

The national strategy of tourism development in Algeria: issues, opportunities and limitations

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Abstract: *The tourism sector in Algeria is in a paradox situation; on one hand we notice a deficit in accommodation capacity, in marketing, a lack of know-how in hostelry and restaurant,.. etc. On the other hand, we find an attractive image and a shining touristic potentials and capacities. This situation may explain the Algerian poor position in the list of the best targeted destinations for tourism in North Africa and more generally in the African continent.*

In both public and private sectors, the Algerian officials were slow to react to changes in tourism markets especially with the emergence of the Eastern Europe and transfers of technology. The involvement of professional bodies in the animation of this important economic niche is required to allow better coordination of actions at regional and local levels.

Algeria, ill-placed in this particular area, has no choice. But it is opting for an effective partnership in order to rationally exploit its potential in tourism by adopting a new strategy.

But the questions asked are: Are we ready to compete for our share of tourist migrations?

Is Algeria really prepared and ready to work on sustainable tourism?

Keywords: national strategy – Tourism - sustainable tourism – opportunities – Algeria

JEL codes: F18, N77, O55

Introduction

Tourism is one of the leading sectors to propel growth, and active construction of a dynamic structure; economically, culturally, and socially. Tourism has become relatively more important in the most developed economies by capturing the high income, increasing its contribution in the generation of the overall national income, boosting employment opportunities, attracting investments, contributing significantly to the reform of the disequilibrium in trade balances and effectively contributing to the development of international economic relations.

According to the data on global tourism, both internal and external, this tourism industry has become one of the largest industries in the world if not the largest ever. The number of tourists in various parts of the world increased from about 900 million tourists in 2007 to 922 million in 2008. The total tourist spending for the year 2008 was about 944 billion dollars, and some regional tourism bodies expect that the

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number of tourists in the whole world may be more than 1.6 billion tourists by 2020, accounting for about 2000 billion dollars in terms of expenditure. This clearly makes tourism at the forefront of global industries.

Has tourism strongly contributed to increase an economic growth for the developed countries and many developing countries? Is it possible for Algeria to reap similar benefits that would help boost the country's economic development?

Does tourism figure prominently in the development programs in light of global changes and challenges?

In order to answer these questions, this article is organized into two main sections. The first one explains the concepts, components and indicators of sustainable tourism development. The second one focuses on the tourism development strategy in Algeria.

1. The components and indicators of sustainable tourism development

There are several concepts of tourism development that reflect on of the objectives to achieve a balanced and a sustained increase in tourism resources. Or to increase productivity in the tourism sector, and to insure an optimal utilization of tourism's productive resources.

Sustainable tourism is the point of convergence between the needs of visitors and the host region. This leads to protecting and reinforcing opportunities for future development, by the management of all resources in a way that satisfies economic, social and spiritual needs.

Adding to this, it maintains the urban realities and offers environmental tourist destinations.

