

Study on the Tourism Sector in Mostaganem State: Diagnosis and Analysis

دراسة قطاعية لولاية مستغانم تشخيص وتحليل القطاع السياحي

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Abstract:

In the context of diversifying the national economy, the government considers the services sector in general and the tourism sector in particular to have significant growth potential that must be utilized. To this end, a principle has been developed to create a general strategic framework that aligns with regional differences to enhance tourism and make it a real lever for local development. This has prompted us to study the current state of the tourism sector in Mostaganem state through a comprehensive survey of all variables associated with this sector within the state.

Key words: Tourism, Diagnostic, Stratégie, Development, Attractiveness

Abstract In Arabic:

ملخص

في إطار تنويع الاقتصاد الوطني، تعتبر الحكومة قطاع الخدمات بصفة عامة و قطاع السياحة بصفة خاصة يملك مؤهل نمو معتبر، الذي يجب استغلاله، لهذا تم الخروج بمبدأ إنشاء إطار عمل استراتيجي عام يتماشى مع الاختلافات الإقليمية، لتعزيز السياحة وجعلها رافعة حقيقية للتنمية المحلية، وهذا ما دفعنا لدراسة واقع قطاع السياحة في ولاية مستغانم، وذلك من خلال مسح شامل لجميع المتغيرات المرتبطة بهذا القطاع داخل الولاية.

الكلمات المفتاحية: السياحة، التشخيص، الاستراتيجية، التنمية، الجاذبية.

1. INTRODUCTION:

From a tourist perspective, the state (province) has natural potentialities, which are enhanced by its forestry and water resources, as well as its thermal potential. It also possesses cultural and religious assets. This great potential allows for high value-added tourism development and the diversification of tourism segments, such as beach tourism, which remains an excellent and top choice. Other tourism segments, such as ecotourism, mountain tourism, agrotourism, rural tourism, as well as cultural, religious, and historical tourism, are considerable tourism resources capable of generating niche tourism complementary to beach tourism.

Despite its rich potential, the state of Mostaganem lags behind in terms of tourism activity, with seasonal flows that do not indicate the existence of a true tourist destination. Its tourist image remains diffuse and largely imperceptible to potential clientele due to a lack of professional marketing.

To achieve efficiency, which entails engaging both public and private actors in a process of pooling

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resources and expertise, there will be an impact on the profitability of tourism activities.

Given the existing variables related to our research, we can problematize our topic as follows:

For an attractive tourism in Mostaganem, what are the key success factors?

To potentially address our problem, we can propose the following hypothesis:

The lack of correlation and interactivity among the different actors in tourism in the state of Mostaganem hinders the development of the tourism sector.

2. DEFINITION OF TOURISM:

2.1 Definition by "Feuler. E.g" (M, 2003, p. 09) :

A German scholar in 1905 defined tourism as "a phenomenon of our time resulting from the increasing need for rest and a change of scenery, a sense of the beauty of nature, a feeling of joy and pleasure in staying in highly attractive natural areas, and also the growth of communication, especially among people from different groups of humanity."

2.2 Definition by Guyerfreuler: (A, 2007, p. 12):

Tourism, in its modern concept, is a natural phenomenon that seeks to meet growing needs such as the search for relaxation and a change from the usual environment, as well as cultural exchanges to experience the joy of change.

2.3 Definition by "DAM" 1988:

A new concept of tourism is defined as "a political activity rather than an economic one, and it is believed that tourism is not just a reaction but a means to achieving peace in the world." (I, 2008, p. 23)

Hunziker and Krapf, later adopted by the International Association of Scientific Experts in Tourism (AIEST):

"Tourism is the sum of phenomena and relations arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any gainful occupation."

