

المركز الجامعي بريكة

قسم العلوم الاقتصادية

مداخلة مقدمة للمشاركة في الملتقى الدولي الأول حول:

" آليات تفعيل الاستثمار ودورها في تحسين مؤشرات قطاع السياحة "

يومي 30 و 31 اكتوبر 2017

عنوان المداخلة: واقع السياحة في الجزائر وكيفية تفعيلها في المدى البعيد

ضمن المحور الثاني: آليات تفعيل الاستثمار السياحي في المخطط التوجيهي للتهيئة السياحية آفاق 2030

اسم المشارك الأول: الدكتور بوقليع محمد جامعة الجزائر 03

الهاتف: 0557128220

اسم المشارك الثاني: الدكتور بوعريوة الربيع جامعة أمحمد بوقرة - بومرداس

الهاتف: 0560729854

البريد الإلكتروني: [bouariouarabia@hotmail.com](mailto:bouariouarabia@hotmail.com)

اسم المشارك الثالث: الدكتور حجاج المهدي جامعة أمحمد بوقرة - بومرداس

الهاتف: 0661689901

البريد الإلكتروني: [hadjadjelmahdi@gmail.com](mailto:hadjadjelmahdi@gmail.com)

**Abstract:**

Tourism is one sector of the most important sectors in view of the large financial returns that can be provided in the medium and long term, and it provides opportunities to create wealth and alleviate a lot of economic problems, has found a lot of countries in this industry (tourism) to exploit their tourism resources is a strategic alternative It ensures sustainability and sung by relying on wealth depleted sources, it is the first industry in terms of labor operation and now has a key role in the economic and social development, and on this Algerian government is seeking to make the master plan for the creation of tourism the main reference for the policy of tourism in Algeria in Horizon 2020, also is betting Algeria to receive 2.1 million tourists in the prospects for 2015, which would produce a creation of the post of 400,000 direct and indirect jobs.

**Key words:** tourism industry, unemployment, tourism development strategy, tourism programs, tourist plans.

**Résumé:**

Le tourisme est un secteur des secteurs les plus importants dans la perspective des grands rendements financiers qui peuvent être fournis dans le moyen et long terme, et il offre la possibilité de créer de la richesse et d'atténuer beaucoup de problèmes économiques, a trouvé un grand nombre de pays dans ce secteur (tourisme) d'exploiter leurs ressources touristiques est une alternative stratégique il assure la durabilité et chantée en se fondant sur des sources de richesse appauvri, il est la première industrie en termes de fonctionnement du travail et a maintenant un rôle clé dans le développement économique et social, et sur ce gouvernement algérien cherche à rendre le plan directeur pour la création du tourisme la principale référence pour la politique du tourisme en Algérie dans Horizon 2020, est également le pari Algérie pour recevoir 2,1 millions de touristes dans les perspectives pour 2015, ce qui produirait une création du poste de 400.000 emplois directs et indirects.

**Mots clés:** industrie du tourisme, le chômage, la stratégie de développement du tourisme, des programmes touristiques, plans touristiques

Introduction:

Is one of Tourism of the biggest growth industries in the world, it has become one of the most important sectors in international trade, as the productive sectors is of great importance in increasing the national income, and improve the balance of payments, and a source of hard currency, and provide employment opportunities to the hands of the workforce, and a goal to achieve economic development programs as revenues amounted to hundreds of billions of dollars, and the number of tourists, hundreds of millions, in addition it is of interest to many parties, including the private sector and non-governmental organizations, and the breadth of sectors and services concerned, and as well as the magnitude of the infrastructure required to support them (transport, Almbarv, financial institutions , publicity and encouragement and promotion agencies ... etc) .

Aspiring Algeria to enter the tourism market one and made it one of the national priorities, and to turn Algeria into a center attractions of the first class, and through the application of prudent and ambitious and effective strategy, based on the one hand on the successful experiences in the Mediterranean Basin countries and in other countries, and is based on the other hand, the pertinent arrangements set out in the sustainable Tourism Charter, issued in 1995, which requires that it should be a sustainable tourism in the long term, is influential in the environmental field and the sustainability of economic sense.