1.1 Sustainable tourism: consistency and prospects

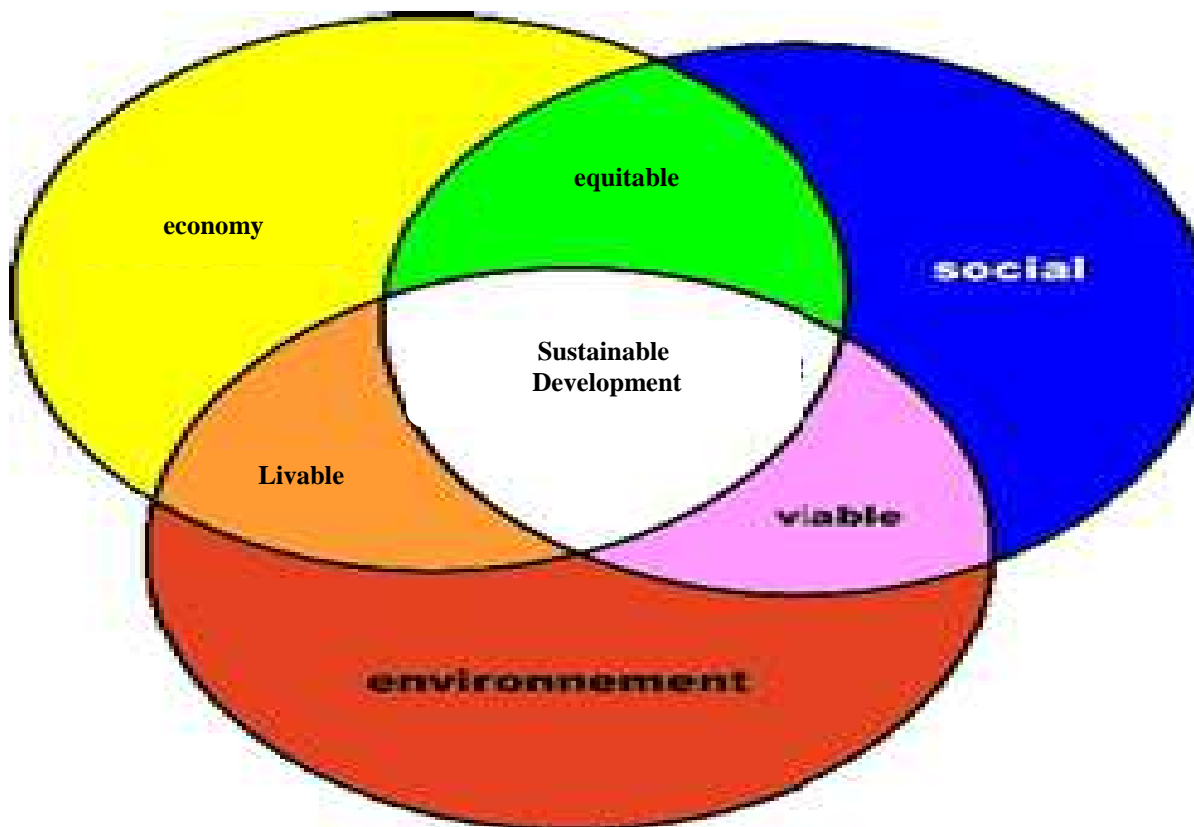
Before addressing sustainable tourism, it is interesting to provide an overview about the durability and sustainability which is, first and foremost, related to sustainable development. Then adapt this concept to tourism, like other sectors which were all opt for durability which can be expressed by taking into account three dimensions: economic, social and environmental.

1.1.1 Sustainable development (SD)

According to the Brundtland Report, Our Common Future, in 1987, the DD is in the " Development that meets the needs of our generation, without the opportunity to meet the needs of future generations is reached».

Adapting this notion to tourism, gives rise to what the WTO calls... in a way that tourism's sustainable development should reflect the needs of tourists and the tourist sites should, also, expand and ensure capacity for the future. This development should lead to what the economic, social and aesthetic needs can be met without affecting the cultural integrity, essential ecological processes and biodiversity.

Figure 1: Sustainable Development



Simplified representation of links between social, economic and environmental sustainability

1.1.2 Sustainable tourism

The World Tourism Organization defines sustainable tourism as being the: "management of all resources so that economic, social and aesthetic necessities are met in respect of cultural and environmental integrity of the host territories, their biodiversity and their way of living"².

Generally, sustainable tourism should:

- Make optimal use of environmental resources that remain an essential tourist asset, without undermining the essential ecological processes, natural resources and biodiversity;
- Respect the socio-cultural authenticity of host communities, conserve their cultural capital and contribute to the understanding and intercultural tolerance;

² Global Sustainable Tourism Criteria- Glossary :
http://www.sustainabletourismcriteria.org/index.php?option=com_content&task=view&id=258&Itemid=471

- Ensure a viable economic activity in the long term ensuring equitable socio-economic benefits for all stakeholders (stable employment opportunities and social services benefits for host communities) and thus contributing to poverty reduction.

The three elements of sustainable efficiency covering economy, society and the environment are presented in Table1 below:

Table I: Claims for sustainable tourism

Economy	Society	Environment
<ul style="list-style-type: none"> - Tourism should contribute to overcoming poverty; - Tourism should promote fair trade; - Tourism must involve local people in the profits of the tourism industry. 	<ul style="list-style-type: none"> - All social actors should be included in travel decisions and share its revenues (including minorities and disadvantaged groups); - Tourism must preserve local cultural landscapes; - Tourism must protect the most vulnerable groups, including women and children. 	<ul style="list-style-type: none"> - Tourism must better manage mobility; - Tourism must develop a more rational territory; - Tourism must preserve biodiversity; - Tourism must protect resources against waste and pollution; - Tourism must be adapted to local environmental conditions

