

The contribution of cultural tourism to achieving sustainable tourism development in Algeria: Constantine capital of Arab culture as a model

مساهمة السياحة الثقافية في تحقيق التنمية السياحية المستدامة في الجزائر: قسنطينة عاصمة الثقافة العربية نموذجا

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Abstract

This study came to highlight the way to achieve sustainable tourism development through cultural tourism, as well as the elements and obstacles of tourism in Algeria, with a focus on Constantine the capital of Arab culture, held in 2015. As well as discussing the results of this demonstration in comparison with the money that was spent on it.

The study concluded that the demonstration, nearly six years after its end , had many positive effects on the City, but there are many drawbacks, most notably the waste of money in difficult financial circumstances that Algeria has gone through.

Keywords: cultural tourism; sustainable development; sustainable tourism; Capital of Arab culture; Constantine city.

ملخص

جاءت هذه الدراسة لتسلط الضوء على طريقة تحقيق التنمية السياحية المستدامة من خلال السياحة الثقافية، وكذا مقومات و معوقات السياحة في الجزائر مع التركيز على تظاهرة قسنطينة عاصمة الثقافة العربية التي أقيمت سنة 2015.

حيث خلصت الدراسة إلى أن التظاهرة و بعد قرابة ست سنوات من نهايتها كان لها العديد من الآثار الإيجابية على الولاية، لكن هناك سلبيات عديدة أبرزها تبذير الأموال في ظروف مالية صعبة مرت بها الجزائر.

الكلمات المفتاحية: السياحة الثقافية، التنمية المستدامة، السياحة المستدامة، عاصمة الثقافة العربية، قسنطينة.

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INTRODUCTION

Tourism has been known since ancient times as a natural phenomenon that requires man to move from one place to another for a variety of reasons. Tourism is a social and economic phenomenon, accompanied by numerous events that emerged clearly in the latter half of the twentieth century.

The rapid growth of tourism has led to the emergence of phenomena on the local environment and culture. These influences have crystallized concepts, attitudes and policies, most notably the concept of sustainability, which was included in Agenda 21 during the United Nations Conference on Environment and Development, known as the Earth Summit, held in 1992 in Brazil, which included a plan to build a sustainable future for the planet. During the current period until the beginning of the next century.

With the changes in Algeria and the international fuel market, Algeria has attached great importance to the development of the tourism sector in all its forms by encouraging investment and investors, as well as establishing various cultural and artistic events, among them Constantine, the capital of Arab culture in 2015.

In light of the above, the problem of research is as follows:

- ***What is the effect of organizing the Constantine the Capital of Arab Culture on sustainable cultural tourism locally and nationally?***

Sub-questions: Through this problem arise the following sub-questions:

- What is tourism and sustainable development?
- How can development be achieved through tourism?
- What is the reality of tourism in Algeria and what are the obstacles to its development?
- What are the effects of organizing the demonstration on the city of Constantine?

Hypotheses: Based on these questions, we propose the following hypotheses:

- There is a strong relationship between the achievement of tourism development and sustainable development.
- There are large natural tourism potentials in Algeria, but there are many obstacles to the development of the sector.

• Organizing the Constantine event, the capital of Arab culture, has left many positive effects locally and nationally.

The importance of research: The importance of this paper is:

- Study and evaluate the performance of the tourism sector in Algeria;
- Diagnosing the problems facing Algeria in this sensitive sector;
- To highlight the tourism potential of Algeria.
- To know the contribution of the tourism sector in promoting the national -
- Economy and achieving sustainable development.

Methodology: The analytical descriptive approach was adopted, This method is used to address these topics. The descriptive approach was used to define the terms of the study and the analytical method in analyzing and interpreting the information obtained.

Study Divisions: This research paper is divided into four themes:

- ✓ Tourism Concepts and Foundations.
- ✓ The concept of sustainable development and its characteristics.
- ✓ The obstacles and prospects of sustainable tourism and its importance for Algeria.
- ✓ Constantine capital of Arab culture and sustainable tourism development.

1. Tourism Concepts and Foundations:

Since ancient times, tourism has become important to most countries and has received the attention of most researchers, especially as it has become a locomotive for development and a factor of economic development. Where the definitions that dealt with tourism varied due to the different researchers and different criteria of distinction between them.

