
Promoting the Algerian tourism sector in light of the National Tourism Development Plan 2030

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Abstract:

This research explores the current state and prospects of the Algerian tourism sector, emphasizing its potential as a strategic alternative for economic diversification. By analyzing material and human resources, cultural and natural assets, and institutional barriers, the paper sheds light on challenges and opportunities that shape the sector. Special attention is devoted to the National Tourism Development Plan 2030 (SDAT 2030), which was launched to strengthen Algeria's international competitiveness. The findings suggest that while Algeria has significant tourism resources, success depends on upgrading infrastructure, modernizing governance, and adopting digital promotion strategies. Recommendations focus on improving coordination, investment incentives, and workforce development to make tourism a sustainable contributor to economic growth.

Keywords: Tourism sector, National Development Plan, Tourism Development.

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1. Introduction :

The introduction to the article should contain a preface to the topic, and then introduce the research problem and make the appropriate assumptions, in addition to determining the research objectives and methodology of the study.

All global economies, especially advanced ones, seek to diversify their sources of national income to achieve economic stability through future plans based on accurate data. The tourism sector is considered one of the most important economic sectors due to its characteristics that make it a pivot for development and growth. Therefore, Algeria has adopted an effective strategy to develop the tourism sector in line with the "National Tourism Development Plan 2030."

Given the role of the National Tourism Development Plan as a mirror reflecting the future of tourism in Algeria, the following questions arise:

- What is the current status of the Algerian tourism sector and its future prospects under the plan?

- What measures have the authorities taken to develop the sector?

- What are the most notable achievements made under the plan?

To answer this question, we have the following hypotheses:

- The national plan is considered a reflection of the future of the tourism sector.
- The plan is characterized by its comprehensiveness through the development of tourism subsectors.

- The plan relies on a balanced geographical distribution of tourist areas.

Algeria's tourism sector offers strong economic potential, thanks to its rich natural and cultural assets. The industry plays a vital role in strengthening the national economy but faces challenges in infrastructure and workforce skills. While lodging and facilities have improved, they require further development to fully support tourism growth. The workforce struggles with skill gaps and limited training opportunities.

Algeria's natural beauty—from the vast Sahara Desert to the Mediterranean coast—and UNESCO-listed cultural sites enhance its tourism appeal. These attractions highlight the need to promote growth in a sustainable way. However, economic hurdles such as reliance on hydrocarbons and complex regulations slow progress. Marketing weaknesses also reduce Algeria's visibility internationally, signaling areas needing improvement.

The National Tourism Development Plan 2030 aims to increase foreign visitors and encourage sustainable practices. Success depends on close cooperation between government bodies and private enterprises to tackle regulatory issues and improve service quality (Tourist Development Plan, 2022, p. 3).

Tourism is a dynamic sector that contributes significantly to global economic development, job creation, and cultural exchange. For resource-dependent economies such as Algeria, which relies heavily on hydrocarbons, the diversification of economic activities is a national priority (Ahmed & Zakaria, 2024, p. 2). International experiences have shown that tourism can serve as a long-term driver of growth and resilience (World Bank, 2020, p. 5). In response to these imperatives, the Algerian government designed the National Tourism Development Plan 2030 (SDAT 2030) as a strategic framework to harness the country's natural and cultural wealth (Tourist Development Plan, 2022, p. 3).

In this study, we adopted the descriptive and analytical approaches to analyze economic data related to tourism in Algeria, while reviewing key concepts such as natural and cultural potential and organizational challenges.

2. Current Status of the Algerian Tourism Sector

2.1. Analysis of Material Resources

Algeria's tourism sector rests on a foundation of material resources, mainly infrastructure and lodging facilities. When it comes to infrastructure, the picture is mixed. The country benefits from rich geographic diversity and striking natural sites, but its transport links and utilities often need upgrading. Algeria has made headway in building roads and airports that open the door to key tourist spots. Still, some remote areas struggle with access to basic services like reliable electricity and clean water (Fadila & Alia, 2024).