Source : Hochstrasser R. (2004), Le tourisme durable dans la plaine du Vedeggio- La périphérie sous pression : quelles chances pour le tourisme périurbain durable ? : http://www.unil.ch/webdav/site/igul/shared/Memoires-DESSAC/1_Hochstrasser_memoire_DEA.pdf

1.2 Indicators of sustainable tourism

The evaluation of the process of sustainable tourism has always been subject to criticism, and this is the case of all approaches to sustainable development. Indeed, when one takes into account the traditional statistical quantitative indicators (number of visitors, jobs created, overnight,) statistics of sustainable tourism would ask about the costs of these achievements and seek to introduce environmental and social indicators. These latter can be defined in relation to, for example, consumption of water and energy by the hotel guest, waste products, means of transport used...³

The very first global sustainable tourism criteria were presented at the World Congress of the International Union for Conservation of Nature UICN⁴. The new criteria "are based on thousands of best practices culled from the standards currently applied by the world and have been developed to provide a common framework to guide the emerging practice of sustainable tourism and to help businesses, consumers, non- governmental and educational institutions to ensure that tourism helps local communities and the environment, rather than harms" ⁵

³ Hochstrasser R. (2004), Le tourisme durable dans la plaine du Vedeggio- La périphérie sous pression : quelles chances pour le tourisme périurbain durable ? : http://www.unil.ch/webdav/site/igul/shared/Memoires-DESS-AC/1_Hochstrasser_memoire_DEA.pdf

⁴ International Union for Conservation of Nature

⁵ Ted Turner annonce les tout premiers critères mondiaux de tourisme durable au Congrès mondial de la conservation (2008) : <http://www.unep.org/Documents.Multilingual/Default.asp?DocumentID=548&ArticleID=5936&l=fr>

These indicators are represented as follows: ⁶

- a. Demonstrate the effectiveness of a sustainable management;
- b. Maximize the social and economic benefits for the local community and minimize negative impacts;
- c. Maximize the benefits of cultural heritage and minimize negative impacts on it;
- d. Maximize the environmental benefits and minimize its negative impacts.

The sustainability of tourism is the result of strategic choices made by the Ministry of Tourism in collaboration with all the actors. The good side of sustainable tourism is its positive effects on the economy and natives are very beneficial and adverse effects are well controlled. To apply the principles of sustainable tourism is quite possible in the country, but it requires an awareness of citizens, tourism operators, and the State to better integrate issues of the future and react accordingly: Growth of sustainable tourism can play a vital role in the success of tourism development by mobilizing all stakeholders in economic development towards a common goal of both enhancing the economic impacts of tourism, while ensuring the protection of the environment and different heritages that constitute the wealth of a country. However, designing a good strategy cannot in itself guarantee the achievement of desired goals. It must be accompanied by the awareness of different stakeholders in tourism, and the given necessary resources.

1.3. The socio-economic dimension of tourism

Many countries have realized the importance of exploiting any potential for growth. Thus, tourism and handicrafts have come to occupy a prominent place in many countries, including more developed ones. The contribution of these two sectors consists of being the sources of income and substantial foreign exchange earnings, but also major sources of employment potential. To exploit these opportunities, economic powers like the United States and France, have not hesitated to invest heavily in the development of tourist and craft activities. Developing countries have done the same and have managed to attract every year millions of tourists. Algeria's neighbours, Morocco and Tunisia, have turned the tourism industry into one of their main sources of hard currency