1.1. Definition of tourism:

Tourism is defined as the travel of a person who makes a temporary trip to a place other than his or her place of residence in his own country or in a foreign country for the purpose of recreation and is affected by several factors such as transportation, income, culture and degree of urbanization, location, environment and tourist attractions. (Theobald.W, 2005, p. 10)

The definition of the United Nations Conference on Tourism and International Travel: held in Rome in 1963 recognized that "tourism is a social and humanitarian phenomenon based on the transfer of the person

from his permanent residence to another place for a temporary period ; not less than twenty-four hours and not more than 12 months for the purpose of recreational tourism”, as tourism has two pavilions: foreign tourism and domestic tourism. (A.K.Bhatia, 2001, p. 70)

Algeria's view of the definition of tourism: Algeria has adopted the same definitions of the previous (visitor, tourist, park, ...) and added some definitions: (Ouinan.A.E, 2013, p. 222)

- Entry: Every passenger crossing the border, and entering the national territory outside the transit area, is considered an outsider.
- Non-residents: Each temporary visitor is granted a border crossing visa of 5 days for air travelers.
- Hiking hikers: They are visitors who use the same boat back and forth and reside there for the duration of the trip so that they are not considered residents.

1.2. Characteristics of Tourism: It is one of the most important service sectors that have become a major source of national income in modern economies, because they represent an integrated system of different activities: (Kandampully.J, 2009, pp. 16-23)

- Products intangible.
- Non transferable.
- Production and consumption process occurring at the same time.
- Cannot be stored or accumulate.
- Products are subjective.
- Demand is highly variable and influenced by many factors.
- Product quality is dependent on human labor that cannot be replaced by machinery

1.3. Types of tourism: The types of tourism vary according to the diversity of different desires and needs. The scientific, economic and social development has contributed to this diversity. Thus, new types of tourism have emerged, such as tourism conferences, exhibitions, incentives and others:

1.3.1. By number of people: There are several types according to this criterion:

- ✓ **Individual tourism:** is a tourism that does not depend on an organized program and is not organized and carried out Group or person to visit a country or place, and the length of their stay depending on their enjoyment of the place or according to leisure time available to them.
- ✓ **Group tourism:** the first is the reverse, it is an organization, where everything is arranged in advance by the tourism companies.

1.3.3. Depending on the area : we find : (Robinson.P, 2013)

- Domestic tourism: residents visiting their own country.
- Inbound tourism: nonresidents travelling in given country.
- Outbound tourism: residents travelling in another country.

1.4. Definition of cultural tourism: Cultural tourism is one of the oldest types of tourism, where individuals have been moving for cultural tourism since ancient times, such as the Romans moving to Egypt and Greece, or the transfer of Chinese scholars to various regions and writing notes on them. (Cros.H, 2015, p. 04)

Currently, according to (OECD), cultural tourism is the fastest growing market in the field of tourism in order to increase the interest of tourists to visit historical and cultural sites.

The narrow definition of cultural tourism is " The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. " (Duhme.L, 2012, p. 06)

The broad definition of cultural tourism is no longer limited to visiting museums and cultural places, or even attending various cultural events, but has gone beyond to a range of behaviors such as purchasing handicrafts products, tasting local foods and drinks and even contact with indigenous people. (Luigi.F.G, 2009, p. 13)

2. The concept of sustainable development and its characteristics:

The concept of sustainable development emerged from the United Nations Conference in Stockholm in 1972, where environmental problems were linked to poverty and the lack of development in the world. Several conferences were held on the concept of sustainable development and ways to achieve it, Sustainable development can be defined as "development that

ensures that the needs of current generations are met without compromising the ability of future generations to meet their needs" (Boyd, 2008) It can also be defined as "the activity that leads to the promotion of social well-being as much as possible, taking care and preserving the available natural resources, with the least possible damage and harm to the environment". (Wakerman, 2008, p. 31)

Through previous definitions, sustainable development is centered on efforts to advance the current human life, meet its needs and preserve its environment, while ensuring that future generations can meet their natural needs.