Accommodation options have improved notably over recent years. The national hotel stock grew with many new properties, including locally owned and internationally recognized brands. Between 2006 and 2018 many hotels and guesthouses were developed, often concentrated in coastal and major urban areas. Ghardaïa and other heritage destinations have benefited from targeted investments in lodging, but small-scale service providers (guides, interpretation centers, craft markets) remain underdeveloped in many sites (Chehat & Akacem, 2022).

Support infrastructure: Ancillary services such as reliable local transport, medical facilities adapted for tourists, signage, and safety services require investment. Small, low-cost interventions (improved signage, waste collection, visitor centers) can significantly enhance site attractiveness and visitor satisfaction (Sadaoui et al., 2022, pp. 11-15).

Despite having better and more plentiful lodging, weaknesses in marketing hold back growth. The lack of unified promotional efforts means many destinations stay off the radar for potential visitors. Although plans exist - such as those for developing beach resorts - progress slows down because of regulatory red tape (Djanane & Hireche, 2024, pp. 1-5).

The accommodation scene offers both luxury hotels for international guests and affordable choices meant for local travelers. This diversity could tap into a wider range of tourists, but it calls for stronger marketing to boost awareness.

The National Tourism Development Plan 2030 targets not just the enhancement of these physical assets but also their seamless integration into a broader economic framework. The goal is to make Algeria a more appealing spot on the global tourism map (Ahmed & Zakaria, 2024, p. 23).

2.2. Analysis of Human Resources

Human resources play a key role in shaping Algeria's tourism sector, including both the workforce and the training aimed at building needed skills. The number of people working in tourism grew significantly, from about 292,700 in 2000 to nearly 685,000 in 2018. Still, tourism's share of total employment stayed relatively modest, fluctuating between 4.74% and 6.7% over those years. This highlights a major hurdle for the sector as it struggles to tackle unemployment effectively (Djanane & Hireche, 2024, pp. 11-15).

One major stumbling block for job growth in tourism is the lack of training programs that truly match what the industry demands. There's a clear mismatch between the skills taught and what employers actually need, which holds back productivity and the quality of services. While several training centers operate under the Ministry of Tourism and Traditional Industries, many fall short because of limited resources and varying standards.

Seasonal work patterns add another layer of difficulty for those trying to find steady jobs in the tourism field. The sector often depends on busy seasons, creating mostly short-term positions instead of long-lasting career opportunities.

To turn things around, Algeria must sharpen its focus on vocational training and career development designed especially for tourism workers. Pumping more investment into robust training schemes can help people gain in-demand skills, aligning education more closely with the job market. Encouraging closer ties between schools and tourism businesses could also provide practical experience that boosts job readiness (Boumelit, 2023, pp. 11-14).

In short, tackling these human resource challenges is essential if Algeria wants to strengthen its tourism industry and keep it thriving into the future (Terfaia, 2021).

3. Diverse Tourism Potential in Algeria

3.1. Natural Attractions

Algeria boasts a stunning range of natural treasures that greatly boost its tourism appeal. The country showcases diverse landscapes, from vast deserts to verdant mountains and an extensive Mediterranean shoreline. The Sahara Desert, covering

much of Algeria, invites adventure seekers and nature enthusiasts with activities like dune rides and night skies filled with stars (Djanane & Hireche, 2024, pp. 1-5).

Along its nearly 1,200 kilometers of coastline, Algeria offers plenty of spots for beach lovers. The Mediterranean Sea provides perfect conditions for swimming and water sports. Coastal cities such as Algiers, Oran, and Annaba feature inviting beaches that draw both local visitors and tourists from abroad. These seaside areas also offer rich marine biodiversity and chances for recreational fishing (Fadila & Alia, 2024, pp. 1-5).

