

# **Toward Sustainable Tourism Development for Archaeological Landmarks in Algeria**

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**Abstract---**Tourism in the modern era is considered one of the most important industries in the world. Many countries have become attracted to developing their tourism resources by relying on tourist attractions, especially those of heritage value. There is a close relationship between the urban design of heritage areas and the tourism sector, as sustainable development works to preserve the historical and cultural identity that expresses the civilizational and cultural roots of society. Algeria, for its part, is rich in many archaeological landmarks classified by UNESCO as World Cultural Heritage sites. Through this article, we aim to highlight Algeria's interest in enhancing the contribution of archaeological landmarks to the development of its sustainable tourism by establishing a long-term development strategy. This, in turn, reflects the concern for tangible cultural heritage and its rational management — a historical and developmental requirement linked to providing the proper and necessary foundations for sustainable tourism development.

**Keywords---**Sustainable development, tourism, landmarks, archaeological, Algeria.

## **1. Introduction**

Tangible cultural heritage represents one of the most important fundamental pillars that can significantly contribute to increasing the national income of the country beyond the hydrocarbons sector. It also serves to preserve historical and cultural identity and expresses the civilizational roots of a society that has inherited traditions from previous generations, which have remained until the present and have been passed on to current generations, ensuring their continuation for future ones. Therefore, attention to tangible cultural heritage and its preservation is expressed not only as a historical necessity but also as a developmental requirement linked to providing the proper and necessary foundations for

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sustainable tourism development, which strengthens the national economy and achieves a better life for the individual and society as a whole.

Thus, this expresses concern for tangible cultural heritage and the need to preserve it not merely as a historical requirement but also as a developmental necessity linked to establishing the correct and essential foundations for sustainable tourism development that enhances the national economy and achieves a better life for individuals and society in general.

However, archaeological landmarks in Algeria face a set of challenges, which are generally divided between the challenge of investing in them as tourist destinations and the challenge of preserving their architectural identity, which is often exposed to various risks such as the unstudied introduction of modern technical additions or the overlap of activities incompatible with their historical heritage fabric. This leads to imbalances in their social, economic, and cultural structure.

Therefore, examining the many experiences that archaeological landmarks have undergone to preserve their authenticity through their rehabilitation and utilization as tourist destinations has been, and continues to be, an urgent necessity dictated by the challenges of effectively protecting tangible cultural heritage. This heritage is considered the foundation and source of authenticity that provides societies with the driving force to avoid dissolution within the new urban system and to maintain their identity. So, what are the main mechanisms that Algeria adopts to achieve sustainable tourism development for archaeological landmarks?

Hence, we pose the following sub-questions:

- What is the concept of archaeological landmark tourism in Algerian legislation?
- What is the concept of tourism development?
- What is the concept of sustainable tourism development?
- What is the current state of archaeological tourism in Algeria?
- What are the methods of planning, managing, and marketing archaeological sites as tourist destinations in Algeria?

### **1.1 Study Importance:**

- The importance of this study lies in clarifying the role of archaeological sites in promoting heritage tourism as one of the types of tourism resources that contribute to supporting the economy beyond traditional resources.
- Revealing the various mechanisms through which a synergy can be created between archaeological sites and tourism to achieve sustainable development.
- Addressing the extent of the contribution of tourism investment in the field of heritage tourism and highlighting the main obstacles it faces, along with finding solutions to overcome them.

### **1.2 Study Objectives:**

Through this study, we aim to achieve a set of objectives, namely:

- Understanding the concept of sustainable tourism development.
- Identifying the tourism components of archaeological landmarks in Algeria.
- Understanding the role played by archaeological landmarks in achieving sustainable tourism development.
- Recognizing the reality of tourism at Algerian archaeological landmarks.

### **1.3 Study Methodology:**

This research is based on the descriptive and analytical methods. Through the descriptive method, we explore some specific concepts related to heritage tourism in archaeological landmarks as well as identify the most prominent archaeological landmarks in Algeria.

The analytical method, on the other hand, is used through the analysis of legal provisions adopted by Law 98/04 related to the protection of cultural heritage, Law 03/03 concerning areas of expansion and tourist sites, and Law 03/01, Section Two, related to the sustainable development of tourism.

Based on the problem posed above and the sub-questions derived from it, we must address this topic by following two main sections:

- The concept of tourism development and heritage tourism.
- Mechanisms for achieving sustainable tourism development for archaeological sites.

## **2. The Conceptual Framework of Tourism Development and Heritage Tourism**

### **2.1 Definition of Sustainable Tourism Development**

In this section, we will define sustainable tourism development, explain its principles and characteristics, then outline its objectives. In the second branch, we will discuss sustainable development, clarifying its goals and dimensions.

