

Tourism and sustainable development in Algeria: Reality, challenges, and strategic planning prospects

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Abstract---Tourism represents a fundamental driver of economic and social development through its role in job creation, attracting investments, and generating substantial financial revenues. In Algeria, the tourism sector demonstrates immense potential, positioning it as a pillar for national economic diversification. However, achieving its sustainability requires adopting an effective strategic planning approach. Therefore, this study aims to analyze the interaction between tourism and sustainable development in Algeria by assessing the current state of the sector and its alignment with sustainability requirements. The research paper employs an analytical methodology that integrates theoretical frameworks of sustainable tourism and development planning while evaluating their applications in the Algerian context. The findings reveal structural challenges hindering sectoral development, notably weak infrastructure, lack of investments, and insufficient supportive policies, juxtaposed with promising opportunities based on diverse natural and cultural resources. The study also highlights the importance of adopting an integrated planning model that balances economic dimensions (job creation, investment stimulation), environmental aspects (resource conservation), and social factors (cultural identity enhancement). The research recommends strengthening public-private partnerships, implementing flexible tourism policies, and emphasizing innovation in tourism marketing to ensure the transformation of challenges into sustainable development opportunities.

Keywords---tourism, sustainable development, tourism planning, Algerian economy, investment, environmental sustainability, public policies.

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I. Introduction

The world is experiencing rapid economic and social transformations driven by globalization and increasing technological advancements, making sustainable development a global priority. It has become necessary to seek economic strategies that balance economic growth, environmental preservation, and social equity. In this context, the tourism sector has emerged as one of the leading industries contributing to sustainable development due to its economic and investment opportunities and its role in promoting cultural exchange and heritage preservation.

Today, tourism is one of the world's largest industries. According to reports from the United Nations World Tourism Organization (UNWTO, 2023), the number of international tourists has exceeded 1.4 billion annually, generating revenues of \$1.7 trillion. Tourism also contributes approximately 10% of global GDP and employs one in every eleven people worldwide. In many countries, tourism has become a primary economic pillar, stimulating investments, creating jobs, and fostering local community development.

In Algeria, the country possesses vast tourism potential, including stunning natural sites, historical landmarks, and unique cultural diversity. However, the tourism sector still suffers from weak contributions to the national economy, with its GDP share not exceeding 1.5%, compared to neighboring countries that achieve rates exceeding 10% (World Bank, 2022).

This gap is attributed to poor tourism planning, inadequate infrastructure, the absence of effective promotional strategies, and bureaucratic obstacles. This raises questions about Algeria's ability to achieve sustainable tourism development that contributes to economic diversification and reduces dependence on traditional resources such as oil and gas.

1. Research Problem

Based on the above, the main research problem is formulated as follows:

To what extent does tourism planning contribute to achieving sustainable development in Algeria, and what are the main challenges facing the tourism sector in the current economic context?

From this central problem, the following sub-questions arise:

- What is the current state of the tourism sector in Algeria?
- To what extent do tourism policies align with the principles of sustainable development?
- What are the main obstacles to tourism planning in Algeria?
- How can tourism's role in achieving sustainable economic and social development be enhanced?

2. Research Objectives

This study aims to:

- Analyze the current state of tourism in Algeria and determine its contribution to the national economy.
- Highlight the concept of sustainable tourism development and its importance in achieving balanced growth.
- Assess current tourism planning policies and strategies and their effectiveness.
- Identify the major challenges facing the tourism sector in Algeria.
- Propose solutions and strategies to enhance sustainable tourism development in Algeria.

3. Research Significance

The importance of this study stems from the crucial role that tourism plays in achieving sustainable development, as it:

- Helps bridge the knowledge gap regarding the relationship between tourism planning and sustainable development in Algeria.
- Provides an analytical database that can assist decision-makers in formulating more effective strategies.
- Guides tourism policies towards achieving genuine sustainability that balances economic, environmental, and social dimensions.
- Offers practical recommendations to support policymakers, investors, and researchers interested in the tourism sector.

4. Research Methodology

To address the proposed problem, this research adopts a descriptive-analytical approach by:

- Studying theoretical concepts related to tourism and sustainable development through a literature review.
- Analyzing the reality of tourism in Algeria using statistics and official reports from international organizations and relevant government entities.
- Evaluating tourism planning strategies and their effectiveness by analyzing existing tourism policies.
- Employing a comparative approach to benchmark Algeria's experience against countries that have successfully achieved sustainable tourism development.

