

Two decades of plans: what effects on the growth of the handicraft sector in Algeria

Djalila Benlamoudi ¹, Soumeia Derbal ², Amel Boussouak ³, Raouda Djedidi ⁴
and Samiha Djedidi ⁵

¹ University of Kasdi Merbah Ouargla(Algeria). Email: djalilabenlamoudi@yahoo.fr

² University of Eloued (Algeria), Management Laboratory for Sustainable Economic Institutions.
Email: derbal-soumeia@univ-eloued.dz

³ University of Eloued (Algeria), Laboratory of political economy between economic development and political challenges of Arab and African counties (PEDAA). Email: amel-boussouak@univ-eloued.dz

⁴ University of Eloued (Algeria), Management Laboratory for Sustainable Economic Institutions.
Email: raouda-djedidi@univ-eloued.dz

⁵ University of Eloued (Algeria), Management Laboratory for Sustainable Economic Institutions.
Email: djedidi-samiha@univ-eloued.dz

Abstract---This research paper addresses the most important reforms implemented in the handicrafts sector in Algeria. We focus on the developments that the sector has undergone in this regard within the framework of the two development strategies, Horizons 2010 and 2020, which outline the key measures supporting sector growth and enhancing its capabilities in the face of globalization and trade liberalization challenges. After discussing the concept and characteristics of the sector in Algeria, we present the main achievements that the sector has attained under the described reforms.

Keywords---Handicrafts, crafts, artisan, legislative framework, regulatory framework, development strategy for the handicrafts sector Horizons 2010, development strategy for the handicrafts sector Horizons 2020.

JEL Classification: L52, L53, L89, O21

Introduction:

Handicrafts in Algeria are an important developmental sector; however, attention to the sector as a promising economic area has been delayed for many years. The actual interest in this sector materialized for the first time in 1996, through the establishment of a legislative framework that had been lacking, along with the provision of community support agencies. This was followed by the sector's inclusion in

How to Cite:

Benlamoudi, D., Derbal, S., Boussouak, A., Djedidi, R., & Djedidi, S. (2025). Two decades of plans: what effects on the growth of the handicraft sector in Algeria. *The International Tax Journal*, 52(3), 701–724. Retrieved from <https://internationaltaxjournal.online/index.php/itj/article/view/96>

The International tax journal ISSN: 0097-7314 E-ISSN: 3066-2370 © 2025

ITJ is open access and licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

Submitted: 20 Oct 2024 | Revised: 20 Feb 2025 | Accepted: 15 March 2025

the Ministry of Small and Medium Enterprises and Handicrafts in 2002. The ministry initiated a development strategy for the sector, which was adopted on June 18, 2003, aiming to guide it towards rehabilitation and modernization within a comprehensive strategy specifically for handicrafts. The implementation of this strategy extended until 2010, allowing for significant progress and numerous returns as a result of supportive measures taken over less than a decade. There was a notable evolution in attitudes as well as on the ground. Most importantly, handicraft sector was no longer viewed as a secondary activity or solely from a folkloric perspective, but rather as an important driver for small and medium enterprises that create jobs and wealth. Based on this, the supervising ministry decided, less than a year before the end of the first strategy's implementation, to organize handicraft sessions in 2009. This led to the preparation of a new roadmap and action strategy for the following ten years. This second strategy offers a future vision for the handicrafts sector, known as the Development Strategy for Handicrafts Horizons 2020. During this period, the sector embarked on a new journey by reintegrating with the tourism sector under the Ministry of Tourism and Handicrafts, following a presidential decree dated May 28, 2010.

According to the previous framework, this research paper aims to measure the impact of the measures taken to develop the handicrafts sector, both economically and socially. We will attempt to answer the essential question: **What is the extent of the impact of the measures included in the two development plans, Horizons 2010 and Horizons 2020, on the economic and social development of the handicrafts sector?** Our goal is to contribute to the ongoing discussion on how to promote this sector and to outline a roadmap for its future.

The importance of this study lies in its timing, coinciding with the nearing completion of the second strategy for the development of the handicrafts sector, as well as the beginning of considerations for outlining a new strategy that will cover the upcoming phases. The study aims to draw important lessons that can be utilized in the development of the handicrafts sector in our country.

To address the study's issues, we employed various methodologies based on the nature of the topic and its components. Thus, the methodology was descriptive and survey-based in parts related to presenting concepts, characteristics, and significance, while it was analytical in aspects related to evaluating the support measures used in the sector's development. Additionally, we utilized inductive and deductive methods in the section related to presenting and analyzing the results.

To analyze and study our topic, we divided the research into three main sections, addressing the proposed issue by analyzing the following points: In the first section, we presented an overview of handicrafts, discussing their concepts at the international level, as well as the definition adopted in Algeria and their characteristics. The second section is primarily dedicated to studying the evolution of support measures for the handicrafts sector in Algeria from the early 1990s to the present day. In the final section, we presented the results of the implementation of these measures, analyzing them from both economic and social perspectives.

1. The Nature of handicrafts:

Addressing the topic of handicrafts requires defining their concept and characteristics to clarify their features and determine their areas of intervention. This also helps in identifying the beneficiaries of this sector and subsequently in preparing support programs for these beneficiaries.

1.1. Global Definitions of handicrafts:

Based on studies, it is evident that there is no unified global definition of handicrafts. This becomes clear when conducting a comparative analysis based on examples of definitions from various organizations, as highlighted below:

A. Definition by the United Nations Conference on Trade and Development (UNCTAD):

In 1969, UNCTAD provided a definition that distinguished handicrafts from handmade as follows: "The term 'handmade products' applies to all units produced with the aid of simple tools or means, and all equipment used by artisans, which mainly involves manual labor or assistance from a person. In contrast, the handicraft products differ from their handmade counterparts in the following ways:

- The traditional or artistic character that reflects the characteristics and traditions of the producing country;
- Products crafted by artisans who often work from home." (chafika, 2002)

B. Definition of the World Council for Handicrafts:

In 1984, the World Council for Handicrafts categorized crafts into four groups:

- **Artistic Creations :** This category includes activities where the products have a creative content and require high skills and techniques for their production.
- **Folk and Traditional Arts:** The products in this category reflect expressions inspired by local and national traditions and cultures, requiring a high degree of proficiency and craftsmanship.
- **Crafts:** This includes workshops that produce traditional, authentic products made by hand but in large quantities. If these workshops expand to the point of division of labor, their products will no longer be considered traditional crafts; rather, they will be mass-produced items that carry local flavor and are aimed at the broader market.
- **Industrial Production:** This relates to all models of traditional crafts or materials that are re-produced using automated machines and in large quantities.

C. Definition by UNESCO and the International Trade Center (ITC):

In a seminar titled "Crafts and Global Market" held on October 8, 1997, in Manila, Philippines, UNESCO and the International Trade Center defined handicrafts as follows: "Craft products are those made by artisans either exclusively by hand or with the assistance of hand tools or mechanical aids, provided that the artisan's hand contribution constitutes the majority of the final product. These products are produced without a specified quantity and use raw materials derived from sustainable natural resources. They derive their unique characteristics from distinctive features that may be functional, aesthetic, artistic, creative, cultural, decorative, symbolic, or significant, reflecting ideological or social aspects. This is what gives them a social, cultural, and economic role." (UNESCO)

D. Definition of the International Labour Organization (ILO):

According to the International Standard Classification of Occupations (ISCO_88) issued in 1988 and published in 1991, craftsmen are classified in group seven of occupations and are defined as follows: "The term 'craftsman' and workers in craft-related professions refers to individuals who perform their work manually or with the aid of hand tools, mechanical tools, or other equipment that helps reduce physical effort or the time required to carry out specific tasks or to achieve quality products."

E. Definition of the United Nations Industrial Development Organization (UNIDO):

The United Nations Industrial Development Organization has divided handicrafts into four categories based on the target market as follows:

- **Fine Traditional Crafts:** These crafts express ethnic characteristics and traditional heritage, featuring a unique character. They are produced as individual pieces and classified as artistic works, often displayed in museums and art exhibitions, and purchased by collectors of artifacts.
- **Traditional Crafts:** These crafts utilize traditional methods, with products handmade using conventional raw materials and technologies. The difference between these and fine traditional crafts is that artisans often seek assistance from designers to adapt products to market demands while ensuring the preservation of ethnic characteristics and historical backgrounds. They can be produced in larger quantities.
- **Commercial Crafts:** These products are traditionally made and adapted to meet market needs and tastes, often in a highly fashionable manner, targeting foreign buyers. They are produced in large

quantities using a greater variety and number of production methods and are displayed in specialty stores and retail shops.