2.4 Definition by "Joffre Dumarzedier":

He defined tourism as "a set of concerns undertaken by an individual for self-entertainment, personal development, social participation, or the cultivation of creative capacities, after being freed from professional, family, and social obligations." (K, 2007, p. 13)

3. THE TOURISM SYSTEM:

In order to understand the complex and dynamic nature of tourism, many researchers adopt a systemic approach. A system is an assemblage or interrelation of elements combined to form a whole. (Mondou, 2017, p. 88) The tourism system is based on two economic acts: consumption and production, and the resulting consumption experiences. However, the tourism system cannot be understood without considering the notion of mobility, especially geographical distance. (Theobald, 2005, p. 34)

4. KEY FACTORS OF TOURISM: (X, 2011, p. 48)

For tourism to occur, the presence of the following factors is essential:

4.1 Mobility: (P., 2013, p. 17)

Tourism belongs to the field of mobility: being a tourist means being in motion, moving "between two or more countries or between two or more localities in one's country of habitual residence." It is not migration in the sense that one does not permanently leave their place of residence for another. The movement is temporary, with the idea of return inherent in the very meaning of this movement. Additionally, Insee proposes to define tourism as a stay "in places outside of one's usual environment." This notion is particularly well described by the ministry in France, thus attempting to assert that not all mobility is tourism. People visit different places day by day, week by week,

which constitute their daily space. This space varies greatly depending on individuals, their history, their culture, and their professional or personal activities. It does not freeze the boundary between tourism and non-tourism based on a kilometric distance that would no longer make sense today. Sometimes, for certain populations, staying at a short distance from their homes is a true tourism mobility.

This consideration of mobility between the usual and the non-usual daily life already allows for the distinction of mobilities, especially when intersecting them with the integrated places in this daily/habitual versus non-usual daily life, as shown in (Table 1). (Zuelow, 2015, p. 68)

Table 1 : Daily and non-daily mobility.

	Daily place	Place outside of daily life
Daily practice	Commuting mobility	Business travel
Practice outside of daily life	Leisure mobility	Tourism

Source : Philippe violier, Tourism An economic phenomenon, edition French documentation 2013. P18

4.2 DURATION: (Ateljevic, 2009, p. 49)

The second criterion is the duration, which involves at least one overnight stay, that is, a night spent away from home, although according to certain definitions, it requires at least four or five nights away from home, but it does not exceed one year. The Ministry of Tourism in France sets it at least one night, however, it is known that tourist mobility is limited by a specific time context: paid leave or leave taken when one is self-employed.

That being said, the regulation on paid leave limits the time of absence from work but does not imply the time of tourism: it only expresses a moment when individuals, not working, are available for tourist mobility.

This duration varies depending on the countries (table 2) and fully determines the game of tourist movements. In this regard, the differences between countries are significant, and this can lead to specific tourist practices. (Ann Rowe, 2002, p. 98) Thus, Americans from the megalopolis of the East Coast frequent Florida and the Caribbean Basin, and Californians the western coast of Mexico: this represents a short travel time, little time difference, and therefore a valued "time envelope" for leave.

Table 2 : Legal duration of annual leave and their use in some countries in 2009.

	France	Germany	United kingdom	Canada	Australia	United states
Number of days off granted	39	27	24	19	17	14

Share of respondents declaring that they do not take all of the leave to which they are entitled	20%	21%	19%	24%	35%	33%
Number of vacation days worked (average)	2	1	1	2	2	4

Source : Study carried out online for Expedia by Harris Interactive between March 30 and April 07, 2006 with national samples. http://www.tourmag.com/Les-Francais-champions-du-monde-des-jours-de-conges_a13442.html consulté le 15/11/2023

4.3 Motivations: (M C. C., 2011, p. 18)

Finally, the reasons for mobility, called "motivations," correspond to the last criterion proposed in the various definitions. The one usually selected is "For leisure purposes, for business, and other reasons not related to engaging in paid activities in the visited place," along with "medical treatment," "religion/pilgrimage," and "visiting family and friends." The range of proposals combines very different logics: indeed, operators speak of "family tourism," "health tourism" or "medical tourism," "religious tourism," "business tourism," etc. But is it really tourism?