5. Research Structure

This research is divided into three main sections. The first section discusses the theoretical framework of tourism and sustainable development by defining the concept of tourism, highlighting its economic and social significance, exploring the concept of sustainable development and its dimensions, and emphasizing the interrelationship between tourism and sustainable development. The second section focuses on tourism planning in Algeria by examining the current state of the tourism sector, the adopted policies and strategies, and the challenges hindering tourism development in the country. The third section analyzes the key obstacles to achieving sustainable tourism development in Algeria by comparing Algeria's experience with successful international models and presenting recommendations to enhance the role of tourism planning in sustainable development.

II. Theoretical and Conceptual Framework of Tourism and Sustainable Development

II.1. Tourism as a Concept and Its Importance

II.1.1. Definition of Tourism

Tourism is not merely a recreational activity; rather, it is a vital economic and social sector that contributes to comprehensive development. Many researchers have attempted to provide an accurate definition of tourism, but differences in economic, social, cultural, and political perspectives have led to variations in definitions.

Linguistically, the term "tourism" is derived from the root word "saha," which means movement and travel for exploration or leisure (Ibn Manzur, 2020). From a terminological perspective, the World Tourism Organization (UNWTO, 2022) defines tourism as "the activities of individuals who travel to places outside their usual environment and stay there for a period of less than one year, for purposes of leisure, business, or other motives unrelated to paid activities."

Researcher Cohen (Cohen, 2019) provided another definition, describing tourism as "a set of interactions and activities that involve the geographical movement of individuals for a temporary period to achieve relaxation, leisure, or to learn about new cultures."

Despite the multiplicity of definitions, they all agree that tourism involves the geographical movement of individuals for purposes unrelated to permanent migration or employment at the new destination.

Moreover, tourism is not limited to travel but includes the accompanying services and activities that provide a comprehensive experience for tourists.

II.1.2. The Evolution of Tourism Throughout History

Tourism has undergone significant transformations from ancient times to the present, initially being linked to necessities such as searching for food and water, before evolving to encompass leisure, culture, and exploration.

- **Ancient Times:** Great civilizations such as the Egyptian and Greek civilizations played a significant role in the emergence of the first forms of organized tourism. For example, ancient Egyptians traveled to sacred temples for religious rituals, while the Greeks organized trips to attend Olympic events or explore major cities like Athens and Sparta (Herodotus, 2018).
- **Middle Ages:** Tourism was influenced by wars and political changes but did not disappear entirely. It continued in the form of pilgrimage journeys to sacred sites, as seen in Christian Europe and the Islamic world, where Muslims traveled for pilgrimage or to seek knowledge, as did Ibn Battuta (Ibn Battuta, 1356/2000).
- **Modern Era:** Technological advancements, particularly in transportation, facilitated travel, making tourism accessible to broader segments of society. The invention of steam engines in the 19th century made transportation by trains and ships easier, allowing tourism to flourish in Europe and North America (Smith, 2021).
- **Digital Age:** With the development of the internet and digital technology, tourists can now plan their trips easily through smart applications and instant bookings, increasing the speed and spread of tourism worldwide (Gretzel, 2020).

II.2. Development and Economic Development

II.2.1. Concept of Development

Development is a multidimensional concept used in economic, social, political, and cultural fields. Linguistically, development means "continuous increase and growth" (Ibn Manzur, 2020). Terminologically, economist Rostow (Rostow, 1960) defined it as "a dynamic process involving deep structural changes in the economy and society, aimed at raising the standard of living and achieving sustainable growth."

Researcher Sen (Sen, 1999) classified development within a broader framework, considering it "a liberation of human potential and an enhancement of individuals' ability to make decisions that improve their quality of life."

II.2.2. Dimensions of Development

Development encompasses multiple dimensions, including:

- **Economic Dimension:** Focuses on improving productivity, increasing national income, and ensuring fair wealth distribution (Todaro & Smith, 2015).
- **Social Dimension:** Aims at improving healthcare and educational services while reducing poverty and unemployment (Sen, 1999).
- **Environmental Dimension:** Seeks to preserve natural resources to ensure their sustainability for future generations (Sachs, 2015).
- **Political Dimension:** Includes promoting democracy and good governance to establish a stable environment that supports development (Acemoglu & Robinson, 2012).