Beyond the coast, Algeria hosts several national parks and nature reserves that protect its wealth of wildlife. Places like Tassili n'Ajjer and Hoggar stand out with their dramatic rock formations and rare plants and animals found nowhere else. These parks don't just offer breathtaking views (Boulassel, 2021); they also support ecotourism through hiking routes that explore their wide open spaces (Ladjali, 2022, pp. 6-10).

Algeria's varied climate adds to its all-year-round appeal. Northern parts enjoy mild weather, with forests perfect for summer hikes and the Kabylie Mountains providing winter skiing opportunities. In the south, visitors can marvel at the striking oases nestled in arid lands (Boumelit, 2023, pp. 1-5).

This blend of natural wonders positions Algeria as a bright spot in the tourism field. The country has strong potential to grow sustainable tourism projects that make the most of its rich environment while protecting it for future generations (Dahmani, 2025, pp. 1-5).

3.2. Cultural Heritage Sites

Algeria's cultural wealth offers a vibrant blend that draws visitors from near and far. The country boasts countless historic landmarks and archaeological treasures, many honored as UNESCO World Heritage Sites. Notably, the ancient Roman cities of Tipaza and Timgad reveal remarkably preserved ruins that reflect the engineering skill of their era. The Casbah of Algiers, with its classic Islamic architecture, provides a window into the nation's layered past.

In the heart of the Sahara, the Tassili n'Ajjer cultural park stands out for its prehistoric rock paintings dating back millennia. This remarkable site not only shines a light on Algeria's early civilizations but also remains a key area for archaeological discovery (Boumelit, 2023, pp. 1-5).

Beyond these historic gems, Algeria comes alive with festivals and cultural gatherings that celebrate its vibrant traditions. The International Amazigh Film Festival in Tizi Ouzou highlights Berber culture through cinema, sparking conversations about identity and heritage. Meanwhile, the Festival of Mediterranean

Culture in Oran unites diverse artistic talents from around the Mediterranean basin (Boulassel, 2021).

Traditional ceremonies and religious pilgrimages hold an important place in Algeria's cultural scene. These occasions attract people eager to embrace local customs and age-old rituals. Some festivals, recognized by UNESCO for their "intangible cultural heritage," showcase seasonal farming rituals and traditional crafts, keeping ancient practices alive.

Altogether, Algeria's dedication to safeguarding both its historic landmarks and living customs creates a rich tapestry, making it a captivating destination for those fascinated by history, art, and culture (Ahmed & Zakaria, 2024).

4. Challenges Facing the Tourism Sector

4.1. Economic Barriers

Algeria's tourism industry faces significant economic challenges that hinder its growth and contribution to the national economy. The country relies heavily on oil and gas, so most investments target hydrocarbons rather than tourism. As a result, tourism struggles to gain government support (Boumelit, 2023, pp. 11-14).

Financial backing for tourism is limited. The banking system and financial services needed to boost tourism investments remain undeveloped (Terfaia, 2021). Entrepreneurs and investors find it difficult to access credit, restricting their ability to enter the market. Additionally, bureaucratic obstacles involving lengthy paperwork discourage local and foreign investors alike.

Tourism service quality also falls short. Accommodation, transport, and overall visitor experiences often fail to meet expectations. This is worsened by insufficient training of hospitality workers, leaving the workforce ill-equipped to offer international-standard service (Dahmani, 2025, pp. 11-15).

Political uncertainty and economic fluctuations add to the challenges. Regional conflicts and governance issues make Algeria appear risky, deterring foreign investment in tourism (Boulassel, 2021).

Seasonal variation in tourist numbers creates unstable jobs. The busy season offers work, but off-peak periods lead to layoffs, discouraging long-term careers in tourism.

Despite Algeria's rich cultural and natural attractions, its marketing efforts lack coordination and funding. Without strong promotion, Algeria remains less visible compared to neighbors like Morocco and Tunisia, missing opportunities to attract more tourists globally (Fadila & Alia, 2024, pp. 16-20).