The analysis of a certain number of criteria shows that there are significant distinctions between the modes of development, organization, implementation, and meaning of these mobilities, as shown in Table No. 3:

Table 3: Tourist mobility: specific mobility in the field of non-daily mobility. »+ = yes; - = no »

	Choice of location	Choice of travel companions	Organization of the trip	Travel regulations	Hobbies	work	Insurance
Tourism	+	+	+	+	+	-	Personal
“Parents/friends” visit	+/-	+/-	+/-	+	+/-	+/-	Personal

Religion/pilgrimage	+/-	+/-	+/-	+	+/-	+/-	Personal
Medical treatment	+/-	+	+/-	+	+/-	+/-	Personal
Business trip	-	-	+/-	-	+/-	+	Professional

Source: Philippe Violier, tourism an economic phenomenon, French documentation 2013 edition.P20

What we see in this table is that business tourism is the mobility most out of step with all of the other four (Friendly, family, religious or medical). The constraint is strong: professional determination determines everything; support (organization and financing) is provided by the company or employer. Finally, in the event of an accident, this would be called “a work accident”, thereby signifying the fundamentally professional and non-playful dimension of this mobility. But it is important to qualify the point: in the context of professional mobility, it is possible to have leisure time at the end of the day or after professional obligations (a few days to visit the place where you are). The table shows the porosities between mobilities and the possible logic of confusion because “tourism”, “visit relatives and friends”, “pilgrimage” and “business trip” can take place in the same places, the same destinations. All the people concerned may have to use a hotel, accommodation, a means of transport, all can live together in the same place, but not all are tourists.

After having discussed generalities about tourism, we can go on to talk about tourism in Mostaganem.

5. THE TOURIST POTENTIAL OF THE MOSTAGANEM PROVINCE:

Highlighting the potential of Mostaganem has been an essential intermediary step in structuring eligible territories for tourism development and infrastructure. The coastal area represents the most promising space in terms of potential. It requires the largest portion of development and growth efforts. Its vastness allows for a wide range of innovative activities and stands out with its significant future tourism infrastructure projects.

Other activities related to the sea undoubtedly correspond to various tourist activities and drive the development of fisheries by utilizing the existing strong potential throughout the year.

There are also great potentialities in the agricultural sector, in terms of natural spaces, mountains, forests, and lakes, which need to be developed for tourism and valorized. Additionally, the heritage represents a considerable tourist asset that would benefit from rehabilitation and tourism development, in order to mitigate the narrow perception of Mostaganem as solely a beach destination.

There are opportunities to develop niches around tangible and intangible heritage, cultural and religious aspects, which constitute untapped resources. The Mostaganem Province is an ideal territory for various forms of tourism, combining different types of tourist circuits.

There are possibilities for nature tourism (hiking, hunting, etc.). Again, the potential for diversifying the tourist offerings is significant, provided that necessary infrastructure developments are carried out (accessibility, signage, rest areas, etc.).

5.1 Territories with Multiple Purposes:

The Mostaganem Province, located in the northwest of the national territory, covers an area of 2,269 square kilometers and had a population of 998,432 inhabitants as of the end of 2018, with a population density of 489 inhabitants per square kilometer. It is bordered by:

To the east, the provinces of Chlef and Relizane

To the south, the provinces of Mascara and Relizane

To the west, the provinces of Oran and Mascara

To the north, the Mediterranean Sea.

The climate is semi-arid with mild winters and rainfall ranging from 350 mm on the plateau to 400 mm on the slopes of the Dahra. The province is composed of four morphological entities belonging to two distinct regions (the Plateau and the Dahra).

Table N°4: the monographic entities of the state

Entities	Township
Western Low Valleys	Mazagran, H/ Mameche, Stidia, Ain Nouissy, El Haciane, Fornaka.
Mostaganem Plateau	Mostaganem, Sayada, Kheir-Eddine, Ain-Tedeles, Sour, Bouguirat, Mesra, Sirat, Touahria, Souaflias, Mansourah.
Mount Dahra	Oued El Kheir, Saf-Saf, Ouled Maalah, Ain Boudinar, Nekmaria, Sidi Ali, Tazgait, Sidi Belatar.
East Valley	Ben A/Ramdane, Hadjadj, Sidi Lakhdar, Khadra.

source: tourism and crafts department

➤ Coastal tourism, the main vocation of the province:

With a coastline of 124 km and a depth of approximately 2 km, covering an area of 270 km², the coastal strip is composed of sand formations and dunes. The beaches have diverse morphology and configuration: small coves or long beaches, sandy or pebbly. For beach activities, the coastal strip extends from Sidi Mansour beach in the municipality of Stidia in the west, to Bahara beach in the municipality of Ouled-Boughalem in the east.