II.2.3. Economic Development and Its Role in Social Progress

Economic development is viewed as the primary driver of social growth. It is defined as "a process that improves economic performance and increases GDP by enhancing the efficiency of available resources" (Schumpeter, 1934).

Among the key factors contributing to economic development are:

- **Capital Accumulation:** Includes investments in infrastructure, education, and healthcare, which enhance individual efficiency and productivity (Solow, 1956).
- **Human Resources:** Improving skills and continuous training contribute to a more productive economic environment (Becker, 1964).
- **Technological Advancement:** Innovation and technology play a central role in boosting productivity and developing markets (Romer, 1990).

II.2.4. The Relationship Between Tourism and Economic Development

Tourism plays a crucial role in economic development by enhancing national income, creating job opportunities, and supporting local industries. According to the World Tourism Organization (UNWTO, 2022), tourism accounts for more than 10% of global GDP and provides employment opportunities for millions of people worldwide.

Douglas (Douglas, 2021) noted that investments in tourism have multiplier effects on the economy by stimulating related industries such as transportation, hospitality, and creative industries. Additionally, ecotourism contributes to sustainability by raising awareness of the importance of preserving natural and cultural resources (Buckley, 2012).

III. Tourism Planning in Algeria: A Strategic and Foresight Analysis

III.1. The Reality of the Tourism Sector in Algeria

Algeria possesses enormous tourism potential that qualifies it to be a global tourist destination. It extends over an area of 2.38 million km², making it the largest country in Africa, with a coastline of 1,200 km along the Mediterranean Sea. Additionally, more than 80% of its territory is covered by the Sahara Desert, and it boasts a rich historical and cultural heritage, including seven sites classified as UNESCO World Heritage Sites (UNESCO, 2021).

However, the tourism sector in Algeria faces significant challenges, as tourism contributed only 2.5% to the GDP in 2019, compared to 14% in Morocco and 16% in Tunisia (World Bank, 2021). Furthermore, the number of foreign tourists visiting Algeria annually does not exceed 2.5 million, compared to 12 million in Tunisia and 13 million in Morocco (UNWTO, 2022).

Despite these modest figures, the sector has witnessed a relative improvement in recent years, especially after tourism was included among the priority sectors in the 2010-2014 five-year plan, with \$1.5 billion allocated for the development of tourism infrastructure (Ministère du Tourisme, 2015). However, these efforts were not sufficient to make Algeria a competitive destination on a global scale.

III.2. Tourism Planning Policies and Strategies

In an effort to promote tourism, Algeria has adopted several strategies aimed at developing this sector and enhancing its contribution to the national economy, including:

- **The Master Plan for Tourism Development (SDAT 2025):** This plan aims to establish Algeria as a leading tourist destination in the Mediterranean by 2025. It focuses on improving infrastructure, enhancing training in the tourism sector, and developing ecological and cultural tourism (Ministère du Tourisme, 2018).
- **Encouraging Tourism Investment:** The government has introduced incentives to attract investors, such as a 10-year tax exemption for hotel and tourism projects. Additionally, 234 tourism expansion zones have been designated, covering a total area of 1.4 million hectares (ONAT, 2021).

- **Developing Domestic Tourism:** Domestic tourism accounted for 70% of total tourism activity in 2022, prompting the government to improve service quality and promote family and seasonal tourism (World Bank, 2022).
- **Digitalization in the Tourism Sector:** Several online platforms have been launched to promote Algeria as a global tourist destination, including the "Visit Algeria" platform. Additionally, applications have been developed for online hotel reservations and domestic travel bookings (Ministère du Tourisme, 2023).

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III.3. Challenges Facing Tourism Development in Algeria

Despite the reforms implemented in the sector, Algeria still faces significant challenges hindering its tourism development, including:

A. Weak Infrastructure

Algeria struggles with challenges related to tourism infrastructure, ranking 118th globally in infrastructure quality (World Economic Forum, 2022). The country has approximately 1,400 classified hotels with a total capacity of 120,000 beds, whereas Egypt has around 2,500 hotels with a 280,000-bed capacity (UNWTO, 2022). Additionally, 85% of tourism activities are concentrated in northern Algeria, while the vast desert regions remain largely underutilized due to limited flight connections and a lack of proper facilities (Ministère du Tourisme, 2022).