- **Manufactured Crafts:** This category includes all forms of traditional crafts that are reproduced using automated machines. They are produced in larger volumes and may not adhere to the traditional characteristics of the original product. (BENLAMOUDI, 2012)

F. Definition of the European Union (EU):

In November 2001, the European Commission proposed an economic and statistical methodology specifically designed for small and artisanal enterprises within the European Union. This methodology was developed following a survey of the common elements used by each member country to define this type of enterprise. Ultimately, the following definition was adopted:

"Artisanal enterprises are defined as businesses run by self-employed individuals or freelance workers engaged in activities classified under Group 7 of the International Standard Classification of Occupations (ISCO) or activities identified as crafts, and employing fewer than 50 workers." (BENLAMOUDI, 2012)

1.2 Definition of Traditional Industry and Crafts in Algeria:

A. Meaning of Handicrafts:

Before the issuance of Ordinance No. 96-01 dated 10/01/1996, which establishes the rules governing handicrafts and its implementing texts, there was no clear and explicit definition of this sector of activity. With its issuance, Article 5 of this order stated that: "Handicrafts encompass all production, creation, transformation, artistic restoration, maintenance, repair, or service activities that are primarily and consistently characterized by manual labor, and are practiced in a stable or mobile manner, whether individually or within a cooperative for traditional handicrafts or as a traditional handicraft enterprise."

Handicrafts are classified according to the main activity practiced into:

- Artistic Handicrafts;
- Handicrafts for the production of materials;
- Handicrafts for the production of services. (GENERAL SECRETARIAT OF GOVERNMENT, 1996)

The list of activities in handicrafts, based on the three aforementioned fields, includes 24 sectors of activity. (GENERAL SECRETARIAT OF GOVERNMENT, 2007) With a total of 338 activities, up from 214 activities in 2007. (Choukri, 2009)

B. Methods of Practicing Handicraft Activities:

Handicraft activities can be carried out in various ways, either individually or in the form of micro, small, or medium-sized enterprises, as outlined below:

- **Individual Artisan:** This was first defined in Article 3 of Law No. 82-12, which includes the fundamental law for craftsmen, dated August 28, 1982. (Genral Secretariat of the Govenment, 1982) Its definition was amended in 1996 by Order No. 96-01 mentioned above. (GENERAL SECRETARIAT OF GOVERNMENT, 1996)
- **Cooperative of Handicrafts:** This was also defined for the first time in Law No. 82-12 mentioned earlier. (Genral Secretariat of the Govenment, 1982) This concept was clarified in Order No. 96-01. (GENERAL SECRETARIAT OF GOVERNMENT, 1996)
- **Handicraft Enterprise:** The concept of a craft enterprise was introduced for the first time in Law No. 82-12 in Article 4. (Genral Secretariat of the Govenment, 1982) It was then defined under Order No. 96-01, where it was divided into two categories: Handicraft enterprises and Handicraft enterprises for the production of materials and services. (GENERAL SECRETARIAT OF GOVERNMENT, 1996)

1.2. Characteristics of the Handicrafts Sector in Algeria:

Defining the characteristics of handicraft is essential for identifying this sector and distinguishing it from others. Handicrafts in Algeria are characterized by certain features that represent both their strengths and weaknesses. However, our focus will be on presenting these characteristics rather than explaining why they embody both strengths and weaknesses simultaneously. Since artisanal enterprises are considered small enterprises, they share several characteristics that can be summarized as follows:

- Ease and simplicity of the requirements for establishing a handicraft project;
- Individual work and centralized decisions closely linked to the personality of the owner;
- Low opportunity cost of labor;
- Small production volume relative to domestic and foreign demand;
- Cultural, civilizational, and social depth of artisanal products;
- Difficulty in meeting quality and standards for artisanal products;
- High net income from foreign currency in this sector compared to others;
- Prevalence in rural and semi-rural areas;
- Part of the informal sector. (BENLAMOU DI & BELHABIB, THE STRATEGIC IMPORTANCE OF HANDICRAFTS ENTERPRISES IN SOCIO-ECONOMIC DEVELOPMENT, 2017)

Paying attention to these characteristics can motivate efforts to leverage strengths and enhance aspects that represent weaknesses.

2. The Development Path of Support Procedures for the Handicrafts Sector in Algeria:

The handicrafts sector experienced a phase of prosperity in the 1960s and 1970s, thanks to the full support provided by the state under the centralized and directed economy that the country experienced during that time. However, this sector entered a phase of disintegration and decline at the beginning of the 1980s, following a decrease in the state's role in the real economic sphere amidst a suddenly liberated and poorly managed economy. This abrupt shift did not allow the sector to adapt to the new reality. Since the beginning of the 1990s, the sector has undergone three main phases:

2.1. The First Phase: The Period Between 1992 and 2002: This phase focused on rebuilding, organizing, and establishing the foundations for the sector's operations. Serious efforts began to restructure the sector, taking into account its specific characteristics. As a result, a series of legislations were issued, leading to various achievements.

A. Regarding Structuring and Organization: To better frame the craftsmen, the following were accomplished:

First. The National Chamber of handicrafts and Regional Chambers: Established by Executive Decree No. 92-10 dated January 9, 1992, these chambers serve as a forum to represent artisanal professions and defend the interests of craftsmen. In this context, eight regional chambers were created, operating under the supervision of the Departments of Mines and Industry. (General Secretariat of the Government, 1992) In 1997, the number of these chambers increased to twenty, coming under the jurisdiction of the Ministry of Tourism and Handicraft starting from June 1997. (Choukri, 2009)

Second. The National Agency of Handicraft: Established by Executive Decree No. 92-12 dated June 9, 1992, this is a public institution with industrial and commercial characteristics. It enjoys legal personality and independence, and its goal is to preserve, promote, activate, and guide all activities related to traditional industry.

Third. Establishment of the National Fund for the Promotion of Handicraft Activities.

Fourth. Establishment of the External Offices of the Ministry Responsible of Handicraft: This involves the creation of 48 directorates and inspections of tourism and Handicraft aimed at enhancing local support. **(Ministry of SMEs and Handicrafts, 2010)**

B. The Legislative Framework: The beginning was in 1996 with the issuance of Presidential Instruction Decree No. 96-01, which outlines the guidelines governing handicrafts, including definitions, methods of Practicing activity, regulations, areas of practice, and the duties and privileges of artisans.

In 1997, Executive Decree No. 97-99 was issued, dated March 29, 1997, which includes the model statute for handicraft cooperatives, defining the general principles of the cooperative and its management methods. On April 30 of the same year, a series of consecutive executive decrees were issued concerning the specification of handicraft activities and the reorganization of the register of handicrafts at the regional chambers ; The main function of this register is to manage and operate as a crucial part of the information system in the sector.

Additional decrees were also issued to define the registration processes, the approval of professional cards for artisans, the issuance of extracts from the register of handicrafts, among other measures to ensure better organization of the sector.

To promote household activities, Executive Decree No. 97-274 was issued on July 21, 1997, specifying the conditions for practicing artistic handicraft activities at home. **(BENLAMOUDI, Strategy for the Development of the Traditional Industry and Crafts Sector in Algeria: A Case Study on the Development of a Local Production System (SPL) in Traditional Weaving in TOUGGOURT Region (Master's thesis), 2012)**

C. Other Incentive Measures: The authorities have sought to develop the sector by implementing a series of measures summarized as follows:

- Applying a reduced value-added tax rate of 7% on certain traditional and artistic handicraft activities.
- Enabling artisans to access foreign currency.
- Organizing handicraft sessions in 1994 to listen to representatives of artisans and address the issues facing the sector.
- Conducting competitions and establishing handicraft awards to enhance the spirit of creativity among artisans.
- Introducing quality and authenticity labels and marking traditional products to promote and protect traditional product. **(Chiban, 2009)**

This phase extended until 2002, resulting in the number of registered artisans reaching 75.000 that year. Considering the national average of three jobs created for each artisan activity, the total number of jobs created from 1998 to 2002 amounts to 210.000 positions. This indicates that the sector generated an average of 45.000 jobs annually during that period. **(Choukri, 2009)**

Throughout this period, the ongoing efforts allowed for a deeper understanding of the sector's effectiveness, leading the Algerian authorities to integrate it with the small and medium-sized enterprises sector under the auspices of the Ministry of Small and Medium-Sized Enterprises and Handicraft in June 2002.