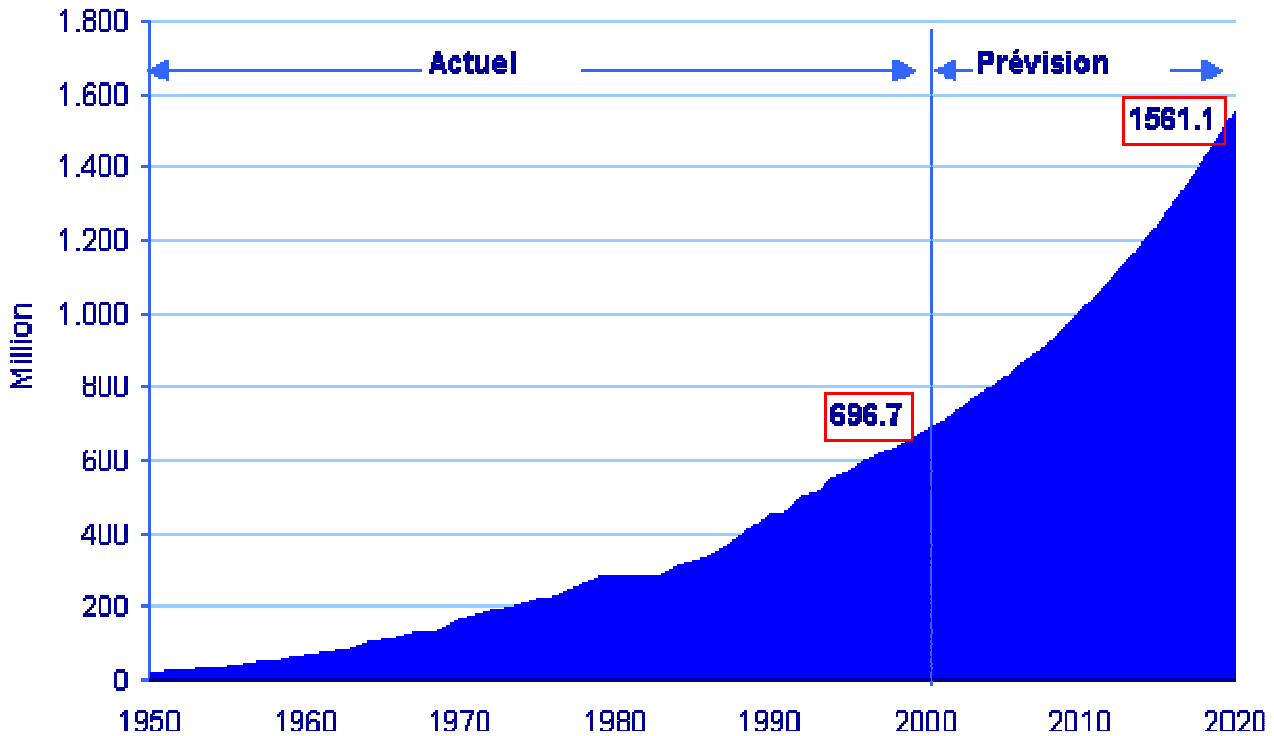
Tourism has become today a capital-intensive industry, increasingly concentrated both at the production level (tour operators, hotels) and distribution level (travel agents, electronic ticketing), with all the inherent risks.

In 2007, growth in the tourism industry had continued at a rate of about 4% to all the countries of the world, corresponding to the growth forecasts as advocated by the World Tourism Organization (OMT) which are of the order of 4.1% per year until 2020 (see Graph 1).

⁶ Global Sustainable Tourism Criteria- Les critères:

http://www.sustainabletourismcriteria.org/index.php?option=com_content&task=view&id=245&Itemid=449

Graph No. 2 represents the evolution of tourism 1950-2020



Source : *Tourisme et réduction de la pauvreté : « Relever le défi de la durabilité de Johannesburg »*, Organisation mondiale du tourisme (OMT),

Based on the above diagram, one can notice that the international tourist arrivals have increased by 40 between: 1950-2000. They should be multiplied by three for 2020 forecast by UNWTO, going from 696.7 million in 2000 to 1,561 million in 2020 arrivals. Moreover, tourism is increasing in developing countries twice as fast as in industrialized markets. Across poor economies, no sector generates as much wealth and jobs than tourism.⁷ It is almost everywhere the main source of economic growth, foreign exchange, investment and job creation. This is one of the few areas where all these countries have potential comparative advantage. It can greatly contribute to rural development, modernization of agriculture, community development and vitality of society, including women. Most developing countries can fully benefit from tourism based on natural and cultural heritage if the basic conditions for transportation, infrastructure and sustainability are met.

Tourism is a factor in effective change, it proves especially effective in the following areas:

Economic aspects:

Tourism in developing countries in particular is a key source in the following respects:

- Economic growth factor (sustainable development);
- Foreign exchange earnings and investment to attract investment (FDI);

⁷ M. Frangialli « Développer le tourisme pour combattre la pauvreté », Message du secrétaire général de l'OMT, Madrid, le 2 janvier 2007. www.unwto.org

- Job Creation (270 million worldwide), especially youth employment;
- Benefits for the countries and host communities, resulting in local development;
- Reduction of external debt (balance of payment);
- Diversification of the economy (the case of Algeria, exports excluding oil).