-The province has a rich and diverse heritage.

-A tourist monoculture of the coastal type, dictated by the geographical positioning of the province (10 out of 32 municipalities are located on the coast).

-Other tourism potential remains largely untapped, and their development into tourism destinations is yet to be realized.

-An essentially coastal tourist image, but diffuse and largely imperceptible to visitors, due to a lack of professional marketing.

5.2 Territorial planning and development:

Effective planning and appropriate infrastructure contribute to enhancing the appeal of a destination

to visitors. Accessibility (transport infrastructure and facilities), basic services and amenities (water, electricity, health, security), as well as site planning and facilities, are essential.

➤ **Basic infrastructure: (Planning and Budget Monitoring Department)**

Mostaganem has a relatively dense and well-distributed road network (2,048 km). The majority of this network (70%) is in good condition, making the province accessible from all surrounding provinces and ensuring good connectivity between its municipalities. There are no reported traffic bottlenecks or access difficulties throughout the year. Efforts are being made to rehabilitate important connections to major roads. The East-West Highway enhances the province's accessibility, placing it 3 hours away from Algiers by road and 1 hour away from Chlef. The maintenance of road infrastructure is relatively well managed, although there are technical difficulties due to the absence of specialized consulting firms and the limited availability of materials.

Due to its geographic position, Mostaganem is served by its port for maritime transportation, and by Oran International Airport, located about 50 km from Mostaganem (Mostaganem Aerodrome can accommodate small-capacity aircraft). The city is connected to the national railway network via the Mohammedia junction (45 km). However, the poor quality of rail transport diminishes its potential as a significant asset. The two fishing ports, Salamandre and Sidi Lakhdar, can be used for recreational boating, as well as the commercial port of Mostaganem.

According to our survey, traveling by car remains the preferred mode of transportation to reach Mostaganem and its beaches. Buses are used less frequently, but there was no mention of trains or maritime transport. This trend is not unique to Mostaganem province; it was already observed in a survey conducted among a sample of tourists visiting the province of Mostaganem.

Table N°5: reason for visit:

Reason of the visit	Numbre	%
Relaxation	22	24%
See	73	79%
Transit	2	2%
Family	2	2%
Professional	4	4%
Religious	5	5%
Total	108	

Source: developed by the researchers.

Table N° 6 : Main means of transport used

Mode	Frequency	%
Car	81	81%
Plane	2	2%
Bus	17	17%
Total	100	100%

Source: developed by the researchers.

Insufficiencies can be highlighted, especially in terms of passenger processing infrastructure (bus stations, urban stations) and railway connection with Oran and Relizane. In terms of general transport organization, it should be noted that the state is well covered by public passenger transport (national, intercommunal, rural, and urban, maritime) with the creation of a maritime station and a fleet with an average age of 10 years, providing satisfactory comfort, and a taxi fleet under 5 years old, well-maintained.

However, the state is penalized by the absence of aviation activities. According to the state's executives, the development of the aerodrome and the creation of a railway station can play an important role in tourism. The aerodrome is currently out of service.

6. TOURIST SUPPLY AND DEMAND IN MOSTAGANEM:

6.1 Definition of Tourist Supply: (A T. , 2003, p. 33)

Tourist supply is the set of goods and services that can be presented in the market at a given price. It includes a combination of tangible goods and intangible services (climate, culture, moral values) that can satisfy the potential demand of consumers.

6.2 Tourist Supply:

6.2.1 Accommodation Supply:

The state's accommodation supply mainly consists of staying with locals, camping, and hotels, with a small proportion of the total supply.

