

Opportunities for Integration and Joint Development between Entrepreneurship and Traditional Industry: A Case Study

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Abstract:

This paper examines a partnership and cooperation agreement between the Algerian Foundation for Youth Support and Entrepreneurship Development and the Trades and Traditional Industries Chamber of Tissemsilt. The study aims to understand the objectives, mechanisms and results of this Convention and how it affects and supports the entrepreneurship of young professionals in the areas of crafts and traditional industries; The study seeks to assess the Convention's impact on local economic development by analyzing available information, exploring its effectiveness in achieving its objectives and stimulating sustainable development in the relevant sectors.

The study revealed that the integration of entrepreneurship and traditional industries in Algeria supports economic growth and sustainable development, as entrepreneurship promotes industrial progress through technical and technological modernization and supports production and marketing, and contributes traditional industries by providing skilled labor and creative ideas.

Keywords: Entrepreneurship, Entrepreneurial Accompaniment, Algerian Institution for Youth Support and Entrepreneurship Development, the Chamber of Crafts and Traditional Industries of Tissemsilt, *Sustainable Development*.

JEL Classification: L26; L67; O14 ; O31.

Introduction

Entrepreneurship, traditional industries, and crafts are among the most important sectors in the Algerian economy, significantly contributing to sustainable development, job creation, and the enhancement of cultural identity. They serve a crucial axis in the framework of local economic development and the promotion of innovation and leadership. Since there are many opportunities and challenges that could influence the growth of these two sectors, particularly by using their proximity as a chance for integration, advancement, and cooperative development, the relationship between entrepreneurship, traditional industries and crafts in Algeria is therefore a significant topic that requires investigation. This is particularly relevant in Algeria, which possesses rich resources in authenticity and diversity in the context of traditional crafts and industry, along with the growing interest in entrepreneurship from the Algerian government, which has acknowledged the value of entrepreneurship in supporting local growth and economic advancement. The most effective way for reviving the traditional industry and crafts sector and achieving the required goals may be to introduce entrepreneurial thinking into these sectors. This generates the following hypothesis:

What are the mechanisms for integration and joint development between entrepreneurship, traditional industries and crafts, along with their contribution to the promotion of both sectors and the enhancement of the local economy?

Hypotheses:

First Hypothesis: There is a positive relationship between entrepreneurship and traditional industries and crafts in Algeria, where the integration between them enhances economic growth and contributes to sustainable development.

Second Hypothesis: There is a mutual influence between entrepreneurship and traditional industries and crafts, where the success of one affects the success of the other.

Third Hypothesis: There are challenging factors that may negatively effect the integration of the two sectors, such as legislative, regulatory constraints, and a lack of funding and technology.

Objectives of the Study:

- To link the theoretical elements that intersect with the nature of the subject, whether from the side of entrepreneurship or traditional industry.

- To provide a deeper understanding of the reasons for the interaction between entrepreneurship, traditional industries, and to identify the common factors that contribute to the success of the relationship.
- To provide practical recommendations aimed at enhancing cooperation between entrepreneurship and traditional industries and crafts in Algeria, supporting innovation, creating job opportunities, and promoting local development.

Method of the Study:

This issue requires a precise descriptive approach to the interactions and mutual influences between entrepreneurship and traditional industries and crafts, as well as an analysis of the mechanisms and policies used to enhance this relationship, under the partnership and cooperation agreement between the Algerian Institution for Youth Support and Entrepreneurship Development and the Chamber of Crafts and Traditional Industries - Tissemsilt.