2.2. Phase Two: Implementing a Work Strategy for Sustainable Development of the handicrafts Sector Towards 2010 (2003-2010):

This phase marked the real development of the sector. The government's decision to integrate the handicrafts sector into the Ministry of Small and Medium-Sized Enterprises and Handicraft was a clear expression of the state's commitment to giving this sector its full economic, social, and cultural

dimensions. In line with this decision, the relevant ministry initiated a development strategy for the sector, adopted on June 18, 2003, called "**Action Plan for the Sustainable Development of handicrafts Towards 2010.**" An estimated budget of 5 billion DZD was allocated for this plan, (**Ministry of SMSs and Handicrafts , 2010**) this was part of the effort to guide the sector towards sustainable development.

As a result of implementing this plan, the sector benefited from numerous support measures, which are outlined below.

A. Legislative and Institutional Framework: Regarding legislation, the list of handicraft activities saw an increase in the number of activities, rising from 214 in 2007 to 338 in 2009. In terms of institutional support, the sector was enhanced by the establishment of 11 new handicraft chambers in 2003, bringing the total to 31 chambers. Following the issuance of Executive Order No. 09-323, the number of chambers increased to 48, distributed across the entire national territory. (**Benzarour, 2010**) The Economic Recovery Plan 2005-2009 included the establishment of 90 infrastructure projects for activation, training, and promotion in various regions of the country, particularly in the southern areas. (**Choukri, 2009**)

B. In the Field of Training, Qualification, and Skills Development: The sector's oversight aimed, through its strategy for training and skill development, to adopt a set of training and qualification programs that would both prepare sector professionals and enhance artisans' skills. This relied on an apprenticeship training mechanism, which led to the formation of a joint committee as part of an agreement between the relevant ministry and the Ministry of Vocational Training and Apprenticeship. This committee is responsible for coordinating and monitoring activities between the two sectors, in addition to establishing training institutions specifically for handicrafts. (**Nawal, 2013**)

Continuous training also received significant attention, The relevant authorities aimed to ensure that artisans adapt to a rapidly changing competitive environment and respond to the demands of the contemporary labor market. To achieve this, they activated and expanded the use of the Create - Improve program (Create and Improve Your Business Management)* since 2004, by training project holders and business managers on how to choose suitable ideas for establishing their enterprises and then on the steps for optimal management, along with post-training support, by December 31, 2009, the following achievements were made:

- The National Fund for the Promotion of Handicrafts contributed to apprenticeship training for 5.000 young people with master artisans.
- Supported 85 artisans in the fields of jewelry, leather, ceramics, pottery, and glass through partnerships with Italian and Spanish collaborators under international cooperation agreements.
- Benefited 700 artisans in design, marketing, and export techniques.
- Trained 4.400 project holders from June 2005 to December 31, 2006, totaling 8.666 artisans by December 2009.
- Supported 5.434 craft activities in rural areas, with handicraft chambers participating in the national rural renewal program.
- Qualified 29 chief inspectors of handicraft, as well as 70 professionals in quality control and carpet marking, along with strengthening the trained professionals in the economic support program (Create and Improve Your Business Management) with a total of 74 trainers provided by the International Labor Office by the end of 2009. Additionally, trained 33 economic advisors with the

*- A specialized training program to support the creation and management of micro-enterprises developed by the International Labour Organization (ILO)

assistance of experts from international and European organizations on managing and maintaining the information system. **(Dalil, October 2010)**

In addition to the aforementioned measures, with a forward-looking perspective, the sector's structures moved towards adopting a distance training system capable of managing and monitoring trainees through a technical online platform, which began to be developed in November 2007. **(Choukri, 2009)**

C. Financial Support and Loan Institutions: The traditional industry and crafts sector has been bolstered by numerous financial bodies. In addition to support from the National Fund for the Promotion of Traditional Activities (NFPTA), artisans can also benefit from resources provided by various support agencies that offer loans for small and medium-sized projects, notably NAYES, NAMM, and NUIF. The chambers of handicrafts have played a mediating role in disseminating information about the rules and methods for accessing these funds. **(Aissa & Benlamoudi, April 2012)**

According to statistical studies on artisanal activities supported by these agencies in 2008, the following was recorded:

- The National Fund for the Promotion of Traditional Activities supported 1.589 artisanal projects engaged in traditional and artistic activities.
- The National Agency for Youth Employment Support (NAYES) was the most sought-after agency by artisans for support in their projects, with 7.031 artisanal projects registered as having benefited from this agency, representing 69.7% of the total projects established with support.
- The National Agency for Microcredit Management (NAMM) ranked second after NAYES in terms of demand from artisans for financing their craft projects, having supported the establishment of 1.591 artisanal projects.
- The National Unemployment Insurance Fund (NUIF) financed the establishment of 1,066 artisanal projects, while the number of projects funded by other financial support agencies amounted to 399, according to statistics from the same year. **(Ecotechnics, 2010)**
- A new service institution named "FIDES Algeria" was established in collaboration with Al Baraka Bank to provide interest-free loans. The pilot phase began at the end of November 2008 in Ghardaïa province. By the end of 2009, 120 beneficiaries from small enterprises had taken advantage of this financing model, while 150 women engaged in home-based activities benefited from the interest-free loans, participating in activities such as: weaving, sewing, food production, and hairdressing. **(Ministry of SMSs and Handicrafts , 2010)**

D. In the Field of Activating Artisan Communities and Promoting a Culture of Cooperative Work: To eliminate the individualistic tendencies among artisans and gradually move away from dependence on state aid, the ministry adopted two integrated programs in 2007 aimed at fostering cooperation among artisans and achieving local development. These programs are **the Nucleus Program** and **the Local Production System (LPS)**,[†] designed as a method to coordinate artisanal activities with a participatory approach on the ground.

The goal is to enhance the ministry's strategy for sector development by coordinating resources and promoting growth, while also creating a dynamic network within the same sector and region in the form of artisan clusters. This involves collaboration between artisans and their local environment, which plays a role in the sector's development (such as special services, public services, public authorities, and

[†]- For more information, see the following study: Djalila Benlamoudi, "Strategy for the Development of the Handicrafts Sector in Algeria from 2003 to 2010."

support agencies). This is facilitated by a trained coordinator or coordination structure that works to connect and facilitate exchanges within these communities.

This experience has proven effective. Despite its recent implementation, the sector has achieved the following results:

- The number of established local production systems rose from 7 leading local production systems in the Handicraft sector in 2007 to 15 by the end of 2008.
- Two clusters for exporting handicrafts Products were created in 2009, three in 2010, and four in 2011.
- The implementation of the Nucleus Program resulted in the establishment of 126 clusters operating under this system, involving 1.200 artisans distributed across three regions (East, West, and Central), encompassing 37 different crafts in fields such as: ceramics, mechanics, carpentry, construction, and hairdressing, across 10 chambers of handicrafts. **(BENLAMOU DI, Strategy for the Development of the Traditional Industry and Crafts Sector in Algeria: A Case Study on the Development of a Local Production System (SPL) in Traditional Weaving in TOUGGOURT Region (Master's thesis), 2012)**

E. Support for Marketing and Exporting: Support in this area focused on assistance from both the National Fund for the Promotion of Traditional Activities and the National Export Promotion Fund. This was complemented by a promotional policy that initially emphasized increasing artisans participation in various local, national, and international events and exhibitions, as well as utilizing exhibition and sales spaces available at the chambers and the National Agency of handicrafts. In the second phase, efforts relied on studying the results of traditional product marketing from the first phase, followed by market studies that indicated a demand for Algerian traditional products. **(Aissa & Benlamoudi, April 2012)** The results of these efforts yielded the following:

- By 2006, hundreds of local exhibitions and fairs were organized, averaging more than 30 events annually across different regions and various handicraft activities. Additionally, there was participation in over a hundred international exhibitions, averaging more than 10 events each year. **(National Chamber for Handicrafts, 2011)**
- In 2008, the General Directorate of handicrafts established an export support program with European backing, resulting in the creation of a joint funding fund, derived from the National Fund for the Promotion of Traditional Activities (NFPTA). This fund covers a portion of the costs, ranging from 50% to 90%, which artisans use to promote their products aimed at export, including participation in exhibitions and fairs. **(Ministry of SMSs and Handicrafts , 2010)**

In this context, a total of 33 handicraft enterprises were recorded as engaging in export activities in Algeria. Among these, there are 11 companies focused on various handicraft products, five in textiles, four in jewelry, seven in ceramics and pottery, five in traditional clothing, and one in painting and decoration. **(Chiban, 2009)**