Table 7: Type of accommodation

Type of accommodation	Frequency	%
Classified hotel	5	13%
camping	2	5%
Homestay	23	58%
Other	3	8%
Without accommodation	7	18%
Total	40	100%

Source: developed by the researchers.

Urban hotel establishments:

Well-distributed geographically and in compliance with tourism standards, classified hotels have the potential to enhance the accommodation offering of a territory and enhance its tourist appeal. Conversely, any quantitative and/or qualitative inadequacy in the hotel sector hampers visitor numbers and compromises the search for new customer bases. What about the Mostaganem province in this field?

Currently, there are 58 hotels and tourist residences in the territory of Mostaganem province. The hotels located in Mostaganem amount to 57. Among these, there are 7 urban hotels and 30 seaside hotels (all located in Sablettes). The urban hotel sector in the province totals 455 rooms with 1,282 beds. According to our tourist survey, hotel accommodation is preferred by 13% of visitors, with an average length of stay of 7.4 days.

The offered comfort:

Out of the 8 hotels interviewed, only one hotel is classified as 4-star. Despite its tourist character, the province does not have high-end hotels that meet universal tourism standards. This is a major

handicap at a time when quality makes the difference between competitive destinations.

Table 8: sample of 8 hotels

Hotel	Cat	Bedrooms				
		number	1 pl.	2 pl.	3 pl.	> 3 pl.
Benzine	1	10				10
Mountazah	3	16	8	6	2	50
Royal	0	30	16	12	2	
Senoussia	0	54				
Sahel	0	30	8	22		
Murustaga	3	24	7	13	4	
Cote-Ouest	0	24	8	6	10	
Thalassa el Mansour	4	60	20	20	15	5
Total	8	202	57	63	18	60
%			28%	31%	9%	30%

Source: developed by the researchers.

Table 9: commercial activities for 8 hotels interviewed:

Commercial activity	Frequency	%
Canvassing	2	25%
Advertisement	1	13%
Touristic guide	1	13%
Referencing with TTA	1	13%
Agreements with local service providers	4	50%

Source: developed by the researchers.

Table 10: Main difficulties encountered

Main difficulties encountered	Frequency
Electricity cut-off	2
Skilled labor	2
Transport missing	2
Absent foreign customers	1
Insufficient and irregular clientele	1
Water cut-off	1
City gas is missing	1
Municipal services lacking	1
Number of responses	11

Source: developed by the researchers.

About these last tables we can say that the urban hotel park is insufficient in terms of the number of beds, with scattered non-compliance with tourism standards.

Accommodation and catering services are of a low level, oriented towards a popular clientele. Overall, the quality of services is low. The clientele is diverse: national and foreign individuals (passengers, traders, missionaries), groups (associations, cultural events). Vacation camps are of three types: solid (15), wooden (2), and canvas (13), with a capacity ranging from 100 to 500 beds. They are equipped, in principle, with all amenities (kitchen and dining area, sanitation facilities, water, electricity). They are intended to accommodate families (17 camps totaling 3,986 beds) and young people (13 camps for 3,930 beds). They operate at a rate of 5 sessions per season and can accommodate up to 40,000 holidaymakers.

These camps belong to the social works of large companies and public institutions, as well as youth organizations. There are no camps exclusively for commercial purposes. The contribution of camping to the local tourism economy is not evident, except through seasonal employment and caretaking, as well as some supplies.

Product and activity offerings:

The various forms of tourism such as seaside tourism, business tourism, tours, hiking, archaeology, hunting, fishing, thermalism, climate therapy, cultural and/or sports tourism, and health tourism are potentially present in the state of Mostaganem and can be developed as long as professionals develop quality products and effective marketing strategies.

In this regard, it is necessary to move from the status of "124 kilometers of coastline" to the status of "the most visited beaches." It is the product that distinguishes tourism and enhances the existing potential.

6.2.2 Tourism and Travel Agencies (DPSB):

"Agencies" are key players in tourism. It is their responsibility to create relevant products (tours, hikes, etc.), promote and market them, making the most of the region's potential.