1. Theoretical Framework of Entrepreneurship:

Studying the concept of entrepreneurship is one of the topics that is linked to a range of fields and aspects that open the door for discussion and extensive studies. These studies are influenced by the various approaches related to the entrepreneur himself, who is a key element in the entrepreneurial process (Ben Harath & Zireg, S) Among the most important approaches are as follow:

The economic approach highlights the role of Schumpeter, who defines the entrepreneur as a creative individual seeking to exploit opportunities in innovative ways while bearing risks and uncertainties (Schumpeter, 1934). The behavioral approach specializes in studying the characteristics and demographics that distinguish entrepreneurs and the influence of social factors and career paths on their decisions (Bird, 1988). As for the stage-based approach, it considers time as a fundamental element for analyzing the evolution and establishment of the enterprise (Gartner, 1985).

Among the most famous definitions of entrepreneurship is the definition by (Shane & Venkataraman, S., 2000), which considers it a series of stages through which opportunities for creating new goods and services are discovered, evaluated, and exploited. Meanwhile, Gartner focuses on it as a dynamic activity that involves mobilizing and organizing resources to exploit opportunities and transform them into established projects (Gartner, 1985).

Thus, entrepreneurship can be considered as the ability to think innovatively, discover opportunities, bear risks, effectively manage projects, and build good relationships with others while developing networks of clients and partners. It is a process of creating a new, non-traditional

enterprise that seeks to exploit opportunities and resources in innovative ways, characterized by creativity and change, in a changing, risky environment based on challenges.

1.2 Entrepreneurial Culture:

The model by (Sabourin & Gasse, Y, 1989) summarizes the concept of entrepreneurial culture, highlighting the stages that lead to the emergence of entrepreneurs among students, particularly those who have received training in the field of entrepreneurship. Through the analysis of eight training programs, the researchers observed a positive relationship between an individual's entrepreneurial orientations and entrepreneurial capabilities.

The factors influencing this program are divided into three categories:

- **Preconditions:** These include personal and environmental factors that encourage the emergence of readiness in individuals.
- **Stimuli:** These relate to the psychological characteristics of the entrepreneur, represented by motivations, situations, competencies, and expected benefits, which interact with these factors under favorable conditions to lead to specific behaviors.
- **Entrepreneurial capabilities and potentials in the project:** These are influenced by driving motivations that consist of positive factors and factors leading to discontinuity. (Rakeb & Zeghrar, W, 2020)

Thus, the model by (Sabourin & Gasse, Y, 1989) considers entrepreneurial culture as a product of the interaction of these factors, where each one directly or indirectly affects an individual's readiness to engage in entrepreneurial activities.

According to (Oxford Dictionary of Economics. , 2024), entrepreneurial culture is defined as the complete set of values, beliefs, and attitudes that drive initiative and innovation, encouraging the establishment of businesses, risk-taking, and the development of new ideas. The entrepreneurial mindset considered a key factor for the success of institutions, as it motivates individuals to think innovatively and work diligently to achieve their goals, providing a suitable environment to face challenges and transform ideas into practical projects. The entrepreneur, as defined by the dictionary, is the individual generally responsible for making decisions within the institution in exchange for earning profit or bearing losses, which necessitates acquiring an entrepreneurial culture.

1.3 Entrepreneurial Support:

Entrepreneurial support is an organized process aimed at assisting individuals wishing to establish or create businesses. The orientation towards entrepreneurial work, also known as entrepreneurial orientation, is a process aimed at developing and supporting projects for their survival and

prosperity, as well as contributing to economic development. (Malleh, Kadari, A, & Belqarbouz, M, 2017)

According to Bruyat (2000), the services of entrepreneurial support include: Awareness, Reception, Information, Advice, Training, Logistical Support, Financing Establishment and Follow-up.

