

The Reality of Tourism Investment in Algeria during the Period 2018-2023

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Received : 02-02-2025 ; Accepted : 11-04-2025 ; Published : 01-05-2025

Abstract

In recent years, the Algerian state has oriented itself toward increasing the promotion of the tourism sector, conscious of the strategic importance of this vital domain. Indeed, tourism represents a sustainable source of foreign currency, unlike other sectors such as hydrocarbons, whose resources are depleted. In this perspective, Algeria has accorded particular attention to investment in this sector, by implementing various facilities and incentives in order to attract a maximum of investors. The objective being to strengthen the infrastructures and to offer tourism services of high quality to visitors.

Keywords: Tourism, tourism investment, the reality of tourism investment, the national plan for tourism development.

Introduction:

The tourism sector is considered one of the most important economic sectors, with importance in financing the public treasury with financial resources, especially in countries that enjoy diverse tourism capacities, as is the case for Algeria. Algeria possesses enormous tourism potential, represented in both natural and cultural assets with historical and civilizational dimensions. What distinguishes Algeria from other countries is its unique and very important geographical location, which links the African continent, the European continent, and other Arab countries. This makes Algeria an exceptionally attractive tourism destination for both local and foreign tourists. However, to receive tourists and gain their satisfaction, Algeria must have good tourism infrastructure, such as hotels, restaurants, roads, tourist routes, transportation, and others. This is only achieved through tourism investment, as tourism investment is one of the most important foundations for developing the economy of any country. This is because of its importance in achieving direct financial returns, whether in national currency or in hard currency, and it contributes to financing the economy and directly contributes to providing employment opportunities to reduce unemployment.

1. The Problem:

From what has been mentioned above, we pose the following question: given the enormous tourism potential that Algeria possesses, what is the reality of tourism investments in Algeria, and what are the mechanisms and means capable of developing the tourism sector in Algeria?

2. Secondary Questions:

To answer the problem in a practical manner, I believe it would be useful to pose the following secondary questions:

What is the concept of tourism?

What is the concept of tourism investment?

What is the reality of tourism investment in Algeria?

To what extent does tourism investment contribute to the national economy?

What efforts has the Algerian state made to promote its tourism destination?

3. Study Objectives:

The study aims to shed light on the following:

Identifying some different concepts of tourism

Identifying tourism investment, its objectives, advantages, and obstacles

Identifying the reality of tourism investment and the extent of its contribution to the national economy

Identifying the efforts made by the Algerian state to advance the tourism sector

4. Research Sections:

To cover the aspects of the research, the following will be addressed:

First Axis: The Concept of Tourism

Definition of Tourism: There are several definitions of tourism, and below we will review the most important concepts circulating about it:

Tourism is defined as the movement of persons from their original place of residence to another place for a period that is not very long, where these persons spend from their savings in the visited place. These tourists are considered spenders rather than producers, and their tourism trip may be either domestic or foreign.¹

The Swiss Kollar defined tourism as the movement of individuals away from their place of residence for multiple reasons, such as movement for health reasons, or to spend recuperation periods or for cultural reasons, or movement for professional reasons, or movement of individuals for educational reasons.²

The Austrian economist (von Schullern) defined tourism as interconnected processes, especially those related to the entry of foreigners and their temporary period of residence and the extent of their movement within or outside the country or in a specific country.³

As for the Swiss (Houtseker), president of the International Association of World Tourism Experts, he defined tourism as a multifaceted set of relationships and human phenomena that result from travel and movement and from the temporary residence of foreign persons in a place and are not linked to a specific activity.⁴

I believe that this definition provided by (Houtseker) is a comprehensive definition of the tourism phenomenon, and it is a scientific definition that has covered all the multiple definitions of tourism and the main principles on which tourism is based in general.