In the state of Mostaganem, there are 64 licensed travel agencies. They are of medium size and employ a total of 104 agents. All these agencies are based in Mostaganem and listed on the website: <http://dahra27.unblog.fr>

Table 11: Sample tourism and travel agency

Travel and tourism agency	Work force	Nombre de tourists	
		Nationals	Internationals
1	4	-	-
2	5	380	-
3	5	76	-
4	3		93
5	4	638	-
6	6	806	274
7	7	68	21
8	5	-	-
Total	39	1968	388

Source: Tourism and crafts department

As part of the survey conducted, 8 medium-sized agencies (3 to 4 agents) were questioned about their activities. It turns out that the products offered by travel agencies are mainly focused on ticketing, rentals, and sending tourists abroad: OMRA and trips abroad (Tunisia, Morocco, Dubai, Turkey...). Only one agency offers a tour for clients of a few affiliated hotels and excursions. Only

three agencies are accredited by IATA for the issuance of airline tickets. No agency has a fleet of vehicles.

The three agencies accredited by IATA use a reservation software (Amadeus) and the managers consider the level of computer knowledge of their agents to be excellent. The other agencies use computers for their management. The agencies recruit higher-level profiles and train their agents at least once a year on the IATA software; for those who have received accreditation.

The managers unanimously complained about the lack of luxury hotels, restaurants, and VIP transportation, as well as the lack of professionalism of hoteliers and their lack of communication. The issue of maritime reservation was also raised. But none of these agencies sees themselves playing an active role in revitalizing tourism in the province. Some agencies are content to hope for the opening of routes and the construction of tourist complexes.

The products offered:

The products offered are limited to business stays (merchants, missionaries, ...), events (companies, associations, cultural days, public organizations), and tourist stays (individuals). Beach hotels only offer stays without any other activities.

7. TOURIST DEMAND:

7.1: Definition of tourist demand: (J., 2008, p. 102)

Tourist demand refers to the various quantities of tourist goods and services that consumers want and can buy at a given price.

7.2 National demand:

The 2000s were characterized by an acceleration of economic growth, which in turn led to a concomitant improvement in social well-being, which did not fail to stimulate the tourism demand of Algerians, while evolving their mode of tourism consumption towards more quality and diversity. The segment that has benefited the most in terms of national demand is the beach segment. Trips abroad (especially to Tunisia, France, and Turkey) are very significant.

Table 12: origin of tourists

States	Frequency
Relizane	15
Tiaret	5
Mascara	4
Alger	3
Mostaganem	3
Chleff	2
Etranger	2
Oran	1
Saida	1
Sidi-Bel-Abbès	1
Blida	1
Boumerdes	1
Tissemsilt	1
Total	40

Source: developed by the researchers.

During the summer season, it is the coastal provinces that attract the majority of the national tourist clientele, including Mostaganem. However, the provinces around Mostaganem (Chlef, Relizane, Mascara, Oran) are reservoirs of clients that can be mobilized throughout the year.

For the province of Mostaganem, in particular, it is the local clientele, notably Tiaret, Mascara, and Chlef, that constitute the foundation of tourist attendance. Algiers also emerges as an important source of clientele for the province of Mostaganem. Of course, the province of Mostaganem retains the interest of its own residents (nearly 50% of the volume of clientele in 2022).

Today, four areas of interest structure the expectations of the national clientele towards the province:

Table 13: center of interest

	Purpose of stay	%
Relaxation	3	8%
Beach	31	78%
Professional	2	5%
Religion	2	5%
Transit	1	3%
Family visit	1	3%
Total	40	

Source: developed by the researchers

The beach is the main reason for staying in the province (77% of surveyed tourists). Next comes relaxation, family visits, and religious visits. Thermal baths were not mentioned because the survey did not include the Ain-Nouissy spa. The same goes for cultural and religious tourism, as the survey took place outside the periods when religious and cultural festivals are held, especially the Sidi-Lakhdar-Ben-Khlouf festival, the national festival of amateur theater, as well as various conferences and scientific meetings that fill the local agenda. Business and transit tourism are present in the tourism activity of the province.

