



The economic issue of tourism Algerian and socio-economic conditions of sustainable development in Algeria

Said Boumendjel¹

Abstract in English:

The development is the dominant characteristic of the evolution of the world economy since the end of the last war. Evidently it requires an important effort of investment in order to increase the potential of production and a programming or scheduling to orient the choices and the actions.

It rests on the economical growth but this growth needs all activity branches to be lasting. The question is to know if it is possible to arrive to the stage of a supportable growth from a sector among others, the tourism. Before, we need to appreciate the economic importance of this sector and to know the mechanisms by which the main social and economic variables influence its multiple activities.

A real analysis of the determinants of the touristy offer and demand as well as the analysis of the touristy products and markets would have permitted us to appreciate its role better in its possible quality of second wealth after the hydrocarbons. The lack of acceptable data is the major reason of its impossibility. In all cases, we are going to tempt to appreciate its importance through the three essential questions of economists: why, how and what.

To tempt to answer there is making a first step toward the research of the solutions that would facilitate the process of lasting development of the tourism in Algeria.

Key words: advantage, competitiveness, challenges, issues, training, investment, obstacle

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¹ Ph.D., Lecturer in Economic Sciences Faculty at Annaba (Algeria, 23000), E-mail : <bohmedengel2005@yahoo.fr>

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Abstract in French (Résumé) :

Le développement est la caractéristique dominante de l'évolution économique mondiale. Evidemment il exige un important effort d'investissement pour augmenter le potentiel de production, une programmation ou une planification pour orienter les choix et les actions.

Il repose sur la croissance économique mais celle-ci a besoin de toutes les branches d'activité pour être durable. La question est de savoir si on peut parvenir au stade d'une croissance soutenable à partir d'un secteur parmi d'autres, le tourisme. Auparavant, il s'agirait d'apprécier l'importance économique de ce secteur et connaître les mécanismes par lesquels les principales variables sociales et économiques influencent ses activités multiples.

Une véritable analyse des déterminants de l'offre et de la demande touristique et des produits et marchés touristiques aurait permis de mieux apprécier son rôle en qualité de seconde richesse éventuelle après les hydrocarbures. Le manque de données fiables ne le permet pas pour l'instant. En tous cas, nous allons tenter d'en apprécier l'importance à travers les trois questions essentielles d'économistes : pourquoi, comment et quoi.

Tenter d'y répondre, c'est faire un premier pas vers la recherche des solutions qui faciliteraient le processus de développement durable du tourisme en Algérie.

General Introduction

At the international level, the development effort interested especially countries in Third World.

However, problems of development of any economy depend on the specificity of its structures and systems. It may be based on the evolution of one of its parties as it may require a certain harmony between them. But that is not really the problem because there were so many successes than failures in one or the other strategy. The question is rather whether it is possible to achieve sustainable growth from one sector among others.

In Algeria, hydrocarbons have so far represented the sector of choice. But knowing that a barrel of oil is fairly volatile, science and research and development are widely used by the high energy-consuming capitalist powers to find substitute products and no longer depend on the energy-producing countries like Algeria. And, the world moves and it moves very quickly.

One of the best answers that Algeria can give is to reject the "myth of the Cadillac and the four women" and to seek new opportunities on the international level, to diversify its industrial offering and to take several measures of adjustment to globalization by looking at other areas.

However, in the context of the current global economy, tourism is of particular interest.

The tourism is source of enrichment of many manners²...

- The international tourism is the biggest exporting sector of the world and a post mattering in the balance of payments of many countries.

- The tourism creates numerous jobs. It represents millions of employees throughout the world.

To what extent tourism does play a role in Algeria's economic development? In this article we try to appreciate its importance trough three basic questions: Why? How? What?

² Profits of the tourism– <http://www.world-tourism.org/francais/newsroom/campaign/benefit.pdf>

Part 1: Why invest in tourism?

Considered not serious in other countries also, tourism has suffered from its image crafts, its complexity and the lack of studies and research which have been devoted. [Jean da Luz , 2001]

Data from the World Tourism Organization show that international tourism is mainly concentrated in the three countries of north-western Mediterranean [Carnat & Coll., 2004]: France, Spain and Italy respectively have 11%, 7,4% et 5,7% of World , That represents a cumulative total of 168.5 million international tourist arrivals. By comparison, North Africa and the Middle East, considered as a whole (thus including the holy places), have respectively 1.5% and 3.9% of global international tourist arrivals, or 37.9 million.

The countries of southern and eastern Mediterranean, faced with high population growth, enjoy relatively little impact of international tourism which could contribute to their development.

Yet North Africa offers a huge potential for tourism, and the Mediterranean coast is probably the place that attracts the most foreign visitors. Morocco and Tunisia are the two most important tourist destinations in Africa: in 2004, they have led to growth of tourism on the continent of 9%.

In Algeria, tourism may have a future ahead of him. The hope is permitted. However, this future could be jeopardized likely to the unenviable position in which it is struggling due to many difficulties including the lack of citizen involvement in its promotion. Neither the public nor the individual sector have so far given the impression of wanting to invest lots of money to attract Western tourists, hiding their refusal behind remembering the black decade of terrorism.

It is equally true that this activity has begun to attract the attention of the Algerian citizen only recently, as it is clear that only Mother Nature seems to have spent itself. Terrorism generated by the quasi-civil war has begun to decrease, which favors a resumption of activities. Many researchers now believe that "more stability combined with a coherent strategic planning should ensure sustained growth in tourism in Algeria and North Africa [Mathaba.net, 2004]

Overall, Algeria has not succeeded as well as its two neighbors in attracting tourists, due also to the relative lack of hotels and tourist sites in well-managed, less promotion by the government and very large earthquake occurred in 2003. Certainly, the potential for

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exchange with foreign countries led the Algerian government since 1989 about to make greater efforts to attract tourists. The National Tourism Office has been decentralized, some nationalized hotels have been privatized and foreign companies such as Hilton and Accor have been granted the right to operate brand new hotels or to build new constructions in Algeria.

