

## Marketing tourism in Algeria through the media and its relationship to the development of the national economy

التسويق للسياحة في الجزائر عبر وسائل الإعلام وعلاقته بتنمية الاقتصاد الوطني

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### Abstract:

In this analytical study, we will address the subject of marketing for the tourism sector in Algeria, and the extent of the contribution of the media of various kinds to the revitalization or stagnation of this sector. Considering that tourism is an important economic resource to bring profits and raise the national product, hence the need to evaluate the media coverage of this sector and understand its weaknesses and the reasons leading to the lack of an integrated strategy to promote tourism in Algeria as well as the effects resulting from This is in addition to identifying the shortcomings and active factors in them, then identifying a mechanism that can be applied on the ground to overcome the shortcomings witnessed by the tourism sector, by proposing a number of remedial methods not only at the level of traditional media, but through new media.

**Key words:** Tourism marketing, tourism media, investment, development, national economy.

ملخص:

في هذه الدراسة التحليلية سنتناول موضوع التسويق لقطاع السياحة في الجزائر، ومدى مساهمة وسائل الإعلام بمختلف أنواعها في تنشيط أو ركود هذا القطاع، مع الأخذ في الاعتبار أن السياحة مورد اقتصادي مهم لتحقيق الأرباح ورفع الناتج الوطني، ومن هنا تأتي الحاجة إلى تقييم التغطية الإعلامية لهذا القطاع وفهم نقاط ضعفه والأسباب المؤدية إلى عدم وجود استراتيجية متكاملة للنهوض بالسياحة في الجزائر، ثم تحديد آلية يمكن تطبيقها على أرض الواقع للتغلب على أوجه القصور التي يشهدها قطاع السياحة، وإمكانية جعل الإعلام السياحي عنصراً أساسياً يمكن من خلاله تسليط الضوء على الجزائر وتعريفها كوجهة سياحية على المستويين الداخلي والخارجي، من خلال اقتراح عدد من الأساليب العلاجية ليس فقط على مستوى الإعلام التقليدي، ولكن من خلال وسائل الإعلام الجديدة.

الكلمات المفتاحية: تسويق سياحي، إعلام سياحي، استثمار، تنمية، اقتصاد وطني.

## 1. INTRODUCTION

Tourism is one of the most important vital sectors that contribute to driving the movement of the economy and improving the standard of living, which makes countries around the world interested in it and try to adopt the most effective ways and mechanisms to achieve the greatest possible benefit from this sector; due to this importance, Tourism Marketing appeared, which in turn

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witnessed a prominent development during the third millennium, in line with the diversity of the needs of tourists as a target group to be persuaded by tourist services and products .

Tourism marketing also relies on the media to achieve its goals, specifically the tourism media, whose main theme is tourism and what it includes, in order to provide the public with specialized information to develop the knowledge aspects of the public interested in this field .

As Algeria, like other countries, seeks to develop the tourism sector and benefit from it to develop the raw national income and diversify the sources of profits, as well as attracting tourists from inside and outside the country in order to introduce the components of tourism in Algeria and its most important destinations, relying on various media; both traditional media (newspapers, satellite TV, radio...) Or new media (social networking sites, electronic newspapers, online channels...) Which in their entirety constitute what is known as tourism media.

Therefore, How tourism marketing through mass media in Algeria contributes to the development of the national economy?

The following sub-questions are asked about this main question:

- What is the reality of tourism in Algeria?
- To what extent does the media contribute to tourism marketing?
- What are the bases on which it is possible to evaluate the experience of tourism marketing in the Algerian tourism media?
- What are the mechanisms for promoting tourism media in Algeria?
- How can new media tools be employed in tourism marketing in Algeria?

## **2- The conceptual framework of the topic**

### **2.1- Defining concepts of the study**

Defining terms and concepts is one of the basic and important elements in any scientific study, as it gives the research a systematic dimension, and this step removes a lot of confusion and ambiguity that may surround the study, due to the possibility of multiple meanings of the same term.