F. In the Field of Promotion, Development, and Encouraging Creativity and Innovation Among Artisans: To invigorate and stimulate the creative spirit among artisans, enhance their skills, and inspire new initiatives in the field of creativity, a National Day for Artisans was established, celebrated every year on November 9, as announced in 2007. **(Bada, 2008)** Additionally, open competitions for artisanal activities were initiated under Executive Order 96-01, followed by the establishment of the National Award for Traditional and Artistic Handicrafts through Executive Order No. 97-273 issued in 1997, aimed at rewarding the best works produced by artisans, cooperatives, or handicraft enterprises registered with the chambers. By 2010, 53 awards had been granted. **(Bada, 2008)**

Furthermore, the relevant ministry issued regulatory texts outlining the conditions under which a product can be designated as "**Algerian handicraft**," valid for five years and renewable. Additionally, since 2005, a stamp of authenticity for carpets and similar products has been granted by stamping centers affiliated with the Algerian Institute for Standardization (AIS). This also included the establishment of a support system and a program for enhancing Algerian traditional artisanal products. **(Ministry of SMEs, 2005)**

G. Establishment of an Information System to Organize and Standardize Data and Efficiently Manage the National Artisan Registry: A modern information system specific to the handicrafts sector was initiated in November 2007, developed as part of Algerian-French cooperation established in November 2004. This system enables real-time monitoring of all components of programs and plans and is structured as software used by regional chambers, with the national chamber of handicraft serving as the central hub via internet connectivity.

This information platform is complemented by a second platform linked to it through a search engine called "**Maestro**." This platform is referred to as **the Decision Support System (DSS)**, and its role is to sort and organize the information collected in the system's database according to an information map that serves as a dashboard, integrating various indicators to facilitate decision-making. **(National Chamber Of Handicrafts, 2008)**

In summary, the results of the reforms implemented by the state as part of the strategy for developing the handicrafts sector in Algeria have generally yielded encouraging outcomes, reflecting the extent of the efforts made. Between 2003 and the end of 2010, there was an expansion in the number of artisanal activities, with 85.880 new artisan projects, representing an annual increase of 12.268 new projects, which accounts for more than 11% growth per year. This increase in the number of activities also had an impact on job creation, with 171.908 new jobs generated during the same period. Consequently, the average number of jobs created annually was estimated at over 21.000, with a growth rate approaching 16% per year.

This dynamic growth in the sector was accompanied by a significant increase in GDP, which rose from 53,9 billion dinars in 2005 to 117 billion dinars in 2010, representing an increase of approximately 117% over six years, with an annual growth rate of 19,5%. Additionally, exports experienced notable recovery, with the quantity exported rising to 4.057 million tons during the period from 2003 to 2010. This increase was accompanied by a rise in export revenue, which grew by 1.141 million USD during the same period. **(BENLAMOU DI, Strategy for the Development of the Traditional Industry and Crafts Sector in Algeria: A Case Study on the Development of a Local Production System (SPL) in Traditional Weaving in TOUGGOURT Region (Master's thesis), 2012)**

2.3. Phase Three: Implementation of the Strategy for the Development of the Handicrafts Sector Toward 2020 (2011-2020): This phase focuses on enhancing growth and achieving sustainable development for the sector. Building on the positive results of previous development efforts, the Ministry of Small and Medium Enterprises and Handicraft began preparing a new strategic project for the sector in July 2009, leading to the outline of the core features of the upcoming vision under the supervision of the new sectoral authority, the Ministry of Tourism and Handicraft. The summary of the measures established to achieve the strategic objectives is as follows:

A. Legislation and Regulation: In this context, the following actions were taken:

- Preparation of a law regulating crafts and traditional industries and the establishment of its implementing texts;
- Allocation of an incentivizing and simplified tax system for the handicrafts sector, as well as the generalization of tax benefits for project holders within employment support programs registered in the handicrafts registry;

- Strengthening the role of professional associations and simplifying and expanding the list of activities;
- Encouraging and supporting household work and providing special assistance for at-risk activities;
- Simplifying and easing procedures related to registration and deregistration, as well as facilitating the possibility of changing and resuming activities;
- Enhancing support structures for the sector: The government allocated significant investments for the handicrafts sector in the five-year plan (2010-2014) to establish numerous structures and facilities that support operators, artisans, and professionals in this sector. Many of these structures are newly built, while some have been renovated and upgraded, thereby enhancing qualifications, skills, and overall competitiveness in the sector. **(Ministry of SMSs and Handicrafts , 2010)**
- Establishing Priority Measures to Support Artisans: Through the following actions:
 - Building a robust information system that serves as a dashboard, allowing for real-time monitoring of all activities, operators, and structures;
 - Creating a national observatory for handicraft and centers of excellence in handicrafts, aimed at generating dynamics around projects that stimulate local economic development. In this context, the growth enhancement plan includes the establishment of the following centers of excellence: the Pottery Center in Tipaza (a project registered under Algerian-Spanish partnership), the Technical Center for Traditional Jewelry in Batna, and the Technical Center for Carving Semi-Precious Stones in Tamanrasset (a project registered under Algerian-Brazilian partnership). **(Ministry of SMSs and Handicrafts , 2010)**
- Enhancing the Operational Capacities of the handicrafts Chambers: Serving as an effective intermediary between public authorities and artisans. **(Ministry of SMSs and Handicrafts , 2010)**

B. Training, Qualification, and Skill Development: This involves implementing a set of measures, including:

- Training and Qualifying Sector Workers: The ministry has prioritized the training of its human resources by organizing academic training courses and continuous training sessions. It also aims to provide long-term training opportunities for all sector staff in relevant fields. For technical courses, strong cooperation and partnerships have been established between the sector and vocational training, higher education, and cultural sectors.
- Qualifying Artisans and Developing Their Skills: This is achieved by promoting training with the involvement of vocational education and applying mechanisms to enhance and differentiate qualification levels. Additionally, there is a focus on local support for skilled artisans, guiding them through various stages of their transition to the labor market and the establishment of their own businesses. Alongside the preparation of training plans for artisans and the integration of master artisans in vocational training centers. Efforts are also made to enhance their computer skills, promote competencies, and support continuous training, along with preparing apprenticeship programs under the National Fund for the Promotion of Traditional Activities, and strengthening the sector's capabilities in distance training, taking into account the development of training in new digital crafts and supporting youth apprenticeship initiatives.
- Economic Support: To encourage entrepreneurial spirit and self-employment among youth, the scope of training for active artisans has been expanded to include sessions on how to create, manage, and grow businesses (Create - Improve), with additional human, material, and informational support for this program. **(Ministry of SMSs and Handicrafts , 2010)**

C. Promotion and Development: To achieve this goal, it is essential to focus on several key areas, including:

- Organizing national competitions for creativity and innovations based on craft categories.
- Gradually expanding the list of activities subject to standardization, by extending labeling to other craft activity branches.

- Collaborating with organizations responsible for standardization to disseminate and promote the measures taken in the field of standards and establish new systems specifically for the handicraft (product standardization and production processes), ensuring product authenticity and protecting intellectual property rights.
- Rehabilitating and updating the handicraft sector similarly to the rehabilitation program for small and medium enterprises, through effective management and cost control to ensure productivity, aligned with the local production systems program.
- Establishing a legal framework and monitoring system for origin labeling and product authenticity, aiming to create technical barriers to imports.