The objectives of entrepreneurial support are to foster the growth of ideas held by entrepreneurs and to help them transform these ideas into real projects that operate in reality. Over time, with the success of the project, the entrepreneur gains full independence and becomes entirely responsible for decisions and management. There are various forms of entrepreneurial support based on the needs and requirements of entrepreneurs and the types of projects they are establishing, including: moral support, technical support, informational support, technological support, financial support, and support during training and qualification. (Kouraiche, 2018)

1.4 Entrepreneurial Support in the Traditional Industry and Crafts Sector:

The diversity of perspectives on the concept of entrepreneurship has made the study of entrepreneurial support in the traditional industry and crafts sector a significant and challenging obstacle. Researchers agree that the entrepreneur is the fundamental element in this context, which makes the concepts of entrepreneurship, the entrepreneur, and support extremely important. However, to date, there is no clear and precise theoretical framework agreed upon by researchers in this field, partly due to the close connection with prevailing economic theories and models in society.

Nevertheless, it can be said that support is one of the successful training methods in countries around the world, aimed at enhancing the entrepreneurial spirit among owners of traditional industry projects and craft institutions. (Ait Said, 2022)

2. Traditional Industry and Crafts:

2.1. Definition of Traditional Industries and Crafts:

On October 8, 1997, UNESCO and the International Centre for the Study of the Preservation and Restoration of Cultural Property defined traditional crafts as products made by artisans, whether exclusively by hand or with the assistance of hand tools or mechanical devices, provided that the artisan's manual contribution constitutes the majority of the final product. These products are produced without a predetermined quantity and utilize raw materials sourced from sustainable natural resources. They derive their uniqueness from their characteristics and distinctive features, which can be functional, aesthetic, artistic, creative, cultural, or heritage-related, reflecting ideological or social values. This makes them play an important social, cultural, and economic role. (Laaloui & Khalifi, H, 2021)

Regardless of the terminology used—whether traditional industries, crafts, or folk arts—they are all connected by the skill of handwork as a fundamental element. They often employ simple tools to produce useful items with functional or cultural value that meet specific needs. These industries typically adhere to certain standards and are closely linked to the local environment, often carrying a legacy of symbolic and cultural or historical values of communities, serving as a means of communication between generations. (Awali, B., Aber, S, & Othman, L. , 2020)

From the previous definitions, it can be said that traditional and artisanal industries are generally passed down through generations within a specific region and space, utilizing hands and traditional production methods, as well as simple raw materials available in the industrial area. Their products are often functional and carry cultural significance, symbolic values, and historical heritage.

2.2 Introduction to the Traditional Industry and Crafts Sector in Algeria:

According to Article 5 of Ordinance No. 01-96: The concept of traditional industry and crafts encompasses any activity related to production, creativity, transformation, artistic restoration, maintenance, repair, or service provision that is predominantly manual and practiced primarily and continuously, whether in a stable, mobile, or exhibition form, in one of the following areas of activity that can be considered a form of entrepreneurship: traditional industry, artistic traditional industry, traditional crafts for the production of materials, and traditional crafts for services. (Ministry of Tourism and Traditional Industry, 2024)

This can be carried out either individually, within a cooperative for traditional industry and crafts, or within a traditional industry and crafts enterprise.

2.3 Importance of Traditional Industry and Crafts in Algeria:

Traditional industries and crafts in Algeria hold significant importance due to their vital role in the economy, society, and culture. They represent a strategic sector that can enhance gross domestic product (GDP) and public income, create job opportunities in areas with limited resources, and strengthen the role of women, especially in rural areas, thereby achieving social stability.

Moreover, traditional industries and crafts possess substantial cultural value that reflects the identity and values of local communities, forming a civilizational heritage and promoting local development and international cooperation. By supporting these industries, it is possible to enhance self-sufficiency, reduce reliance on imports, and encourage exports, which

contributes to strengthening the economy and attracting investments. Additionally, they play a role in developing local tourism as a tourist and investment attraction, thus achieving sustainable development for the tourism sector. (Awali, B., Aber, S., & Othman, L., 2020)

3. Traditional Industry and Crafts in Tissemsilt:

The traditional industry sector is an essential part of the local economy in our province, contributing effectively to economic, social, and cultural development. Our province preserves its ancient traditions and customs through the organization of various local celebrations and events, reviving religious seasons such as the Prophet's Birthday and the Amazigh New Year. This is achieved by preparing a diverse array of traditional dishes and foods, reflecting the local culture and heritage. (Directorate of Tourism and Traditional Industry Tissemsilt, 2024)

In addition, Tissemsilt is distinguished by a diverse range of crafts, including rugs, upholstery, woolen blankets, and traditional clothing, as well as the production of jewelry, embroidery, pottery, and items made from palm fronds and reeds. These crafts express the symbolic and aesthetic spirit of the region and reflect its history and artistic authenticity.

