has no choice, because entering the new economic community has become an inevitable necessity, imposed by a globalization that waits for no one, and it must not miss the

opportunity to take advantage of the modern communication technology that dominates the world, in order to face the challenges and stakes imposed on it, at the level of the local market first, and then the international market second, which will directly reflect on its economic, social and cultural development, as well as its political choices, to make up for lost time, caused by multiple factors and circumstances.

Algeria, like other developing societies, has risen significantly in the ladder of development, especially after the Black Decade, through the persistence of its government in working to raise the level of well-being and sufficiency of its people through great plans and awareness-raising work on the development bet on the one hand, and the development of programs to promote tourism to international standards and make it an alternative to the depleted hydrocarbon sector.

Tourism in Algeria requires an individual to possess a certain amount of knowledge, information, concepts, and values, which together constitute an appropriate background for rational tourist behavior. It also requires freedom from the fear of the fusion of self and personality, and openness to the cultures of others in order to break free from the constraints of closedness.

Tourism in the collective culture has shaped many undesirable meanings in the culture of Algerian society, especially at the level of individuals' mindsets, which are said to be intolerant of tourist concepts, However, the social change that has occurred in Algerian society has resulted in a change in the collective culture, which is looking forward to the new concept of tourism, which is embodied in the three aspirations of the Algerian tourist: modernization, urban renewal , and relaxation, according to four centers of interest:

- Purchases such as trendy malls.

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- Needs related to recreation products such as recreation stations with low prices and acceptable quality.
- Items in the form of "leisure" products adapted to young customers, especially children and teenagers, such as: Water recreation space, amusement parks.
- Vacation culture within the extended family, such as an adapted offer in the form of affordable and quality accommodation. (Al-Kilani, 1998, p.45)

The development of tourism through the SDAT 2030 Tourism development Plan focuses on encouraging local tourists to go to primarily and therapeutic areas in the first place, followed by other types of tourism, considering that Algerian citizens generally have an average income level that does not allow them to choose other types of tourism, and therefore the tourism development plans focused on the development of recreational facilities and the involvement of the local population in these plans by spreading awareness among them to make the plan successful, and the creation of poles of excellence that respect the purchasing power of citizens and combine accommodation, entertainment and various tourist activities, and the results of this application are still in the process of development 2008-2030.

From the above, and through the change in the features and manifestations of Algerian culture, we raise the following question:

What is the reality of tourism in Algerian collective culture?

1- 2. The concept of tourism:

According to Hunziker & Kraph, it is "the set of relationships and phenomena that govern the travel and residence of non-permanent non-residents outside the framework of permanent employment." (Musaed, 2005, p.45)

Global changes and conglomerates are limiting exports in addition to the decrease in the expected outcome of oil exports because of fluctuating oil prices, making tourism an important economic activity for the Algerian economy in particular. (Mohammed Abdul Samad, 2009, p.60)

1-3. Tourism and cultural tourism:

Every person, every group adopts and shares its own collective imagination, it collects all the common representations that come from this collective imagination and can be socially or mentally transmitted, such as symbols, movements, symbolic practices, beliefs, traditions, values, customs and myths that create the need for the group to build its collective imagination and in this sense Emile Durkheim emphasizes that imagination expresses the way human society represents humanity and the world and forms the mental system and history. (Vanhove, 2005, p.122)

Serge Moscovici emphasizes, "Social representations are models of applied thinking oriented toward communication, understanding, and practice in material and idealized social settings." (Vanhove, 2005, p.144)

This is because this concept is controlled by mental, psychological and social mechanisms and mechanics at the same time, as the public resorts to using words that perform the same meaning or come close to it, and in the context Gilbert Durand says: "We often use words such as image and sign to signify it." (CHAISSÉBOURG, 1996, p.220)

One of its varieties is the representational imagination, which is the subject of this study.

One of the conditions for the realization of the representational imagination is that it is derived from reality, meaning that it is not

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separated from the physical world in which we live, because the process of representation takes place through the individual's awareness of reality so that he can copy what he has seen and felt, and in this sense, representation becomes necessary and necessary.

2. Tourism in Algerian culture:

Travel is a need that provides recreation, discovery, exchange and culture, "Traveling and discovering new horizons are as basic needs as food and shelter and are also aspirations engraved in human nature that undoubtedly led man to colonize this planet." (Suleiman, 2009, p.143)

The days of most Algerians are marked by routines of domestic work, perhaps because the offer in the field of tourism is small or almost non-existent, or does not correspond to the collective imagination, and to date there are no studies on tourism in the collective imagination, and this shows the absence of a clear strategy in this field, and it is also noticeable that Algeria remains an unknown country not only to foreigners, but the Algerians themselves almost do not know it, As M.COTE clearly wrote "Algeria has breathtaking landscapes and a rich and rare heritage, but this wealth is neglected by tourists and unknown to the population itself. (COTE, 1999, p.66)

The practice of tourism means having time free from any obligation, but the Algerian individual, in addition to his professional working hours, has other activities such as transportation, family tasks, which he practices with some difficulty and nervousness, because they occupy most of his free time, perhaps this explains the difficulty in thinking about tourism and leisure, But this is not the main reason, because the material factor also plays its part, because it plays a big role in the Algerian society, which is mainly composed of two social classes, the first with medium income and the second with low income, and therefore the Algerian individual thinks about paying his

bills at the end of the month before he thinks about tourism. (Rahal, 2013, p.66)

J.J.DELUZ, who lived for a long time in Algeria, wrote: "In the middle classes, not to mention the poor, more than 60% of the family budget is devoted to food and 0.6% (Rahal, 2013, p.55) to tourism", this difference is due to the high standard of living compared to the low income, which does not rise in parallel. The political and security crises have also played a major role in affecting the culture, as they have long established the negative impact of tourism, at a time when many countries have devoted great material and human resources to promote this sector.