The objective of increasing the number of hotel rooms has been achieved by encouraging both domestic and foreign private investment in the context of joint ventures. The progresses which were made by Algeria and the potential for future success have been highlighted when the country hosted the World Tourism Day, 27 September 2003. [Mathaba.net, 2004]

There were, in Algeria a national school of tourism and higher institutes. But we must say that, for its part, the University of Algeria is still far to become involved deeply when, paradoxically, the development of ICT, among others, could facilitate its task. With the recent application of the LMD system, the programs are still in their infancy. Thus, no specific module is taught in implementing tourism notions of microeconomics or macroeconomics. It is appalling that the module of International Economy continues to ignore tourism specifically. In this module, tutorials could carry on practical applications. Finally, some schools specializing in tourism (Tizi-Ouzou, Sidi Bel-Abbes) still give the impression to insist on the aspect of "hotels and restaurant business" without further elaboration of the issue of tourists and their characteristics) and ignore the debate on how to identify market segments where the introduction of a new product or service is most likely to succeed. Yet from here stems the need for better knowledge of the world and different populations and ethnic groups with their habits and customs and their religious beliefs. The contribution of this work is therefore the knowledge of our own country and our Arab-African world: "To know and to make known"

In anticipation of future implementation of such a training program at home, elsewhere the discourse has changed today. « Tourism is the largest industry in the world in its economic, investment and jobs it generates. » [Cacomo, 2001]

Within fifteen years, the number of international travelers, estimated at 650 million today, will have doubled. And, « in Perspectives of doubling its market, the tourism industry is booming and it is not a day that the news announced a restructuring in this sector. Specifically, this industry is now at the crossroads of three major changes:

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1- globalization of the sector with the development of a competitive international market and the chronic emergence of new destinations;

2- the rapid diffusion of new technologies related to the development of digital networks and the emergence of "e-tourism";

3- and lastly, the upheaval in depth of the traditional distribution of tourism products» [Cacomo, 2001]

And if we are personally interested in tourism, this proves the existence in our two major concerns³.

1-First, our awareness of the need to better sell products of Algerian to foreign tourists

2- Then, the challenge to convince our countrymen to go further small local tourism, if only to spend brief holiday. In recent years, the Algerians begin, in fact, to acquire the tradition of planned holidays and, therefore, to travel abroad [Amir, 2005].

Some Algerians obviously prefer to turn to neighboring countries that do not require visa to avoid running after a tedious paperwork and especially wasting time.

In fact, most travel agencies offer them Egypt with its pyramids, the Nile, including its culture and music and Greece with its magnificent Greek ruins, Turkey and the Bosphorus and the Great Wall of China [Amir, 2005].

The press insists that the favorite destinations in recent years are in priority and Tunisia, Egypt, Turkey, Morocco and also the Middle East and finally Europe. However, this last destination is increasingly difficult to access especially since the establishment of the Schengen area. Applications are processed individually and the operators have little opportunity to obtain visas.

According to statistics from the Ministry of Tourism in 2002, 1 513 491 Algerians have crossed the border during the previous year. The most visited countries are in a prime position Tunisia (708 575 tourists), France (396 692), Saudi Arabia (110 848), Spain (80 499) and Turkey (40 714). Other tourist countries were also selected by the Algerian people: Libya (34 988 tourists), Morocco (29 015), Syria (22 453) and Britain (17 501).

³ The author of the article is, since 2005, the leader of a project within the university on the development of tourism in his region in particular. He is assisted by two other doctors in the state economy and a lecturer in law.

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In any case, it seems that the Algerians are moving much closer to Tunisia, not only for its proximity and the quality / price, but also for two other reasons: first, the absence of entry visa; and operations charm that continues to lead the Tunisian tourism organizations towards Algeria, especially since the attack in Djerba in 2002 which has been away a lot of European tourists.

We must now put pressure on the Algerian mental and direct approaches to local tourism.

Section 1: Benefits and current Challenges socioeconomic

In fact, even if sometimes they are hardly taken into account, the socio-economic benefits of tourism investment are many. We also mention the following:

- 01- Tackling youth unemployment;
- 02- The revival of local crafts;
- 03- The preservation and maintenance of the environment;
- 04- The promotion of local products (cooking, arts and culture);
- 05- The cultural emancipation "filing its brains against that of others" [Montaigne, 1588];
- 06- and, finally, I would not hesitate to promote the spirit of peace and harmony throughout the world, as this will further strengthen the previous impact.

The Mediterranean, according Tabarly, [Geoconfluences, 2004], is a particularly sensitive geopolitical zone, and of high conflict. Thus, at the beginning of the 21st century, military spending raised to about 5.9% of GDP of all the riparian countries (the world average is 3.4%). Develop tourism in place of militarism promote peaceful exchanges.

The socio-economic impacts of tourism and its inputs, particularly through its multiplier effects in the domestic economy must be taken very seriously especially as tourism has an impact on both internal and external.

It is now or never that Algeria should benefit from the buoyant international oil prices have never been so high, even if it has dropped a little recently. The Algerian foreign exchange reserves have greatly increased and foreign debt goes far towards real downward trend.

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Alongside the adoption of the Finance Act 2006, the Minister of Finance had stated that the official foreign reserves of Algeria had reached a new record to about 49 billion dollars [Sadki, 2005].