Social aspects:

Tourism is a key source in relation to:

- Social welfare, being a vector of individual and collective fulfilment;
- Gender equality ;
- Understanding and mutual respect between societies;
- The preservation of culture: tourism, a user of the cultural heritage of mankind's contribution to its enrichment.

But what about the tourist potential of Algeria?

1.4 Tourism situation in Algeria

According to the Euro-Mediterranean Network of Investment Promotion Agencies of investment around "the tourism industry in The Mediterranean countries," Algeria is ranked among the lowest tourist destinations (147 out of 174 countries) despite its large capacity which remains untapped for the most part.

This report is based on the weaknesses and strengths of the Algerian tourism, indicating:

- The failure of U.S.
- Lack of professionalism;
- The modest capacity of accommodation;
- Perception of the security situation in Algerian;
- The slow process of reforms.

All these factors have negatively affected the Algerian destination. It was also indicated that the tourism sector in The Mediterranean region represents 10% of GDP, but it remains below the level in several countries including Algeria where the sector is not quite developed or is still being neglected – it represents only 9.3% of exports, 5.9% investment rate and 1.8% of GDP.

Concerning employment, the sector employs over 200,000 workers and accounts for approximately 5.6% the rate of employment both directly and indirectly. According to the above mentioned report, Algeria has recorded 1.23 million tourists; the three-quarters of which are immigrants, despite the improvement that was recorded during the last two years (2004-2005).

It is being said that Algeria accounted only for 0.2% of the influx of tourists and its revenues reached 105 million euros against 4.9 billion for Egypt and 3.1 billion for Morocco. Also Algeria's expenditure in the field of tourism represented 4.8% of total expenditure in the region.

Based on this observation and to reverse this trend, a better management of the tourism sector is necessary in order to give new momentum and enable it to participate in the economy.

1. 5. Which strategy to adopt for the revival of tourism in Algeria?

Recognizing the strategic importance of the tourism sector, globalization of the economy and to promote non-oil exports, the authorities have turned to tourism as an inexhaustible resource to maintain and provide all the necessities for the development.

National awareness of the issue of tourism development as a vector of economic and social development requires the need to establish a strategic framework to build a vision for 2025, translated into objectives by a master plan for tourism development (SDAT).

This vision incorporates the wider membership of tourism development in an enabling economic segment of development and progress. The innovative approach resulting lies on a more assertive commitment of the State in developing and implementing integrated tourism policies of regulation, on the one hand, and the establishment of the conditions for promotion and development of tourism and related activities on the other hand.

The SDAT results consist of defining strategic directions, priorities and concrete projects to be implemented and a roadmap to 2015 step.

This new approach will trigger the choice of sectors to develop flexible processes and products to offer, better coordination between the different partners and stakeholders and greater adaptability to market.

Furthermore, tourism cannot be conceived without its interdependence with other sectors.

2. Strategy of tourism development in Algeria

2.1 Paradox of the Algerian tourism

The Algerian economy is characterized by strong specialization in the tourism sector since the late seventies, mainly in the Saharan regions where it is being developed (Timimoun, Tamanrasset, Hoggar, Tassili, and so on)

Tourism in Algeria suffers from a deficit in terms of hotel facilities, food quality, qualification of the industry, a deficiency in the production and optimization of the tourism product. The Algerian land area (2,381,741 km) is the largest country of the Mediterranean and the second country in Africa (after Sudan). This destination although still unspoiled, has particularly diverse tourism potentials through its history, climate and geography. Especially the Sahara desert, the largest in the world, and its 1,200 km of coast resorts.

Among the main assets of Algeria is its extensive network of airport and road infrastructure. A desert which represents nearly 80% of the territory; hot spring, the Roman sites which are one of the richest in the world after those in Italy and the proximity to European markets, especially French. Data from the Ministry of Planning, Environment and Tourism (MATET.) show that Algeria was the destination of 1.74 million tourists in 2007, representing a growth of 6.5% when compared to 2006. Foreign tourists are, in turn, 511,000 visitors per year. They are mainly from France with 170 000 tourists (+ 5.7% compared to 2006), followed by Spain, Italy and the United Kingdom for Europe, Tunisia (108,900 visitors), and Morocco in North Africa, followed by Egypt and Turkey.