**Marketing:** defined by the American Marketing Association in 1995: as the process of planning and implementing the overall perception of pricing, promoting and distributing ideas, goods and services to create an exchange process that satisfies the needs of individuals and establishments.<sup>1</sup>

**Tourism:** It is the total sum of natural relations and phenomena that result from the residence of tourists as long as this residence does not lead to permanent residence or practice of any kind of work, whether permanent or temporary work.<sup>2</sup>

**Tourism marketing:** It is a branch of marketing and is defined by dr. Ahmed Taher Abdel Rahim because it is a multifaceted activity and is not limited to marketing work abroad only, but stems mainly from within the country that represents he main source of this activity, where it has the

various ingredients as well as the material and human capabilities necessary for its success and continuity.<sup>3</sup>

**Tourism media:** It is one of the branches of media; its main function and essence is to define what the country contains of tourist attractions, whether natural, historical, hotel, or any other appearance or area of tourist attractions, using all the advanced media and communication means of films and advertisements, where they have the ability to attract foreign tourists and native citizens of the country, and therefore tourism media is a necessary and pivotal characteristic of the tourism industry.<sup>4</sup>

### **3- Tourism media and Tourism marketing**

#### **3.1- Tourism Media**

##### **3.1.1- The concept of tourism media**

Tourism media is defined as "all aspects of planned and continuous communication activity practiced by media professionals and specialists with the aim of providing the public with all the facts, news and correct information on issues, topics, problems and the course of matters related to tourism in an objective manner and without distortion through various means and forms of communication and by all technical methods of persuasion and influence in order to develop tourism awareness among the public on the one hand and in order to attract the largest number of individuals to reside away from their home of residence, whether inside or outside the country".<sup>5</sup>

##### **3.1.2- Tourism media functions**

- News: it is to provide the public with data, events, facts and various activities, which leads to the crystallization of tourist awareness and work to attract tourists and preserve monuments .
- Explanation: the tourism media should explain to the public in a simple way and in an easy language, depending on the figures, proofs, facts, details of current tourism issues and problems, so the tourism media relies through its various means on the interpretation of tourist events and the extent of their impact on the masses .
- Education and education: thanks to this function, it is possible to raise awareness of development issues and develop possible solutions to them through various forms of communication, which creates an appropriate dialogue and prepares the individual methods of dealing with the tourist and adapting to the environment.<sup>6</sup>

In addition to the above, there are other functions of tourism media, such as persuasion, which aims to deepen the concept of tourist awareness, it is considered as a deliberate media communication effort to influence the public and sensitize their inclinations from various media in order to push them towards taking a positive and effective attitude to tourism, modify their mental image and strengthen the belief in its social, economic and cultural importance and the extent of the benefits achieved from the prosperity of tourism, as well as the dissemination of culture because tourism is a civilized phenomenon and a means of cultural communication between nations and peoples embodied by presenting to the public a set of values, concepts, beliefs and different

lifestyles, whether local or global. In addition to marketing and advertising through the introduction of tourism programs offered by the relevant authorities to tourists, advertising is considered an intermediary between the product and the seller and the buyer, as it focuses on communicating the message to the public and convincing them of the factors of excitement and attractiveness, and is also a primary source of funding for media of various kinds.

### **3.2- Tourism Marketing**

#### **3.2.1- Characteristics of tourism marketing**

- Tourism marketing is based on arousing the desires, motives and trends of tourists from all over the world to visit a particular area.
- The receiving country depends on the tourist offer, whose components are characterized by lack of flexibility and immutability in the short term.
- It aims to highlight the image of the tourist state and focus on its landmarks and regions in order to increase tourist traffic using various means.

Marketing operations for the tourism product take place at any time during the year.

- Tourism marketing depends on the existence of a direct relationship between the tourist establishment for the service and the customer.<sup>7</sup>

#### **3.2.2- Tourism marketing objectives**

- Outperforming competitors: by making the products of the tourism institution in the leading position, which makes it difficult for competitors to enter and compete in tourism markets.
- Tourist satisfaction: It represents the main goal of tourism marketing in any institution that thinks of protecting its existence by satisfying its customers, and thus the tourist gets the appropriate services at competitive prices at appropriate times and in a satisfactory manner.
- Achieving profits: It is the long-term goal and is through the operation and expansion of the size of the market and give a good image of the institution, which requires a planned and organized method so that tourists continue to use the services of the tourist institution.
- Highlight a clear image: as the goal of tourism marketing is to help the institution in highlighting a clear image of the tourist area.<sup>8</sup>

#### **3.2.3- Tourism marketing mix**

The marketing mix means those integrated and interrelated activities that depend on each other for the purpose of performing the marketing function, while the marketing mix for tourism services is the variables that can be controlled, organized and controlled, which can be modified to satisfy the needs and desires of tourists, and the marketing mix is divided into four strategies: Distribution Price Promotion and Product and known as 4PS.<sup>9</sup>