By following, current statistics will show that these foreign exchange reserves greatly exceed that amount. In any case, this tendency to the accumulation of foreign exchange reserves is confirmed by the International Monetary Fund (IMF) that the foreign currency assets of the Bank of Algeria will reach almost 95 billion by April 2009. [Yahoo, 2005]. That is what happened.

Meanwhile, on 25 January 2006, the Minister announced a further reduction of external debt of Algeria, which would be 16 billion dollars against 36 billion dollars ago as just a few years [Boumedja, 2006]. Algeria has even started a process of early repayment to the Paris Club and London. After all these repayments, the debt of Algeria should fall to around 5 billion by the end of 2006 [Internet, 2006].

Thus, like a phoenix, the Algerian economy gradually reborn from its ashes and the gross domestic product per capita has increased by about 73% over the last ten years.

We easily imagine what would be our reservations if the tourist had actually started.

Section 2: The Dutch disease in Algeria

But as said above, it is now or never it will take advantage of this natural wealth, or we might catch the "Dutch disease", this phenomenon that a country benefiting from export prices relatively high and a substantial influx of foreign capital may be, ultimately, in a worse position than he would have known without this growth [Ebrahim-Zadeh, 2003].

The oil boom of the 70s and early 80s has generated similar paradoxes in a number of countries, including Saudi Arabia, Nigeria and Mexico.

Everyone knows today that the international exchange was still one of the most direct causes of the maintenance of more than three-quarters of the inhabitants of this planet in the state of underdevelopment. It's much more true for some developing countries of Latin America, especially those on which holds have authors like Raul Prebisch, Celso Furtado, Andre Gunther Frank and Paul Baran.

But for others, and there are many in this case, international trade also has many advantages in that it has promoted, among others, the international division of work, developed the international specialization of production and permit, Finally, in many

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countries have high rates of growth in economy. With globalization, many positive effects have increased and many small countries have benefited to "emerge".

In all this, tourism can play its role on both fronts at once, inside and outside.

On the one hand, the specialization of the population in the tourist activities would have the same effect as a multiplier of investment, thereby improving the rate of economic growth. Is it not said, in fact, that tourism is a field of crossing activities. As the building, when tourism goes, everything goes.

On the other hand, through globalization and international competition, the job can be stimulated and the quality of activities related to tourism can improve. In Algeria, there is no doubt that the motives for investing in tourism abound.

Section 3: The "grapes" of tourism

70% of our population would have less than thirty years, but half of them are idle when there are blank opportunities in the country.

Without going into detail on the theoretical distinctions between different categories of investment (investment engine, induced investment, investment led), tourism has many "niches" could help create thousands of jobs in Algeria.

According to the national press, there would eventually at least ten good reasons to invest in tourism in Algeria [MTA Dz, 2002]:

- 1- Diverse spaces, immense and preserved.
- 2- Contrasting climates and greater complementarities of the sites allow a touristy season of twelve months per year.
- 3- Existence of exceptional natural heritage.
- 4- Good proximity to markets.
- 5- The better roads and airports all over Africa.
- 6- Being still relatively unknown to the tourist, Algeria is a "new destination" for international tourism.
- 7- The domestic demand for tourism products is relatively high
- 8- All forms of tourism can exercise Tourism circuit; Business tourism; Seaside tourism; Tourism hiking; Cultural Tourism and / or sports; Archaeology; Hunting; fishing; Rallies; Health tourism; Thermal's; Climate
- 9- Very attractive new laws for investors

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10- Tourism is now regarded by policymakers as the lever privileged to bring the country out of the current crisis.

It is therefore a comparative advantage which the tourist sector has over other products and industries of the country.

Now, How to really get involved?

Part 2: How to get involved in the tourism sector?

Theoretically, tourism positively respond equally well to both kinds of theories of exchange main theories and deterministic theories and dynamic theories

Section 1: Between the theoretical and practical

Indeed, the deterministic theories of trade are those that, based on the idea of comparative advantage would give to each nation an obligation in the international division of labor. We mention the theory of Ricardo based on differences in labor productivity between nations, or the neo-classical theory based on differences in factor endowments of production.

As for the dynamic theories, those are based on the idea of competitiveness. In these theories, it is stressed, first, that through innovation, new sources of expertise are constantly being created and, on the other hand, nations that generate or attract these companies to be able to calling into question the benefits previously acquired by other countries.

In the same sense of reflection, we will identify that the "competitiveness" is measured between "countries" for the same product and is generally subject to the macro - economic, i.e. it depends, among others, in variations of real exchange rates. For against, the "comparative advantage" is measured between "products" for the same country, but it has more of a structural nature: it is deeply linked to the economy and the national system

In referring to the situation of our tourism sector, we see that if we have a natural advantage, it remains the obligation to acquire international competitiveness. More openness to the world economy means that we will consolidate this advantage.

However, the theoretical basis of international exchange is the lowering of production costs for products to be exported or by imported goods cheaper. But we see here that even if the rate tends to decrease, inflation still reigns. Until 1992, as the ONS said, the index was below 200 (100 in 1989), namely: 120.2 in 1990 and 150.8 in 1991 and 197.5 in

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1992. From the years 1993-1994, the index exceeded the number 300, then 400 to 500 from the year 1997 including: 518.4 in 1997; 558.7 in 2000; 611.8 in the year 2003; and 652.1 in the year 2005 [ONS, 2005].

The aim would be to deal with achieving productivity gains through specialization of the country at the international level.

In theory, it is possible to say that such an international specialization stems from four main sources:

- 1- favorable allocation of this land of natural resources
- 2- the lowering of costs by the choice of segments that are best suited to macro factors - economic production like the theory of Heckscher (1919) and Ohlin (1933) called the law of variable proportion of factors.
- 3- creating new products which could generate an advantage if this creation led to the increase in the number of varieties that can meet the different expressed needs;
- 4- innovation in micro-economic processes of production and manufacturing, from where the possibility of obtaining economies of scale that lower costs of production and export of products.