Through these definitions we find that sustainable development has the following characteristics: (Beat.B, 2005, p. 43)

- Global approach: Sustainable development does not belong to a country in itself; it is the responsibility of all the peoples of the world in the case of an environmental disaster can be transferred from one country to another and continent to another, where developed countries achieve high levels of economic and social development, but characterized by a polluted environment. While the underdeveloped countries are characterized by a relatively clean environment, but weak levels of economic and social development, so all the peoples of the world must unite to balance the economic, social and environmental aspects.
- Environmental orientation: Since sustainable development focuses on the environment as an essential element to achieve it, with the developments known to man interested in improving the daily life and living, but neglected the environment, but sustainable development came to focus on the environmental aspect and considers it as a basis for the development and advancement of the human.
- Equitability approach: The principles of sustainable development focus on achieving justice among the peoples of the world in opportunities, income and standard of living. The principles of sustainable development also focused on activating the role of

women in society, and there is no discrimination between people except on the basis of efficiency.

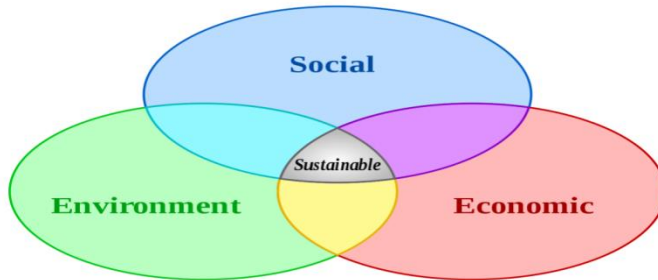
- The principles of sustainable development focus on meeting the needs of the poorer segments of the society, and fighting poverty.
- Sustainable development promotes the development of cultural aspects and the preservation of the civilization of each society.
- Sustainable development is a conscious and defined process with long-term strategic objectives.

2.1. Dimensions of sustainable development: To achieve sustainable development, the following dimensions should be emphasized: (Baker.s, 2006, p. 7)

- Social dimension: The social dimension of sustainable development focuses on human beings and provides basic needs for them now and in the future such as housing, education and health, as well as on achieving justice and equality first between the current generation and future generations and secondly among the peoples of the world.
- The economic dimension: This aspect focuses on improving and raising the standard of living of individuals and peoples. It also focuses on the selection, financing and improvement of industrial techniques in the field of natural resource utilization and economic justice.
- Environmental dimension: This dimension focuses on the conservation and development of natural resources and biodiversity, and focuses on the use of clean technologies to extract and exploit resources, in addition to rationalizing the consumption of scarce natural resources under current and future human need constraints.

And there are many researchers are increasing the technological dimension because of its importance now and in the future.

Figure 1: Dimensions of sustainable development



Source: By the researchers.

2.2. Sustainable cultural Tourism Development: At this point, we will review the concept and requirements of achieving sustainable cultural tourism development:

2.2.1. The concept of sustainable cultural tourism: Sustainable cultural tourism development is considered one of the branches of sustainable development. It can be defined as "the efforts exerted by all actors in the field of tourism from government, residents and tourists to achieve social and economic objectives in the field of tourism while ensuring the protection of cultural tourist sites and their potential for future generations." (Sofield.H.T, 2003, p. 233)

2.2.2. Requirements for sustainable cultural tourism development: (Narasaiah.M.L, 2004, p. 35)

- To achieve sustainable tourism development, biodiversity must be rationally exploited and maintained.
- In order to achieve sustainable tourism development, the special tourist areas in terms of environmental and cultural significance should be given special importance and avoid collective tourism.
- To achieve sustainable tourism development, all actors, especially the private sector, must be brought under the control of local or national organizations specialized in the field.
- To achieve sustainable tourism development, tourist areas must provide financial income and part of it will be re-exploited to develop the necessary facilities.

3. The obstacles and prospects of sustainable tourism and its importance for Algeria.

3.1. Tourist indicators in Algeria: Algeria is characterized by elements that can make it a pioneer in the field of tourism: (ANDI)

3.1.1. Natural resources: and are:

- ✓ Location and climate: Algeria is located north of the continent of Africa, bordered to the north by the Mediterranean Sea, to the east by Tunisia and Libya, to the west by Morocco, Mauritania and from the south by Niger and Mali.

Algeria occupies an area of 2381741 km² and extends over 1900 km from north to south and 1800 km from east to west. It has a population of 42.2 million at the beginning of 2018 according to the Algerian National Bureau of Statistics. Algeria has a Mediterranean climate along its coastline, a semi-continental climate in the high plateaus, and a desert climate in the south.