4.2. Regulatory Issues

Algeria's tourism sector faces a tangled web of regulations that slow down its progress. The rules governing tourism activities are overly complex and spread across different agencies. For example, travelers often encounter slow customs procedures at airports. Meanwhile, government bodies responsible for promoting and regulating tourism don't work together smoothly. This lack of coordination turns the process into a confusing labyrinth, pushing away both local and foreign investors who want clearer, quicker paths (Boumelit, 2023, pp. 6-10).

The legal framework, built around laws like Law No. 03-01 on sustainable tourism, hasn't kept pace with the fast-changing global tourism scene. It fails to support new trends such as ecotourism or online booking systems. Plus, there are hardly any incentives to encourage private businesses to join tourism projects, which stalls innovation and growth (Djanane & Hireche, 2024, pp. 6-10).

Training is another weak spot. Without a unified policy to ensure quality education and skill-building, service standards fall short. This leaves Algeria struggling to match the competition in nearby countries, where hospitality is sharper and more professional. The sector cries out for simpler regulations that improve cooperation between agencies and create a friendlier environment for steady development (Fadila & Alia, 2024, pp. 16-20).

Lastly, Algeria lacks a strong marketing plan that matches its national goals while shining a spotlight on its attractions worldwide. Current rules don't do enough to put Algeria on the tourist map. This oversight means the country misses many chances to draw visitors from across the globe and boost its tourism potential (Dahmani, 2025, pp. 11-15).

4.3. Marketing and Promotion Shortcomings

Algeria's tourism faces several challenges that slow its growth. Digital tools are poorly used, especially in the south, where online tourism efforts are nearly absent. Many websites lack online booking and payment options, making travel planning difficult. This technological gap hinders communication between service providers and visitors in a market shaped by digital convenience (Boumelit, 2023, pp. 6-10).

Tourism organizations also work separately, causing fragmented marketing. Without a unified message, campaigns fail to capture tourists' interest. Algeria participates in international tourism fairs but has not established a strong global presence (Djanane & Hireche, 2024, pp. 6-10).

Marketing mostly relies on traditional methods, overlooking new markets and creative strategies. The focus remains on familiar tourists, missing chances to attract a broader, diverse audience. Limited quality marketing materials and scarce tourist feedback further weaken promotion efforts and reduce campaign effectiveness (Djanane & Hireche, 2024, pp. 11-15).

To improve, Algeria must invest in better digital marketing tools and train tourism professionals. Developing engaging websites and active social media channels will help reposition Algeria as a must-visit destination worldwide (Boumelit, 2023, pp. 11-14).

5. The National Tourism Development Plan 2030

5.1. Objectives of the Plan

The National Tourism Development Plan (SDAT) 2030 sets out to reshape Algeria's tourism sector into a key engine for economic diversification, focusing on the urgent need to increase foreign currency earnings. A main goal is to attract a much larger number of foreign visitors, driving up income from international tourists. This effort not only fuels economic growth but also raises tourism's share of national revenue. The plan highlights Algeria's rich natural and cultural treasures as core assets to build a competitive destination that draws travelers from across the globe.

Following sustainable development principles, SDAT 2030 places strong emphasis on promoting responsible tourism. It seeks to grow the sector without sacrificing the environment or eroding cultural heritage. Algeria understands that tourism done the right way can protect valuable traditions and ecosystems while boosting local livelihoods. The plan urges cooperation between government bodies and local players, including small and medium enterprises (SMEs), to foster broad community involvement in the tourism industry (Djanane & Hireche, 2024, pp. 1-5).

Raising awareness about sustainable practices also plays a central role. The plan outlines efforts to educate visitors and tourism professionals on reducing ecological footprints and honoring cultural sensitivities. This all-encompassing strategy aims to strike a healthy balance between tourism-driven economic progress and safeguarding the environment. By doing so, Algeria can ensure that its unique attractions remain for future generations to enjoy.