#### **2.1.1 Definition of Sustainable Tourism Development**

##### **A. Definition of Tourism Development**

We found a noticeable difference among researchers, writers, and those interested in sustainable tourism development in providing a unified definition for it. Some have defined it as follows: It consists of achieving harmony between the needs of tourists and the tourist site, leading to the protection of tourism resources at the tourist site. This is achieved through optimal management that enables the utilization of the site's potential while preserving the cultural reality, as well as the necessary environmental pattern, biodiversity, and all life systems and requirements<sup>1</sup>.

Sustainable tourism development was also defined in the 1995 report of the World Tourism Organization as: Development that meets and satisfies the needs of current tourists and host communities while ensuring the benefits of future generations. Such development improves resource management in a way that enables the achievement of economic, social, and aesthetic benefits while maintaining cultural unity, the continuity of ecological processes, biological diversity, and all elements of human life<sup>2</sup>.

##### **B. Principles of Tourism Development**

Tourism development is characterized by a set of principles summarized as follows:

- Creating new investment opportunities and thus generating new jobs, diversifying the economy, increasing national income, and improving infrastructure.
- Meeting the basic needs of local communities and improving the living standards of the population through the efficient use of various public service elements.
- Involving local communities in tourism development decisions, thus creating tourism development based on participation in recreational facilities accessible to both tourists and local residents, while paying attention to tourism's impact on the cultural system of tourist destinations.
- Protecting the environment, focusing on natural resources and the community's cultural heritage, and promoting environmental awareness among local residents.
- Addressing environmental issues among tourists and local communities and establishing standards for environmental accountability and monitoring the negative impacts of tourism.
- Achieving intergenerational equity in terms of the right to benefit from economic and environmental resources<sup>3</sup>.

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<sup>1</sup>- Soubihi Chahinez, Sustainable Tourism Development in Egypt under the Challenges of Tourism Globalization, *Journal of Sustainable Tourism Development in Egypt under Tourism Globalization*, Vol. 15, No. 21, 2019, p. 76.

<sup>2</sup>- Sabah Chenait, Sustainable Tourism Development in Algeria, *Scientific Journal of Economic Future*, Vol. 01, No. 01, 2013, p. 22.

<sup>3</sup>- Tamer Mohsen, Bahi Youssef, The Role of Cultural Tourism in Achieving Sustainable Development, *Al-Muntada Journal for Economic Studies and Research*, Vol. 04, No. 02, 2020, p. 19.

### C. Characteristics of Tourism Development

Sustainable tourism development is distinguished by several characteristics, as follows:

- Tourism that achieves social justice by involving community members in its creation and identifying their needs.
- Tourism that relies on local individuals, especially in planning and decision-making.
- Tourism that is controlled within resource limits by reducing negative impacts, especially in energy use, waste treatment, and recycling.
- Tourism believed to provide tourists with what they want while simultaneously protecting the host environment and local community.
- It aligns with other economic activities within the national economy.
- It achieves integration with local, regional, and global plans.

### D. Objectives of Tourism Development

Tourism development aims to achieve a set of objectives, which include:

- **Economic Objectives:** These lie in expanding tourism's contributions and promoting it to achieve economic prosperity, which includes several elements such as full employment, regional and local economic development, and improving the balance of payments.
- **Social and Cultural Objectives:** These consist of the social and cultural development of the population, raising their level of awareness and education, enhancing appreciation for their country's historical and geographical heritage, and increasing travel and tourism opportunities for both foreign and domestic visitors alike.
- **Environmental Objectives:** These are achieved by protecting the environment as one of the means of development through the optimal use of various natural resources, avoiding causes of environmental pollution, protecting the natural environment, preserving national heritage resources, and promoting local architectural art.

#### 2.1.2 Definition of Sustainable Development

Referring to Law (03-01) concerning sustainable development, it defines sustainable development as: A pattern of development in which choices and development opportunities ensure the preservation of the environment, natural resources, and cultural heritage for future generations<sup>4</sup>.

The Brundtland Report, issued in 1987, defined it as: Sustainable development is the process of development that meets the aspirations and needs of the present without endangering the ability of future generations to meet their own needs<sup>5</sup>.

Sustainable development achieves a balance between the ecosystem and its three dimensions — *economic, social, and technological*.

#### A. Objectives of Sustainable Development

The objectives of sustainable development are based on the following points:

- The necessity of optimal utilization of the resources and capabilities possessed by the state with the aim of revitalizing the economy and pushing it toward progress.
- Preserving the environment by reducing the negative impacts of economic and social activities and working to limit them.
- Sustainable development aims to achieve balanced economic growth capable of creating equilibrium in living standards among the various segments of society.

The implementation of balanced and sustainable tourism development begins after a comprehensive scientific study within the framework of integrated planning for economic, social, and environmental development in the state<sup>6</sup>.

<sup>4</sup>- Article One of Law (03-01) dated February 17, 2003, Section Two concerning Sustainable Tourism Development, Official Gazette, No. 11, issued February 19, 2003.