- ✓ Algerian coast: The Algerian coast spans 1200 km, it has many rare tourist areas in the world, and from the tourist areas we find: Gila, Tipaza, Bani Saf....
- ✓ Mountain areas: Algeria is characterized by the existence of the Atlas and the Atlas Desert, where these areas are characterized by animal presence and great biological diversity in addition to the exploitation of some of the highlands for the practice of skiing in the snow as a Sharia.
- ✓ Desert areas: The size of the Algerian desert is about 2 million km², distributed over Adrar, Elizi, Wad Mezab, Tamanrasset and Tindouf.

3.1.2. Cultural and Historical Possibilities: Many civilizations rolled over Algeria, allowing the formation of a long cultural and historical heritage, Among the most prominent civilizations that have passed through Algeria are the Roman civilization, the Islamic civilization as well as the French colonial stage, Among the most prominent cultural and historical sites classified by UNESCO, we find:

- ✓ Timgad: Located in the city of Batna, east of Algeria, was created by Emperor Tūrjan in the year 100 AD.

- ✓ Tipaza: contains ancient Roman ruins.
- ✓ djmilla: Located in the city of Setif is one of the oldest Romanian cities in the region.
- ✓ Tassili: paintings dating back more than 6000 years BC highlight the migration of animals and the development of human life in the region.

3.1.3. Possibilities of exploitation: can be summarized as follows:

- ✚ Transport Services: The transport sector in Algeria has developed over the past years, both on the level of transport networks such as the East-West highway or on the technologies used such as Metro and cable car in many cities. Despite the efforts made in this field, it remains insufficient.
- ✚ Reception Capacities: after independence, Algeria inherited the capacity to accommodate 5922 beds, to reach 81,000 beds in 2005 and 92,000 for the year 2011, and 107000 beds in 2016, and 1231 hotel. (ONS, 2017)

3.2. Tourism Strategy in Algeria for the Horizons of 2030: The outline of tourism development is a reference to a new policy adopted by the state. This plan is part of the general plan for tourism development in Algeria: (Tourisme, 2008)

- The development of the economy does not depend on fuel only.
- Valuing Algeria's image and make it a tourist destination
- Valuing historical heritage, cultural, taking into account the specificity of each region.
- Focus on tourism development with environmental protection.

This plan focuses on five dynamics:

- ✓ First dynamic: Algeria's plan as a tourist destination.
- ✓ Second dynamic: tourist poles of excellence.
- ✓ The third dynamic: tourism quality plan.
- ✓ The fourth dynamic: planned partnership between the public and private sectors.
- ✓ The fifth dynamic: Tourism financing plan.

3.3. Prospects and constraints of tourism in Algeria.

3.3.1. Tourism prospects in Algeria: can be identified in the following points: (Bouadam.K, 2011, p. 33)

- Tourism diversity: The existence of large tourist diversity in Algeria is considered as a key advantage for the advancement of the sector, where we find coastal tourism, mountain tourism, desert tourism as well as historical tourism.
- Strategic location: Algeria is strategically positioned to become a magnet for tourists from Europe, Africa and the Arab world.
- The size of the area and the diversity of climates: where Algeria occupies a vast area and multiple climates help to be a magnet in all seasons of the year, for example coastal tourism in the summer and desert tourism in the winter and Spa tourism and historical in fall and spring.
- Tourist Plans: The Algerian government has given great importance to tourism in an attempt to get out of the hydrocarbon economy and develop investments outside the hydrocarbons sector.

3.3.2. Tourism Constraints in Algeria: can be identified in the following points: (Khanfri.K, 2018)

- ✚ Tourism infrastructure and the lack of real estate: Algeria suffers from a large deficit in providing infrastructure to cover the demand for tourism, where most of the tourism projects are known to be late in completion.
- ✚ The large number of administrative obstacles: the investment process in the field of tourism is characterized by many obstacles and stages of investment in addition to the absence of supervision and administrative corruption.
- ✚ Lack of knowledge and awareness: whether for citizens or for officials, where tourism is not seen as an economic activity and a lucrative source of hard currency, especially in light of Algeria's dependence on hydrocarbons as a basis for its exports.
- ✚ Lack of specialized cadres: Algeria recorded a deficit in the provision of labor required qualified in the field of tourism due to the lack of specialized institutes in the field of tourism, as well as the reluctance of young people to train in this field as a seasonal activity.