In spite of the growing importance of the tourism sector in many countries of the world, but the tourist reality in Algeria it does not inspire optimism, as this sector has not lived up to the required level, which guarantees access to its desired goals, and remained his accomplishments very limited, if compared to the countries of the world in general, neighboring countries and sister in particular, the size of the investments allocated to this sector, considered weak compared with older area of Algeria. The efforts made in the seventies did not witness the continuity and Alaomn phenomenon experienced by Algeria during the past decade, increased the isolation of Algeria at the international level, thus eliminating the hope that existed for the rebuilding of the tourism sector.

Therefore, this study attempts to analyze the following problem:

**- How can the promotion of the tourism sector in Algeria in the short term?**

The importance of this study is to shed light on a very important topic, and that is the reality of the tourism sector in Algeria, while the study aims to tourist reality in Algeria analysis by displaying the march of this sector since independence until the present day, and thus the stages that went through this sector, then highlight the current phase of tourism in Algeria, especially in light of the recent gesture to this sector by the state to advance in the short term.

### **First: the foundations of the tourism sector in Algeria**

Confirms "Abdullah Rkiba" in his book: Algeria in the eyes of the British travelers, many of the travelers who have visited Algeria and wrote about them, such as: Simon Hilton in his book: a journey throughout the Aures (1912-1920), as well as: R.U.C. Bodlley in his book: Desert Wind (1944), and M.D. Stot in his book: Algeria for what they are (1). These writings show the attention

of researchers and nomadic Arabs and the West, for the enjoyment of indicators to attractions including:

**1- Natural and geographical characteristics:** where Algeria is located in the southern West Bank, the Mediterranean basin, and occupies a pivotal position in the Maghreb and Africa and the Mediterranean, thanks to the geographical nature and the economic, social and cultural advantages, the development of the original nature and multiple resources (2), with a coastline of about 1200 km, Algeria is one of the largest African country in terms of area, it sits on an area of 2381741 km<sup>2</sup> and a population of more than 35 million people (3). In Algeria, two distinct from each other, namely:

- ✓ Nordic region: It comprises hill areas and the plains, the most of which broad areas for long, and includes the most fertile land, and contain the plains and mountains, and the tribes. Algeria's climate is also characterized by an average basis and another Continental, this is what makes the winter cold Garsa, and summer warm and dry.
- ✓ the south desert area: its three main characteristics, namely: plateaus ground, and the second is concentrated in the veins: the Grand Erg Occidental, Great Eastern and race. And third the nature of the Hoggar, and where there is the highest peak in Algeria, a summit, "Thah" b 3003 m (4), and the advantage of the desert climate of a region lack of rainfall and warmly severe in the day and low at night, with temperatures ranging between 40° and 45°, the vegetation is composed mainly of palm oases.

2- Tourist areas in Algeria could be limited to 06 tourist areas in Algeria, according to the diversity of geographical data (5):

- ✓ Coast area north and the plains and hills of the northern Atlas: Featuring the region's beaches in 1200 kilometer, and a large number of archaeological sites, which date back to the reign of the Romans and the Arabs Muslims, and the effects of back to prehistoric times.
- ✓ Atlantic series area: and where there are the largest mountain in the north, "Lalla Jdegh" to 2308 meters, as we find the Aures Mountains, a series of parallel mountains to the coast is characterized by great potential for the development of several tourist types, sports Kalnchatat winter (skiing, climbing, fishing ..).
- ✓ Hauts Plateaux area: which is characterized by its climate continental, and archaeological their positions, and its cargo craft and the traditional variety.
- ✓ Atlas area Desert: the areas between the high plateaus and the Sahara, and the climate in which the development of tourism, mineral, fishing ... etc.
- ✓ the oases of the Sahara: which is characterized by moderately temperatures, they are the least degree of the Sahara Desert and the oases concentrated Bngelha and lakes, and in which several traditional industries.
- ✓ Saharan region: it is the area known large south (Hoggar, Altasala), characterized by vast spaces, majestic mountains, and the moderate heat throughout the seasons of the year, which are an important source of winter tourism, thanks to the climate in Algeria.