### **3.3- Tourism in Algeria**

#### **3.3.1-Types of tourism in Algeria**

a/ Coastal tourism: Algeria has a coastal strip stretching over a distance of 1200 km, this type of tourism has received attention, equipped with tourist vehicles between hotels and holiday homes, and major areas have been chosen for tourism expansion.

b/ Desert tourism: the desert areas enjoy beautiful landscapes, monuments and rock carvings, this is what made it a real tourist pole to attract foreign tourists, and desert tourism is based on the exploitation of various

Natural, historical and cultural abilities.

c/ Cultural tourism: we do not find a great demand for it from the local population and it remains limited to foreign tourists, its main motivation is the search for knowledge through the discovery of urban heritage such as cities, villages and historical monuments.

d/ Mineral baths tourism: Algeria is one of the countries rich in mineral baths that allow it to receive tourists interested in this tourism for the purpose of health or recreation and rest.<sup>10</sup>

Therefore, it is understood that the natural terrain of Algeria qualifies it to be a tourist destination with excellence, as it is not limited to one climate or one natural environment, in addition to the breadth of the geographical area, which ensures the possibility of viewing and exploring various areas according to the tourist's inclinations and preferences.

#### **3.3.2- The importance of tourism in Algeria**

- Opening positions and reducing unemployment rates, especially the youth category .
- Increase the gross national product, support the national economy.
- The tourism sector represents a good investment environment for small and medium-sized venture capitalists.
- The development of infrastructure and the level of services, especially in rural areas, which limits the problem of rural displacement towards cities.
- Protecting the Algerian cultural heritage from oblivion and extinction.
- Conveying an honorable image of the state of Algeria and its people.<sup>11</sup>

On this basis, the importance of tourism is to achieve a range of benefits at the economic and national levels, in addition to the profits that benefit both individuals and countries.

#### **3.3.3- The fact of tourism in Algeria**

Legislation and procedures supporting Algerian tourism:

Since the nineties, Algeria has adapted its legislative systems to the reforms initiated by it, but law 10-90 did not contain specific privileges and incentives for investors in the tourism sector,

so the Investment Promotion Law 12-93 came to confirm that investments are carried out freely, taking into account the regulation and legislation related to these codified activities, in addition to the existence of bodies contributing to the development of the tourism sector, represented by : the Ministry of Tourism and traditional industries, the National Bureau of tourism, the National Agency for tourism development, the National Foundation for tourism studies... and others.

There are also plans to strengthen the tourism sector and modernize it by underlining a future program as a strategic framework for tourism policy in the short term (2009), medium term (2015), long term (2025), which has been amended to the year 2030.<sup>12</sup>

### **3.3.4- Tourism investment problems in Algeria**

Complexity of administrative procedures and spread of patronage:

Despite the facilities offered by Algeria for foreign investment, we find the opposite: the investor has to go through about 14 stages to establish his institution, while neighbouring countries such as Tunisia and Morocco have only five to nine administrative stages. This results from the legacy of bureaucracy and the prevalence of administrative corruption, as well as the multiplicity of laws and regulations, as well as the slowness and complexity of procedures as the institution's registration process requires a long time, as well as the length of customs procedures.<sup>13</sup>

Tourism Property Crisis:

Property in Algeria has witnessed a wave of speculation and brokering, causing serious damage to the national economy and disrupting many enterprises. In addition to transferring part of the land in particular to encourage investment and has been incorporated differently and illegally into the building areas, This has created a parallel market for the property and speculation in it. The investor, whether local or foreign, suffers from the cost of the property in Algeria compared with neighbouring countries. In addition to the degradation of natural resources through the looting of sand and the absence of urban bases, the resources have changed from their tourist nature.<sup>14</sup>

The role of ICT and its relationship with Algerian tourism remains weak and does not rise to the required level through:

- Insufficient websites and weak network flow
- In addition to the absence of specialized websites and applications in electronic stores that market places and resorts that provide hotel services.
- The lack of television programmes dealing with tourism activities and the lack of satellite channels specializing in tourism.

## **4- An assessment of tourism marketing in Algerian media**

### **4.1- Weak tourism marketing**

By observing Algeria's media landscape, media openness is a recent and young experience that has not yet matured. audiovisual media has been opened to private individuals since 2012 only,

Under the Information Act 2012, which sets out the mechanisms for the exercise of this activity and that resulted in the emergence of a significant number of satellite channels, Some indiscriminacy and lack of organization were observed due to the newness of the media experience And this is what caused some breaches and abuses as well as unprofessional, Focusing on certain topics and areas in these channels and neglecting other topics, including tourism media; The latter is almost absent from the television programming map, as well as the newspapers.