- ✚ Deterioration of the security situation: The stage experienced by Algeria in nineties of the low level of security and the deterioration of the political situation led to the reluctance of tourists to come to Algeria, although the security situation has now improved to become better than the neighboring countries, but the reluctance of foreign tourists is still evident for the reasons mentioned above.

4. Constantine capital of Arab culture and sustainable tourism development.

The city of Constantine is the capital of the Algerian east and one of the most important cities historically and culturally in Algeria. Due to its special nature and its inherent traditions, it was chosen as the capital of Arab culture from April 2015.

4.1. Historical and tourist overview of Constantine: Constantine is located in the north-east of Algeria. It occupies an area of 2187 km² and has a population of about 1 million. The city is the capital of many of the civilizations that passed it. It was originally called "Cirta" and was taken by "King Massinissa" as the capital of the "Kingdom of Numidian", then the city Entered under the authority of the Romans in the Byzantine era in 311 AD and rebelled against the central authority where the Romans vandalized and reconstructed during the reign of Emperor "Constantine", which derived the city name from him in 313, The city also passed through many other civilizations, such as The Islamic civilization, Ottoman civilization and others, to fall under the hands of the French destruction in 1837, (Encyclopedia, 2018)And through all civilizations that passed by the city it has gained cultural significance and tourist can make great tourist city par excellence if exploited, and are: (Constantine, 2012)

4.1.1. Historical Qualifications : can be summarized as follows:

- ✓ City of Tides: It is an ancient city dating back to the Phoenician era.
- ✓ Dolmen tombs: where the origin dates back to prehistory.
- ✓ The Old City: It is a city with an Islamic architectural character.
- ✓ Masinisa: He is the king and founder of the Numidia state.
- ✓ Monument of the dead: built in 1934 and placed on the statue of victory, which is a mythical bird preparing to fly.

- ✓ The Caesar's Baths: Their origin dates back to the Roman civilization.
- ✓ Ahmed Bey Palace: represents the genius of Ottoman architecture.

4.1.2 Bridges: Due to the special geographical nature of the city of Constantine, it has many bridges to connect the two ends of the city and among the names of the city name "the city of bridges hanging", including:

- ✓ Bab al-Qantara bridge: The oldest bridge of the city was built by Saleh Bay in 1792.
- ✓ Bridge "Sidi- Rachid" is the highest stone bridge in the world is located at an altitude of 105 m on the valley of sand and a length of 477 m.
- ✓ In addition to other bridges such as: the Gate of the Devil's Gate, the Solomon's Bridge, the Sidi- Mesid Bridge and the Giant Bridge.

4.1.3. Natural Qualifications: Constantine is characterized by great natural qualifications, including:

- Ancient Rock: Ancient antiquity is regarded as a natural wall of protection for the city, which gave it its own character.
- There are many caves and Grottoes that distinguish the city, including "Cave of Bears" and "Cave Pigeon" and "forgotten Cave ".
- Green spaces: The city includes many forests and green areas, most notably: the forest of "mridj "and Forest of "djabel el ouahch" and estimated forest wealth with 18 thousand hectares.

4.1.4 Cultural and religious qualifications: the city has many historic mosques such as "Batha Mosque" built in the 13th century and "khatani" mosque, which was built in 1776, in addition to the Emir Abdelkader University of Islamic Sciences, and others.

4.1.5. Reception Capacities: Can be illustrated in the following table:

Table 1: Reception Capacities from 2010-2015.

year	NBR Workers in tourism	Number of beds	Number of tourists	Number of nights
2010	583	1412	87059	94894
2011	596	1412	89728	100203
2012	861	1507	97285	105835
2013	895	1730	101545	138382
2014	899	1730	122651	159238
2015¹	1224	2557	110104	147802

Source: Soualah Amira & Benabbas Kaghouch Samia, L'événementiel: moteur de valorisation du patrimoine et de mise en tourisme, Science & Technologie N 45, juin 2017, Université de Constantine, p 22.

The table shows that the tourism situation improved significantly during the years 2014-2015 through the capacity of reception and the number of tourists, which was reflected in the increase in the labor force and the increase in the number of classified hotels.