Altogether, these strategic moves intend not only to make up for years of underused tourism potential but also to build a strong, lasting sector that supports economic stability in the long run (Dahmani, 2025, pp. 11-15).

5.2. Key Strategies for Implementation

To bring the National Tourism Development Plan 2030 to life, several important strategies need attention. First, creating tourism excellence clusters will concentrate efforts on specific regions and tourism types, boosting competitiveness. This cluster model supports focused marketing, infrastructure upgrades, and stronger cooperation among local partners.

Improving the quality of tourism services also stands out as a must. Developing a comprehensive Tourism Awareness Plan will encourage best practices in service delivery. Ongoing training programs for industry workers will raise standards to meet international benchmarks, cultivating a commitment to outstanding customer care.

Public-private partnerships play a key role in driving sustainable tourism forward. Setting up collaborative structures between government agencies and private companies can spark investment and innovation. These partnerships also help tackle financial obstacles by establishing funding channels designed for tourism initiatives (Djanane & Hireche, 2024, pp. 21-23).

A strong Tourism Financing Plan is vital to attract investments in capital-heavy projects. It should provide favorable loan and grant conditions while motivating banks to offer accessible financing solutions for the sector.

Marketing plans need to adapt by tapping into emerging markets, using digital tools and social media platforms to reach targeted audiences interested in Algeria's unique attractions.

Finally, regular evaluation systems must be put in place to track the success of these strategies. This ongoing review will allow quick adjustments based on evolving market trends and traveler preferences. Taken together, these approaches will steer Algeria's tourism sector toward achieving the ambitious goals set for 2030 (Dahmani, 2025, pp. 11-15).

6. Stakeholder Involvement in Tourism Development

6.1. Role of Government Agencies

Government agencies hold a central role in shaping Algeria's tourism sector by creating a supportive environment for growth and lasting success. These bodies develop policies aligned with national objectives while highlighting the unique features of different regions. The Ministry of Tourism acts as the main authority, offering strategic guidance and coordinating activities across multiple government layers.

To put tourism policies into action effectively, various agencies need to work hand in hand, building partnerships that boost efficiency. This includes forming joint committees focused on key tourism elements such as cultural heritage, environmental protection, and infrastructure projects. Such collaboration helps address tourism's links with other sectors like transportation and healthcare.

These government entities also take on regulatory duties to guarantee that operators meet standards protecting visitors and local communities. They oversee licensing to ensure quality and safety rules are followed consistently.

A major responsibility is attracting investment. Agencies strive to bring in both local and foreign capital by simplifying regulations and offering incentives. They team up with private companies to launch public-private ventures that introduce new and creative tourist experiences.

Promoting Algeria as a travel destination is another critical task. Government officials engage in international partnerships to highlight the country's diverse

cultural and natural attractions, aiming to broaden appeal beyond traditional visitor markets.

Education and training for local populations also depend on government support. These programs build skills for managing tourism effectively, ensuring communities share in the benefits from tourism revenue.

In the end, government agencies must keep an open line of communication with tourism stakeholders. Staying attuned to new trends and challenges allows them to adjust strategies and support the sector's long-term ambitions (Oudaifia, 2015, pp. 6-10).

6.2. Private Sector Participation

The private sector holds a key position in advancing Algeria's tourism industry. Its role is essential for developing high-quality services and infrastructure that attract travelers from both within the country and abroad. Private companies bring fresh ideas and tailor offerings to meet evolving market demands, boosting the sector's overall competitiveness.

Investments from private enterprises help build hotels, restaurants, and leisure facilities. They also create jobs and encourage local communities to get involved in tourism activities. Partnerships between government and private players, especially through Public-Private Partnerships (PPPs), are vital for channeling funds into large-scale infrastructure projects that need strong financial support.