Insofar as there is strong competition between neighboring countries (Morocco, Tunisia, Libya) in the tourism industry, we see that they offer tourists practically similar products. In this case, according to theory, we can say that two sources no longer play any role, ie natural resource endowment and the variable proportion of macro - economic production. If we therefore exclude these recent sources, it is left to Algeria only thing to do: try to differentiate its products from those neighbors. As such, we need first to remove all obstacles preventing the restart of tourist activity.

Section 2: the necessary lifting of barriers

Algerian tourism may have a future ahead of him. However, this future is likely to be given the unenviable position in which it is being debated. In addition, many global challenges of increasingly important to better sell the destination Algeria will become the country in the future decades.

Broadly speaking, most of the structures which are in coastal areas are faced with problems of accessibility: just out of town, we can see the cars that get bogged down in mud tires and wheels break easily because roads are often chaotic. Furthermore, in inland areas,

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water supply and electricity is not always enough. It is therefore very difficult to sustain investment in any area and, of course, difficult to retain foreign clientele accustomed to the comfort of Western cities⁴.

Admittedly, the situation of the tourism sector in Algeria is not always good: it calls for the lifting of any disability and any constraint on its economic success. Thus, in terms of craftsmanship, the product offered by all the neighboring Maghreb countries, it should be necessary to eliminate the difficulties. These are officially the result of conjugation and the simultaneity of the following factors [MAT, 2002]:

01-In most economic and social development policies, the craft has been marginalized, which removes the contribution of other sectors by making insufficient integration precipitating dysfunctions and non - mobilization.

02-The weakness of the framework and the resources made available to this sector.

03-The technical under-qualifications of handicrafts and their lack of management practices cause problems of quality, productivity, cost and organization to the market.

04-The lack of specific measures to support especially in financial, tax, access to premises, where the real obstacles to development of handicrafts.

And we will not fail to emphasize the risk of extinction of certain crafts for lack of transmission of the heritage from old to young generations.⁵

This is obviously to reduce the economic difficulties of the craft as this sector continues to experience economic hardship and records of malfunctions, including those who were diagnosed by the ministry concerned itself (regressions, dissatisfaction applications outsourcing, continuous import of machinery and equipment, incompatibility between the quality of certain products and their high cost, non-integration of crafts in the other branches of the national economy).

To all these objections, it is necessary to add the persistence of the brakes of bureaucracy.

Thus, with the advice of experts from the World Bank, creating his own company in Algeria is a real challenge: it is always uphill battle by the need to go through many procedures that cost many time and money. Therefore, such barriers delay the creation of

⁴ We suggest developing the railways in all directions across all regions and municipalities of the country from east to west and from north to south, while investing in passenger comfort with the quality of service, compliance schedules and transport safety.

⁵ We suggest to develop the structures for training in crafts and to encourage takeovers of companies, and family financial support and tax exemptions.

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wealth and jobs in Algeria. And, at least, that has been written in the annual report "Doing Business in 2006" which was co-financed by the World Bank and the International Finance Corporation and made public Tuesday 13 September 2005. The report, which for the first time establishes a worldwide ranking where doing business is easier, placed Algeria in 128th place, just behind Mauritania (at 127th rank) which was placed behind Tunisia and Morocco, which have been classified respectively to the 58th and 102nd position [Algérie-Dz, 2005].

The worst is that the bureaucracy is not due to slow any of the techno-economic studies of the projects submitted. It is even likely that no serious study is made for at least two decades. The proof of this lack of serious study (for example, study of soils, topography, and study of the resistance of reinforced concrete) was given to us by the disasters suffered by certain parts of the country: thus, there are buildings falling into disrepair a few years after construction.

Another proof of this failure is dictated by the allocation of land anarchic attitude to a particular project manager, regardless of the resistance of soil on the type of project and the nature (geography, history) of the place in question. The history of the compromise of the Hostel of ACCOR suit in Constantine is enough to certify. Indeed, according to press reports, the Accor Group has partnered with the Algerian billionaire Djilali Mehri to try to build a three star hotel in Constantine on the surface of the famous Djenane Ezzaoualia (Garden of the poor), a place not only strategic but would be included in the scope of cultural and historical sites of the city protected by law [Tafer, 2005].

It is therefore an aberration that giving such sites without conditions. Moreover, if he really needed to build a hotel downtown (completely suffocated), Constantine deserves still better than three stars.

Such operations clearly demonstrate the bureaucracy associated with corruption.

Section 3: The essential conditions of the take-off tourist

Finally, get involved in tourism requires a number of conditions.

§1-A good knowledge of tourist attractions in the country

This obviously requires appropriate national education that gives to our children the universal knowledge, but also knowledge of their history and geography.

In this case, the training will address tourism through its multi-faceted and, more particularly, in terms of its management. It would seek the acquisition of theoretical knowledge and skills that allow trained:

- 1-To analyze the tourism sector nationally and internationally,
- 2-To manage companies of tourism services, in terms of quality, efficiency and productivity
- 3-And demonstrate personal (autonomy, leadership, communication, etc.) and methodological skills related to tourism environment⁶.

In the end, familiarity with the workplace through practical work and internships allows students a better integration in this environment. All candidates must possess a mastery of at least three foreign languages, with mandatory English, Spanish and French, to transmit knowledge of our sites to the tourists.

11-Linguistics:

Algerians are Sunni Muslims, most of "Malekite" rite and Arabic is the official language spoken by over 75% of the population, but the Berber is also recognized as a national language since 2002.