**3- The date of the tourist phenomenon in Algeria:** As a tourist phenomenon in Algeria newly established, the appearance in Algeria dates back to the colonial era, before independence (1962), due to the beginning of the nineteenth century, during the French occupation, in 1897 he founded the colonizer Winter Committee Algerian (6), and by the care and publicity managed to organize many tourist convoys from Europe to Algeria, this stage brought many European tourists to discover the landscape of our country, which prompted the French colonizers to think about the establishment of grassroots structures to meet the needs of European customers (tourists), and in 1914 has been the formation of a tourist trade union in the city of Oran, and in 1916 formed a tourist Guild in Constantine, in the year 1919 has been

the formation of a federal tourism, which brings together 20 tourist union existed at the time, in the same year was created hotel loan in charge of granting loans to investors in the field of tourism, and in 1931 was the establishment of the Algerian Court of economic activity and tourism, which was aimed at the development of tourism, and became later called Tourism development Center, and continued his activities even after independence (7). The number of tourists in Algeria has reached in 1950 about 150 thousand tourists, so then realized colonizer importance of tourism resources in Algeria, and expanded the program that has been developed, and private tourist furnishings in the scheme of Constantine in 1957, and your achievement 17200 (room) for hotels in urban, 17% of them centralized in Algiers, the evidence of the importance of tourism in Algeria (8).

### **Second, the reality of the tourism sector in Algeria after independence**

After independence, Algeria found then herself in front of a tourist poor structures, unable to meet the tourist demand in terms of inadequate or keep up with what the wealth of our country from a major tourist diversity, but the state took the initiative to create a program that aims to create a tourism expansion areas, in the period between 1962 and 1966 in order to build facilities for business conferences, and various forums. Identified in three major areas: (9):

1. western side of Algiers: Composite Moretti, Sidi Fredj, Tipaza compound.
2. the eastern side: Seraïdi to Annaba, hotel Balqalh.
3. the western side of the nation: Andalusia Oran.

Beginning in 1966, with the issuance of the first official document on: March 26, 1966, which is the beginning of real interest to tourism by the state, after a thorough assessment and in the problems that were experienced by the tourism sector, and limit the overall tourist wealth across the country by the Ministry of Tourism, depending this was determined the state policy in this sector, in a document issued by the government in 1966 was named Tourism Charter, and which set basic guidelines for the tourism sector, represented in (10):

- ✓ tourist activity directed towards international tourism, no external in order to bring in hard currency.
- ✓ job creation, through the expansion of this sector structures with the integration of Algeria in the international tourism market, and in order to achieve those objectives were to determine a strategy for development of the sector as follows:
  - embark on the development of the hotel industry at the end of the tripartite scheme with a choice of hotels, restaurants and cafes with nature tourism, repair and re-configured, making it consistent with the diversity of the intended customers.
  - the reform of all allocated for tourism facilities across the beaches, desert and mountainous areas and rural tourism.
  - census every tourist, historical and improved effects, with the cultural and artistic aspects of development, and create a tradition and a culture of tourism.
  - embark on the establishment of the necessary to create a competent and qualified labor tourist tire structures.
  - facilitate the process of entry across borders and airports, and the establishment of tourist agencies at home and abroad (11).

### **Third, investment in the tourism sector in Algeria**

In light of the changes experienced by Algeria followed the new policy, which opened the way for the national private investment and foreign investment in the tourism sector, as well as initiating the privatization of the tourism sector, and thus Algeria has put a number of laws to encourage

investment, financial Kaltsuhalat customs and tax exemptions, according to the Investment Act October 5, 1993 (12), the most important of these privileges are:

1. privileges granted under the Investment Company Act of 1993 The investment law has been included for the year 1993 of several domestic and international guarantees, as a principle of fair treatment between local and foreign investors among themselves, and not to the possibility of resorting to harness by justice, except in cases provided for by the legislation in force, as well as the conversion warranties or waive legislative 23/12 decree, which provided for the possibility of the invested money the resulting conversion.
2. Investment Act of 2001 (13), where the Algerian government continued its promotional efforts to attract foreign investment, and knead through new laws version that will give a strong impetus to the tourism sector, and was under the Act to establish a fund to support investment in the form of a special allocation account directed to financing and to ensure the contribution of State in all the benefits granted to investment, especially installations essential for the completion of the investment, as has been the establishment of the national Agency for investment development ANDI, instead of the national agency in charge of upgrading and follow-up investment APSI, and I've Hedda gave law additional privileges to local and foreign investors, which is (as follows):
  - ✓ public order, and this topic is the benefits are as follows:
    - Application of discount rate in the field of customs rights in respect of imported equipment, which feed directly into the completion of investments.
    - Exemption from VAT.
    - Exemption from payment of rights fee conveyancing.
  - ✓ exceptional system at the completion of the investment, the investment advantages of the following benefits:
    - Exemption from payment of property rights transfer.
    - Applying a fixed right in the field of registration discounted rate of 02%.

As for the constituent contracts and increases in capital, the state guarantees partially or completely after expenses assessed by the Agency, as follows:

- When starting Works:
  - Exemption for 10 years from the effective activity of the tax on corporate profits, and who the tax on gross income on dividends, and pay the lump and drawing on professional activity.
  - Exemption for 10 years starting from the date of acquisition of the real estate drawing on real estate properties that fall within the investment framework.
- Algerian privatization in the tourism sector strategy:

Characterized by the privatization of Algerian tourism enterprises stage, identify the necessary legal framework for the development of investments, as well as the deterioration of the security situation, Hedda reflected negatively on the tourism sector, if the number of tourist arrivals fell to Algeria from 1990 until 1996, nearly 359,895 tourists to 18,000 tourists, and Olkn with the return of stability and homeland security to recovery returned to the Gaza Strip, reaching turnover of the branch of tourism 3.622 million dinars, the equivalent of 26% compared to the same period of 1999, the following table shows the hotels offered for privatization:

**Table 01: Hotels that have been privatized**

City	the hotel	Area	The number of rooms	The luxurious rooms	The ability of feeding
Ghardaia	Gargoyle	26827	141	9	400
Tizi Ouzou	Aamrawh	35155	152	4	300
Boumerdes	Rice	1003	61	7	300
Ouargla	Mehri	5234	48	4	200
Boussaâda	Leader	/	45	/	200
Constantine	Banormak	4734	66	1	240
Telmusaln	Zayanyen	30000	135	7	200
Tlemcen	Morocco	4000	107	/	125
Annaba	the East	2939	49	/	1125
Algeria	Ambassador	/	/	/	/
Algeria	Alsovital	3695	/	40	160
Setif	Albert	1105	308	26	334
Batna	first Plateaus	143645	68	03	186
Annaba	Chile	9996	71	03	200
Parties	Sipos	23000	288	/	200
Oran	Great Alrmjan	/	103	02	180
Oran	Ahatonav	2344	81	04	160

**Source: Ministry of Tourism, quote.**

Through the above table, it is clear that the public sector has created significant tourism projects with medium capacity (03 years), in key strategic positions in terms of tourism, but the

laxity and inefficiency of management, and the policy of relying led Bhdh institutions not to perform its role.

**Forth: the promotion of the tourism sector in Algeria in the short-term strategy**

Narrated tourism strategy for the prospects for 2013, the ministry has begun the guardian of the tourism sector in 2000, in the preparation of a strategy for the development of the tourism sector in Horizon 2010, and concluded that the final formulation of the year 2011 under the title: "scheme work for sustainable development of tourism in Algeria Horizon 2010", the amendments were introduced by bringing new projects in the prospects for 2013. the objectives of this program (14) development of natural, cultural, religious and cultural energies, and improve the quality of tourism services, as well as the rehabilitation of the hotel and tourism enterprises, and contribute to local development, and preservation of the environment and spaces good for the expansion of eco-tourism. This, in addition to meet the national demand needs Almetzad constantly, in order to reduce the number of traveling abroad to spend the holidays, as well as increased tourism flows, Valtdvqat tourism during the period 2008 and 2013 were obtained by applying the average flow growth rate when the decimal beginning of 10%, was re-adjusted annually by half 0.5% points from 2008, and based on previous estimates of progress and stability for the entry of foreign tourists, the number of potential tourists in 2013 will reach almost 3,100,000 tourists, 1900.000 of them foreign tourists.