3.1 Definition of the Tissemsilt Chamber of Traditional Industry and Crafts:

The Chamber of Traditional Industry and Crafts for the Province of Tissemsilt is a public institution with an industrial and commercial character, possessing legal personality and financial independence. It operates under the supervision of the minister responsible for traditional industry. It was established by Executive Decree No. 97/100 dated March 29, 1997, which defines the organization and functioning of chambers of traditional industry and crafts.

The chamber serves as a forum for representing craft professions and is the ideal partner for local or national authorities in all fields related to the development of the traditional industry sector. It performs public service duties in accordance with the specifications of public service obligations.

3.2 Role and Responsibilities of the Chamber of Traditional Industry and Crafts:

The specialized body for traditional industries and crafts is responsible for registering and managing the sector, proposing and implementing development programs after obtaining approval from the relevant ministry. It grants quality certificates, provides recommendations on legislation and taxation, and promotes investment and exports. Additionally, it engages in promotion through publications and participation in relevant initiatives while offering training and capacity-building for artisans. The body also oversees the establishment of training institutions, craft zones, and sales

structures. Furthermore, it carries out economic and social tasks assigned to it, including professionalization, product certification, and issuing relevant certificates.

3.3 Craft Activities at the Provincial Level:

Sewing and embroidery, Food products (traditional dishes), Wool products, Dried fruits, Olive oil, Animal feed, Traditional mills, Traditional jewelry, Artistic pieces made of plaster and wood, Traditional men's clothing(qachabiya..).

3.4 Raw Materials Available in the Province:

Wool, Clay, Palm fronds and reeds, Wood. Leather.

4. Introduction to the Algerian Foundation for Youth and Entrepreneurship Development:

The Algerian Foundation for Youth and Entrepreneurship Development is a national, non-governmental organization with a special social and economic entrepreneurial character. It is governed by the provisions of Organic Law No. 06/12 dated January 12, 2012, concerning associations and the applicable republican laws. The foundation enjoys legal personality and financial independence and is not affiliated with any political party, either organizationally or structurally. (Algerian Foundation for Youth and Entrepreneurship Development, 2024)

In all cases and circumstances, the founders and members volunteer their knowledge and resources for the purpose of promoting and encouraging its activities within the framework of the public good, without violating national constants and values.

The Algerian Foundation possesses legal personality and legal capacity, and it conducts its activities throughout the national territory in general.

The foundation is allowed to issue and publish newsletters, magazines, informational documents, and brochures related to its objectives while respecting the constitution, national values, constants, and applicable laws, provided that the main statement is written in Arabic.

4.1 Objectives of the Foundation :

- Encourage innovative initiatives and instill an entrepreneurial culture among youth, adopting it as a proposal force for the development and promotion of the institutional sector.
- Enhance participatory democracy with civil society actors and state institutions through specific strategies to support young entrepreneurs by organizing conferences, festivals, and international, national, and provincial scientific exhibitions to develop innovative projects.