And this does not prevent the French language to be read and spoken by the majority of them, even when he is illiterate. This colonial language has long been taught at primary school. Until now, the French language continues to be the essential vehicle in many scientific fields, including the University. Heirs to an ancient tradition, the Algerian writers have managed to maintain the richness of expression of the Arabic-language literature, while associating it with the French language.

Like the Algerian nation, probably the most western of Arab-Muslim nations, the Algerian contemporary literature has gained from this double influence which gives it its uniqueness. Thus, during the years 2004-2005, is an Algerian citizen who has been the champion of French issue in France 3, which is headed by Julien Lepers over twenty years.

However, this opening and this pseudo-westernization must not prevent the Algerian population to preserve its uniqueness through its local crafts.

⁶ We suggest creating a real college of the crafts and the tourism with subsidiaries at the level of every region of the country.

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12- crafts:

In Algeria, handicrafts are in different disciplines: pottery, ceramics, sculpture, lace, embroidery, brassware, leather goods, jewelers and weaving looms. Practically, they are found in most northern areas, though, by vocation, each region has its own specialty. [MAT, 2002]

Anyway, it is a pot of M'SIRDI (NEDROMA near TLEMCEN), that of MAÂTKAS (Grande KABYLIE) or that of DJEMILA (near SÉTIF), or else it is a jewel of the BENI-YENNI (Grande KABYLIE) or AÏN-BEIDA, or KHENCHELA or BATNA (in the AURES), an engraved copper plate of CONSTANTINE, or GUELMA or GHARDAÏA or Finally it is a carpet of DJEBEL AMOUR, or the BABOR or the NEMENTCHAS, it should be noted that craft work in Algeria is inspired by the traditional rules of the people, its culture and its mores.) Each object is in some way, the symbol of the creative force of the Algerian craftsman who, in a need for harmony and healing, preserves its heritage before thinking to earn his bread. Each object has a beauty in both plastic and mystique that reflects, in its variety and its wealth, Algeria as a whole, Algeria of labour and creativity, that more than half a century and settlement and more than forty years of Industrial madness industrialising failed to forget it [MAT, 2002].

13-Environment and monuments

Algerian society has gone through many civilizations and cultures. That is why ALGERIA has, over historical sites may be visited by tourists.

Thus, for example, in ANNABA, beautiful town in the east, 130 km from TUNISIA and 300km from TUNIS, there are many places to see absolutely [ANNABA, Internet]

Who said ANNABA (formerly BÔNE) said "BÔNE Cemetery, want to give you die here" and who said, "Ruins of Hippo" said Basilica of Hippo. Within these ruins, you can visit the Baths of SEPTIMIUS SEVERUS, the tank of Hadrian, the Forum and the theatre, not to mention the arm of Saint Augustine in the basilica, known generally as the hospice elderly. By its Byzantine style, the cathedral dominates the west and east of ANNABA.

But ANNABA is also the old town known as "The Place d'Armes" (instead of weapons). With issues such as alleys, lined both sides of old carved portals of the time of the Ottomans and giving access to the interior patios of Turkish architecture. In this antique

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district, where former singers lived (Andalusian, Jewish, Arab and Kabyle), we meet also the famous mosque of ABU MEROUANE which was built in the 11th century

In fact, this mosque was built in the late 4th century of the Hegira in the hills above the city of ANNABA by a benefactor named Abu Leith. It was then inhabited until his death by a religion-man named ABU-MEROUANE who founded a school of Koranic exegesis to disseminate and teach the manuscript of the Imam MALEK. During the French colonization, this mosque was transformed into a military hospital. After the riots followed by massacres of 8 May 1945, France restored the place of worship in the Muslim Algerian people. After July 1962, the Government will set aside a substantial budget that was used for its restoration as a mosque and extending over an area of 3725 square meters and includes a prayer hall can hold 1200 people, a Koranic school and, since 1967, an Islamic educational institute with a library rich in books and manuscripts.

On decision of the Ministry of Religious Affairs and Habous, the Koranic school was recently converted into Islamic Cultural Center. Today, it is a masterpiece to visit imperative.

At the end of this beautiful city in eastern Algeria, tourists can also visit the Cape of guard with its unparalleled sunsets. And, in parallel to the ridge, it is possible to survey the summit to go visit a beautiful village named Seraidi. This beautiful village is annually covered with a fine coat of snow. With its mountain climate and forests of paradise, Seraidi is the stronghold of beautiful cottages and residential villas surrounding an excellent sanatorium very popular with patients.

It is possible to access the village and its mountain by the road overlooking the city of Annaba. But it is also possible to abandon his vehicle near the cemetery of SIDI HARB and take the cable car that takes you through landscapes of paradise on this small forest village in mountain climate.

Finally, note that the most beautiful beach in Annaba at the bottom of Seraidi: This is the famous beach of WADI EL-BAGRAT (cows river), which remains a jewel of nature

14- Natural panorama :

Among the Algerian cities also called to play a major role in future tourism, the national press has recently cited the case of AOKAS, located about 25 km along the coast of the BEJAÏA department. AOKAS the name means shark in Tamazight language. AOKAS is located in a chain of mountains called BABOR-chain of SÉTIF, known for the deeds of its

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resistance during the revolution of November 1954. AOKAS but is also known for its natural specialties such as baskets of fresh figs or pears, pottery and traditional Berber. Its beaches and paradisiacal places located in wooded areas facing the blue sea are of rare beauty [Mezhoud, 2002]

At the entrance to Aokas, through a tunnel, we can found buried, in the bottom of a cap called "YEMMA TADRART", the famous "fairy cave" that fascinates all tourists. This cave was discovered by an Italian entrepreneur while he was in charge of drilling the tunnel to allow the passage of the National Road No. 9 that leads Sétif to Jijel. Before the period of unrest due to terrorism, the large hotel-restaurant "The Golden Sands", located on the edge of the road, was even forced to appeal to a twenty seasonal (usually students) to meet the demand of tourists passing through or crossing.