Second Axis: Tourism Investment

First: Concept of Tourism Investment

Tourism investment is defined as the spending of financial resources on productive goods, and the direction of savings and financial resources to finance investment projects, such as building hotels and restaurants and carrying out roads and various tourism routes.⁵

¹ Yousry Debes, *Tourism, Meeting for Creativity and Development*, Cairo, 2001, p: 11

² Same previous reference, p: 12

³ Ahmed Al-Jellad, *Tourism and Environmental Planning*, World of Books First Edition, Cairo 1988, p: 108

⁴ Qassouri Ensaf, *Tourism Investment and Its Role in Achieving Economic Development in Algeria*, *Arsad Magazine for Economic and Administrative Studies*, Issue 02, Volume 04, 20 August 1955 University, Algeria, 2021, p: 79

⁵ Al-Nasrawi Sultan and Others, *The Tourism Sector and Economic Growth*, Ed. 01, Al-Ayyam Publishing and Distribution House, Amman, Year 2018, p: 398

The World Tourism Organization defined tourism investment as an integrated process that seeks to meet the needs of both tourists and local communities at the same time, while taking care to protect tourism resources and ensure their sustainability in the long term, through the optimal exploitation of available resources, achieving balance between economic, cultural, and social dimensions, and ensuring the preservation of the natural environment .⁶

Second: Objectives of Tourism Investment in Algeria

There are numerous objectives for tourism investment, we mention some of them in the following :⁷

The primary objective of investment in this tourism sector is to maximize the profits of investors, especially large companies, such as the French Accor company and the Hilton hotel chain, which invest in Algeria.

Developing the tourism sector contributes to enhancing its attractiveness, as an increase in the volume of investments in it leads to an increase in the number of tourists, which has a positive impact on the growth of tourism revenues.

Investment in infrastructure and public services has a dual effect, the first being support and development of the tourism sector, while the second is improving the living conditions of residents in tourism attraction areas.

Investment in the tourism sector contributes to stimulating economic activity, because of the benefits it achieves that extend to other economic sectors, such as traditional industries and the communications sector and others.

An increase in investments leads to an expansion of employment opportunities, given the high proportion of labor required by tourism investments.

Tourism investment in the cultural field contributes to promoting interest in cultural heritage and preserving it, in addition to protecting monuments and ensuring their sustainability for future generations.

Third: Advantages of Tourism Investment in Algeria

01- Economic Advantages: Within the legislative framework for investment in Algeria, as defined by Law No. 22-18 issued on July 24, 2022, a stimulation system was established for the benefit of investors within a group of sectors, and within these sectors came the services and tourism sector, and for these investments considerable tax and fiscal privileges were allocated, we mention some of them in the following :⁸

Complete customs exemptions on all imported goods, and directed directly to the implementation of tourism investment projects.... Exemption from Value Added Tax (VAT) on all imported goods and services from abroad, as well as local purchases, provided that these goods and services are directly involved in the implementation of projects.

Exemption for a period ranging from 03 to 05 years, starting from the date of commencing operations, especially from the tax on corporate profits and from the professional activity fee.

Exemption from all registration rights related to company founding contracts and increases in capital.

⁶ Majeed Al-Ani Raed, Tourism Investment and Marketing, Ed. 01, Kunooz Al-Marefah Publishing and Distribution House, Amman, Year 2008, p: 05

⁷ Ben Aliah Lakhdar, Triki Al-Arabi, The Role of Tourism Investment in Achieving Tourism Development, Collective Book, Faculty of Economic Sciences and Management Sciences, Ziyen Ashour University, Al-Jilfa, Algeria, 2022, p: 196

⁸ Sadiki Amina, The Importance and Reality of Tourism Investment in Algeria, Al-Manhal Al-Iqtisadi Magazine, Issue 01, Volume 02, Shaheed Hamah Lakhdar University, Algeria, June 2019, p: 12

Reduction of the interest rate on bank loans, directed at the rehabilitation and restoration of hotel institutions.

Permanent exemption from the special tax on hotel and thermal tourism activity.

Exemption from registration rights and real estate tax on all real estate granted under concession, whether built or unbuilt if allocated for project implementation.

Exemption from real estate tax allocated for investment, for a period of 10 years starting from the date of real estate acquisition.