A verified internal demand, to be placed at the heart of the province's tourism development strategy. A demand from non-resident Algerians originating from the province. This type of clientele has limited recourse to commercial tourist services.

TableN°14: tourist flow

Sections		2017	2018	2019	2020	2021
Nationals	Arrivals	38 768	42 814	37086	22%	31%
	Nights	33 647	36 446	37 748	31%	42%
	Average stay	0,9	0,9	1,2		
Foreigners	Arrivals	1 608	5 096	3 119	11%	24%
	Nights	1 688	5 628	5 433	18%	29%
	Average stay	1	1,1	1,7		
Total	Arrivals	40 376	47 910	33 905	71%	
	Nights	35 335	42 074	42 481	101%	
	Average stay	0,9	0,9	1,3		
Foreigners /Nationals		4%	12%	10%		

Source : Tourism and crafts department

The report on the 2020 tourist season indicates a significant decrease in attendance (about 65% compared to 2019), which was, it must be remembered, an exceptional year. The proportion of foreigners, which represented 10% of the customer base in 2020, decreased compared to 2019 (12%). The number of overnight stays generated by these entries remained relatively stable in 2019, compared to 2018, considering that the decrease in attendance in the last two years after 2019 is due to the "covid19" pandemic.

8. THE MAIN LESSONS OF THE TOURIST DIAGNOSIS:

8.1 Summary of key points from the diagnosis:

➤ **TERRITORIES AND TOURIST SITES IN THE REGION.**

Strengths:

Significant potential in coastal areas (a chain of beaches along the Mostaganem coastline), natural resources (the Dahra Mountains, thermal springs), and heritage (archaeological, historical, and cultural), allowing for rich and diversified tourism development.

Basic infrastructure (roads, water, electricity, telecommunications...) capable of accommodating substantial tourist flows.

Proximity to major customer bases (Mascara, Oran, Relizane) and entry points into the national territory (ports, airport, highway) for foreign customers.

Ideal accessibility of the region and its major tourist sites, regardless of the mode of transportation used.

Weaknesses:

Multiple deficiencies in terms of tourism development and facilities (signage issues, secluded sites at high altitudes, minimal or non-existent maintenance of certain visitor sites...)

Image deficit.

Low economic benefits from tourism.

Extensively degraded environment.

Mostaganem is primarily perceived as a seaside and summer destination. The survey conducted reveals that 63% of tourists surveyed visit Mostaganem exclusively for its beaches, while 19% come for the beach and other reasons. In total, 82% of visits are fully or partially motivated by the seaside. The observation is striking regarding the monoculture tourist profile of the region.

➤ **ACCOMMODATION AND DINING:**

Strengths:

Existence of a hotel core that can serve as a platform for the development and improvement of the hotel industry, even though reaching the critical mass remains a distant objective.

Numerous registered projects currently underway, which will substantially enhance the region's hotel offerings in the next three years and raise the quality of services. This dynamic is expected to continue and intensify in the coming years.

Existence of local expertise in the field of catering and related services (cultural activities, events, handicrafts...)

Weaknesses:

Quantitative deficit in accommodation. The region's accommodation capacity is far from reaching the critical mass in terms of the number of commercial beds necessary for substantial tourism development.

Urban hotel establishments with limited bed capacities, concentrated in Mostaganem city, and mostly not in line with tourism standards (design errors, inadequate facilities, lack of certain business functionalities)

Qualitative deficit resulting from the non-conformity of existing hotel establishments with tourism standards and mediocre accommodation and dining services.

Limited alternative accommodation options to traditional hotels (youth hostels, family accommodation centers, classified campsites...)

Generally poor quality of services due to under-qualified workforce and non-compliant facilities.

Tourist-oriented dining options are virtually non-existent, leaving room for basic fast-food establishments with questionable hygiene. However, seafood is a significant feature of Mostaganem's gastronomy.

Local traditional cuisine is not being promoted in tourism. No establishment offers local or regional specialties.

In relation to the population of the region, the ratio is 1 hotel bed per 600 inhabitants. The offering is concentrated in Mostaganem city (city and adjacent beaches). Compared to tourist flows, especially during the high season, the hotel capacity appears negligible. For example, the region received 18,004,600 visitors in 2019, but could only offer one bed for every 8,226 visitors.

