
Algerian desert tourism as a mechanism to support sustainable growth The state of Bani Abbas as a model

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Abstract:

Due to the great importance that the tourism sector plays in the economy, considered it as an important source of income and stimulating investment, in addition to creating job opportunities and achieving sustainable development, the issue of interest in developing and exploiting this sector is considered necessary.

Beni Abbes, “the White Oasis,” is considered one of the best tourist attractions in the Algerian desert, with its famous heritage dating back to prehistoric times. The region also offers several tourist activities, such as sand skiing and climbing the “Arj” peak to enjoy the sunset and sunrise....However, despite these high-end tourism advantages, the region did not live up to the required level.

In this context, we will highlight some of the mechanisms that might be helpful in making the region a tourist destination par excellence that will benefit the region locally and nationally, especially since it is a modern state and is considered an economic takeoff site.

Key words: sustainable development , desert tourism , Beni Abbes state , tourism components

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introduction:

The tourism sector is one of the vital and strategic sectors of the economy, as it is an important source of national income, a motivating factor for attracting investments and creating new job opportunities, as well as its effective contribution to achieving the sustainable development goals. Therefore, the issue of paying attention to developing this promising sector and optimally exploiting the tourism potentials and components that Algeria enjoys has become a matter of utmost importance.

Algeria enjoys diverse and attractive tourism potentials, such as coastal, desert, mountain, desert, religious, patriarchal, sports and business tourism, but this sector is still witnessing a decline and has not achieved the desired goals. Faced with the challenges of transforming Algeria's tourism potential into offers capable of meeting the requirements of global markets and achieving local and national economic and social development, Algeria has relied on a strategy of focusing on desert tourism as a contributing pillar for comprehensive development, because the Algerian desert is one of the most famous and beautiful deserts in the world With its fine heritage and charming views. On this basis, Beni Abbes region is considered one of the most important tourist areas in southwestern Algeria, as it constitutes a diverse mix of diverse tourism components: natural, cultural, archaeological, and human, in addition to the distinctive customs and traditions of the local community. Among the most important tourism products in the region are:

- **Desert tourism:** such as camel riding, visiting the Great Western Erg, and many hiking trips.
- **Volunteer tourism:** represented by volunteer workshops and the restoration of archaeological monuments carried out by local associations.

Scientific tourism: which consists of visits by many researchers who frequent the research center in dry areas.

- **Religious tourism:** represented by commemorating religious holidays and events such as celebrating the Prophet Muhammad' birthday (Mawlid al-Nabawi)
- **Cultural tourism:** which involves artistic festivals and cultural events.

However, despite the region's many features, and the influx of many local and foreign tourists to it during holidays, seasons and demonstrations, it is not classified as a tourist destination, as the matter may seem justified as long as the objective conditions that require the region to be classified are not yet met.

In light of the above, the following features of the problem emerge:

What are the most important features of the state of Beni Abbas? What are the mechanisms that would advance the tourism sector and move the wheel of development in the region?

❖ Study objectives and importance:

This research paper gains its importance from the fact that it deals with one of the vital and strategic sectors, which is the tourism sector, given the positive role and significant impact that this sector plays in achieving sustainable development. The objectives of this study are as follows:

- Learn about desert tourism and the tourism product.
- Showcasing the tourism potential of the southwestern Algerian region, specifically Beni Abbes Province.
- Mention the mechanisms that would support the tourism potential of Beni Abbas Province.
- Determine the status of tourism investment in the region.

❖ Study methodology and tools used:

In order to cover the aspects of the topic, and given the nature of the study, we used the descriptive method and the analytical method. The descriptive approach was adopted to clarify the theoretical aspects of the subject and to present the components of the state under study. While the analytical approach was adopted when examining the reality of tourism investment in the region.

I. Definition of desert tourism:

Desert tourism means every tourist stay in a desert area, based on exploiting the various natural, historical and cultural capabilities of this environment, accompanied by associated activities of amusement, entertainment and exploration (Tourism, 2003, p5). This type of tourism is characterized by a special attraction for nature enthusiasts in and outside nature reserves and the purity and beauty they contain, vital treasures, wonderful geographical formations, and fossils that record eras of history and images of life there over millions of years.

Saharan tourism is viewed as a new tourism product that must receive attention and development because of its importance in supporting economic and social development. Since the natural, historical, and cultural components are available and distinct for Algeria, the modern components of projects and cultural areas remain essential and necessary to achieve attraction Tourist. Desert tourism achieves many advantages if the necessary conditions are met, and its importance in achieving economic, social and cultural development can be highlighted through several points, the most important of which are: increasing national income and improving the balance of payments, not only by the amount that tourists spend during their tourist trips, but also by increasing the national income and improving the balance of payments. By what is called in economics With the economic multiplier, contributing to the provision of hard currency, encouraging the investment of national capital and diversifying its uses and directing it to new projects, providing permanent job positions, especially for the people of the south, restoring work capabilities to their strength as a result of the rest and recreation that desert tourism provides, and the contribution of foreign capital to invests in the tourism sector, encouraging and developing other service sectors that support the tourism sector, exploiting natural resources and creating new uses for them; furthermore, preserving historical monuments, national customs and traditions besides promoting them globally, promoting traditional industries and enriching the cultural heritage (Qarrou. & Fatiha, (no date), p63).

The demand for desert tourism in Algeria has increased in recent years, especially with the growth of eco-tourism, as the winter tourist season witnesses the influx of foreign tourists who prefer the desert destination due to its natural view landscapes, oases, palaces and monuments, as well as its moderate climate in that period of the year, where the desert appeals to them for New Year holidays.