This is one example among dozens of others in Algeria.

§2-A proper classification of tourist sites in the country

Naturally, if we want to preserve our natural environment and tourism, we need to continue the work of classification of sites that had already begun to do in the years 70-80.

At that time it was the Decree n ° 87-143 of 16 June 1987 which set the rules and procedures for the classification of national parks and nature reserves.

But here, no citizen seems to have recognized this importance, even if the legislature makes it expressly call. Moreover, the citizen himself mercilessly trashes the space tourist.

The problem is that the State has failed or was unable to cultivate appropriate lifestyle and behavior and he finally left alive through the minds the idea of "BEYLIK" so that the citizen does not more respect to other areas than its own⁷. The proof is that, in our cities, our own neighbor dumps his garbage and dirt on our doorstep with impunity, because the key to it is to be personally free them from home. As employees of the council who are responsible for road maintenance, they are mine to move at high speed with their dump truck before or near the disposal of garbage as if they did see nothing.

Everything is finally done to discourage a sense of order and clean.

We must also highlight the conditions imposed by the cumbersome legislative Algeria. According to the decree mentioned in 1987, the request to initiate proceedings for

⁷ We suggest upgrading the functions of communal care, custody and rustic-forester, through adequate training, an honourable status and power of real punishment.

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the classification of national parks and nature reserves requires the creation of a file in duplicate with an explanatory note stating, reasons, and the map at a scale sufficient for the property or part of territory to the classification proposed, the plan cadastral plot. A copy of the file is submitted by the prefect to the minister responsible for nature protection. The minister responsible for the protection of nature develops, in liaison with other Ministers and local authorities concerned, preliminary studies in the standings. Where the studies showed interest for classification as a park or reserve, the Minister of Nature Protection asked the prefect to open a public inquiry in accordance with the procedures and conditions set out in this Decree.

But ultimately, all this work requires too much time and too much paperwork and eventually tires and discourages the best of us. However, the national tourist board itself should take care to expand the systems, structures and skills.⁸

§3-A good performance in terms of reception and competence in the field of tourism orientation

The population of Algeria was formed through nearly twenty-three centuries. Beside elements aborigines represented by the first "free men" (Amazigh = "free man" in Tamazight) who walked this Earth that are added to many ethnic groups from diverse backgrounds.: the Getulism, the Garam, Phoenicians and Carthaginians, Romans, Byzantines, Normans, Spaniards, Arabs, Turks and various inputs (Poles, Italians, etc..), the French and their various allies. This ethnic diversity, in addition to those of climate and ground, gives essentially the Algerian population's love of another, his attention to welcome the alien and his human nature in general.

As highlighted in the website of the Ministry of Tourism, this set of features helps make Algeria one of the bastions of world tourism with its many attractions. The contrasts of geography, or climate, are so striking that there are times when one can swim to the beach of Andalusia (Ain-el-Turk, in ORAN), or the beach TOCHE (ANNABA) or that SIDI-FREDJ (west of ALGIERS), while others can go skiing in CHRÉA (near BLIDA) or to TIKJDA (KABYLIE).

⁸ We suggest that the national office of tourism itself will grow in charge of systems, structures and skills. Thus, it would avoid wasting time and this would avoid the inter-conflict or designation centralizer prefect unnecessarily (Art.8)

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Various measures could help improve the attractiveness to tourists. Among these measures, we mention those that make tourism a guide noble and respected profession and those that facilitate banking transactions: they are probably the highest.

31- Tourism Guide

Activities by tourism guide have been regulated since the 14 March 1992 by Executive Decree 92-121.

Under this decree, there is now a Committee approval to guide tourism which is composed of various representatives of the government. However, in this Committee, it lacks a representative of civil and religious associations in the region, whose presence would have encouraged foreign direct investment in tourism field. In Article 19, we also note the total absence of civic associations in the withdrawal of the card to guide who would fail in its obligations. Thus, the card issued to guide tourism can be removed in different ways by the Guardianship, but we should also add this: "... *following an investigation by security services after filing complaints including by tourists or by nationals,*" which would lead to abuse.

Under this decree, candidates for the consideration guide tourism must meet certain conditions detailed and limited to a specific type of diploma. However, this does not limit the degree of a specific training as the most important thing is that the candidate is a graduate of higher education, i.e. he is able to interacting with tourists. However, school tourism is essential to form guides or to give additional training to university graduates. This decree does not mention the need for moral sponsorship of a good education or good behaviour in society.⁹

32- Marketing of banking services

In the training system should also consider,

1-first, to introduce managers of banks to the marketing of banking services to individuals and organizations

⁹We suggest adding to the Committee of approval a representative of the civil and religious associations of the concerned region. His presence will encourage not only the IDE in tourist subject, but its moral sponsoring of good education or good behaviour in the society would attract more the tourists. We also suggest allowing the access to this function to every graduate of the higher education to whom an additional specific training is supplied to him.

2-and, secondly, to initiate the managers of tourist establishments to functioning of the national banking system or the international banking system

Meanwhile, we must clean up, develop and modernize the Algerian banking system.

Indeed, tourists should not encounter difficulty in making the withdrawals of currency from his account opened abroad or to pay for his stay using modern payment instruments.