Additionally, the private sector often leads marketing initiatives to showcase Algeria as an appealing travel destination. Participating in global travel expos and adopting digital marketing tools allows these businesses to widen their reach and draw more visitors. Creating a favorable climate for private investment, with perks like tax incentives and simplified rules, further sparks growth.

Sustainability is another area where private companies must take the lead. By following responsible tourism practices, they protect Algeria's cultural sites and natural landscapes, build a positive reputation, and support efforts to safeguard the environment over time.

Encouraging open communication between government officials and private stakeholders is crucial to remove regulatory obstacles that could slow progress. Setting up dedicated bodies or tourism councils can help improve dialogue and promote joint planning that benefits everyone involved.

In short, the private sector's successful involvement in Algeria's tourism hinges on a blend of innovation, eco-friendly practices, and strong alliances with public authorities to nurture a healthy, expanding industry (Dahmani, 2025, pp. 11-15).

7. Future Prospects for Algerian Tourism

7.1. Growth Opportunities in Emerging Markets

Algeria's tourism industry is poised for significant growth by targeting fast-expanding markets like China, India, and Brazil. These countries have rising middle classes with more disposable income, eager to explore new destinations. Algeria's rich cultural heritage and diverse natural landscapes make it an attractive option for these travelers.

The African Continental Free Trade Area (AfCFTA) supports this growth by simplifying trade and emphasizing tourism as a key sector. It allows Algerian tourism companies to access larger African markets, improve service quality, and lower costs. Greater cooperation among African nations may lead to cross-border tourism projects, positioning Algeria as a central hub in regional travel (Abdelghani & Fatiha, 2022, pp. 11-14).

To capitalize on these opportunities, Algeria must invest in infrastructure. Enhancing transport and accommodations in cities like Algiers and Oran will make them more accessible and appealing to international visitors seeking cultural and natural experiences. The government promotes tourism with a focus on sustainable and responsible travel, aligning with the values of many tourists from emerging markets (Kenya Ministry of Tourism, 2025, pp. 31-35).

International events like the International Tourism and Travel Fair provide Algeria with platforms to showcase its attractions and form partnerships with foreign tour operators. By embracing these trends, Algeria can boost its tourism appeal, increase visitor spending, and create more jobs in the sector (Embassy of Algeria in Brazil, 2025).

7.2. Impact of Global Trends on Local Tourism

Global trends strongly influence Algeria's tourism by shaping traveler preferences. More tourists now favor sustainable and eco-friendly travel to reduce their environmental impact. Algeria's diverse landscapes, from deserts to Mediterranean coasts, create great opportunities for eco-tourism that attracts nature lovers.

Technology also changes how people plan trips. Online booking platforms, social media, and mobile apps help travelers gather detailed information before making decisions. This digital shift allows Algeria's tourism sector to increase online presence and reach international visitors through targeted campaigns (Ladjali, 2022, pp. 1-5).

The COVID-19 pandemic boosted interest in health-focused travel. Many visitors seek destinations that emphasize safety and wellness. Algeria can meet this demand by developing health resorts that combine natural beauty with traditional healing, offering rest and refreshment (Ladjali, 2022, pp. 11-15).

Cultural tourism is growing as travelers look for authentic local experiences. Algeria's rich heritage, including ancient Roman sites and Berber culture, fits this trend well. Expanding cultural exchange programs can encourage tourists to explore Algerian traditions deeply.

These evolving trends present both chances and challenges for Algeria's tourism. Local leaders must remain flexible and creative to adapt to changing tastes while promoting the country's unique attractions worldwide (Embassy of Algeria in Brazil, 2025).

8. Recommendations for Enhancing the Sector's Contribution to the Economy

8.1. Strategic Investments in Infrastructure

Boosting Algeria's tourism hinges on making smart investments in infrastructure. Reliable transportation networks—updated airports, well-kept highways, and efficient railways—are key to connecting travelers with the country's diverse attractions. When visitors can move around easily, it not only smooths their journey but also breathes new life into local economies by encouraging tourism beyond the main hubs (Minister of Tourism, 2022).