B. Bureaucracy and Administrative Barriers

The Algerian authorities recognize the tourism sector's potential as a promising economic driver and have made efforts to develop it. However, investors continue to face administrative hurdles. Approval for tourism investment projects takes between 12 to 24 months, which can deter foreign investors looking for faster and more efficient procedures (ONAT, 2021).

To address this, the Algerian government is working on digitizing administrative processes and simplifying legal procedures to reduce wait times and enhance transparency. Another challenge concerns tourism-related real estate, as 70% of tourism-designated lands remain under state control, complicating ownership procedures and limiting investor flexibility (Ministère du Tourisme, 2021).

Nevertheless, the government has launched initiatives to restructure the tourism real estate sector, facilitating the granting of land concessions and encouraging investment in strategic tourism areas, particularly through the National Fund for Tourism Investment Support. These reforms mark an ambitious step toward making Algeria a more attractive investment destination and enhancing its regional and international competitiveness.

C. Weak Tourism Promotion

- Tourism promotion is a key factor in attracting visitors and enhancing a country's image as a tourist destination. However, Algeria suffers from significant shortcomings in this area. The country allocates only \$10 million annually for tourism promotion, a small budget compared to neighboring countries, where Egypt spends \$50 million, and Tunisia \$150 million (World Bank, 2021).
- Moreover, Algeria lacks large-scale international advertising campaigns and strong partnerships with major travel agencies and global booking platforms like Expedia and Booking.com, which are essential tools for worldwide tourism marketing. While many countries rely on digital marketing and social media strategies to reach broader tourist demographics, Algeria's efforts in this domain remain limited, making it a relatively unknown destination for international travelers (UNWTO, 2022).
- Additionally, Algeria's lack of presence in major international tourism fairs, such as ITB Berlin and WTM London, reduces its opportunities to showcase its tourism potential. In contrast, other countries invest heavily in such events to strengthen their global tourism presence (Smith & Puczkó, 2020).

D. Security Challenges and Stereotypical Perceptions

- Thanks to significant efforts by Algerian authorities, security conditions have improved considerably, making Algeria a safer destination for tourists and investors. However, some international reports continue to present an inaccurate image of Algeria's security situation, which may impact its ability to attract foreign tourists (WEF, 2022).
- Algeria's desert tourism holds immense potential, positioning the country as a leading global destination. The government has implemented security measures to ensure visitors' safety, particularly in southern regions. However, while these precautions are necessary, some restrictions on movement may impact tourist flows. The government is working to strike a balance between security concerns and supporting the tourism sector (Ministère du Tourisme, 2022).

III.4. Expected Outcomes of Planning for Tourism Services Development

Despite the challenges, effective planning can lead to positive outcomes, the most notable of which are:

A. Environmental and Urban Development:

Algeria aims to enhance the tourism sector through sustainable development projects that focus on improving infrastructure and preserving cultural and natural heritage. According to the Algerian National Tourism Office, a plan has been set to establish 40 new tourist zones aligned with environmental standards by 2030 as part of the National Strategy for Tourism Development (ONAT, 2022). In line with international efforts to preserve heritage, Algeria has allocated 10% of tourism revenues for the maintenance of archaeological and heritage sites, a step that aligns with the recommendations of the United Nations Educational, Scientific and Cultural Organization (UNESCO, 2021).

Additionally, the Algerian government has developed a plan to modernize tourism transport infrastructure. Four tourist train projects will be launched to enhance connectivity between northern and southern regions, facilitating tourist mobility and encouraging investment in inland areas (Ministère

du Tourisme, 2023). These initiatives align with the United Nations' approach to sustainable tourism, which seeks to balance economic development with environmental conservation (UNWTO, 2022).

These efforts reflect Algeria's commitment to developing a sustainable tourism sector that contributes to economic diversification while preserving cultural and natural heritage for future generations.