<sup>5</sup>- Salmi Fatima, Ben Djamaa Khadija, Tourism Development as a Mechanism to Achieve Sustainable Development in Algeria, *Journal of Human Sciences and Civilization*, Vol. 01, No. 01, 2019, p. 107.

<sup>6</sup>- Salmi Fatima, Ben Djamaa Khadija, *Op. Cit.*, p. 108.

## B. Dimensions of Sustainable Development

Sustainable development is based on three fundamental dimensions represented in the following:

- **The Social Dimension:** Through which it seeks to raise the level of health and educational services, achieve stability and well-being, as well as to establish social solidarity, respect for human rights, provide security, and preserve the cultures within society.
- **The Economic Dimension:** Through which it seeks economic development and balance between the advanced northern countries and the poor southern countries by raising the standard of living of the population.
- **The Environmental Dimension:** Through which it seeks the optimal use and exploitation of land and water resources, in addition to preserving green spaces with the aim of enhancing the protection of the environment and its material resources<sup>7</sup>.

## 2.2 Definition of Heritage Tourism and Archaeological Sites

In this section, we will define heritage tourism and explain its types, then provide a definition of archaeological sites.

### 2.2.1 Definition of Heritage Tourism

#### A. Definition of Tourism

GuyER FREULER defined it as: A phenomenon of the modern era that arises from the increasing need for rest, recreation, and a change from the routine atmosphere, as well as the feeling of the beauty of landscapes and the sense of joy and pleasure in staying in areas with a special nature<sup>8</sup>.

The World Tourism Organization defined it as: Activities of persons traveling to and staying in places outside their usual environment for less than one consecutive year for leisure, business, or other purposes<sup>9</sup>.

The United Nations Conference on International Travel and Tourism, held in Rome in 1963, defined it as: A social and human phenomenon based on the movement of an individual from their permanent place of residence to another location for a temporary period of not less than twenty-four hours and not more than twelve months, for the purpose of recreational, therapeutic, or historical tourism. Tourism is like a bird with two wings: international tourism and domestic tourism<sup>10</sup>.

Law (03-01) concerning sustainable development defined tourism as: Any recreational activity in which the main motive is the pursuit of knowledge and emotional experiences through the discovery of urban heritage such as cities, villages, historical landmarks, gardens, and religious buildings, or spiritual heritage such as traditional celebrations and national or local customs<sup>11</sup>.

#### B. Definition of Cultural Tourism

The World Tourism Organization defined it as: The movement of persons motivated by cultural reasons such as studies, artistic courses, travel for participation in cultural events, and visits to cultural sites and landmarks<sup>12</sup>.

##### a. Characteristics of Cultural Tourism:

Cultural tourism is distinguished by several characteristics, including:

- It attracts and draws in a large number of tourists.
- It contributes to achieving economic and social development.
- It protects, preserves, and revives cultural heritage.
- It contributes to the development of economic and social structures.
- It improves tourists' experiences, provides comfort, and sparks their interest in discovering heritage<sup>13</sup>.

<sup>7</sup>- Tamer Mohsen, Bahi Youssef, Op. Cit, p. 18.

<sup>8</sup>- Ibid, p. 12.

<sup>9</sup>- Ibid.

<sup>10</sup>- Hajar Saidi, Lamia Laalam, The Role of Sustainable Tourism Development in Promoting Desert Tourism in Algeria, Journal of Economic Development, Vol. 01, No. 01, 2016, p. 75.

<sup>11</sup>- See Article One of Law (03-01), Op. Cit.

<sup>12</sup>- Thamer Mohsen, Bahi Youssef, Op. Cit, p. 21.

### **b. Importance of Cultural Tourism:**

Cultural tourism has social, human, and economic importance:

- It contributes to improving the living standards of communities and changing their lifestyles.
- It promotes cultural heritage locally and internationally, preserves it from extinction, and ensures its sustainability for future generations.
- It creates job opportunities through the development of traditional industries and the sale of local products to both domestic and foreign tourists.
- It provides recreational and cultural services for locals and foreigners, contributing to the development of public facilities to make them tourist destinations.
- It raises awareness of tourism development in general, and cultural tourism development in particular, among various segments of society, by contributing to cultural and civilizational exchange between them<sup>14</sup>.

### **C. Definition of Heritage Tourism**

Heritage tourism is considered a part of cultural tourism, in addition to the increasing scientific interest in it and its inclusion among the new types of specialized tourism. It has been defined as: It is that type of tourism which revolves around traveling to discover the heritage of a city, region, country, or nation, allowing the experience of local customs, traditions, history, and culture<sup>15</sup>.

#### **a. Factors and Components of Heritage Tourism:**

Heritage tourism is based on many factors, some of which are natural, while others are those that states seek to provide within the framework of efforts aimed at developing sustainable heritage tourism. The most prominent components can be summarized as follows:

- Geographical and environmental diversity.
- Diversity of cultural heritage.
- Awareness among members of the local community of the importance of heritage and their effective contribution to heritage tourism activities.
- Effective coordination between the various sectors concerned with heritage tourism.
- Providing programs to train human resources and staff working in heritage and cultural tourism.
- Encouraging investment to develop tourism and heritage products and to transform elements and resources of traditional industries into attractive heritage tourism products<sup>16</sup>.