Granting of real estate to investors in the tourism sector at a symbolic price, and simplifying administrative procedures for granting real estate.

02- Advantages and Competitive Investment Costs: The costs of factors of production play a pivotal role in directing the investment decision and are among the basic determinants of the economic feasibility of projects. Within this framework, Algeria has an investment environment characterized by competitive investment costs, which have made it an attractive destination for investors wishing to achieve financial benefits and reduce expenses. We can mention some of these advantages in the following:

Algeria has a qualified workforce and with competitive wage levels, and this is one of the most important factors attracting investment, as it enables institutions to reduce production costs, and this contributes to the competitiveness of products and services.

Ease of access to raw materials, as Algeria possesses large and diverse natural raw materials, which makes it easy for investors to obtain the necessary raw materials for investment locally without resorting to imports, and this reduces investment costs.

Algeria possesses infrastructure with competitive costs, which enables investors to benefit from facilities without bearing high financial burdens, and this strengthens the reduction of investment costs.

Algeria's geographical location constitutes a competitive advantage in terms of transportation costs in the case of imports, since Algeria is considered a crossroads between Europe and Africa, and this is an essential factor for reducing the transportation costs of raw materials used in investment.

Fourth: Disadvantages of Tourism Investment

Tourism investment is characterized by multiple characteristics, we can mention some of them in the following :⁹

It occupies high fixed assets, such as land, buildings, and various equipment.

The high proportion of raw materials in tourism investment, and therefore there must be a shift toward imports, because most of the needs used in tourism investment are not all produced locally, and are imported such as equipment and others, and are in hard currency and expensive, due to the low value of the Algerian dinar against other currencies.

In tourism investment, the period for recovering the capital of projects is long-term.

Tourism investment requires substantial funds to finance investment projects, because most projects are large projects with high costs.

Tourism projects have a relatively long execution period, and sometimes reach several years until they are completed.

Investment in tourism projects is related to various other sectors, and this requires more

⁹ Ben Omar Asia, Presentation Titled: The Theoretical and Conceptual Framework for Tourism Investment, Within the Proceedings of the Seventh National Symposium on the Components and Challenges of Tourism Investment in Algeria, Akli Mohamed Oulhadj University, Bouira, Algeria, Days: 09-10 January 2017, p: 10

coordination and thus affects the process of implementing tourism projects in a short period.

Third Axis: The Reality of Tourism Investment in Algeria and Its Contribution to the National Economy

First: Accommodation Capacity: Algeria is rich in the diversity of accommodation capacity, we mention some of them in the following:

01- Accommodation Capacity by Classification Category: Algeria possesses numerous accommodation capacities, represented in classified and unclassified hotels and those in the process of classification, as well as tourist residences, inns, and others. We clarify this through the table below.

Table No. 01: Accommodation by Classification Category

	2018	2019	2020	2021	2022	2023
5-star hotel	6734	7234	7345	7613	8559	8724
4-star hotel	4746	6161	6824	7935	10223	11705
3-star hotel	5886	6427	6861	7707	9083	10505
2-star hotel	5185	5381	5995	7935	10403	11893
1-star hotel	11684	12612	12724	13027	14075	15060
Unclassified hotel	8590	9456	9456	9456	9456	9019
2-star tourist residence	384	384	384	384	384	400
1-star tourist residence	313	313	313	313	806	806
2-star motel roadside inn	93	93	93	93	152	209
1-star motel roadside inn	30	86	86	148	168	280
2-star rural inn	16	16	16	16	16	16
1-star rural inn	20	20	20	20	20	20
3-star holiday village	274	274	274	274	434	434
2-star holiday village	/	/	/	/	/	625
1-star holiday village	0	0	0	0	616	670
Furnished single-class inn	91	205	205	205	205	205
Family single-class inn	426	426	426	426	426	426
Other structures dedicated to hotel operations	9786	9984	9984	9984	9984	9984
Rest stop single-class station	170	170	170	170	170	170
Total of classified institutions	54428	59242	61176	65706	75180	81151
Hotel institutions in the process of classification	64727	66434	66438	66560	70346	69901
Grand Total	119155	125676	127614	132266	145526	151052