D. Supporting Local Development and Encouraging Artisans Towards Collective Work and Joint Initiatives: This includes promoting the "LPS" local production system and "Nucleus" advisory cells in all states, training facilitators and local development consultants, supporting the establishment of professional artisan groups for export, and developing other local development programs through cooperation and benefiting from the experiences of other countries. **(Ministry of SMSs and Handicrafts , 2010)**

E. Establishing New Financing Mechanisms and Methods: This includes the implementation of a series of measures related to:

- Establishing effective cooperation between various support agencies and the handicrafts sector, ensuring that these plans are included in the sector's strategy only after approval by local activation structures.
- Reassessing the intervention methods and operations of the National Fund for the Promotion of Traditional Activities by seeking new financial resources to complement existing funds, as well as expanding the fund's expenditure to include raw materials and allowing interest-free loan options.
- Redirecting the community financing outlined in the rural renewal policy to contribute to the broader development of traditional crafts.
- Encouraging banks to provide loans to artisans that align with Algerian principles and culture, along with the establishment of a loan guarantee fund for artisans. **(Ministry of SMSs and Handicrafts , 2010)**

F. Facilitating Access to Domestic and International Markets: The responsible ministry focused its efforts on the following points:

- Establishing international and national exhibitions and events as tools for promoting handicrafts.
- Establishing the main exhibitions and national events in handicrafts and Regulating traditional industry and craft exhibitions by requiring a license issued by the chamber.
- Furnishing and decorating official and public institutions with handicraft products and enhancing the role of chambers in promotion efforts.
- Revitalizing the handicraft sector, especially those at risk of disappearing, and promoting traditional attire, particularly among official figures.
- Removing obstacles to facilitate artisans' access to public contracts.
- Implementing incentives for export: This included reassessing and updating the level of intervention of the National Agency for Handicrafts, focusing on supporting the emergence of an export group for sector products starting from artisan clusters, along with continuous promotion of activities and traditional products through participation in economic, professional, and international events. **(Ministry of SMSs and Handicrafts , 2010)**

G. Developing an Informative and Guiding Policy: In terms of media efforts, the following objectives should be achieved:

- Producing specialized television and radio programs focused on Handicrafts.

- Establishing a periodic statistical media magazine, along with preparing and printing guides, brochures, and informational materials.
- Creating a library that gathers books and publications related to handicrafts, including outputs from the relevant chambers (media and documentation for the sector).

H. Strengthening Sectoral Cooperation and Exploiting Opportunities for External Partnerships: This involves:

- Establishing a network for cooperation and consultation among various sector bodies as well as with other sectors.
- Activating foreign partnerships and implementing their content through sector services, while also expanding existing partnerships to include chambers not currently benefiting from such partnerships, in addition to securing funding from international organizations and entities.

I. Promoting Research and Development Mechanisms and Encouraging Researchers in the Field to Conduct and Document Studies: This can be achieved through the following measures:

- Establishing research and development units at the level of chambers, as well as fostering relationships between the handicrafts sector and universities.
- Conducting local and national market studies for handicrafts products and creating a national center for research and studies.
- Regularly preparing economic and social studies related to employment and production, as well as endangered crafts.
- Allocating an annual incentive award for the best scientific research in handicraft. **(Ministry of SMSs and Handicrafts , 2010)**

The formulation of these measures and tools was done within a framework of diversity, balance, and environmental consideration, aiming for economic effectiveness. This aligns with a logic of coordinating efforts between local and national development, ensuring the convergence of an integrated regional project that encompasses all other sectors, particularly those related to handicrafts, such as agriculture, industry, and tourism.

In summary, the success of any developmental strategy for a sector depends on a set of fundamental factors that must come together to serve clear goals aimed at comprehensive development. This ensures that its impacts are felt at both local and national levels. Our strategy for developing the handicrafts sector toward 2020 has taken into account the state's major choices across all dimensions, which ensures the promotion of collective spirit and cooperation. This realization among various stakeholders in the sector highlights that through collective work within a harmonious network and the promotion of joint collective projects, they can develop significantly, enhancing the competitiveness of crafts activities and moving towards sustainable development for the handicrafts sector.

3. Results of Measures to Enhance the Growth of the handicrafts Sector in Algeria

In this section, we will focus on presenting the results of implementing the last strategy for the development of the sector towards 2020, highlighting the active role of this sector in our country's development journey by showcasing its contributions to economic and social development. After seven years of initiating this program, the following results have been observed.

3.1. The Impact of Support Measures on Wealth Creation in the Handicrafts Sector:

According to statistics from the Ministry of Industry and Mines for the year 2019, artisanal enterprises rank second in forming the institutional fabric of the small and medium-sized private enterprises sector, accounting for 23.01% after the liberal professions sector (such as documentation, law, and medicine...), **(General Directorate of Strategic Monitoring, May 2020)** this is a significant percentage, especially considering that the private small and medium-sized enterprises sector itself

constitutes 99.96% of the total number of small and medium-sized enterprises in Algeria, according to the same year's statistics. **(General Directorate of Strategic Monitoring, May 2020)**

3.1.1. Dynamics of New Project Creation in the handicrafts Sector: The number of new enterprises has seen significant activity, reaching 561.114 artisanal projects in 2020. As shown in Table 1, the institutional fabric of the sector experienced a clear development of over 183%, equivalent to 363.434 new projects.

Table 1: Development of the Institutional Fabric of the Handicrafts Sector by Activity Field (2011-2020)

Year Activity	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Handicrafts for Material Production	52.407	59.730	66.598	73.733	79.719	84.785	88.967	93.400	99.632	104.508
Handicrafts for Service Production	110.998	131.487	156.375	182.040	208.820	228.124	240.711	254.357	268.806	283.457
Artistic Handicrafts	34.275	47.181	67.065	99.940	121.273	133.346	141.011	150.010	161.680	173.149
Total	197.680	238.398	290.038	355.713	409.812	446.255	470.689	497.767	530.118	561.114

Source: Statistics from the Ministry of Tourism and Traditional Industry, 2021

The analysis of the numbers in the table above shows that the handicrafts sector has experienced remarkable activity since the early years of implementing its new development strategy towards 2020. This growth is a result of the measures and actions taken by the state to achieve economic growth and balance, which have enhanced the investment climate and provided facilities for entrepreneurs, thereby accelerating the pace of establishing artisanal enterprises.

3.1.2. The Role of the Handicrafts Sector in Mobilizing the Workforce: As we saw in the previous point, Algeria has witnessed an increase in the number of handicraft projects, which has been followed by a rise in the number of jobs created. This will be illustrated in the following table.

Table No. (2) - Development of Declared Employment Positions in the Handicrafts Sector by Legal Form of Craft Project during the Period (2011-2020)

Legal form of the craft project		Individual Artisans	Artisan Cooperatives	Craft Enterprises	Total
Years					
2011	Number of projects	196.830	774	76	197.680
	Number of workers	390.427	1575	740	392.742
2012	Number of projects	237.540	778	80	238.398
	Number of workers	470.299	1.619	780	472.698
2013	Number of projects	289.180	778	80	290.038
	Number of workers	576.024	1.619	780	569.423
2014	Number of projects	354.855	778	80	355.713
	Number of workers	723.114	1.619	780	725.513
2015	Number of projects	408.952	779	81	409.812
	Number of workers	816.575	1.630	790	818.995
2016	Number of projects	445.395	779	81	446.225
	Number of workers	865.113	1.630	790	867.533
2017	Number of projects	469.829	779	81	470.689
	Number of workers	887.116	1.630	790	889.536
2018	Number of projects	496.907	779	81	497.767
	Number of workers	957.421	1630	790	959.841
2019	Number of projects	529.258	779	81	530.118
	Number of workers	1.043.630	1630	790	1.046.050
2020	Number of projects	560.254	779	81	561.114
	Number of workers	1.102.103	1630	790	1.104.523

Source: Prepared by the researchers based on statistics from the Ministry of Tourism and Handicrafts.

The table shows that the handicrafts sector supports the Algerian economy with significant figures regarding the job positions created. The increase in handicraft activities during the presented period led

to the development of job positions in the sector. Over the course of ten years, Algerian handicraft institutions managed to create 711.781 new job positions, equivalent to a nearly doubling percentage of 181,23%. This is a significant development, especially when comparing this increase to the number of projects established between 2003 and 2010, which amounted to 171.908 new job positions over the span of eight years.

3.1.3. Contribution of the Handicrafts Sector to Gross Domestic Product: In this regard, the handicrafts sector has seen a notable increase in its contributions to the country's GDP, as shown in the table.

Table No. (3) - Development of the GDP of the handicrafts sector during the period (2011-2019).

GDP \ Years	2011	2012	2013	2014	2015	2016	2017	2018	2019
The GDP of Handicrafts	140,62	143,34	151,52	165,12	186,75	193,97	203,12	221,34	234,64

Unit: Billion Algerian Dinars

Source: Prepared by the researchers based on:

- Statistical Information Bulletin of SMEs, Data 2012, Data 2013, Data 2014, Data 2015, Data 2016, Data 2017, Data 2018, Data 2019, Data 2020, **Ministry of Industry and Mines.**

The Gross Domestic Product (GDP) of the handicrafts sector has seen a notable increase, rising from 140,62 billion DZD in 2011 to 234,64 billion DZD in 2019, achieving a growth of 66% and an annual growth rate of 8%. This leads us to conclude that handicraft projects play a fundamental role in the country's GDP and, consequently, in the processes of wealth creation and the development of the national economy.