Building up sustainable utilities goes hand in hand with better transport. Upgrading water and sanitation systems in popular spots will elevate tourists' comfort and satisfaction. In addition, tapping into renewable energy to power remote lodges or desert camps can provide eco-friendly stays that appeal to adventurous visitors looking for something off the beaten path.

But physical improvements alone won't cut it. Expanding digital coverage in national parks and along the coast is just as important. Tourists rely on internet access to plan, navigate, and even share their experiences. Offering seamless online booking and payment options meets modern travelers' needs while streamlining operations for tourism providers (Boumelit, 2023, pp. 11-14).

Keeping these areas clean is another piece of the puzzle. Efficient waste management preserves the natural beauty that draws visitors in the first place and shows commitment to sustainable tourism practices. Adding visitor-friendly amenities—like info centers, rest stops, and clear signage—helps guests feel comfortable and informed throughout their adventure.

Lastly, a team effort between government bodies and private investors will pave the way for success. Combining public backing with private funds can build a strong infrastructure blueprint that not only attracts tourists but also supports the long-term growth and sustainability of Algeria's tourism industry (Algerian Ministry of Finance, 2021, pp. 6-10).

8.2. Marketing and Promotion Strategies

Algeria's tourism marketing should combine traditional methods with digital tools. A strong digital marketing plan can reach travelers globally as e-tourism grows. Social media allows Algeria to share its rich culture and stunning landscapes through regular posts, photos, reviews, and videos (Hanane, 2023).

A user-friendly tourism website is essential. It should offer detailed information about destinations, itineraries, accommodations, and cultural activities in multiple languages. Using SEO helps these sites appear higher in search results, attracting more visitors looking for Algerian adventures (Amine & Khaled, 2024).

Collaborating with travel bloggers and influencers brings authentic stories that connect with potential tourists. These partnerships create relatable content that highlights Algeria's unique tourism options.

Participating in international fairs like SITEV 2025 gives Algeria a chance to promote itself globally. Events provide networking opportunities, showcase attractions, and collect valuable feedback. Producing brochures and videos for these fairs can strengthen Algeria's image (Djanane & Hireche, 2024, pp. 11-15).

Targeted campaigns based on research can focus on key markets such as France, Spain, Italy, Germany, China, and Japan. Tailoring messages to fit each culture boosts appeal and effectiveness (Embassy of Algeria in UK, 2024).

Securing steady funding through public-private partnerships or dedicated marketing funds supports ongoing promotion. This ensures broader campaign reach and continuous development of tourism products.

In short, Algeria needs a balanced marketing approach that uses digital and traditional channels to highlight its diverse attractions and attract visitors worldwide (Kenya Ministry of Tourism, 2025, pp. 66-70).

9. Conclusion and Summary of Findings

Algeria's tourism sector stands at a crossroads with promising opportunities for economic growth and diversification. The country has rich natural wonders and cultural heritage sites that are underutilized due to outdated infrastructure and limited access. Improving transport links and visitor services is essential to enhance the tourist experience.

The workforce shows potential but faces challenges like limited training and seasonal jobs. Addressing this requires investments in education and stronger cooperation between government and private businesses. Economic barriers such as complex regulations and low investment must be tackled to attract more resources.

Marketing remains weak, reducing Algeria's visibility on the global stage. The National Tourism Development Plan 2030 aims to promote sustainable growth

through responsible tourism and modern digital marketing to reach new markets. There are growing opportunities in health-focused travel and eco-tourism, especially following the pandemic, but this calls for fresh approaches that highlight Algeria's unique offerings.

Success depends on coordinated efforts among public agencies, private sector players, and educational institutions. Encouraging public-private partnerships can raise service standards and optimize resources. By leveraging its cultural and natural assets with smart investments and effective promotion, Algeria can transform its tourism into a key driver of economic diversification.

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