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz... Based on these statistical data during the period extending from 2018 to 2023, related to accommodation capacity by classification category, we observe that there are quantitative indicators and qualitative indicators that reflect the importance that the Algerian state attaches to investment in the infrastructure of the tourism sector. From a quantitative perspective, we observe that in 2018, accommodation capacity reached 119,155 beds to reach 151,052 beds in 2023, which reflects the extent of the state's interest in this sector and investment in it with the goal of expanding the tourism supply and promoting readiness to accommodate the demand of national and foreign tourists. From a qualitative

perspective, we clearly observe the state's support for classified hotels, as we note a marked increase in accommodation capacity in all classified hotels, which reflects the state's efforts in tourism investments. However, in contrast, we see that other types of accommodation capacity have experienced near stabilization, despite their importance in supporting the sector and targeting a wide range of tourists, especially local ones, due to the lower cost of accommodation compared to hotel accommodation costs.

02- Accommodation Capacity by Type of Character: Algeria possesses numerous hotels at the urban and desert levels and others. Through the table below we clarify this.

Table No. 02: Accommodation by Type of Character

Nature	2018	2019	2020	2021	2022	2023
	Number of Beds	Number of Hotel Institutions	Number of Beds	Number of Hotel Institutions	Number of Beds	Number of Hotel Institutions
Urban	74712	1002	80470	1045	81863	1070
Coastal	32581	249	32926	252	32971	253
Desert	5477	73	5895	76	6299	80
Thermal	4502	25	4502	25	4598	27
Climate	1883	19	1883	19	1883	19
Grand Total	119155	1368	125676	1417	127614	1449

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz

From this data related to the distribution of tourism accommodation capacity during the period extending from 2018 to 2023, we conclude a state orientation toward diversifying the tourism supply, where an increasing rise is evident in the number of hotel institutions in various types, which increased from 1,368 hotel institutions in 2018 to 1,638 institutions in 2023. This increase in the number of hotel institutions coincides with an increase in the number of beds from 119,155 beds in 2018 to 151,052 beds in 2023. In general, we observe development in the number of accommodation capacities throughout the period extending from 2018 to 2023, and this is due to the number of tourism projects that have been completed. However, in contrast, there are other tourism projects that have not yet been completed, some of which are in the process of execution, some of which are suspended from execution, and some of which have not been launched for execution, and this requires greater efforts.

Second: The Status of Tourism Projects during the Period 2018-2023

We previously referred to the accommodation capacity that Algeria possesses, and despite that, it remains insufficient to cover tourism demand. The state has given attention to this sector and has carried out new tourism investments. However, the question posed is: what is the status of these investments?

To answer this question, we will try to address a set of indicators relating to the status of these tourism projects.

1- Status of Hotel Projects: We will address the case of hotel projects during the period 2018-2023, through the table below.

Table No. 03: Status of Hotel Projects

	2018	2019	2020	2021	2022	2023
Projects under execution	799	889	804	747	701	674
Suspended projects	181	239	308	342	427	455

Unstarted projects	1163	1220	1380	1385	1342	1017
Completed projects	67	107	87	111	92	89
Grand Total	2210	2455	2579	2585	2562	2235

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz

From the above table during the period 2018-2023, we observe that tourism projects under execution experienced a gradual and continuous decline in the number of projects from 799 projects in 2018 to 674 projects in 2023. This can be explained by the fact that some projects have been completed. As for projects suspended from execution, they experienced an increase from 181 projects in 2018 to 455 projects in 2023, which is a negative indicator for the sector due to administrative problems that led to the suspension of these projects. This requires addressing these problems to launch the execution process. Regarding unstarted projects, they experienced an increase and reached their peak in 2021 with 1,385 projects, and after that they experienced a gradual decline to reach 1,017 projects in 2023. This is due to the acceleration of execution procedures. As for completed projects, these are projects that have been completed and experienced an increase in the number of completed projects from 67 projects completed in 2018 to 89 projects in 2023.