#### **b. Importance of Heritage Tourism:**

As we mentioned earlier, tourism plays a significant role in the economic, social, cultural, and environmental fields. Archaeological tourism also shares with general tourism the same importance, which makes it valuable in various areas, including environmental and economic importance:

- **Economic Importance:** Archaeological tourism has great economic importance that cannot be ignored. Tourism in protected and sensitive heritage areas can yield positive economic results if it is organized and managed carefully, through enjoying and observing heritage areas. These areas are considered among the main attractions for local and foreign tourists alike, which achieves a kind of prosperity for the benefiting country, especially when the tourism sector deals in foreign currency<sup>17</sup>.

<sup>13</sup>- Ibid.

<sup>14</sup>- Mahdia Hamil, The Importance of Algerian Cultural Heritage in Achieving Cultural Tourism, *Journal of Law and Human Sciences*, Vol. 1, No. 25, 2015, p. 305.

<sup>15</sup>- Abdallah Kbar, Heritage Tourism and Its Role in Enhancing Interest in the Cultural Heritage and Historical Landmarks of the Local Community, *Journal of Islamic Sciences and Civilization*, Vol. 01, No. 01, 2023, p. 348.

<sup>16</sup>- Zan Mariam, Heritage Tourism and Its Role in Developing Tourist Attraction Components: Heritage Villages in the United Arab Emirates as a Model, *Al-Naqid Journal for Political Studies*, Vol. 07, No. 02, 2023, p. 136.

<sup>17</sup>- Mostafawi Aida, The Role of Protected Areas in Preserving Nature, *Al-Ijtihad Journal for Legal and Economic Studies*, University Center of Tamanrasset, Vol. 9, No. 1, 2020, p. 307.

- **Environmental Importance:** Archaeological tourism also has environmental importance, as it introduces tourists to these rich sites, raises their awareness, and sensitizes them to their importance and the necessity of preserving them and refraining from harming them. This contributes to achieving sustainable development for these areas and ensures their continuity by preventing damage through construction, demolition, restoration, or pollution.

### 2.2.2 Definition of Archaeological Sites

According to Law No. 98/04 dated 05/06/1998 concerning the protection of cultural heritage, we find that tourist sites include real estate historical places and monuments. As stated in Article 02 of the same law, all real estate cultural properties and properties designated as such located on the land of national properties, including those owned by natural or legal persons under private law and those found in the subsoil of national internal and territorial waters inherited from successive civilizations, are considered the nation's cultural heritage<sup>18</sup>.

From what we deduce from the text of Article 08 of the aforementioned Law 98/04, as well as from various texts in Chapter One—which includes the classification of real estate cultural properties—from Title Two of this law, and Chapter Three titled Preserved Sectors from the same title, the real estate historical places and monuments are classified as follows:

#### A. Classification of Historical Places and Monuments

##### a. Historical Monuments:

Defined in Article 17, paragraph 01 of the aforementioned Law 98/04 as follows: Historical monuments are any individual architectural or engineering constructions or groups that serve as evidence of a particular civilization, an important development, or a historical event<sup>19</sup>.

##### b. Archaeological Sites:

Mentioned in Article 28 of Law 98/04 as follows: Archaeological sites are defined as built or unbuilt areas without an active function, bearing witness to human works or interactions with nature, including the underground areas connected to them. They possess historical, archaeological, religious, artistic, scientific, ethnological, or anthropological value. This term refers in particular to archaeological sites, including archaeological reserves and cultural parks.

##### c. Archaeological Reserves:

Mentioned in Article 32 of Law No. 98/04 as: Archaeological reserves consist of areas where exploration and excavation operations have not yet been conducted and may contain unidentified sites and monuments that have not been recorded or inventoried. They may hold underground remains or contain exposed archaeological structures<sup>20</sup>.

#### B. The Most Prominent Archaeological Landmarks in Algeria

- Beni Hammad Fort
- The ancient city of Djemila
- The city of Timgad
- The ancient city of Khemissa
- The ancient city of Tipasa
- The M'zab Valley
- Beni Hammad Fort

#### B. The Most Important Laws Concerning the Protection of Archaeological Sites and National Heritage

- Ordinance No. 62-157 dated 31/12/1962, which stipulates the continuation of the application of French laws except those that conflict with national sovereignty.
- Ordinance No. 75-67 dated 26/09/1975 concerning building and subdivision permits.

<sup>18</sup>- Law (98-04) dated June 15, 1998, concerning the Protection of Cultural Heritage, Official Gazette, No. 44, issued June 17, 1998.

<sup>19</sup>- Article 17 of Law 98/04, Op. Cit.