4.2. Cultural tourism and its role in the sustainable tourism development of Constantine city: In December 2012, Constantine city was chosen to be the capital of Arab culture for the year 2015 by the Arab Organization for Education, Science and Culture (ISESCO) after the completion of all the Arab capitals. Since then, a plan has been put in place to restore the roads and cultural monuments. In addition to the revival of many scientific and cultural events with a financial envelope of \$ 1 billion, among the ruler programs for this event, we find: (Benabbas.k.S, 2017)

- Organizing many exhibitions in sculpture and other.
- Publication of 1000 titles for books in different fields.
- Organizing more than 180 concerts.
- Organizing 36 Ballet performances and 3 dance festivals.
- Organizing 17 international and national conferences.
- Production of 14 films and more than 100 plays.

In addition to many achievements and infrastructure such as: (Ouadah.H, 2014)

¹. STATISTICS until September 2015

- A large 3,000-seat Theater " ZENITH".
- Exhibition Pavilion located on the same Zouaghi site.
- A National Museum of Art and History.
- Large Library.
- 06 Annexes of House of Culture at the level of each daïra.
- In addition to the rehabilitation of many buildings such as mosques, cinema halls and cultural buildings.

4.3. The advantages of organizing the demonstration on sustainable tourism development:

- Highlighting the culture of the city and the culture of the country in general and introducing it
- Convergence of Arab civilizations and peoples into one another.
- Arab delegations know about the tourist components of the city and its unique geographical characteristics.
- Organizing exhibitions and artistic events for famous artists is an internal and external tourist attraction.
- The construction of many cultural facilities and the restoration of historic buildings contribute to sustainable tourism development.
- Put a positive image of the city on the global and Arab levels through its ability to organize a demonstration of this magnitude.
- Emphasize that Algeria and Constantine especially are safe for Arab and foreign tourists.
- Exploit the opportunity of unstable security situation in neighboring countries to attract as many tourists as possible.
- Cultural tourism is usually harmless to the environment and thus achieves sustainable development.

4.4. cons of organizing the demonstration on tourism development: can be summarized as follows:

- The huge amounts allocated for the demonstration, which could have been exploited in other projects.
- With the drop in oil prices, which is the first source of income for Algeria, most of the projects in the demonstration became a pretext for public money.
- Despite the disbursements, the international media has not been

emphasized.

- Lack of local awareness of the importance of this event at the tourist level.
- Mismanagement and squandering of public money.

CONCLUSION

It is clear that tourism is a human phenomenon and socio-economic activity that represents effective and influential forces in the lives of societies. It has become a significant part of the lives of individuals and of the State. It is like any other economic and humanitarian activity with its effects and consequences, so there was an urgent need to plan and activate this sector in order to ensure sustainable tourism development.

In light of the above, the **hypotheses can be tested** as follows

- The first hypothesis has been proven correct, as we found that the development of tourism contributes to achieving sustainable development, and that in order to achieve sustainable development, tourism must be developed.
- The second hypothesis has been proven correct, as the tourism components in Algeria are characterized by abundance and diversity, and various problems facing the development of the sector have been presented.
- The third hypothesis has been proven correct, as the organization of the Constantine demonstration, the capital of Arab culture, contributed to the completion of many projects that remained for the people of the city after the end of the demonstration.

And the following **recommendations** could be formulated:

- ✓ The need to use tourism as an engine to achieve balanced regional development and improve the standard of living of the less developed regions that have resources and tourism resources.
- ✓ Adopting the principle of tourism planning to achieve the integration of development among all sectors, and the compatibility between tourism demand and tourism product provided, and also achieve the greatest possible economic gains directly and indirectly, and ensure the modernization and development of tourist areas.
- ✓ Spreading tourist awareness through mass media like television, radio and press with the aim of:

- Dissemination of proper public behavior that is consistent with the requirements of tourism and good reception of tourists.
- Direct citizens to preserve the environment and the level of cleanliness in tourist areas.
- Protecting the national heritage from all its theft and degradation.
- Educate the masses with focused information campaigns to show the importance of tourism economically, socially and culturally.
- ✓ Simplify customs procedures for goods needed by tourists or goods needed by the tourism development industry such as appliances in hotels, furniture, etc, This in turn reduces the price of accommodation in hotels and other tourist facilities.
- ✓ Encouraging investment in the tourism industry and hotels through:
 - Setting up a system to encourage tourism investment in different regions.

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