Algeria's media closure prior to the 2012 Media Law had a negative impact on tourism media. National Public Channel cannot promote tourism alone, Given the diversity of its programmes in various fields and technical templates, which makes the share of tourism media small or virtually non-existent, In addition to Algerian public television, its programmes are received only by Algerians. So foreign people knew nothing about Algeria's tourist attractions through the media. This, in turn, is due to the lack of genuine will to develop the tourism sector or to market it through the various media. Even development projects, mostly not implemented, and part of them fails, owing to mismanagement and lack of responsibility, bureaucracy and administrative obstacles, make tourists the last interest of officials.

We also find that the total and absolute reliance on combustion as a major source of income for the economy has had a negative impact on other sectors, including tourism marketing. In our view, the media is very careful about oil prices while there is no coverage of the tourism sector, as the latter has not been a priority of the media agenda.

From the financial point of view, it is noted that there is no financial budget dedicated to tourist information and the expenses it requires to cover advertising costs, as well as the use of teams of specialists, as well as equipment and recording equipment, which are across different geographical areas due to geographical diversity, all this requires funds and a huge budget, while on the ground there is no desire to invest in this sector, because it is unprofitable and the demand for it is weak.

As for the Algerian media, as we mentioned earlier, tourism media requires techniques and professionalism in presenting the media material to the public in order to attract it and make it convinced of the content of the media message, starting from its form .when the artistic template is unattractive, it will automatically not receive the audience's follow-up and attention, especially that the Western media excels in terms of directing and art, and thus becomes a competitor to the local media.

Also, even in some programs whose theme is tourism, they are limited to the use of Arabic or French, and then the complete absence of English, which is considered a communication tool and a universal language that can address the potential audience from all countries of the world and attract it to the Algerian tourist product. This has had a negative impact on tourism through the media, and if we note the international destinations for tourism such as Malaysia and Turkey, the advertising for them is most likely in English so that it is understandable to as many followers as possible .

Therefore, the lack of use of the English language in the tourist media in Algeria has made the scope of its influence very narrow, and this is due to several considerations, the most important

of which is that the English language in Algeria ranks third in the ranking of official languages, and in the same context, the dominant parties to the audiovisual sector prefer the French language more and try to impose it within the media scene.

On the other hand, we find a lack of follow-up to the Algerian media by the Algerian public itself, whether it is related to public media or private media, as the relationship between them is witnessing a lot of unrest and distrust in what is being broadcast, the Algerian follower always doubts the credibility of satellite channels and considers them to be directed and not independent, he also does not see that their media outputs are characterized by professionalism, which translates that constant mockery of Algerian satellite channels through the space of social networking sites, but sometimes he follows them only in order to fill the void, and this negatively reflects on the possibility of conviction and adoption of the communication message.

In the same context, we find that the tourism media in Algeria, in turn, markets to foreign destinations instead of marketing tourism in Algeria, the viewer of tourist ads can discern that they are marketing to tourism agencies and the prices of their trips and destinations, which are mostly towards other countries such as Turkey, Tunisia, Malaysia... etc. The Algerian tourist himself prefers to go abroad rather than inside, for several considerations, the most important of which is that he does not get enough information to make him choose domestic tourism, in addition to the competitive prices provided by other countries compared to what is in Algeria, where tourist destinations, entertainment venues and hotels know the high prices in an exaggerated and irrational way, as well as the poor services provided and their deterioration compared to what is abroad, which are often better and at a lower price, and so tourism products in Algeria are subject to the principle of brokering and speculation, as well as the exploitation of individuals and their need for rest and relaxation, for example during the holiday season rises The same service is provided to the native citizen at a different price from the tourist, as well as free services become paid for tourists without being subject to legal regulation.

On the other hand, we find that Algerian law, in turn, makes it difficult to obtain a tourist visa and sets a lot of conditions for it, which is often for security reasons, which we can consider justified and falls within national sovereignty, as well as reciprocity. What is also noticeable on the Algerian tourism media is that it does not exploit the new media to introduce the tourism components of Algeria and its possibilities, as there are no specialized websites for tourism marketing, not even major pages on social networking sites that take the international character, and there are no tourism advertisements in Algeria interspersed with major sites targeting users who are looking for tourist destinations, but what exists in reality is quite the opposite as we find that Algerian websites are interspersed with advertisements for tourism abroad, which are in several languages.