<sup>20</sup>- Article 32 of Law No. 98/04, Op. Cit.

- Ordinance No. 67-281 dated 20/12/1967 concerning excavations and the protection of historical places and monuments, Official Gazette No. 44 issued on 23/01/1968.
- Law No. 98/04 concerning the protection of national heritage dated 15/07/1998, Official Gazette No. 44.
- Executive Decree No. 03-322 dated 05/10/2003 concerning the execution of artistic works related to protected real estate properties.
- Executive Decree No. 03-324 dated 05/10/2003 concerning the methods of preparing the permanent plan for the preservation and restoration of protected sectors.
- Executive Decree No. 03-323 dated 05/10/2003 concerning the methods of preparing the protection plan for archaeological sites and their associated protected areas and their restoration.
- Decree dated 09/03/1993 establishing a body for the classification of monuments and historical places<sup>21</sup>.

### **3. Mechanisms for Achieving Sustainable Tourism Development for Archaeological Landmarks**

Through this chapter, we will address the various mechanisms related to achieving sustainable tourism development for archaeological landmarks, including tourism investment and tourism development, which involve the financing of development projects and the methods used in that regard.

#### **3.1 Tourism Investment and Its Role in Developing Archaeological Sites**

Tourism investment plays an important and effective role in the development of the tourism sector in general and archaeological sites in particular, as it provides economic, social, cultural, and environmental benefits both nationally and locally. Therefore, tourism investment is considered a fertile field for developing the tourism sector in archaeological sites.

##### **3.1.1 Definition of Tourism Investment**

There are many definitions of the term *tourism investment*, among which are the following:

Tourism investment is defined as: It is the utilization of natural resources such as distinctive sites, climate, various capabilities, and unique services for every visitor or tourist, making the site an attraction point and ensuring all necessary requirements, including promotion and publicity, to ensure the sustainability of these sites, maintain their importance, and continuously develop them<sup>22</sup>.

Another definition states: It is the establishment of tourism facilities in accordance with the rules related to hospitality and the general principles of investment, which are established within tourism expansion areas and rely mainly on tourism real estate prepared for the implementation of these programs as defined in the tourism development plan<sup>23</sup>.

The Algerian legislator also defined tourism investment in Article 02 of Law (16-09) dated August 3, 2016, concerning investment, as follows:

Investment, as defined in this law, refers to:

- The acquisition of assets within the framework of establishing new activities, expanding production capacities, and/or rehabilitation;
- Contributions to the capital of a company<sup>24</sup>.

<sup>21</sup>- Lazhar Baout, The Role of Archaeological Sites in Achieving Sustainable Tourism Development, Journal of Human Sciences, Vol. 08, No. 02, 2021, p. 220.

<sup>22</sup>- Saleh El-Said, Abdelli Hala, The Role of Investments in Achieving Sustainable Tourism Development, Journal of Research and Commercial Studies, Issue 4, September 2018, p. 255.

<sup>23</sup>- Lakhdar Ben Aliya, Activating Sustainable Development through Tourism Investment, Economic Notebooks Journal, Vol. 08, No. 01, 2017, p. 141.

<sup>24</sup>- Article 02 of Law No. (16-09) dated August 3, 2016, concerning the Promotion of Investment, Official Gazette No. 46, issued August 3, 2016.



### 3.1.2 Characteristics and Objectives of Tourism Investment

Tourism investment is characterized by a set of features and characteristics that distinguish it from other types of investment, including:

#### A. Characteristics of Tourism Investment

- Tourism investment requires a large number of laborers.
- It is affected by the legislative environment governing it in any country.
- Tourism investments are characterized by their relation to fixed assets for a long period, usually from 20 to 25 years<sup>25</sup>.
- The long duration of investments provides medium- and long-term returns.
- Tourism investments depend heavily on human resources and do not require complex technology.
- Tourism investments contribute to supporting the national economy by creating new job opportunities that increase tourism revenues and the national income.
- Tourism investments are considered *invisible exports* and cannot be transferred from one place to another<sup>26</sup>.

#### B. Objectives of Tourism Investment

Tourism investment achieves a set of tourism development objectives in various fields, including:

##### a. Economic Objectives:

- Providing the capital necessary to drive economic growth and increase production capacity in any country.
- Establishing investment projects that ensure economic returns for the country and stimulate the economy.
- Developing and rehabilitating tourist attractions to increase tourism revenues, which contribute to raising national income and improving the balance of payments<sup>27</sup>.

##### b. Political Objectives:

- Enhancing the country's political standing by increasing security capacity and strengthening the political system's performance.
- Strengthening the state's negotiation capabilities with other countries.
- Changing individual behavior by making citizens an effective force contributing to national security<sup>28</sup>.

##### c. Social Objectives:

- Raising the living standards of the population.
- Eliminating serious social issues caused by unemployment through the creation of new job opportunities<sup>29</sup>.
- Reducing the economic development gap between developed countries and Third World countries by limiting illegal migration through the development of tourist attraction areas<sup>30</sup>.