B. Economic Importance:

Tourism is one of Algeria's promising economic sectors, with vast natural and cultural resources qualifying it to be a leading tourist destination. Although the tourism sector's contribution to the national economy remains limited, Algeria aims to achieve a qualitative shift in this field through development strategies that seek to enhance tourism's share in GDP, increase financial revenues, and attract substantial investments by 2030.

First. Increasing Tourism's Contribution to GDP

The tourism sector in Algeria currently contributes about 2.5% to the GDP, a modest percentage compared to neighboring countries such as Morocco (14%) and Tunisia (16%) (World Bank, 2023). The government aims to raise this percentage to 10% by 2030 through:

- **Improving the quality of tourism services:** The Master Plan for Tourism Development (SDAT 2025) aims to enhance the classification of Algerian hotels. Currently, a program is underway to upgrade 250 hotels to meet international standards (Ministère du Tourisme, 2023).
- **Developing desert and ecological tourism:** The Algerian Sahara is one of the most underutilized tourism assets. The government plans to establish 10 eco-tourism villages in the south to attract more international tourists (ONAT, 2022).
- **Facilitating visa procedures:** Simplifying electronic visa procedures is expected to increase the number of foreign tourists by 30% over the next five years (World Bank, 2023).
- **Boosting domestic tourism:** Domestic tourism currently accounts for 70% of total tourism activity. Algeria aims to increase this percentage by launching support programs for Algerian families and enhancing tourism infrastructure (Ministère du Tourisme, 2023).

These measures are expected to create over 500,000 new jobs in various tourism-related fields such as hospitality, transportation, tour guiding, and traditional industries, contributing to unemployment reduction and economic growth (World Bank, 2023).

Second. Achieving Annual Revenues of \$5 Billion by 2030

Tourism revenues in Algeria reached \$1.5 billion in 2022, a relatively low figure given the available potential. Algeria aims to generate \$5 billion annually by 2030 through:

- **Attracting more foreign tourists:** The government targets an increase in the number of tourists from 2.5 million annually to 10 million by 2030, which will significantly boost tourism revenues (UNWTO, 2022).
- **Increasing tourist spending:** The average tourist expenditure in Algeria is about \$600, compared to \$1,200 in Morocco. Algeria seeks to raise this amount by diversifying tourism offerings, including luxury tourism, eco-tourism, and cultural tourism (World Bank, 2023).
- **Developing desert tourism:** Desert tourism is expected to account for 40% of tourism revenues by 2030, especially with the growing global interest in sustainable tourism and unique experiences (Ministère du Tourisme, 2023).

Third. Boosting Tourism Investments to \$7 Billion by 2030

Algeria aims to attract local and foreign tourism investments worth \$7 billion over the next decade by:

- **Encouraging Foreign Direct Investment (FDI):** Algeria offers attractive tax incentives for tourism investors, such as a 10-year corporate tax exemption and duty-free importation of tourism project equipment (ONAT, 2022).
- **Establishing Tourism Expansion Zones (ZET):** A total of 234 tourist areas covering 1.4 million hectares have been designated to attract major investment projects, including resorts and luxury hotels (Ministère du Tourisme, 2023).
- **Developing infrastructure:** Plans include building new airports, improving road networks, and expanding railway lines to better connect tourist areas (World Bank, 2023).

These strategic initiatives aim to position Algeria as a competitive tourism destination in the regional and international markets while ensuring sustainable economic development.

IV. Obstacles to Tourism Planning in Algeria: Reality Analysis and Development Strategies

The tourism sector in Algeria is one of the vital sectors with immense potential for economic and social development. However, this sector faces numerous challenges that hinder the achievement of the desired sustainable development. In this section, we will highlight the main obstacles to tourism planning in Algeria, compare the Algerian experience with successful Arab countries in the tourism field, and propose recommendations to enhance tourism planning in a way that ensures sustainable development.

IV.1. Major Obstacles to Tourism Planning in Algeria

The tourism sector in Algeria faces multiple challenges that limit its ability to achieve sustainable development and fully utilize its potential. Among the most significant obstacles are:

IV.1.1. Weak Tourism Infrastructure

Algeria suffers from a shortage of essential tourism facilities such as hotels, resorts, and modern transportation, making it less competitive compared to neighboring countries like Tunisia and Morocco (World Bank, 2023). According to a World Bank report, only 10% of Algerian hotels meet international standards, which weakens the attractiveness of Algeria as a tourist destination (World Tourism Organization, 2022). Additionally, domestic transportation, particularly air and land travel, suffers from limited coverage, high costs, and poor services, making it difficult for tourists to move between different destinations within the country (Ministère du Tourisme, 2023).