However, the country's potential is largely untapped in the end. In terms of hotel infrastructure, Algeria suffers from a serious deficit. Over 80% of hotels do not meet international standards. There are 85 000 beds between 1004 including 872 private hotels. Aware of the challenges that lie ahead, the Algerian authorities show a real desire to achieve the broad program of reforms to improve the quality of reception by implementing a strategy that leads to profound changes. In the public and the private tourism sector,

specialists are unanimous stating that the Algerian authorities were slow to react to changes in tourism markets, especially with the emergence of new countries to make technical changes to support this sector and to update our legislation.

These changes and legislations have been major upheavals in the tourism sector worldwide while, in Algeria, officials continue to talk about a standardized tourism. Do our leaders know that the global trend of recent years is personalized tourism? We must consider developing a work program that allows defining actions to be taken at national, regional and local levels.

Greater involvement of professional bodies in the promotion of this important economic niche is required. It would allow better coordination of actions at regional and local levels. Algeria has not acquired the reputation of a very good destination for tourists. There is consensus among senior managers and members of the sector about the real need to create a welcoming structure and develop training, collaborations and partnerships with tourism-related structures.

2.2 Specificities of the Algerian context

Algerian tourism is characterized by a high proportion of tourism around the trinomial sun-sand-sea, playing consistently on the volume of arrivals. Primarily oriented on the coast and the south. In this context, it appears that the tourism in the Saharan regions is consistent with some characteristics of alternative forms of tourism, including low impact ecotourism. Also, the specifics of these regions lead to suggest that the increasing convergence of the current activity to a form of ecotourism is an alternative "win-win" in the sense that the activity would be developed and adapted economically energise these sites, and to ensure respect for natural and social environment of these areas.

By creating jobs, generating foreign exchange earnings, services and infrastructure. Tourism is capable of transmitting wealth from rich to poor countries. The benefits will be even more important considering that developing countries have some advantages (cheap labour, natural and cultural frameworks, service costs relatively low, inexpensive land market and so forth). Tourism, as an "engine of development in the Third World" serves as a leitmotif during this period, which justifies the construction of large tourist resorts. By way of illustration throughout the Algerian coast, experts rank the regions of Annaba, with Guelma, Souk Ahras and El Tarf, as important poles for the development of tourism in Algeria.

In promoting their tourism development strategy, Algerian officials have precisely identified the national potential. They also took into consideration everything that is said and written about this potential in the field of coastal tourism, outdoor and mountain or desert, hunting and fishing, archaeological and especially thermal.

2.3 National strategy for tourism development

The national strategy for tourism development, seeks to establish a state policy based on the involvement of all the institutions in the development of tourism products and activities, either directly or indirectly. Moreover, this strategy is to set up a sustainable framework to guide and to coordinate the development of tourism in the coming years for a concentrated ownership of the institutions of tourism activities. Unlike other economic sectors, tourism is still structurally a horizontal sector whose development is strongly linked to the general environment (transport, culture, handicrafts, agriculture, communication, hygiene, health, and so on).

It is obvious that this approach, which must also be supported by all institutions and stakeholders, has its roots in the government's program adopted in September 2000. This program sets the objective of the new tourism policy as being the "The emergence of a true tourism industry based on the development of

cultural and civilizational and natural potential of the country and “built around realistic and measurable targets, provides institutional instruments, organizational and appropriate funding from various sources». The roles of the government in implementing this new policy is the promotion of the country’s image abroad, attracting investment and partnership with developers and holders of capital, know-how and markets power especially to make the tourism product more competitive in the national commercial channels.

2.3.1 Factors of such a strategy

This strategy is built around a number of factors closely related to each others :

- A comprehensive real policy to give a boost to tourism in the context of sustainable development;
- A master plan defining the areas to focus on, determining the product types tailored to each area while specifying carrying capacity of each area and forming a kind of specialization ;
- A simplified and rational regulation on the land applied rigorously to the sector;
- A policy of developing human resources for planning sound management and appropriate infrastructure to tourism activities;
- Standards and regulations specific to each area to maintain desired levels of environmental qualities and quality in general;
- The important contribution of the population at various levels is highly desirable to safeguard the achievements in the field of tourism;
- Finally, monitoring and management of tourist services at all stages of plannings are essential.