From what has been stated above, it is evident that there is a large number of tourism projects, some of which are suspended and some of which have not been launched for execution, and this requires a review of administrative procedures to overcome this problem and proceed with the execution of these projects to develop this sector.

2- Status of Thermal Projects: We will address the case of thermal investment projects during the period 2018-2023 in the table below.

Table No. 04: Status of Thermal Projects

Year	Number	Active Institutions	Projects under Execution	Suspended Projects
	Thermal Sources	Grants for the Exploitation of Thermal Waters	Thermal Complex	Seawater Treatment Center
			Public	Private
2018	282	83	8	15
2019	282	92	8	18
2020	282	93	8	18
2021	282	93	8	19
2022	282	92	8	21
2023	282	93	8	24

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz... Based on the statistics contained in the above table, this statistical data points to the existence of 282 thermal sources in Algeria, but not all of them are exploited, and those exploited by 2023 are only 93 thermal sources from the total number of sources. We also note that there are investment projects under execution, but their number remains small compared to the number of existing unexploited sources. We also note the existence of projects suspended from execution, and this requires a review of the public policies adopted in this type of investments to strengthen the infrastructure of this sector to attract the largest possible number of tourists, especially since this type of tourism is experiencing a large influx from tourists, and this is what we observe through the statistics of the table below.

Statistics of Those Treated with Mineral Waters: We will address the influx of tourists treated with mineral waters, or what is known as therapeutic tourism in the table below.

Table No. 05: Statistics of Those Treated with Mineral Waters

Year	Social Security	Contracted Workers	Independent	Foreigners	Total Vacationers	Same-Day Visitors	Grand Total
2018	69789	73464	177782	4183	325218	3043635	3368853
2019	25631	30400	94151	1192	151374	879312	1030686
2020	17759	14631	56437	1025	89852	738684	828536
2021	14482	35222	225812	59	275575	1060159	1335734
2022	53425	63162	169076	431	286094	2618371	2904465
2023	46540	58958	168759	934	275191	2968518	3243709

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz

From the statistics of the above table, we observe variation among different vacation categories. The independent category recorded the highest rate of vacation compared to other categories, with a decline during 2020, which is primarily due to the health consequences of the COVID-19 pandemic and the health closure experienced during this period. However, with the improvement of the health situation in 2021, we observe a noticeable increase in tourists, which then declined again in the following years with relative stabilization. As for the two categories of tourists from workers contracted with social security and workers contracted with thermal institutions, they experienced nearly parallel curves, with a gradual decline until 2020, and after that from 2021 to 2022, they experienced an increase in terms of the number of visits, reaching their peak, then experiencing a slight decline from 2022 to 2023. In contrast, foreign visitors experienced minimal visits during the studied period compared to other local categories, which indicates weak attractiveness directed toward foreign tourists to this type.

Third: The Contribution of the Tourism Sector to Financing the National Economy

We will address in this regard the extent of the tourism sector's contribution to financing the national economy, through its contribution to gross domestic product, as well as its contribution to the employment process and the status of the tourism balance.

01- Contribution of the Tourism Sector to Gross Domestic Product: The tourism sector has importance in gross domestic product, we clarify this through the table below.

Table No. 06:

Year	2019	2020	2021	2022	2023
Share of Tourism in Gross Domestic Product %	1.38	0.61	0.81	1.06	1.47

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz

From the above table, we observe that the gross domestic product of the tourism sector experienced a decline from 1.38% to 0.61%, during the period extending from 2019 to 2020, due to the health conditions experienced by Algeria and the world related to the COVID-19 pandemic. After 2020, the gross domestic product experienced continuous growth from 0.81% in 2021 to 1.47% in 2023. However, despite this growth, the contribution of this sector to the national economy remains weak compared to other sectors.

02- Contribution of the Tourism Sector to the Employment Process (Branch of Hotels, Cafes, Restaurants): We will address the number of jobs attracted by the tourism sector in

Algeria during the period 2010–2018.