The weak flow of tourists to Algeria is due to a number of reasons, including the inability to penetrate foreign markets and attract tourists due to the absence of marketing programs, the inability to clear the negative mental image formed by tourists towards Algeria as an unsafe tourist destination, as well as the inability to penetrate into international markets; there is a defect in the distribution structure of according to the Global Competitiveness Report for the travel and tourism



sector for the year 2013 issued by the forum According to the index of relevance to the tourism sector, Algeria ranked 137th globally out of 140 countries, 22 of which were included in the ranking, and the tourism Openness Index ranked Algeria at 138.<sup>15</sup>

If we note the volume of media coverage of tourism in the media, we find that the journalistic genres that are interested in tourism marketing are very few and hardly perform the function assigned to it, but if we compare the channels specialized in tourism with channels specialized in other fields such as news and cooking, we find that there is only one channel specialized in tourism "Shams TV channel" was established in 2018, and to date it is still in its early beginnings and is not well known to the Algerian audience and is not well known to followers outside Algeria.

#### **4.2- Proposed mechanisms to promote tourism information in Algeria**

The Algerian media, which is represented by its various media outlets (television, radio, newspapers), must public and private companies keep abreast of the enormous development in the tourism side and the exploitation of tourist attractions that the Algerian environment has the opportunity to improve and develop the media industry in a sustainable manner, by responding to the requirements of the tourist and satisfying his desires, providing advanced and renewable media services that meet the needs of the tourist and achieving a balance between the requirements of the tourist and the general components of the media...

The Algerian media is required to highlight investment activity, whether in newspapers, radio, television or websites, as tourism should be made a national priority, through schemes that are considered the reference framework for Algerian tourism and the new tourism strategy for Algeria in the short, medium and long term within the framework of Sustainable Development.<sup>16</sup>

#### **The researcher proposes a number of mechanisms for tourist media in Algeria:**

- First of all, the tourism sector should be taken care of by the state, as well as making it a source of income instead of absolute dependence on hydrocarbons, through the development of reasonable schemes that can be applied on the ground, as well as the development of economic methods in line with market requirements and facilitate financial transactions for both Algerian and foreign citizens, as well as the strict application of laws to prevent any excesses or speculation regarding tourism products.
- Through this, tourism can be marketed through various media, which in turn should intensify media coverage of the most important tourist attractions and components in Algeria according to various artistic templates (Articles, reports, documentaries...) It is also advisable not to be limited to Arabic and French only, but the advertising material should be in English so that the message reaches as many target audiences as possible across the world from different continents.
- Journalists and media professionals specialized in tourism media should also be formed, so that they have the experience and the ability to control the techniques, methods and techniques of directing, so that the tourist advertising material appears in a professional mold that can convince the public of its quality.

- In addition, it is necessary to rely on new media such as social networking sites (Facebook, Twitter, YouTube...) In addition to traditional media, in line with the requirements of the current era and technological development, the internet is the most important source for users while choosing their preferred tourist destinations, which necessarily necessitates meeting their needs in order to outperform competitors.
- Tourism to Algeria can also be made more prominent in the field of information and communication technologies through the development of free electronic applications that can be easily downloaded to well-known electronic stores for smartphones such Google Play, App Store...
- Also, a larger budget should be allocated for tourism marketing, which includes tourism media; which, in turn, benefits from this budget and invests in the creation of new specialized satellite channels in the field of tourism that are aimed at attracting audiences abroad and not limited to broadcasting at home only.
- Teaching tourism media or tourism communication as a module or as a specialty in the departments and institutes of journalism and media, with the aim that graduates have a wide knowledge of its principles.
- Intensifying media campaigns encouraging tourism and introducing its importance to the Algerian public, so that it can open up to the culture of Tourism and tourists and consider it an ordinary part of commercial activities and services.

## **5. CONCLUSION**

From the previous analysis, we conclude that the tourism media in Algeria is still weak and almost non-existent, which in turn is due to the weakness of the tourism sector and the lack of interest in it, which made it be at the bottom of the list of priorities of the Algerian economy, despite some attempts to improve this sector, but they are insufficient, as well as the case with the media, where it is also witnessing fluctuation and lack of clarity in the vision and goals set, and so it can be said that tourism marketing has become a necessity to promote the Algerian economy, especially with the sharp drop in oil prices, and so Tourism media is one of the most important elements of marketing which should be paid more attention to, in order to promote the sector, Despite the weakness that it is currently witnessing, there is a great potential to improve the performance of tourism media in the near future, if the basic conditions for its success are met, as well as the real desire of officials and those in charge, and if efforts are intensified to create an integrated strategy for the success of tourism investment and marketing through various traditional and new media.

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