Thus, the "Algeria-General Society" has recently expanded its network and expanded its retail banking activities. The subsidiary of the French group in Algeria still opened on 30 November 2005, a new agency to BOUZARÉAH at Algiers, bringing to seven the number of operational agencies in Algiers. Such achievements can only restore confidence to foreign tourists wishing to visit the country.¹⁰

But, everyone does not play the game or the same way, or as needed. Recently, the Council of the currency and the credit had, as for the KHALIFA BANK, removed its approval and all its authorizations to the deprived bank RAYAN ALGERIAN BANK for non compliance with the prescriptions of the regulation 04-01 of March 4th, 2004 concerning the minimum capital of banks.

§4-Legal protection of tourism assets and flawless patriotism

Today, if each of us wants to be free, we must all be soldiers of the nation, i.e. of peacekeepers because we must cordially agree with the other peoples of the world. To this end, we must begin by removing all the complex attitudes. The time of the great Tarzan white, strong and agile, which hits blows to indigenous Africa is over. This kind of myth that has enabled Europeans to plunder the Third World (read Pierre JALÉE).

The worst is that they continue to do so even if the settlers are gone yesterday¹¹.

Thus, what appears from the information cited by the international press: " Three months of imprisonment with seizure of stolen goods and two all-terrain vehicles, fines and damages exceeding 400,000 Euros, the verdict is upheld, Monday 29 November 2004, the court of Djanet in the south Algerian against five Germans who are false tourists but real

¹⁰We suggest cleaning up once for all the national banking system and to open doors to the national and foreign privatization immediately.

¹¹We suggest to strengthen our customs system and to raise the level of training and of consciousness which allows distinguishing the good tourist of the forgery without having to put ill-at-ease the first one.

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looters. It is the first time when foreigners are condemned for infringement on the Saharan heritage and the malpractice against the regulations governing the national park of TASSILI in the Saharan South“ [Yahoo, 2004].

3rd part: WHAT PRODUCES to make available?

With the development of the New Information technologies and the Communication (NTIC), the promotion of the tourist spaces became a major stake between the various countries because they are henceforth subjected to a more relentless competition. Algeria tries to take up the challenge by adopting the Strategy of development of the tourism which spreads out up to the horizon 2020 and suggests sitting a policy of state based on the total membership of all the institutions directly or indirectly implied in conception, development and promotion of the tourist activities for the emergence of a real industry of tourism [MAT, 2002].

However, the tourist product is not only one and several sectors will have to hold attention of political decision-makers.

Section 1: market economy in tourism

The political will to establish the market economy in Algeria was translated on the legislative and statutory plan by the promulgation of the code of the investments and the prescription N 01-03 of August 20th, 2001 relative to the development of the national and foreign investments realized in economic activities.

So Algeria is at the dawn of an important revival: it moves to big steps on a market economy. This revival becomes a reality in particular by the construction of economic bases and solid economic infrastructures carried by the quinquennial plan 2005-2009 which, supporting the economic stimulus begun by the plan 2000-2004, is one of the most ambitious plans to the world proportionally in the economic size of the country. It is a real " Marshall plan " of a 60 billion dollar envelope, which is approximately 15 % of the GDP a year, with as priorities [Jad, 2006]:

- 1/the support of the economic, the housing environment and the living environment;
- 2/the development of the economic infrastructures;
- 3/the development of the administrative public utilities;
- 4/and the development of the human resources.

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Within the framework of the tourism, the administration introduced a big operation by launching a program of financing of studies of arrangement of the tourist land tax and the works of “viabilisation” of twenty zones of tourist expansion. [MAT, 2002].

As example, the authorization of the ministry of the Tourism has just been granted to the department of Boumerdès to realize an important tourist village at the level of the Zone of Tourist Expansion (ZET) in the East of Boumerdès. The future tourist village will be a set of hotel structures consisted of three hotels of 2400 beds, villas, a riding school, an aquatic park and diverse equipments of accompaniment necessary for the everyday life of the tourists. The whole will be implanted on a remarkable panoramic site of some forty hectares [The Daily of Oran, 2005].

In fact, it is better whether it is the private, national or foreign sector, which takes care of this activity because it has the capacities to adapt itself to it better than the stiff structures of a State and it does not have to care about the morality to part that to serve well the customer to benefit from it. Let us clarify that the privatization of establishments is facilitated by the prescription 01-04 of August 20th, 2001 and by the executive decree n°1-353 today defining the conditions and the modalities of resumption of an economic public enterprise: Indeed, these texts grant the priority to the employees to acquire the public good in question (Hotel, restoring, complex, etc.) before subjecting it by auction public. In this way, the State avoids the susceptibilities, the frustrations and the conflicts between the various social partners.

Section 2: economy of the transport and the housing environment

In principle, the economic plan of the President Bouteflika should constitute a real bend for this important sector. All the partners give the impression to be motivated to erase the disappointments of these last years, in particular of the two decades 80-90. Everything or almost is favourable to them at present: geography, history, social evolution, political climate, finances of the country.

According to Minister of Finance¹², Algeria is as in principle shielded from the negative effects of this world economic crisis. He estimates, indeed, that Algeria can support the weight of the cover of its deficit of the Treasury during more than three years, even with

¹² Babès Ali - Algeria feels at ease for the Next Three Years - the daily paper of Oran of Sunday, February 1st, 2009– <http://www.lequotidien-oran.com/index.php?news=5114882>

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a barrel of the oil fallen today to 37 dollars. Minister of Finance confirmed, besides, that the current rhythm of the public investments has to continue in spite of the world economic crisis, which represents opportunities of diversification of the national production, and also productive investments. The fund of regulation of receipts, the resources of which reached 4.300 billion dinars at the end of 2008, and the good liquidity in banks allow to drive, without any difficulty, the program of public investments of the next plan of quinquennial development (2009-2013). Algeria has finally in 2009 the reserves of exchange estimated globally around 140 billion dollars, with a debt 3,9 billion dollar extern and a debt of the Treasury which was returned to 700 billion dinars.