This role is further emphasized when comparing the actual results of the GDP of the handicrafts sector to the targets set within the framework of the sector's development strategy for 2020. Looking at the strategy's estimates aimed at achieving a GDP of 189 billion Algerian Dinars in 2014, we find that the sector's contribution in this area, according to the statistics for the same year, represents an achievement rate exceeding 87%, which is a high percentage and not far from the desired target.

3.2. The Development Role of Handicraft Projects in the Investment Sector and Providing Hard Currency:

3.2.1. The Weight of the Handicrafts Sector in the Development Investment Field: The following will discuss the development of the investment outcomes funded by some financial support agencies.

A. The National Agency for Youth Employment Support (NAYES): The annual investment outcomes funded by this agency during the period (2011-2019) can be illustrated in the following table.

Table No. (4) - Annual Development of Handicraft Projects Declared to the National Agency for Youth Employment Support (NAYES) and Their Investment Costs During the Period (2011-2019).

Years	Number of projects	Percentage of total projects (%)	Job positions created	Percentage of total job positions (%)	Investment value (million DZD)	Percentage of total investments (%)
2011	3.582	8,4	9.737	10,54	9.982,42	7,3
2012	5.415	8,2	13.556	9,71	16.819,72	7,8
2013	4.900	11,38	13.214	13,73	15.736,95	9,9
2014	4.255	10,41	10.351	11,11	12.889,02	8,19
2015	2.170	6,44	4.734	9,17	6354,49	6,5
2016	319	2,8	583	2,5	944,07	1,81
2017	94	2,1	176	1,7	277,3	0,9
2018	149	11,34	301	13,96	382,96	9,1
2019	266	11	517	13,76	683,79	8,8

Source: Prepared by the researchers based on:

- Statistical Information Bulletin of SMEs, Data 2012, Data 2013, Data 2014, Data 2015, Data 2016, Data 2017, Data 2018, Data 2019, Data 2020, **Ministry of Industry and Mines**.

The handicrafts sector ranked second among the most requested sectors by project holders supported by the National Agency for Youth Employment Support, following the agriculture sector, with investments representing 11% of the total investments provided by this agency up to 2019. It is also noteworthy that the National Agency for Youth Employment Support, since its establishment in 1996 until 31/12/2019, has supported 43.130 handicraft projects, with a female participation rate of 17%, accounting for a total of 11% of all projects funded by the agency, and with a total estimated cost of 110.871 billion DZD, which allowed for the creation of 126.514 handicraft job positions throughout the period. **(General Directorate of Strategic Monitoring, Studies, and Information Systems, APRIL 2020)**

B. The National Agency for the Management of Microcredit (NAMM): Regarding the loans granted to artisan entrepreneurs by this agency, there has been a significant increase in their number. The agency provided 95.417 new microloans over a period of four years. This increase was also accompanied by a rise in the volume of investments granted, exceeding 363%, as illustrated in the following table.

Table No. (5) - Development of loans granted to artisan entrepreneurs by the National Agency for the Management of Microcredit during the period (2011-2019)

Years	Number of Loans Granted	Number of New Loans	Percentage Increase (%)	Amount Financed (in thousand DZD)
2011	66.440	/	/	2.006.562,53
2012	86.158	19.718	30	2.922.405,08
2013	97.662	11.504	13,4	3.780.636,63
2014	118.410	20.740	21,24	5.532.515,20
2015	121.615	3.205	2,7	5.745.879,93
2016	136.746	15.131	12,44	7.140.112, 41
2017	144.976	8.230	6,01	7.757.806,05
2018	154.593	9.617	6,63	8.694.529,42
2019	161.857	7.264	4,70	9.309.463,33

Source: Prepared by the researchers based on:

- Statistical Information Bulletins of SMEs, Data 2012, Data 2013, Data 2014, Data 2015, Data 2016, Data 2017, Data 2018, Data 2019, Data 2020, **Ministry of Industry and Mines**.

Statistics on loans granted to holders of artisan projects benefiting from the support of the National Agency for the Management of Microcredit have shown continuous development. The number of loans increased from over 66.000 microloans in 2011 to 161.857 loans granted in 2019, with an average growth rate of approximately 144% during this period and an annual rate of 16%, which means more than 10.000 microloans granted each year. This rise in the number of loans provided has allowed for increased production in the sector and the creation of job opportunities.

C. The National Unemployment Insurance Fund (NUIF): As of 31/12/2019, the National Unemployment Insurance Fund financed 14.383 artisan projects, of which 22,6% were women-led projects. **(General Directorate of Strategic Monitoring, Studies, and Information Systems, APRIL 2020)** This funding provided 37.553 jobs in the sector, with a financing cost exceeding 47.073,70 million DZD, as illustrated in the following table.

Table No. (6) – Handicrafts Projects Funded by the National Unemployment Insurance Fund (NUIF) during the period (2012-2019)

Years	Number of Projects Funded	Number of Projects Funded Annually	Job Positions	Job Positions Created Annually	Amount of Funding (in million DZD)
2012	2.511	/	6.822	/	5.649,51
2013	4.172	1.661	11.001	4.179	10.347,19
2014	6.782	2.610	17.950	6.949	18.627,99
2015	9.870	3.080	26.078	8.128	29.489,45
2016	11.886	2.016	31.222	5.144	37.029,45
2017	12.586	700	33.001	1.779	39.609,64
2018	13.321	735	34.868	1.867	42.578,39
2019	14.383	1.062	37.553	2.685	47.073,70

Source: Prepared by the researchers based on:

- Statistical Information Bulletins of SMEs, Data 2012, Data 2013, Data 2014, Data 2015, Data 2016, Data 2017, Data 2018, Data 2019, Data 2020, **Ministry of Industry and Mines**.

The number of artisan projects funded by the National Unemployment Insurance Fund increased by over 470% during the period (2012-2019). This development coincided with an increase in the number of jobs created and the amounts invested, with respective increases of 451% and 733%, and annual growth rates of 60%, 57%, and 92% for the number of projects, job positions, and funding costs, respectively.

It is noteworthy that the handicrafts sector is the second most sought-after sector by project holders benefiting from the support of the National Unemployment Insurance Fund, following agriculture. **(General Directorate of Strategic Monitoring, Studies, and Information Systems, APRIL 2020)**

D. National Fund for the Promotion of Traditional Activities (NFPTA):

It benefits individual artisans, cooperatives, and handicraft enterprises, as well as associations active in the field of traditional and artistic handicrafts exclusively. **(General Secretariat of the Government, 2008)** According to statistical studies of handicraft activities established with support from the funding body, the National Fund for the Promotion of Traditional Activities, up to 31/12/2014, supported 1.668 craft projects in the field of traditional and artistic handicraft for the acquisition of equipment and tools for artisans, with a total funding cost of 685,38 million DZD, with a female participation rate of 38%. **(Ministry of Tourism and Handicrafts, 2014)**

3.2.2. The Status of Handicraft Institutions in Exports Outside the Hydrocarbon Sector:

Regarding the exports of our studied sector, the analysis of the results of the measures implemented in the strategy for the development of the handicrafts sector towards 2020 and providing an initial evaluation required a study of Algeria's traditional product exports for the year 2015, as shown in Table No. (7)

Table No. (7) - Value and Quantity of Exports of Traditional Industry and Crafts Products for the Year 2015.

Traditional Product	Quantity (thousand tons)	Price (million dollars)
Ceramic tiles and coverings	0,54	0,18
Ceramic figurines and other decorative products	0,0002	0,001
Textile carpets and floor coverings	0,0002	0,001
Traditional jewelry	0,00003	0,0002
Total		0,1822

Source: ALGEX, Algerian Exports of Handicraft Products, Year 2015

The figures presented above indicate that the exports of the Handicraft sector represent a very low value and are limited to a few artisanal products. Among a diverse range of 338 handicraft products, the sector's exports consist of only four types of artisanal products, with ceramic products accounting for the largest share, exceeding 90% of the total export quantity. The same applies to their contribution to total export revenues, as the revenues from these products represented the highest percentage compared to others.

Thus, the statistics presented indicate that the sector is not developing and lacks the potential to establish itself, despite having much greater capabilities.