- Contribute to the development of business incubators and participate in the establishment of various technological mechanisms in the field of entrepreneurship development by involving different scientific laboratories.
- Work on establishing various digitization mechanisms and utilizing contemporary technological tools across all sectors.
- Contribute to enriching the educational curricula of higher education and support discussions on the Algerian economic law.
- Promote the tourism industry in light of current developments.
- Encourage local and foreign investment to contribute to enhancing the pace of the Algerian economy both nationally and internationally.
- Work to improve the yield and level of scientific research and strive to integrate the vocational training sector as a key partner in qualifying skilled labor to increase productivity in various small, large, and emerging enterprises.
- Mobilize and engage civil society and youth talents and cadres to accompany public authorities regarding principles, provisions, and projects that establish the foundation for building a new Algeria.
- Ensure that all concerns of youth at various levels are addressed and transformed into reports for the higher authorities in the country as per their competencies, while working to support them in all related needs.
- Organize training and educational courses and facilitate various scientific and practical workshops in different specialties to develop youth capabilities and improve the level of the workforce.
- Promote cultural heritage and preserve national identity.
- Conclude agreements that benefit the members and participants of the foundation.

4.2 Means of Achieving Objectives:

The Algerian Foundation achieves its goals and activities by relying on legally legitimate means and utilizing all available and appropriate mechanisms through the following:

- Organizing conferences, lectures, and seminars.
- Conducting training, educational, and qualification courses.
- Acquiring all necessary equipment to achieve the goals of the Algerian Foundation through peaceful means and in accordance with the applicable laws of the Republic.
- Engaging and participating in activities of civil society actors recognized by the Algerian state.

4.3 Areas of Activity of the Foundation:

Knowledge economy, Foreign affairs and Diplomatic relations, Finance and Accounting, Higher education and Scientific research, Vocational training and Education, Culture and Arts, Media and Communication, Youth and Sport, Pharmaceutical industrie. Legislation and Law, Agriculture, Environment, Education and Teaching, Health, Urban development, Public works, Tourism and Traditional industry, Energy, Energy transition, and Renewable energies, Trade and Promotion of exports, Social security, Pharmaceutical products. Digitization, Statistics, and Foresight.

4.4 Key Activities of the Algerian Foundation for Youth and Entrepreneurship Development in the Field of Traditional Industry and Crafts:

The key activities of the Algerian Foundation for Youth and Entrepreneurship Development in the field of traditional industry and crafts include signing partnership and cooperation agreements. On April 20, 2023, an agreement was signed between the President of the Foundation, Mr. Babou Mohamed Oussama, and the Director General of the National Chamber of Traditional Industry and Crafts, Mr. Abdel Karim Berki. This agreement aims to support youth, particularly the unemployed, through training, mentorship, and organizing exhibitions to strengthen the national artisanal industrial sector and establish startups and small to medium-sized enterprises.

The foundation also conducted working visits to the National Chamber of Traditional Industry and the Algerian Chamber of Commerce and Industry. These visits received support and cooperation from officials to promote entrepreneurship among young people and empower project owners in the fields of industry and trade, aligning with the state's efforts to revitalize the national economy.

5. Study and Analysis of the Agreement and Assessment of Its Effectiveness in Achieving the Desired Goals:

5.1. Content of the Agreement

Pursuant to Executive Decree No. 97-100 dated March 29, 1997, which defines the organization and operation of the chambers of traditional industry and crafts, particularly Article 05, the Algerian Foundation for Youth and Entrepreneurship Development in the province of Tissemsilt, represented by Mr. Wahid Sahri, the provincial director of the foundation, and Mr. Abdel Kader Khenkawi, the Director of the Chamber of Crafts and Traditional Industries, entered into a partnership and cooperation agreement between the provincial directorate for youth support and entrepreneurship development and the Chamber of Crafts. (Khangawi & Sahri, W, 2024)

This agreement aims to expand the foundation's activities and support youth training in various fields of crafts and traditional industries. The text of the agreement contains 16 articles, which are divided into four main axes.

5.2. Key Axes of the Agreement:

First Axis: Subject of the Agreement and Objective: This axis includes two articles, which can be summarized as follows: This agreement was drafted to establish the basic rules that govern the relationship of providing training services between the chamber and the trainer, overseeing and supervising the training process that will be organized at the Traditional Industry Chamber in Tissemsilt.