And may be interested in Hedda planned to raise the energies of shelters across the stage extended between 2004 and 2007, and the phase between 2008 and 2013 as follows (15):

✓ phase between 2004-2010:

Completion with about 55,000 beds, with an annual capacity of up to 13,750 beds limits come into exploitation, were registered 387 projects in the process of completion, with an average completion rate of about 75%, and card discretionary housed within 38,000 beds

✓ phase between 2011-2016:

Was recorded energy shelters will be more than 60,000 beds, an annual average of 10,000 beds, and it added to the 72,000 beds that have been counted at the end of 2012, and the energies that have been expected for the period 2004 to 2017 is 55,000 beds, and stage extended between 2008 and 2017 is 60,000 beds, for a total of total of 187,000 beds in the prospects for 2017.

With regard to tourism investment in the phase between 2004 and 2016 will reach about 232.5 million dinars, the most important tourism investment support measures prospects for 2016 are as follows:

- configuration and control in the tourism sector: are initialized and control in the tourism property by continuing to support the business that were completed during the period 2012 and 2016, marked by the following achievements:
  - The development of the sector, legal texts related to sustainable development, such as law No. 03/01 on the sustainable development of tourism, which was issued on 17 February 2008 (16).
  - Contribute to the development and regional balance and preservation of the environment, the diversification of the tourist offer, and working to raise tourism revenues.
- the law related to the exploitation of beaches: It aims at valuing and protecting the beaches to take advantage of them, and provide a harmonious and balanced development conditions, identifying the built-in entertainment system consistent with beach tourism activities.
- law related areas of tourism expansion and tourist sites: Law No. 03-03 of 19/02/2012 came in, and relating to the exploitation of beaches, including the following:
  - Tourist expansion, which each region or stretch of territory enjoys the qualities or characteristics of natural, cultural and human, and creative, suitable for tourism eligible for the establishment or development of a tourist facility, could be used to activate or make tourism more cost-effective.
  - -Tourist site, any site or view featuring attractive tourist, scenic or appearance, with its natural wonders or properties, or builders built it.

- A protected area, which is part of the tourism expansion zone or tourist site.

On the prospects for the development of tourism in the short term, the ministry plans commandment to receive 11 million tourists, and Hedda requires wise strategy in order to make Algeria tourist destination of the first class, the choice of this period of time did not specify spontaneously, but it is necessary to take the time, in order to encourage partnership with with extensive experience in Algeria and across the world, religion and want to invest in Algeria in the field of tourism, thanks to what brought him legal arrangements of the mechanisms and programs very attractive currently in place in our country.

#### **Fifth: conclusion and results**

Algeria has tourism potential is not good, whether natural or human, or even material in the current circumstances, but the lack of focus on Hedda sector and the interest in it, make it a sector marginally, this topic possibilities had been acknowledged even by the colonizer Ondak and is interested in them and encouraged invest in them, and therefore the thing that is said about the tourism sector in Algeria, that complain of marginalization of those who support it, especially since the current conditions are very favorable, and Hedda what we want at the beginning of the year 2020.

Thus, what has been reached During this intervention the following:

- ✓ Algeria has enormous natural potential, can make the Algerian tourism tourist pole of the first class.
- ✓ attention of authorities after independence other sectors of the tourism sector account, greatly contributed to the weakening of Hedda sector.
- ✓ nineties stage or phase of insecurity in Algeria, wiped out the hopes that existed for the advancement of this sector, the degree of isolation of Algeria, and the reluctance of foreign tourists to enter Algeria.
- ✓ The current stage is characterized by stability, security and the return of Astdbab sponsor for the reinstatement of Hedda sector, bringing it to the level of tourism sectors in other countries, especially the sister started to convey by Shana in the tourism potential countries.
- ✓ Focus on the accompanying sectors of the tourism sector.

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