### C. The Main Obstacles Facing Tourism Investment

Despite Algeria's many capabilities in this field, tourism investment has faced numerous obstacles, including the following:

#### a. The Problem of Obtaining Tourism Real Estate:

Due to the legal mechanisms governing tourism real estate, this has become one of the obstacles to investment in the tourism field. Administrative procedures are slow and complex, and there is

<sup>25</sup>- Khelifi Mohamed, Ben Slimane Mohamed, Tourism Investment in Algeria: Opportunities and Challenges, Journal of Law and Political Sciences, Vol. 08, No. 01, 2022, p. 585.

<sup>26</sup>- Lakhdar Ben Aliya, Op. Cit, p. 148.

<sup>27</sup>- Saidani Rachid, The Importance of Tourism Investment in Economic Development, Journal of Economic Indicators, Vol. 3, No. 02, June 2017, p. 07.

<sup>28</sup>- Mostafa Othmani, Tourism Investment as a Mechanism for Achieving Tourism Development, Journal of the New Economy, Vol. 02, No. 17, 2017, p. 197.

<sup>29</sup>- Saidani Rachid, Op. Cit, p. 08.

<sup>30</sup>- Mostafa Othmani, Op. Cit, p. 197.

speculation in real estate deals, especially in tourism expansion areas, along with the spread of unregulated construction in these areas. All these obstacles hinder investors, whether foreign or local<sup>31</sup>.

**b. Unqualified Workforce:**

The workforce is of great importance as it is the cornerstone of tourism investment. It must possess a set of skills and competencies. Despite Algeria's potential, it lacks qualified human resources, evident in the lack of training and professionalism among employees in tourism institutions, services, and hotels. The quality of training also does not match the requirements of a high-quality tourism offer<sup>32</sup>.

**c. Economic Barriers:**

According to Law (03-03) concerning tourism expansion areas and sites, the Algerian legislator stipulated in terms of financial commitment: In addition to the incentives provided under current legislation in the field of investment, particularly the law on sustainable tourism development, the state shall take special measures within the framework of financial laws to encourage and support investments of a tourism nature<sup>33</sup>.

Despite this legislative commitment to financial support, it remains one of the challenges to tourism investment. Without legislative incentives, administrative, financial, and customs facilitation, and tax exemptions, the tourism sector cannot progress due to the large financial resources required for major projects, which must be provided to investors genuinely interested in this field<sup>34</sup>.

**d. Bureaucracy and Complex Administrative Procedures:**

One of the main reasons for the stagnation of tourism investment is the abundance and complexity of administrative procedures, as well as the spread of administrative and financial corruption, which is inconsistent with serving the sector and the national economy and directly affects investment.

**e. Limited Tourism Services:**

This includes neglected and unmaintained tourist sites and places, leading to weak tourism services, as well as very poor hotel accommodation services, weak transportation and communication quality, lack of control over new technologies in the tourism market such as electronic management, and the absence of applications that facilitate services for tourists<sup>35</sup>.

### 3.2 Tourism Planning for Archaeological Landmarks

The tourism sector in general is an important sector in the economy of any country. Therefore, it must be given attention so that it becomes an independent source of revenue. In this regard, tourism planning is considered the fundamental basis for the success of the tourism sector and the success of any ambitious development project, in order to create what is called an alternative economy<sup>36</sup>. Moreover, archaeological sites represent one of the aspirations that fall within the tourist areas included in tourism planning.

#### 3.2.1 Definition of Tourism Planning

According to Law No. (03-01) dated February 17, 2003, concerning the sustainable development of tourism, Article 03 in Section Two, under the title *Definitions*, stipulates that: Tourism planning is a set of works for the construction of basic facilities in spaces and areas intended to accommodate tourism investments. It is embodied in studies that determine the nature of the development operations and the types of project activities for the facilities to be implemented<sup>37</sup>.

There are also other definitions of tourism planning, such as: It is the technique or art that aims at the organized distribution of the components of an area that attracts visitors during vacation periods<sup>38</sup>.

<sup>31</sup>- Ben Slimane Mohamed, Khelifi Mohamed, Op. Cit, p. 589.

<sup>32</sup>- Saidani Rachid, Op. Cit, p. 14.

<sup>33</sup>- Article 31 of Law (03-03), Op. Cit.

<sup>34</sup>- Ben Slimane Mohamed, Khelifi Mohamed, Op. Cit, p. 590.

<sup>35</sup>- Ibid.

<sup>36</sup>- Hassan Bakhit, Op. Cit, p. 02.

<sup>37</sup>- Article 03 of Law (03-01) dated February 17, 2003, Section Two concerning Sustainable Tourism Development, Official Gazette, No. 11, issued February 19, 2003.

<sup>38</sup>- Hassan Bakhit, Op. Cit, p. 02.