Algeria practiced a policy of deliberate closure to the outside world due to the security crisis it went through in the 1990. (Zahout, 2013, p.78)

It is not surprising that the aforementioned issues lead to a lack of tourism culture among Algerians, as we find the number of employees in this sector is very limited, perhaps due to the lack of collective awareness of the importance of tourism, unlike neighboring countries (Tunisia, Egypt), which have a large number of students and youth for training in the tourism field at various levels. (Zahout, 2013, p.80)

No society can be a tourist attraction unless its members have the values of dialogue, acceptance of all cultures and readiness to coexist with them, because tourism requires the arrival of many individuals with different ideas, cultures, customs and traditions, and they must be accommodated and embraced when the society has a culture of dialogue and acceptance of the other. (Zahout, 2013, p.55)

2-1. the prospects of tourism in Algeria:

In order to exploit tourism assets and develop Algerian tourism, a Tourism Development Master Plan has been adopted, which is "the

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strategic reference framework for tourism policy in Algeria, declaring the state's vision for tourism development in various horizons in the short term 2009, medium term 2015, and long term 2030 within the framework of sustainable development, which is part of the National Plan for Regional Development SNAT 2030. (Ministry of Territorial Planning, 2008, p.150)

The SDAT 2030 Tourism Development Master Plan aims to develop tourism by:

- Developing a structured beach tourism offer adapted to the needs of Algerian families.
- Rehabilitate the resources of mineral baths to take their place in the national market for tourism, treatment and health.
- Developing recreational spaces for young people.

2-2. Targeted branches of domestic tourism development according to SDAT2030:

In order to develop domestic tourism and preserve Algerian tourists, a number of branches have been identified, the most important of which are: (Ministry of Territorial Planning, 2008, p.152)

- Recreation, well-being and leisure tourism.
- Medical, health, and well-being tourism.
- Business tourism.
- Desert tourism and wandering.
- Cultural and devotional tourism.
- Nature tourism
- Fishing/shooting.

- Snow activities.
- Sports tourism.

Therefore, the marketing objectives for the development of these branches are: (Ministry of Territorial Planning, 2008, p.155)

- Identify flows by proposing a high value-added product.
- Increase tourism expenditure.
- Developing a product centered around the branches that affect the positive image. (Ministry of Territorial Planning, 2008, p.158)
- Incentive to go on vacation (tourist site).
- Developing the consumption of year-round neighborhood entertainment.
- Encourage the consumption of medical, health and wellness tourism.

The communication tools and means to be used are:

- Internet marketing.
- Television.
- Large diaries.
- Radio.

There are many shortcomings that hinder the development of tourism in Algeria, the most important of which are: (Ministry of Territorial Planning, 2008, p.160)

- Limited income of individuals and the high cost of living, as "the holiday budget for a family of 5 members is between 30,000 and 50,000 da.

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- Competition from neighboring countries, especially Tunisia, Libya and Morocco, attracting Algerian tourists with similar elements to the local ones at attractive prices.
- Lack of basic investments.
- Failure to activate the role of the media to publicize the potential of domestic tourism.
- The low local culture of the tourist attraction area, and the lack of awareness of its residents about tourism, which is reflected in the poor conditions of their reception of tourists.

These challenges were identified according to the diagnosis prepared by the Ministry in the book of the Tourism Development Master Plan, with several points, in particular:

- Weak investment in services and production factors in order to maintain quality services. (Ministry of Territorial Planning, 2008, p.162)
- Lack of funding for physical and non-physical rehabilitation and better guaranteeing the comfort and well-being of internal customers.
- The absence of a corporate policy based on rehabilitation and the introduction of modern equipment in line with international standards.
- The security situation witnessed by the country, which resulted in the suspension of activities by changing the nature and destination of some structures related to hotels, food and services.

Ecotourism also represents a new challenge that must be considered when adopting new development projects in the country, as it represents an important constraint that takes into account the priority of environmental safety in accordance with the requirements of sustainable development. (Ministry of Territorial Planning, 2008, p.165)

3. CONCLUSION

In this article, we have tried to examine the reality and status of tourism in Algerian culture in light of the new concept and the extent of its importance at the economic level, and Algeria's efforts to develop it through its adoption of the 2030 SDAT, which was launched in three phases that are still under evaluation, which faces some obstacles at the local level, reflected in the purchasing power of the citizens, individual culture towards tourism, lack of investment in infrastructure and poor services for tourism facilities.

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