Table No. 07: Development of the Number of Employees

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018
Number of Workers	213000	220000	224028	256775	261289	265803	270317	300000	308027

Source: Ministry of Tourism and Traditional Industry, statistics available on the website www.mta.gov.dz

From the above table, it is clear that employment in the tourism sector experienced an upward trend throughout the period extending from 2010 to 2018, as the number of employees increased from 213,000 employees in 2010 to 308,027 employees in 2018. This led to the absorption of unemployment rates with permanent and non-permanent jobs. However, these levels of employment in this sector remain insufficient compared to what is employed in other sectors such as industry and hydrocarbons and others.

03- Contribution to the Tourism Balance: We will address in this regard the situation of the tourism balance in Algeria during the period extending between 2011-2018.

Table No. 08: Status of the Tourism Balance

	2011	2012	2013	2014	2015	2016	2017	2018
Tourism Revenues	4118.10	3962.00	4216.30	3790.60	3761.10	3723.90	3177.20	3444.30
Tourism Expenditures	12473.90	11230.70	11078.80	12314.80	11642.70	11286.20	11762.70	11942.40
Total Balance	-8355.80	-7268.70	-6862.50	-8524.20	-7881.60	-7562.30	-8585.50	-8498.10

Source: National Bureau of Statistics, Publication 2017, 2021, p: 47, p: 49... From the above table, it is evident that the commercial balance of the tourism sector experienced a deficit throughout the entire period extending from 2011-2018, and this is due to the fact that tourism revenues are less than tourism expenditures. The reason for this is the expenditures that local citizens spend in traveling outside the homeland, which is known as reverse tourism. Therefore, the state must encourage internal tourism more, by providing specific incentives related to reducing the price of travel tickets, food, and accommodation to attract the largest possible number of local and foreign tourists. Also, the state must move toward privatization of the sector and partnerships to reduce financial expenses on this sector regarding project implementation, and thus its contribution would be a good contribution to financing the national economy.

Fourth Axis: The Efforts Made by the Algerian State to Advance the Tourism Sector within the Strategic Plan for Tourism Development with Horizon 2030

The tourism sector is considered one of the most important vital sectors to which the Algerian state attaches great attention, with the goal of diversifying sources of financing for the national economy, because it is considered an inexhaustible wealth, and to reduce dependence on the hydrocarbons sector, which is considered a depleting resource and whose prices experience fluctuation as a result of being affected by international factors. In this regard, the Algerian state has taken the initiative to adopt a strategic goal for restructuring this sector through the Strategic Plan for Tourism Development within the horizon of 2030.

First: Definition of the Plan

The Strategic Plan for Tourism Development was prepared within the 2030 horizon framework. In 2008, a new strategy was developed aimed at developing the tourism sector in Algeria. This plan was based on the provisions of Article 05 of Law No. 20-01 dated December 12, 2001, relating to the ratification of the National Plan for Regional Development, which is considered the reference framework for tourism policy in Algeria. This plan is considered a strategic planning document through which the state declares its orientations in the field of regional development and achieving sustainable development .¹⁰

Second: Objectives of the Plan

This plan is considered a national strategy aimed at developing this sector and making it capable of competing, as this plan is based on major principal objectives represented in the following :¹¹

1- Improving Algerian Tourism Destinations: Improving the tourist destinations that Algeria possesses in desert areas such as Timimoun, Janned, and Tamanrasset, and historical places such as the Casbah of the Capital and Timgad, and beaches and others, is among the most important tourism destinations that the state seeks to develop to attract the largest possible number of tourists.

2- Improving Infrastructure: Infrastructure consists of a set of elements supporting this sector and represented mainly in the following:

- **Improving the Transportation Sector:** Transportation is an important element in the tourism sector, and for this reason, the state has sought to develop the basic infrastructure of the transportation sector, represented in airports, ports, and various roads and railways, and linking them to various tourism destinations.