The writer Pierre Merlin also defined it as: It is a set of coordinated and concerted efforts aimed at providing an organized arrangement between populations, activities, buildings, equipment, and means of communication throughout a given territory<sup>39</sup>.

### **A. Objectives of Tourism Planning**

Achieving tourism planning is an objective in itself, and at the same time, it represents a stage in achieving tourism development, in order to reach economic and social development.

- Tourism planning is a tool for achieving tourism development, and the latter aims at valuing the role played by tourism activity in developing and promoting the national economy by improving the balance of payments, increasing the state's revenues in local and foreign currencies, creating job opportunities, and developing new tourist attraction areas<sup>40</sup>.
- Tourism development aims to increase tourism production capacities, especially through what is known as tourism investment, as well as to valorize national tourism heritage<sup>41</sup>.
- Tourism development seeks the optimal utilization of tourism production elements within both natural and urban frameworks, by providing the necessary general and tourism-related facilities. This is achieved through technological and scientific progress, as well as by linking with environmental elements, using renewable energies, and developing human resource wealth in order to implement development programs<sup>42</sup>.

### **B. Levels of Tourism Planning**

Tourism planning orientations differ within any tourist area depending on several key factors, such as the location of the area, the nature of its tourism potential, and the methods of land use within these zones. Based on these factors, tourism planning procedures can be applied on three levels:

#### **a. First Level:**

When an area is vacant and lacks facilities for tourism activities, the tourism planning process becomes easier and is limited to certain procedures such as:

- Assessing the tourism potential available in the area.
- Determining the theoretical standards for the requirements needed to accommodate tourists and programming tourism projects that support the area, applying the principle of selecting the right facility in the right place.
- Taking the necessary precautions to prevent the degradation of the tourist area and its surroundings<sup>43</sup>.

#### **b. Second Level:**

When the areas contain both tourism and non-tourism facilities that could pose real obstacles, though not yet critical, during tourism planning interventions due to the imbalance caused by the spontaneous use of the tourism area without prior studies. Therefore, it is necessary to:

- Re-plan the area by assessing its tourism potential and the obstacles it faces.
- Analyze urban growth and land-use methods in the area in order to find appropriate measures to correct the random distribution of tourism activities within these zones.
- Maintain and develop old infrastructures while supporting them with new tourism projects<sup>44</sup>.

#### **c. Third Level:**

When dealing with areas suffering from excessive tourism consumption, which results from their unstudied exploitation, where non-tourist and tourist facilities such as hotels and restaurants have clustered with the aim of achieving the highest profitability without considering their natural value.

In this case, tourism planning intervenes through an in-depth observation of the spatial structure of these areas in order to find suitable solutions according to the severity of the situation<sup>45</sup>.

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<sup>39</sup>- Ibid.

<sup>40</sup>- Razar Mohamed Abdessamad, *Tourism Development and Its Impact on Local Development*, Study Day on Tourism Development and Its Role in Tourism Development, Part 1, Mohamed Boudiaf Cultural Center – Bordj Bou Arreridj, 2009, p. 13.

<sup>41</sup>- Article 09 of Law (03-01), Op. Cit.

<sup>42</sup>- Razar Mohamed Abdessamad, Op. Cit, p. 14.

<sup>43</sup>- Ibid, p. 12.

<sup>44</sup>- Hassan Bakhit, Op. Cit, p. 03.

### 3.2.2 The Master Plan for Tourism Development

Referring to Article 13 of Law (03-03) mentioned earlier, it states that: The tourism development plan referred to in Article 12 above is part of the regional and urban development planning tools<sup>46</sup>.

Accordingly, it is understood that the process of developing and managing expansion areas in addition to tourist sites is carried out according to the specifications of tourism development plans. Hence, we will first define tourism development and its objectives and levels, then examine the specific master plan for tourism development.

#### A. Definition of the Master Plan for Tourism Development

The master plan for tourism development was prepared, its features defined, and it was made part of the national regional development plan pursuant to Law (01-20) dated December 12, 2001, concerning regional planning and sustainable development<sup>47</sup>.

This plan is considered an integral part of the national regional development plan, which demonstrates the state's genuine will to promote its tourism, cultural, and historical potential, with the aim of exploiting these resources for its own benefit and advancing the tourism sector.

This plan represents the principal framework for tourism development in Algeria. Through it, the country's available capacities are embodied, and the master plan for tourism development is the result of intellectual effort and extensive collaboration with national and local public and private actors<sup>48</sup>.

#### B. Objectives of the Master Plan for Tourism Development

Through the master plan for tourism development, the state aims to achieve the following:

- Determine the main stages of national tourism development over different timeframes, as the state has defined three stages:
  - The first stage in the short term, during the year 2009.
  - The second stage in the medium term, projected for 2015.
  - The third stage for long-term tourism development, projected for 2025.
- Determine the conditions and means for implementing the master plan and its feasibility of realization.
- Balance trade, employment, and investment.
- Open up nationally and internationally.
- Place the country's natural, cultural, and economic wealth in the service of tourism<sup>49</sup>.