ACTIVITIES AND TOURIST PRODUCTS:

Strengths:

Availability of ingredients for diverse and quality tourist offerings (landscape features, culture, heritage...)

Strong enthusiasm of domestic clientele for the region's beach, thermal, and cultural products.

Weaknesses:

The tourist production suffers from a lack of professionalism (product development...) and involvement in quality initiatives. Short stays and beach tourism dominate.

Travel influencers (agencies and other actors) are not very dynamic, providing basic services

(ticketing, Omra, Tunisia, Turkey...). Little effort is made in terms of promoting local tourist products.

Survival artisanal production struggling, with minimal interaction with local tourism.

The dominant tourist activity is undoubtedly beach tourism, during a short period of the year (July-August). Business tourism is linked to the volume of economic activity, which is experiencing strong growth. Other forms of tourism (nature, thermalism, memorial tourism, cultural tourism...) are still in a nascent stage, despite the region's potential. Activities can be developed as long as professionals create quality products and employ effective marketing strategies.

➤ **TOURIST DEMAND:**

Strengths:

Existence of a strong domestic demand that can constitute a solid customer base from which the region could benefit in the future to reach the required critical mass.

The region attracts populations from surrounding provinces in search of authenticity and rejuvenation.

Weaknesses:

The spontaneous nature of the tourist demand addressed to Mostaganem is largely unknown to local service providers. It is disconnected from the supply.

Very few scientific methods (surveys, opinion polls, observation, monitoring) are used locally to understand the demand and its evolving trends.

The demand manifests informally and is not captured by travel agencies, hence the difficulty in accurately qualifying it and defining its parameters (origin, segmentation...).

➤ **TOURIST ATTENDANCE:**

Strengths:

The destination Mostaganem experiences a high level of attendance during the summer season. Tourist flows are maintained despite the quantitative and qualitative shortcomings of the region's tourism offerings.

Beach tourism, with its significant tourist consumption power, is the main driver of tourist attendance in Mostaganem.

Weaknesses:

The strong dependence on beach tourism weakens attendance due to its strong seasonality.

The average length of stay is generally reduced to 1 day, making Mostaganem more of a passing destination than a stay destination.

Limited presence of foreign tourists, other than non-resident Algerians, which explains the low demand for tourist establishments (hotels, restaurants, leisure activities...).

➤ **LOCAL TOURIST GOVERNANCE:**

Strengths:

Leadership of the public authority (state) in terms of territorial tourism development and planning.

Active role of civil society at the local level in the field of tourism and para-tourism (heritage, culture, environment).

Weaknesses:

Limited room for maneuver for the Tourism Development Agency (DTA), which operates according to administrative logic and with limited resources.

Lack of modern tourism management tools (efficient information system, observation and analysis capabilities regarding tourism, project management skills...).

Endemic problems of subsidies and infrastructure, which paralyze associations in general and local tourism offices in particular.

Deficient associative management. No training is provided to their managers.

The operational coordination of actors and the coherence of their actions have always been weak points in local tourism. It is necessary to clarify missions, identify the competencies of each party, pool resources, and define their fields of action. Public and semi-public actions, particularly targeting project leaders, can only benefit from this clarification. Regarding Mostaganem, the quality of local tourism governance and territorial regulation still has room for improvement. Local actors have been working in a fragmented manner without effective operational coordination. This lack of structuring could hinder the effectiveness of planned actions.

9.CONCLUSION:

In terms of resources and territorial diversity prerequisites, the state of Mostaganem has the opportunity to position itself in the "leisure economy" and align with the expectations of its visitors and population by leveraging its tourism potential and developing quality offerings. However, there are multiple challenges remaining:

- Promoting sustainable tourism.
- Establishing a visible and attractive tourist destination.
- Ensuring responsible tourism development of the region's heritage.
- Building an image of tourism excellence for the destination.
- Revamping local tourism governance.

In conclusion, our hypothesis is confirmed based on the obtained results.

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