IV.1.2. Lack of Tourism Promotion and Marketing

Despite Algeria's rich and diverse tourism potential, including desert, cultural, and coastal tourism, weak marketing and promotional strategies limit the country's ability to attract foreign tourists. Algerian promotional campaigns remain limited in scope and are not aligned with global market demands, lacking the use of modern digital tools such as social media platforms and smart applications (UNWTO, 2023). In contrast, neighboring countries such as Morocco and Tunisia invest heavily in advertising campaigns and international exhibitions, securing a larger share in the global tourism market (OECD, 2022).

IV.1.3. Lack of Coordination Between Relevant Sectors

Coordination among key stakeholders in the tourism sector is essential for the success of any development strategy. However, Algeria suffers from overlapping responsibilities between various ministries and agencies involved in tourism, leading to a lack of a unified vision and obstructing the implementation of major projects (Ministère du Tourisme, 2023). Furthermore, the weak partnership between the public and private sectors negatively impacts investment flow, as the proportion of tourism projects financed by the private sector remains low compared to neighboring countries (World Bank, 2023).

IV.1.4. Administrative and Bureaucratic Barriers

Complex administrative procedures and excessive bureaucracy are among the major obstacles hindering the development of Algeria's tourism sector. Obtaining licenses for tourism projects takes a long time, discouraging investors from entering the sector (African Development Bank, 2022). Additionally, the absence of tax incentives and easy financing options makes it difficult for small and medium-sized enterprises to develop tourist facilities and services that meet increasing demand (World Economic Forum, 2023).

IV.2. Comparing the Algerian Experience with Successful Arab Tourism Models

The experiences of some Arab countries indicate that developing the tourism sector requires a comprehensive strategy that includes improving infrastructure, enhancing promotion, and adopting flexible policies that attract investment. In this context, Algeria's experience can be compared with three Arab countries that have successfully revitalized their tourism sectors: **Tunisia, Egypt, and the United Arab Emirates (UAE).**

IV.2.1. The Tunisian Experience: Diversifying Tourism Products

Tunisia is one of the leading tourist destinations in North Africa, having diversified its tourism offerings to include beach tourism, cultural tourism, and desert tourism (World Tourism Organization, 2022). This strategy has helped attract more than 9 million tourists annually, despite Tunisia's relatively limited natural resources compared to Algeria (OECD, 2023). Additionally, Tunisia has benefited from intensive promotion through participation in international tourism fairs and digital marketing, areas in which Algeria still lags, despite possessing similar tourism assets.

IV.2.2. The Egyptian Experience: Leveraging Natural and Cultural Assets

Egypt has successfully made tourism one of the key pillars of its economy, with the sector contributing approximately 12% of GDP and welcoming over 13 million tourists in 2023 (World Bank, 2023). Several key factors underpin this success:

- **Global Promotion:** Egypt relies on strong marketing campaigns, such as the "This is Egypt" campaign, which has enhanced its international tourism image (Egyptian Tourism Authority, 2023).
- **Utilization of Heritage and Natural Sites:** Egypt boasts unique landmarks such as the Giza Pyramids, Karnak Temple, and Luxor, alongside Red Sea beaches that attract diving and water sports enthusiasts (UNESCO, 2023).
- **Infrastructure Development:** The government has invested in airport expansion, road network improvement, and major tourism projects like the Grand Egyptian Museum, expected to draw millions of visitors annually (Ministry of Tourism and Antiquities, 2023).
- **Attracting Investment:** Egypt offers significant incentives to investors in the tourism sector, leading to the development of world-class resorts and hotels, particularly in Sharm El-Sheikh and Hurghada (IMF, 2023).

IV.2.3. The Emirati Experience: Massive Infrastructure Investment and Diverse Tourism Offerings

The UAE, particularly Dubai, has transformed into a global tourism hub, with Dubai alone receiving over 14 million tourists in 2022 (Dubai Tourism Authority, 2023). This success is attributed to:

- **Massive Infrastructure Investments:** The UAE has built world-class airports, luxury hotels, and high-end resorts to enhance the tourist experience.
- **Diverse Tourism Offerings:** The country provides a comprehensive tourism experience that includes luxury tourism, sports tourism, eco-tourism, and business tourism, particularly through international exhibitions and conferences (WEF, 2023).