3.2.3. The Contribution of the Handicrafts Sector to Activating and Promoting the Tourism Sector:

It is widely accepted at the global level that there is a close link between the handicrafts sector and the tourism sector, as the latter represents a market for the products of artisans, particularly those engaged in traditional and artistic activities. Therefore, enhancing tourism investment will effectively contribute to expanding the sector's capacity in terms of demand. Conversely, the handicrafts sector plays an important role in improving tourism revenues, with the role of traditional handicrafts in promoting tourism being as significant as that of the tourism sector in marketing traditional products. This ensures the continued achievement of growth rates that outline the development path between the two sectors. (abelkader, 2019)

To highlight the role of the handicrafts sector in supporting tourism in Algeria, we will study and analyze the development of tourism revenues through the following. The evolution of tourism revenues generated by visitors to Algeria is illustrated in the following table.

Table No. (8) - Development of Tourism Revenues in Algeria during the Period (2015-2019)

Years	2015	2016	2017	2018	2019
Tourism Revenues (Million Dollars)	304	209	141	169	165

Source: Statistics from the Ministry of Tourism and Traditional Industry for the Year 2021

It is evident from the table that the value of foreign exchange inflows from tourism has experienced fluctuations between increases and decreases. As is well known, the development of tourism revenues is linked to the increase in the arrival of foreign tourists, as foreign tourists, unlike non-residents, have

higher expenditures due to accommodation, meals, purchasing gifts, and other expenses. Therefore, it is obvious to state that revenues are generated from tourists' spending in host countries on various goods and tourism services, as well as on different activities related to this sector, (AICHA, 2020) However, a noticeable decline in tourism revenues was recorded starting in 2016, amounting to 31%. This decline can be attributed to a number of challenges faced by the tourism sector in our country, which have impacted tourism revenues and contributed to the sector's poor performance. The main challenges include:

- Poor management of tourist facilities and low service performance, in addition to the weakness of Algerian tourism products and their inability to attract local tourists, let alone foreign ones.
- The absence of an effective marketing strategy to promote tourism products both domestically and internationally, as well as the seasonality of Algerian tourism activities.
- Rising costs, a lack of tourism security, and most importantly, the neglect of the handicraft sector's role in developing tourism. (Saliha, 2018)

This diagnosis clearly shows the weak performance of the tourism sector and confirms that Algeria's tourism front has not yet reached the level that would make tourism a viable industry capable of creating added value and contributing to the national economy, as well as promoting Algerian traditional products, which are among the most important elements of the tourism marketing mix. Despite the strong relationship between the tourism sector and the handicrafts, and its importance—given that products from the latter account for 10% of tourism revenues according to the World Tourism Organization—. (Djalila, 2018)

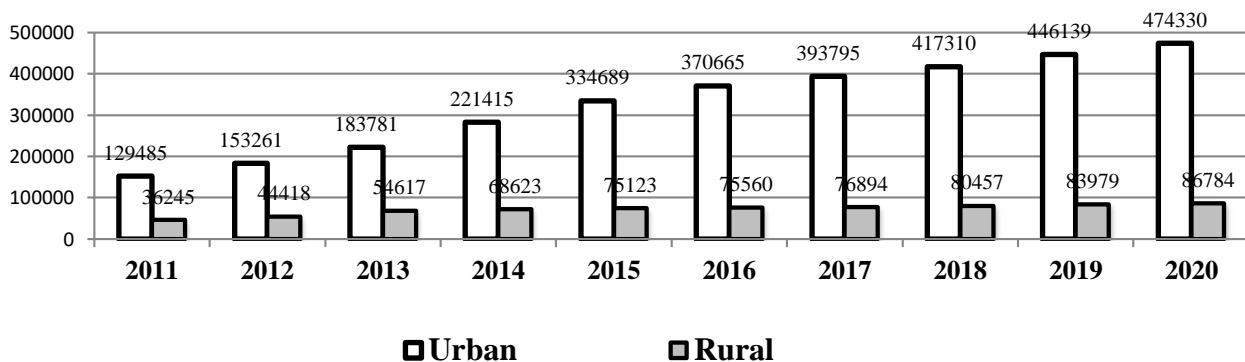
The reality in Algeria remains modest regarding these trends, it appears that there is no strong connection between the two sectors.

3.3. The Role of Traditional Industry Projects in Achieving Social Development:

Evaluating the benefits of the handicrafts sector from a social perspective requires studying its impacts on local and regional development, as well as on the integration of women in this field.

3.3.1. The Geographical Distribution of Handicrafts Projects and Their Role in Local and Regional Development: handicraft institutions respond to national objectives related to income generation and distribution in rural areas and alleviating demographic pressure on cities. In our country, artisanal projects have seen significant growth in rural areas, as detailed in Figure No. (1).

Figure No. (1) - Distribution of Handicraft Projects by Environment [Rural-Urban] during the Period (2011-2020)

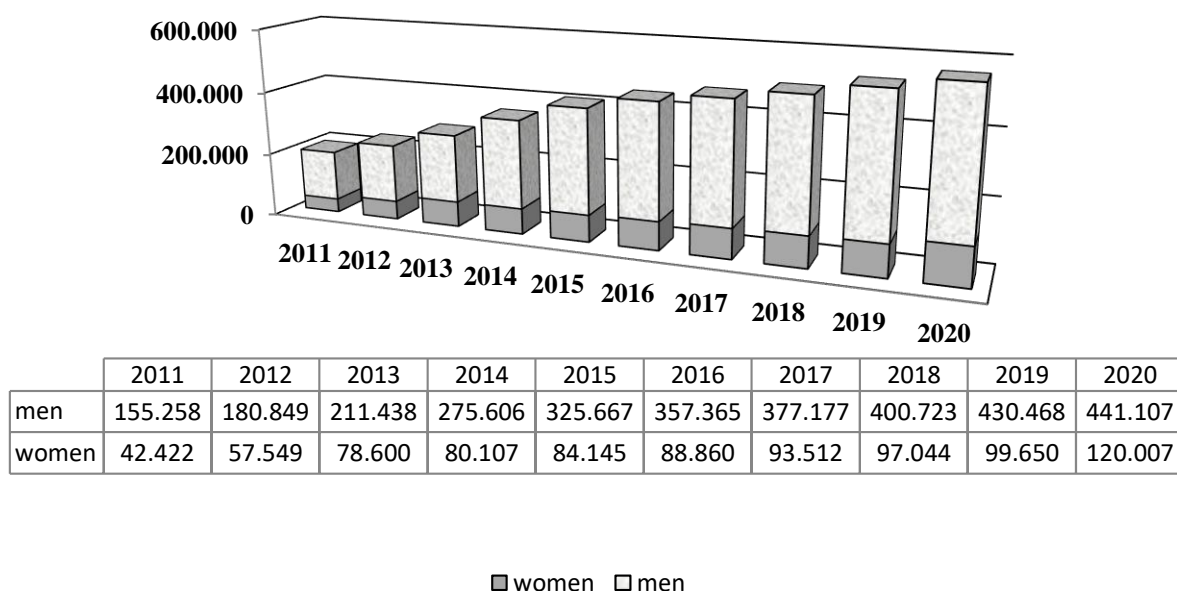


Source: Statistics from the Ministry of Tourism and Handicrafts for the Year 2021

The analysis of the data shows that the density of artisanal projects in rural areas has increased by approximately 140% during this period, representing more than a twofold increase and an annual growth rate of 16%, allowing for the establishment of 5.615 new artisanal projects each year. Therefore, supporting and promoting artisanal activities can help restore regional balance between the provinces. Maintaining this pace of establishment will reduce rural migration and alleviate demographic pressure on urban areas, in addition to preserving traditional activities present in these regions.

3.3.2. Valuing the Role of Women: The results of the strategy for the development of the handicrafts sector towards 2020 in highlighting the role of women in development are illustrated in Figure No. (2).

Figure No. (2) - Distribution of Handicraft Projects by Gender [Men-Women] during the Period (2011-2020)



Source: Statistics from the Ministry of Tourism and Handicrafts for the Year 2021

The data shows that the majority of artisan employers are male, with their average participation rate being around 78%. However, the number of women-led artisanal projects increased from 42.422 in 2011 to 120.007 in 2020, representing a growth rate of 183% over nine years, nearly doubling compared to 2011. This development is attributed to the support and assistance that women entrepreneurs have received from the government in recent years. Thus, maintaining this consistent approach to project establishment will effectively enhance the role of women in various fields of activity.

Noting the above, we find that the efforts to develop the handicrafts sector within the framework of the strategy established to promote it towards 2020 have generally achieved good results at the local level. The sector has maintained its development trajectory, which began under the previous strategy aimed towards 2010, further confirming its role as an economic and social actor. This has allowed the sector to record significant quantitative and qualitative achievements in terms of creating activities and job positions, realized through support measures and actions included in the last plan, which have been implemented alongside encouraging artisan entrepreneurs to gather into specialized local production systems that facilitate the tasks of the responsible oversight and support agencies.