Second Axis: Trainer's Obligations: This axis includes a set of conditions that clarify the trainer's work schedule and the regulations they must adhere to. The most important points are as follows:

- The trainer is committed to training the trainees during the sessions and ensuring effective teaching and good learning within the framework of the training subject and achieving the training objectives.
- Commitment to the scheduled dates; any postponement without prior notification will lead to the termination of the contract.
- Utilization of the trainer's tools and equipment.
- The trainer must possess a craftsman card; exceptions to this requirement may apply in cases of traditional crafts that are not formally taught.
- Working to encourage training among youth interested in the field of traditional industry and crafts, as well as those with investment and entrepreneurial ideas, and providing them with appropriate support and guidance.
- Encouraging young professionals and craftsmen with investment and entrepreneurial ideas to register with the Traditional Industry Chamber to obtain a craftsman card.

Third Axis: Duration of the Agreement: This axis specifies that the duration of the agreement is one year, renewable by mutual consent of both parties, effective from the date of signing by both parties.

Fourth Axis: Obligations of the Chamber:

- This axis includes four articles that clarify that the chamber is responsible for granting qualification certificates to trainees upon completion of training and passing the qualifying exam before the chamber's qualification and training committee.
- The training will be practical, and printed materials containing theoretical aspects may be distributed as references.

- The program will be defined through consultation and discussion between the chamber and the master craftsman, ensuring the enrichment and delivery of the best programs.

5.3. Goals Derived from the Agreement:

Based on the above and reflecting on the details of the articles and the personal interview with the provincial director of the Algerian Foundation for Youth and Entrepreneurship Development, Mr. Wahid Sahri, and the Director of the Chamber of Traditional Industry and Crafts for the Tissemsilt province, Mr. Abdel Kader Khenkawi, we can say that the agreement aims to support and train young entrepreneurs in the crafts sector to establish their own businesses through:

- Conducting intensive training courses.
- Contributing to the revitalization of the Algerian economy entirely through Algerian hands.
- Working to encourage training among youth interested in the field of traditional industry and crafts, as well as professionals and those with investment and entrepreneurial ideas.
- Providing appropriate support and guidance, and also encouraging them to obtain a craftsman card from the foundation.
- Promoting awareness of the importance of these sectors for enhancing the local economy of the province, and Algeria as a whole.
- Paying more attention to craftsmen who are not enrolled in formal education or students through outreach campaigns in remote areas of the province.
- Clarifying the limited perspective that traditional craftsmen have regarding the products they offer, which do not qualify to be organized into a business that is capable of growth and development.

Table number (01): Analyzing the internal and external environment of an agreement using SWOT

Interior	Strengths	Weaknesses
	Cooperation between two official institutions.	The duration of the agreement is not sufficient to observe the desired results.
	Providing comprehensive training (theoretical and applied).	Lack of potential resources to implement the agreement.
	Supporting young craftsmen	Benefiting a limited group

	to transform their ideas into practical projects.	of young people without expanding the target groups.
	Targeting remote areas enhances social justice.	Dependency on the legal framework reduces the flexibility of application.
External	Opportunities	Threats
	Strengthening the local economy by establishing small and medium enterprises.	Weak commitment on the part of beneficiaries or implementing parties.
	Reviving cultural heritage and strengthening local identity.	Competition from imported or cheap products, which is a problem for traditional industry products in general.
	Using technology to develop products and increase competitiveness.	Economic crises reduce the ability of young people to invest.
	The possibility of expanding activities to include cultural tourism and international markets.	Insufficient motivation for young people to participate effectively.