- **Hosting Global Events:** The UAE has strengthened its position on the global tourism map by hosting major international events, such as Expo 2020 Dubai, which significantly boosted tourism.

IV.2.4. Key Lessons for Algeria

These successful experiences highlight that achieving progress in the tourism sector requires:

- A clear strategic vision that leverages local strengths.
- Sustainable investments to improve infrastructure and develop services.
- Effective collaboration between different sectors to enhance destination appeal.
- Innovative marketing that utilizes digital platforms and active participation in international tourism fairs.

Algeria can draw upon these successful models to develop its tourism sector and make it a significant contributor to the national economy.

Conclusion:

Despite Algeria's possession of unique natural and cultural tourism assets, the tourism sector continues to face significant challenges that hinder its development. The funding allocated by the state to this sector remains minimal compared to other sectors, while poor management and the absence of effective governance further contribute to weak tourism performance. Additionally, infrastructure suffers from a clear shortage, making access to tourist areas costly and exhausting, and many hotels face a decline in service quality. Tourism agencies are still managed using traditional methods, heavily focusing on pilgrimage and Umrah, without offering diverse tourism products.

On the other hand, weak promotion of Algerian tourism and the lack of effective marketing strategies have kept Algeria out of regional and international competition. This comes at a time when countries like Tunisia, Egypt, and the UAE rely on tourism as a fundamental economic pillar, benefiting from integrated plans to attract tourists and achieve sustainable development. Despite initiatives such as the "SDAT 2030 Tourism Development Master Plan," implementation remains slow, necessitating a reevaluation of its application mechanisms.

To achieve sustainable tourism development in Algeria, the country must improve its image as a tourist destination by enhancing governance, developing infrastructure, and adopting modern marketing strategies. Efforts should also focus on attracting investments in the tourism sector, streamlining bureaucratic procedures, and ensuring the quality of services provided to tourists. Furthermore, promoting domestic tourism and involving local communities in the tourism development process are essential factors for the sector's long-term success.

Recommendations

Based on the above, the development and sustainability of tourism require integrated efforts from all stakeholders, including the government, private sector, and civil society. Therefore, we recommend the following:

- ✓ **Create sustainable tourism development:** Through organized planning that considers the protection of natural and cultural resources and promotes environmental responsibility.
- ✓ **Enhance cross-sector partnerships:** Involve local communities in tourism projects to balance economic returns and social development.
- ✓ **Ensure tourist safety and security:** While fostering societal openness and liberalizing tourism services without compromising cultural identity.

✓ **Adopt flexible and realistic tourism policies:** By improving the utilization of available resources and developing plans aligned with the sector's actual capabilities.

✓ **Strengthen public-private sector communication:** Establish a direct dialogue platform for tourism stakeholders to discuss challenges and devise innovative solutions.

✓ **Raise community awareness about tourism's importance:** Through educational programs highlighting tourism's economic and social roles.

✓ **Elevate service quality:** By training human resources to deliver tourism services that meet global standards.

✓ **Improve tourism promotion strategies:** Leverage digital marketing and tourism media to raise awareness of Algeria's tourism assets.

✓ **Boost public-private collaboration:** Support the development of travel agencies and stimulate investment in resorts and tourism infrastructure.

✓ **Modernize tourism legislation:** Ensure a flexible and investor-friendly legal framework, coupled with strict monitoring of tourism service standards.

✓ **Develop diverse tourism products:** Expand offerings such as ecotourism, cultural tourism, medical tourism, and adventure tourism.

✓ **Protect cultural and historical heritage:** Through preservation, promotion, and involving local communities in safeguarding and economically benefiting from it.

✓ **Stimulate tourism investments:** Provide tax incentives, upgrade infrastructure, and create a conducive environment for tourism entrepreneurs.

Implementing these recommendations will strengthen Algeria's position as a sustainable tourist destination, drive economic growth, create new job opportunities, and establish tourism as a vital pillar of the national economy.

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