Obviously it is going to need to increase the capacity of air transport, to develop new markets, to strengthen the seaside tourism and to give a revival to the cultural tourism. The expansion of the tourism could be the mainspring of a new growth of the type except hydrocarbons.¹³

Not long ago, that is November 23rd, 2005, the population had learnt with happiness the new loyalty program of Air France Algeria which assured already three daily flights to France to a prospect of more than sixty four million passengers, among whom totally acquired ten millions; This program bases on the principle of fidelity and miles crossed under this French flag. Unpublished work, he launches for the first time the bases of the booking on Internet which will be henceforth operational within two years. [Benalia, 2005]

And to answer the increasing demand of its clientele, Air France decided to increase the frequency of its flights due to leave by Algeria from the end of March 2009. These will pass of three daily flights of Algiers towards Paris for four and will pass of six flights a week towards Marseille for seven.

This new program, which will add up twenty eight flights a week on Paris and seven on Marseille to answer the increasing demand both for the business trips and for the leisure activities from Algiers. According to the regional delegate of Air France in Algeria, the associates of the flights assured by the company Air France towards the destination Algeria increased by 9 % between April 1st, 2008 and March 31st, 2009, while they registered a 3 %

¹³ We suggest to make increase the capacity of air transport and to improve the services, to develop new markets, to strengthen the seaside tourism and to give a revival to the cultural tourism.

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recession in the world. This substantial growth classifies Algeria, with the Caribbean islands and Africa, among the rare destinations which were not affected by the world crisis¹⁴.

Section 3: the internal Strand H.T.R (hosting, transport, restoration)

Among other major internal conditions for an expanding tourist sector, the question H.T.R occupies the first rank.

§1-Hosting :

It is a question of revitalizing the sector of the construction and of regulating the current hotel business to protect the image of the country. As the small and average hotels have a role to play in the development of the tourist landscape, the State is capable of encouraging the construction, the development and the smooth running by playing the role of the " visible hand " and by making animate training courses of " discount for level ", if needed in partnership with foreign schools.

§2-Transport :

It is a question of developing the rail by multiplying its internal network, by improving the comfort of the passengers and by making respect schedules to the split second. Inside cities, it will be necessary to revitalize public transports by bus.

§3-Restoration:

Our food may attract the European tourists for its biological character and for our art of cooking. The Algerian couscous was well exported abroad, but by former "Algerian-born French persons" who made fortune thanks to its marketing. Numerous flats, dishes and cakes of typically Algerian origin are at present marketed in Europe. However, they will always miss the flavour of the food-processing products of the Algerian ground and the direct contact of the Algerian sun. It is going to need thus to the Algerian citizens to re-appropriate their art of cooking to attract the tourists in Algeria.

¹⁴ Marc Martinant: Air France announces an increase of the frequency of its flights since Algeria towards France, the objective: answer the increase of the demand! - Optimexport / Air transport: in March 21st, 2009— <http://ubifrance.typepad.fr/optimexport/2009/03/air-france-annonce-une-hausse-de-la-fr%C3%A9quence-de-ses-vols-depuis-lal%C3%A9rie-vers-la-france-objectif-r%C3%A9pondre-%C3%A0-lau.html>

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However, the State will have to disengage from any activities of hotel business and from restoration. It only has to watch the smooth running of the private activities.

So, by executive Decree N ° 03-77 of February 24th, 2003, ending the ancient decree of October 3rd, 1992 become obsolete, the Algerian State thought of the organization and the smooth running of the General Inspectorate of the ministry of the tourism. This structure is loaded with the regulation and the supervision of the tourist activities as well as the follow-up of the economic frame of the sector, in particular the evolution of the hotel and tourist companies. The inspectors are authorized to have access and to ask for any information and for documents considered useful for the execution of their missions.

General conclusion:

We tried to understand ins and outs of a national tourist policy from the internal conditions of the country. We insisted on the economic aspect of the question and it inevitably led us towards the social aspect. However, it remains insufficient, because we think that the tourism already begins outside of the country. Embassies, consulates, commercial representations, political, labor-union and social organizations and the emigration constitute the first shop windows of the country.

So, any diplomatic strategy can be made by flexibility and by intelligence only if it consisted in relieving the bureaucratic formalities for the obtaining of visas and in facilitating the most reliable possible circulation of information which would need the potential tourist. It is doubtless about a question of regulations, but we do not have to hide also the question of the choice of the people who are called to represent with dignity the country and especially to defend effectively the interests of their fellow countrymen and their image with the rest of the world. So, we think that the posts of ambassadors, consuls and responsible business abroad must be attributed by the State to the best executives and to the most competent.

The tourist appreciates the tourist documents decorated by photos and administrative and economic maps, giving the distances to the kilometer near, as much as the type of reception which is reserved for him.

Let us note that the exemplary behavior of a community emigrated abroad is the forerunner of a good education of the population of origin and, especially, the sign of a pushed civilization which inspires confidence. The confidence is on the base of any system working according to the law of supply and demand, which is without intervention and in

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mind of tolerance. Without all this and other parameters (hygiene and cleanliness, security of the properties and the persons, quality of the goods and the offered services, available comfort), it will never be possible to speak about sustainable development, or about tourism which goes with.

All this requires obviously mentalities trained and prepared for an economy of the knowledge. And the current globalization of the economy bases now exactly on a system elaborated by knowledge.

But, all this cannot come true successfully as long as the oil pension will remain the “*dairy cow*” of a certain Algerian oligarchy.

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