Conclusion:

The handicrafts sector has taken on significant importance in our country, a trend that has been growing since 1996 with the establishment of Ordinance No. 96-01, which outlines the rules governing the handicrafts sector, providing a detailed approach to artisanal activities for the first time. The source of this attention dedicated to the sector stems from a range of advantages that it undoubtedly offers, serving as an incentive for the establishment of activities in this sector as well as a motivation for its protection and support.

The handicraft in Algeria has gone through multiple phases from independence to the present day, reflecting the state's urgent desire for its development. This was accompanied by a series of extensive economic measures and reforms that affected this sector, the most notable of which was integrating handicrafts into the small and medium-sized enterprises (SME) sector and giving it a serious economic dimension. The sector experienced a significant leap after being attached in 2002 to the Ministry of SMEs and handicrafts. Its area of intervention was strengthened with the launch of a national strategy to develop the sector and connect it to the overall dynamics of sustainable development towards 2010.

The proposed measures in the document related to this strategy reflect a genuine desire to provide the necessary tools, means, and mechanisms to revitalize traditional activities in the medium term.

After seven years of implementing this program on the ground, the handicrafts sector recorded relatively encouraging results. It managed to overcome the stagnation it had experienced and marked a new beginning promising bright prospects, thanks to the programs and mechanisms introduced to support this sector.

In light of this situation, and to enable the handicrafts sector to fulfill its responsibilities and face current and future challenges, the relevant ministry has undertaken to establish a new program to enhance growth. This program aims to build a suitable foundation for implementing a new strategy towards 2020, designed to achieve the desired development. Similar to the previous sector development plan, the strategy for the development of the handicrafts sector towards 2020 includes new legal and regulatory means and mechanisms, resulting from a re-evaluation of various aspects concerning legislation, regulations, working tools, and even the implementation bodies related to the sector. It also defines the principles and standards that should underpin its governance and management, leading to the ultimate goal of developing traditional activities.

The evaluation of the last development strategy has initially demonstrated an upward dynamism across several macroeconomic indicators, such as job creation, effective contribution to gross national product, and export levels outside the hydrocarbon sector. Additionally, it is considered an important tourist attraction that brings in hard currency, as well as having a positive role in achieving balanced regional development and social stability for the population. Furthermore, there is potential for new productive investments, which would affirm the productive and service-oriented role of women and enhance their practical and scientific expertise, especially in rural and isolated southern areas.

References:

- [1] abelkader, a. (2019). Tourism in Algeria: Potential and Obstacles (2000-2025) in Light of the New Tourism Strategy for the SDAT 2025 (unpublished Doctoral thesis). algiers, algeria: university of Algiers.
- [2] AICHA, C. (2020). Algerian Tourism between the Requirements of the National Economy and International Economic Changes (unpublished Doctoral thesis). Algiers, Algeria: University of Algiers 3.
- [3] Aissa, M. M., & Benlamoudi, D. (April 2012). Strategy for Development of Handicrafts enterprises in Algeria (the local Production System LPS as Model). *International Conference On Organizational Strategies and Support for Small and Medium Enterprises in Algeria*. Ouargla: Kasdi Merbah University.
- [4] Bada, m. b. (2008). Editorial. *Artisan Magazine* , 04.

- [5] BENLAMOUDI, D. (2012, 06 13). Strategy for the Development of the Traditional Industry and Crafts Sector in Algeria: A Case Study on the Development of a Local Production System (SPL) in Traditional Weaving in TOUGGOURT Region (Master's thesis). OUARGLA, ALGERIA: UNIVERSITY OF KASDI MERBAH.
- [6] BENLAMOUDI, D., & BELHABIB, M. (2017, JUNE). THE STRATEGIC IMPORTANCE OF HANDICRAFTS ENTERPRISES IN SOCIO-ECONOMIC DEVELOPMENT. *JOURNAL OF SHARIA AND LIFE* .
- [7] Benzarour, C. (2010). *The Development of the handicrafts Sector in Algeria 1962-2009, Second Edition* (Vol. 2). Algiers: National chamber of handicrafts.
- [8] chafika, s. (2002). Promoting exports of traditional algerian rugs through international marketing approaches (Master's thesis). Algiers: university of Algiers.
- [9] Chiban, A. (2009). The Role of Small and Medium Enterprises in Economic Development: "The Case of Traditional Industries and Crafts in Algeria (Master's thesis). Algiers, Algeria: University of Algiers.
- [10] Choukri, B. (2009, NOVEMBER). THE ALGERIENE EXPERIENCE IN DEVELOPING HANDICRAFT 1992-2009. *SSRN ELECTRIC JOURNAL* .
- [11] Dalil, S. (October 2010). Training Semenair On Qualitt in Field of Ceramic Pottery. *Presentation and Analisis of Handicrafts Sector in Algeria through FNA DATA*. Bejaia.
- [12] Djalila, B. (2018, 11 13). Towards a Comprehensive Strategy for the Development of the Traditional Industry and Crafts Sector in Algeria in Light of International Experiences: An Evaluative Study of the Implementation of the Local Production System (LPS) (Doctoral Thesis). ourgla, Algeria: University of kasdi mebah.
- [13] Ecotechnics. (2010). *Study On Production And Employment in Handicrafts Sector*. Algiers: Ministry of SMEs.
- [14] General Directorate of Strategic Monitoring. (May 2020). *STATISTICAL INFORMATION BULLETIN No30*. Algiers: Ministry of Industry and Mines.
- [15] General Directorate of Strategic Monitoring, Studies, and Information Systems. (APRIL 2020). *SMEs Statistical Information Bulletin , 2020 Data, No 36*. Algiers: Ministry of Industry and Mines.
- [16] GENERAL SECRETARIAT OF GOVERNMENT. (2007, 11 05). EXECUTIVE DECEE NO.07-339 DATED OCTOBER 31,2007. 70. (O. JOURNAL, Éd.) Algeria.
- [17] GENERAL SECRETARIAT OF GOVERNMENT. (1996, 01 14). ORDINANCE NO.01-96 DATED JANUARY 10,1996. 03. (o. journal, Éd.) Algeria.
- [18] General Secretariat of the Government. (2008, 09 28). Executive Decree No. 08-301 of September 24, 2008, amending and supplementing Executive Decree No. 93-06 of January 2, 1993. 56. Algeria: Journal Official.
- [19] General Secretariat of the Government. (1992, 07 22). Presidential Decree No.92-307 dated July 19,1992. 56. (O. Journal, Éd.) Algeria.
- [20] Genral Secretariat of the Govenment. (1982, 08 31). LAW No.82-12 dated 28/08/1982. 35. (o. journal, Éd.) Algeria.
- [21] Ministry of SMEs and Handicrafts. (2010). Strengthening the National Agency for Traditional Handicrafts and Public and Professional Institutions Charged with Promoting Traditional Handicrafts. Algiers, Algeria.
- [22] Ministry of SMEs. (2005). *Legal and Regulary Texts for Handicrafts sector*. Algies.
- [23] Ministry of SMSs and Handicrafts . (2010). *Draft Strategy for the Handicrafts sector towards 2020*. Algiers: the National chamber of Handicrafts.
- [24] Ministry of Tourism and Handictafts. (2014). *Statistics of Handicrafts in Algeria*. algiers.
- [25] National Chamber for Handicrafts. (2011). *Guide for Promoters for Handicrafts*. Algiers: Ministry of SMEs and Traditional Industry.
- [26] National Chamber Of Handicrafts. (2008, FEBRUARY). INFORMATION SYSTEM IN THE HANDICRAFTS SECTOR AND DISTANCE TRAINING SYSTEM. *ARTISAN MAGAZINE* , 04.

- [27] Nawal, B. S. (2013). Training in Handicrafts between Heritage preservation and renewal demands: study in Tlemcen Region (Master's thesis). Tlemcen, Algeria: university of Abou Bakr Belkaid.
- [28] Saliha, A. (2018). The Developmental Impacts of Tourism: A Comparative Study of Algeria, Tunisia, and Morocco (unpublished doctoral thesis). Batna, algeria: University of Batna.
- [29] UNESCO. (s.d.). *CULTURE:CREATIVITY: HANDICRAFTS AND DESIGN*. Consulté le 09 23, 2021, sur http://portal.unesco.org/culture/fr/ev.phpURL_ID=35418&URL_DO=DO_TOPIC&URL_SECTION=201.html