2.3.2 Challenges of such strategy

This strategy relies on a global and medium-term road-map for the development of a tourism industry in Algeria. Some of the requirements are as follows:

- The socio-economic impact of tourism and its inputs, as proved by Algeria’s neighbours and elsewhere;
- The state of the tourism sector in Algeria requires removing constraints and advocating factors for its success;
- The challenges the country will be exposed to in the coming years, especially in terms of competitiveness;
- The consequences of the new economic environment largely dominated by the effects of globalization;
- Achieving a contribution in additional tourist accommodation capacity of approximately 50.000 beds;
- A contribution by volume of private investment in projects of around 75 billion Dinars;
- Diversifying the country’s foreign exchange earnings from this sector with an estimated amount of over 1.5 billion dollars in the horizon 2012
- Creating direct and indirect jobs through investments made in the sector

2.3.3 Opportunities available assets

The success of such a strategy may well rest on the following elements:

- Diversity of landscape and natural sites;
- Exceptional weather conditions, monuments and world heritage sites;
- Communication infrastructure and transportation rapidly changing (good road network of 104000 miles, 35 airports, including 13 with international standards, 13 ports and a railway network of 4500 km with 200 commercial stations already operating);
- Different forms of tourism;
- Multiple attractive and internationally competitive prices;
- Proximity to major markets issuers, extensive customer affinity character as well as rich and varied heritage;
- Availability of various cheap consumer products;
- Well organized market for traditional crafts.

2.3.4 Weaknesses of the Algerian tourism industry

The weaknesses to overcome, and there is still a number of factors which should be reviewed in order to find solutions:

- Deficit in term of quality and quantity of tourist accommodation, where a preponderance of urban inn and Inadequacy of hotels average range;
- Lack of tourist culture;
- unattractive environment for tourists;
- Staff unskilled and low level of benefits;
- Poor means of promotion and communication,
- Low operating of cultural tourist sites;
- Inadequate voyage programs to tourism flows;
- Weak involvement of associations.

2.4. Targets of the strategy for tourism development

The new tourism policy aims at achieving a number of goals:

1. Improve the overall balances (Operating, growth, balance of trade, financial and investment);
2. Impact of this policy on other sectors (industry, traditional, transport, services, industry, job....);
3. Contribution to trade and openness, both nationally or internationally;
4. Conciliation between tourism promotion and environment;
5. Evaluation of historical, cultural and ritual heritage (The fact that these elements represent an important factor in attracting tourism strategies, with respect to cultural diversity , protection of the heritage and contribution to the local development);
6. Improvement of the image of Algeria and the potential of its domestic market.

In order to move forward, it is required to formulate a plan on the development of the tourism sector in 2010, called schema of "sustainable development of tourism in Algeria Horizon 2010- 2013"
A selection of this perception of quantitative targets can be mentioned as follows:

Table (1): The evolution of the capacities of accommodation, 2004-2013

Years.	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of beds	94000	105000	116000	127000	137000	147000	157000	167000	177000	187000
Growth rate	13.25%	11.7	10.4	9.48	7.87	7.30	6.80	6.37	5.99	5.65

Source: the development of the tourism sector for the decade 2004-2013, ministry of tourism, Algeria.

Increase **the capacity of tourist reception**: this is done through the re-launching of further investment over two main phases:

Phase 1 (2004 – 2007): At this phase, it is expected to have a completed accommodate additional capacity to 55,000 beds - namely the first phase: extends from 2004 the outcome of the projects that are in the process of completion or those anticipated.

Phase 2 (2008-2013): At this phase, for reasons of economic and commercial potential of the accommodation, we can understand the importance of the less advanced phase 2004 - 2007 and thus the average annual growth estimated at 7%. Due to that, the additional energy potential at the end of this phase will be a little more of 60000 beds with an average annual estimated 10 000 bed.

Table 2: The evolution of tourism flows, 2004-2013

Years	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of arrivals	1195553	1315108	1446619	1591281	1758365	1951785	2176240	2437389	2742063	3098531
Growth rate	10 %	10 %	10 %	10 %	11 %	11 %	12 %	12 %	13 %	13 %

Source: The development of the tourism sector during the decade 2004-2013, Ministry Of Tourism, Algeria.