Source: Prepared by the researcher based on the text of the agreement

7. The relationship between entrepreneurship, traditional industries and crafts:

Based on the results obtained from analyzing the relationship between the contracting sector, traditional crafts, and relying on the axes of the agreement concluded between representatives of each sector: the contracting sector represented by the Algerian Institution for Youth Support and Entrepreneurship Development of the traditional industries and crafts sector represented by the Chamber of Traditional Industry in Tissemsilt state. Entrepreneurial accompaniment can be considered the most important process through which the impact of the contracting sector on traditional industries and crafts occurs, as its results are manifested in several aspects:

Entrepreneurship can support traditional industries and crafts by providing technology and technical modernization, which helps in improving production processes and product quality.

Entrepreneurship contributes to the marketing and distribution of traditional industries and crafts products better, whether at the local or global level, which increases the chances of accessing new markets and increasing revenues.

Entrepreneurship stimulates diversification and innovation in traditional industries and crafts, which leads to the development of new and innovative products that meet market needs and enhance competitiveness.

Through entrepreneurial support for traditional industries and crafts, the local economy is strengthened and job opportunities are provided, which contributes to enhancing economic and social development, especially in rural and urban areas.

The entrepreneurial spirit is the most important element that is lacking in the majority of artisans. Acquiring this mentality alone can leapfrog the level of all operations related to traditional industries and crafts and enhance their outputs. It can play an important role in preserving heritage and culture, as the entrepreneurial spirit encourages the production of traditional and handmade products that reflect the cultural identity of society.

As for the impact of traditional industries and crafts on the contracting sector, based on the analysis of the agreement, it is manifested in several points, the most prominent of which are:

The contracting sector relies on manual and craft skills in producing its products and providing its services, and traditional industries and crafts can provide skilled human resources for this purpose.

The contracting sector may use traditional or craft raw materials in its operations, and therefore traditional industries and crafts can play a role in providing these materials and components with high quality and at reasonable prices.

Traditional crafts can inspire contractors and support design and innovation processes, as they provide unique and diverse techniques and methods that may contribute to the development of new products and attract customers.

Traditional industries and crafts are characterized by uniqueness and cultural identity, which enables the contracting sector to offer products characterized by quality, excellence, and sustainability, which can help build a positive reputation for the brand and attract more customers.

Conclusion

The interaction between entrepreneurship and traditional industries and crafts in Algeria represents an important aspect of economic and cultural development. This interaction is evident in the cooperation and integration

between the various parties to enhance the quality of products and market them better, as well as its contribution to the development of traditional industries and crafts through the encouragement of innovation and technical development. Additionally, this interaction enhances the preservation of heritage and culture by supporting the production of traditional products that reflect the cultural identity of the community, and contributes to providing job opportunities and improving economic and social conditions in local communities.

Findings of the Study

1. There is a positive relationship between entrepreneurship and traditional industries and crafts in Algeria, where the success of one affects the success of the other, and integration between them enhances economic growth and contributes to sustainable development.
2. Economic theories and models prevailing in society determine the mechanisms of entrepreneurial support in the field of traditional industries.
3. The artistic skills possessed by craftsmen provide a fertile ground for creative and innovative outputs, which can be embodied in startup institutions.
4. Preserving local heritage and culture is a constant goal in all countries, and entrepreneurship is one of the options that helps achieve it.
5. The agreement has a very high margin of success, as evident from its content, seriousness, and attention to details, especially since the Chamber of Traditional Industry and Crafts in Tissemsilt already has many successful models of startup ideas under study and existing startups.

Recommendations

1. Acquiring entrepreneurial culture and mastering the basics and stages of support is the most important step in starting a successful and effective training program.
2. Entrepreneurship may be the missing link that drives the wheel of evolution and maximum utilization of the traditional industry and crafts sector in Algeria.
3. Establishing periodic monitoring and evaluation mechanisms to measure the performance of the agreement and identify areas that need improvement is crucial for achieving the objectives of the agreement.

4. Providing financial and technical support for such initiatives, especially if one of the parties is working with social responsibility, such as the Algerian Institution for Youth Support and Entrepreneurship Development, is essential.

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