- **Improving the Hotel Sector:** The Algerian state has strived to develop hotels, increase their number, and develop alternative tourism accommodations, such as (apartments, tourism villages, resorts, and desert tourism camps), through adopting numerous investments and granting to foreign investors.

- **Improving the Services Sector:** Improving the quality of tourism services, represented in restaurants, cafes, tourism agencies, and others, is among the most important strategies in developing and advancing the tourism sector. Therefore, the state has focused its attention on this important element.

3- Training and Qualifying Human Resources Working in the Sector:

- **Qualifying and Training the Human Element:** The state has sought to develop and qualify the human resources working in the tourism sector, hotels, restaurants, and tourism agencies in a manner that serves this sector, through opening training courses and improving the level of sector employees.

- **Providing Employment Opportunities:** Through adopting a strategy and approach to provide employment opportunities in this sector, whether permanent or non-permanent positions, in order to provide services at the level of tourist aspirations.

¹⁰ Qassouri Ensaf, Previously cited reference, p: 82

¹¹ Boudalia Bouras, Tourism Investment in Algeria, Arab Journal of Tourism, Hospitality and Antiquities Sciences, Issue 05, Arab Foundation for Education, Sciences and Literature, Egypt, 2024, p: 83-85

4- Tourism Promotion and Marketing:

- **Marketing Strategy for Tourism Destinations:** Through conducting intensive marketing campaigns aimed at targeting international markets to attract the largest amount of tourists.
- **Cooperating with all Partners of the Tourism Sector:** Cooperation with active partners with the sector, such as airlines, tourism agencies, restaurants, and hotels, to promote the Algerian tourism destination.
- **Moving Toward Working with Modern Digital Technology:** Through employing modern technological means, such as social media platforms, as well as using all digital platforms to promote the tourism destination.

5- Simplifying All Administrative Procedures:

- **Simplifying Procedures Related to Obtaining Visas:** Through facilitating visa application procedures and reducing the time period for obtaining them to attract foreign tourists.
- **Removing Obstacles and Administrative Bureaucracy:** Through providing administrative facilities and financial and fiscal incentives in the field of investment in all projects related to the tourism sector.

6- Preserving Cultural Heritage and Historical Legacy: Through holding cultural artistic events, which are considered intangible cultural heritage, such as gunpowder art in southern Algeria and the Imzad and Khomissa, as well as restoring historical monuments and archaeological sites to attract tourists.

7- Working on Environmental Protection: Through establishing laws and legislation and promoting environmental tourism, and focusing on tourism activities that preserve the environment and apply sustainability standards.

Conclusion:

Through this research, it became clear to us that the tourism sector in Algeria has not reached the desired level despite the capabilities and qualifications that Algeria possesses. However, this sector still suffers from problems. We find its commercial balance suffering from a deficit in many tourism investment projects, some of which are suspended from execution and some of which have not been launched. This does not serve this sector, which the state relies on to diversify sources of income and achieve financial revenues in hard currency to support its public treasury. What is notable is that the state has adopted a future strategy to restore credibility to this sector, and that within the Strategic Plan for Tourism Development with horizon 2030, in order to advance the development of this sector and find realistic solutions to advance this sector. This plan is considered an ambitious strategic vision. However, the achievement of this vision remains linked to the degree of commitment of the various actors in this sector, and requires strengthening collaborative work to ensure reaching all desired objectives and achieving sustainable tourism development.

Recommendations:

A permanent committee must be formed whose task is to monitor tourism projects from the launch of execution until the completion of execution.

Removing all administrative obstacles and facilitating and simplifying procedures regarding obtaining tourism investments.

Opening specialized banks or special funds to finance tourism projects.

Establishing an entrepreneurship house specialized in the tourism field in various universities in order to innovate projects.

Providing guidance and support services throughout the life of the tourism project.

The optimal exploitation of the largest possible portion of available tourism resources possessed by the country and investment in them.

Establishing a tourism culture among citizens.

Promoting the tourism sector using modern communication means and generalizing digitization of the sector.

Taking advantage of the experiences of leading countries in the tourism sector especially in neighboring countries.

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