Reviewing the annual revenues to the extent of the decade referred to, it had been prepared to apply the average expenditure per tourist, estimated at \$ 520 with an average increase of 3% per year, bringing the size of the estimated income of U.S. \$ 133 million in 2002 to 1.3 billion by the year 2013.

Table 3: Annual income from tourism industry, 2004-2013 (in million \$)

Years	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Annual incomes	200	252	316	397	485	592	722	882	1076	1313

Source: prepared by the researcher based on the perception of the development of the tourism sector during the decade 2004-2013.

The Ministry of Environment and Tourism Development's master plan is founded on the creation/or promotion of tourism? By the beginning of January 2008, the strategic framework of reference of tourism policy in Algeria is constituted. It is a document about the state in which all the actors, sectors and regions on its tourism regional prospects for 2025. This translates the will of the State to value the natural, cultural and historical capacities of the country, and use them to promote tourism in Algeria.

SNAT is the result of a long process of research, investigations, studies, experiences and wider consultation with national actors and local public and private institutions – the ultimate goal is the achievement of the objectives of the strategic plan. The main aspect of this strategy is to enhance the prospects for tourism in 2025.

- Algeria's goal is to receive 2.5 million tourists by 2015, and to be comparable situation like its neighbours, it needs 75.000 beds of good quality;
- Priority goal poles nearly half of the capacity of reception is expected, any size bed 40.000 30.000 of which from an international high style in the very short term and an additional 10.000 beds in the medium term
- The creation of 400.000 jobs (direct and indirect);
- An estimated 2.5 billion dollars of public and private investment is needed for the period 2008-2015;
- For the seven tourist poles of excellence, we can imagine an extra effort with \$ 1 billion U.S. dollars per rest of the country may be employed to remove the current structural deficit.

2 5. SDAT: Result of a long process

Algeria has considerable strengths, including the richness and diversity of its landscapes and its heritage. The definition of a new national tourism policy must naturally rely on these strengths to develop and to promote an offer of quality that is available to all. It is important to explore avenues for reflection and proposals in terms of promotion, quality policy, planning, employment and training that will enhance the attractiveness of Algeria's tourism industry. In this regard, the launching of the Quality Tourism Algeria (QTA) will bring to market an offer of quality for all interested parties, the stakeholders or consumers.

The 2025 master plan for tourism development (SDAT) is the culmination of a long process of research, surveys, studies, expertise and consultation. It is the result of extensive consultations conducted with national and local public and private actors. At stake is the ownership of SDAT 2025 to all stages of its evolution (development, implementation, monitoring) by the agents and operators of central and local tourism at different levels (senior hoteliers, restaurateurs, tour guides, operators, associations).

The reform is necessary in the context of implementing the Association Agreement with the European Union and the possible membership of the World Trade Organization. But the issue that can be raised here is whether we are ready to compete for our share of tourist seasons.

The forecast, according to the World Tourism Organization, predicts a flow of 1 billion tourists annually in the last year (i.e. 2010).

Algeria, even worse off in this particular area, has no choice but to chart a new strategy opting for an effective partnership in order to rationally exploit its tourism potential. Indeed, this will boost economic activity by reaping huge revenues, creating multiple jobs and promoting the development of other infrastructure.

Some aspects of this strategy have already been revealed, including the identification of 174 areas of tourism expansion with an aggregate area of 47,073 ha. More than three quarters of this area of concern ZET 140 14 wilayas of the coast. The rest is shared between the 13 ZET wilayas of the Interior and the High Plains (3480 ha) and the 20 wilayas ZET 8-South and Deep South (9501 ha)

Conclusion

It is interesting to highlight – given the natural and cultural specificities of particular countries – a niche tourism responding more adequately to this objective, namely ecotourism. Emphasis is placed on various principles associated with sustainable development: maintenance of sites visited (resource conservation and minimization of environmental impacts) and needs of host countries and regions as well as host communities (associated with local development). A form of natural tourism that involves education and interpretation of the natural environment and is ecologically sustainable.

The national strategy for tourism development aims at establishing a state policy based on the accession of all the institutions directly or indirectly involved in the development of tourism products and activities. The definition of a new national tourism policy, must naturally rely on these strengths to develop and to promote an offer of quality that is available to all. It is important to explore avenues for reflection and proposals especially in terms of promotion, quality policy, planning, employment and training, all of which will enhance the attractiveness of Algeria's tourism industry.

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