### 3.2.3 Financing of Tourism Development Projects

Financing is one of the fundamental pillars on which every state relies to promote its economic projects in general and its tourism projects in particular.

#### A. Definition of Financing

Financing is defined as: Providing the financial resources necessary for investment that a project needs, whether industrial, agricultural, or tourism-related, in order to spend on investment and form fixed capital with the aim of increasing production and consumption.

It is also defined as: A commercial process that deals with all the important financial operations that occur in the company or tourism establishment, which are directly related to liquidity. It consists of the actions undertaken by the financial manager responsible for obtaining funds, managing them, and using them within the tourism company<sup>50</sup>.

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<sup>45</sup>- Razar Mohamed Abdessamad, Op. Cit, p. 13.

<sup>46</sup>- See Article 13 of Law (03-03), Op. Cit.

<sup>47</sup>- Hassan Bakhit, Op. Cit, p. 04.

<sup>48</sup>- Aounian Abdelkader, Tourism in Algeria: Potential and Constraints (2006–2025) under the New Tourism Strategy, the SDAT2025 Tourism Development Master Plan, Doctoral Thesis in Economic Sciences, University of Algiers 03, Faculty of Economic, Management, and Commercial Sciences, Department of Economics, Specialization in Money and Finance, 2012–2013, p. 282.

<sup>49</sup>- Aounian Abdelkader, Op. Cit, p. 281.

<sup>50</sup>- Maha Abdelsattar Al-Samarrai, <https://uomustansiriyah.edu.iq>, Al-Mustansiriya University, Iraq, 2019, Accessed March 14, 2024, at 18:00.

## B. Methods of Financing

The financing of tourism projects relies on several sources, whether through granting loans to investors to achieve national and local development, through self-financing, or in the form of grants and subsidies from the state.

- **Financing through Loans:** Loans are granted against guarantees provided by the investor or based on the interest due on the loans granted to him. They can be either medium-term direct loans granted to the client for a period of two and a half years to finance primarily industrial, agricultural, or tourism projects, or medium-term mobilizable loans lasting between two to five years, granted by commercial banks that have sufficient liquidity to finance a particular economic sector.
- **Self-Financing:** This method depends on the facilities belonging to the tourism establishment, in addition to the revenues obtained through the provision of its services and the collection of dues from its clients<sup>51</sup>.
- **Grants and Subsidies:** Grants and subsidies are provided by the state to licensed tourism associations located in tourism expansion areas, with the aim of financing tourism projects<sup>52</sup>.

## 4. Conclusion

From our study of the topic, we conclude that the encouragement of tourism exists within the legislative, procedural, and infrastructural framework in general. However, what is observed regarding heritage tourism is that it is entirely absent, as archaeological sites have become ordinary places for citizens and even foreigners to visit, but without supervision and without generating financial returns. Moreover, what reinforces this finding is the absence of the concept of digitization in managing these sites and promoting this type of tourism.

From the above, we reached the following conclusions:

- The legal mechanisms adopted by the Algerian legislator are insufficient and largely contribute to the slowness and complexity of administrative procedures, especially in tourism expansion areas, which leads to a lack of investment in the tourism sector.
- Prolonged procedures delay the granting of tourism concession contracts.
- Financial funding is considered the cornerstone of investment in the tourism sector. Although the legislator explicitly stipulated the commitment to financial funding, we note difficulties in financing from various sectors. Without administrative and financial facilitation, it is impossible to support and advance the tourism sector.
- Weak tourism services in places where archaeological landmarks are located, due to the lack of supervision in maintaining tourist and hotel sites, and a total absence of digitization in this field.
- A lack of human resource competence in the field of tourism due to the absence of specialized and adequate training that meets the requirements of the tourism offer.

As for the recommendations reached through this article, especially in the field of tourism investment, they are as follows:

- Link projects implemented on the ground with the Directorate of State Property, which grants real estate under concession contracts, and facilitate the acquisition of permits to use these places while eliminating bureaucracy.
- Protect Algerian national cultural heritage from extinction through the creation of tourism investment projects.
- Promote heritage tourism globally through all possible and available means.

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<sup>51</sup>- Najjar Hayat, The Reality of Tourism Investment Financing Mechanisms and Their Role in Developing the Tourism Industry in Algeria, *Economic Papers Journal*, Issue 01, December 2017, p. 193.

<sup>52</sup>- Najjar Hayat, *Op. Cit.*, p. 193.

- Facilitate procedures for granting tourism concession contracts to investors.
- Exchange expertise in the tourism field with Arab and European countries while establishing more procedural and legal guarantees.
- Move toward digital tourism marketing to promote tourism in Algeria both locally and globally.
- Present national and international expertise and experiences to implement digital marketing in the tourism sector.

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