II. Tourist qualifications or components of Bani Abbas State:

Bani Abbas State has many important tourist qualifications that bring tourists and visitors.

1. Geographical location: (Knowledg, 2022)

Beni Abbes was one of the largest municipalities in the wilaya of Bechar and is now considered a new wilaya bearing the number 52 located in the southwest of Algeria, two wilayas from the north are the seat of the wilaya of Bechar, at a distance of 250 km on the national road N°6, and in the south the wilaya of Adrar, at a distance of 350 km.

The municipal area of Bani Abbas is about 10,040 km², whereas; the district is about 13,170 km². It is the center of a district with a population of 12,000 people. The origin of the name Beni Abbas goes back to the Beni Abbas tribe, which has the origin of Mahdi bin Youssef, the first resident of the region, and it is from Beni Hassan.

1.1. **The Landforms:** Beni Abbas is located on the shores of the Great Western Erg, as it is surrounded by high sand dunes on more than two sides from the northeast and to the southwest. It also has highlands along the western side, an extension of the Saharan Atlas mountain range, the most important highlands of which are the "Hamoucha", "Hadab Baba Haida", "Marhouma", "Al-Waqaratah" and "Al-Zaghamra.

1.2. **The valleys:** Beni Abbas is the heart of the Saoura region, and Wadi Saoura is the main lifeline for all the palaces and cities of the region. In it, the presence of humans, animals, plants, and land continues. Beni Abbas crosses along the western side. However, the flow of this valley has become rare in recent years following the completion of the soil dredging dam, and is limited to local rains that rarely fall and in quantities that are not sufficient for its flow. There are also many other valleys, including: Wadi Anchal and Wadi Ali.

1.3. **Economic activity:** Several economic activities are carried out in Beni Abbas, the largest of which is commercial activity, in addition to other activities, including: industrial activity, agricultural activity, building workshops and contracting, and traditional industries activity.

- Most of the commercial activities are concentrated in the city center, the main streets, and the various neighborhoods of the city. There are two old industrial zones in Beni Abbas, east of the city on the old airport road. They are located in: the old electricity generation station * the soft drinks factory * the mineral water factory (Ain Sidi Othman) * the civil hospital (Mohamed Jacob) 120 beds. As for the second industrial zone, it is at the entrance to the city, where the new electricity generation station is located, the production of which covers the entire Saoura area. As for agricultural activities, they are concentrated in the agricultural surroundings and oases surrounding Beni Abbas from various directions.

Fueling stations in Beni Abbas: There is one petrol station at the entrance to the city, and there is another at the crossroads 15 km from Beni Abbas.

2. **Tourist sites in the region:** The Beni Abbas region is famous for many tourist sites, the most important of which are:

2.1. **Palaces:** The Beni Abbas region contains seven palaces, some of which are still inhabited. The most beautiful of these palaces is the one located in the heart of the Palm Oasis (its shape is unique in the entire desert). It was evacuated by the French colonizers in 1957, and is currently undergoing a restoration process after its classification. A national and international engineering landmark, and one of the most important palaces in the region which are:

- Bani Hassan Palaces, Oulad Mehdi Palace, - Oulad Rahhou Palace.
- Beni Abbas Palace: It is the largest and most important in terms of tourism, climate, and population.
- Warorut Alley: It was inhabited by the inhabitants of Warorut (an oasis located 7 km from Beni Abbas).
- Qasr al-Qasiba: It was inhabited by the Ghanenmah, Wolad of Hammou and is located above the municipal swimming pool.

2.2. **Palm Oasis:** It is a wonderful oasis shaped like a scorpion on two sides, with sand dunes at its tail. Beni Abbès is surrounded by many oases and agricultural oceans, including the Oases of Zeguila - Al-Karaa Oases - Ain Sakia Oases - Hamama Oases - Al-Jouifa Oasis - Hamoucha Oases - Baba Haidah Oases - Marhouma Oases located between the municipalities of Beni Abbas and Tamtrit and the Warrouit Oasis. The most important of them is the palm forest in Beni Abbas, which extends in the shape of a giant scorpion on two intersecting sides, a natural puzzle that fascinates tourists.

One of its most important products is the Humayra dates, which have a beautiful taste and are famous among the residents of the region.

2.3. **China's Carbon Wall:** It is about 30 km from Beni Abbas. It contains a reservoir of fossilized animals (fish, snails,...) and a scientific museum open to nature (between the Beni Abbas and Tamterit area).

2.4. **Archaeological drawings and inscriptions of primitive man in Marhouma (an area between Beni Abbas and Tamterit)**

- The Scientific Heritage Museum at the Research Center.
- Research Center in Dry Areas (Bani Abbas Scientific Research Station), library and laboratory.
- The zoo and botanical garden in the center.
- Father Charles de Foucauld's hermitage (the church).
- The desert of Beni Abbas and its abundant natural treasures and pleasures.

Despite the tourist potential of the area, its reception facilities are described as limited and modest, and large reservations are only recorded during peak tourist periods and seasons such as the Prophet's Birthday, New Year's Day, and some demonstrations. In addition to other tourist attractions such as:

- **The municipal swimming pool:** Its water is constantly renewed from a spring (called Ain Sidi Othman), clear and fresh, coming out of the ground at a temperature of 24°C, warm in the winter and pleasant in the summer.

_ **Al Reem Luxury Inn:** 3 stars, about 120 rooms and suites, strategic location, distinguished services, fun, luxury, pleasant atmosphere, entertainment, and peace of mind.

_ **The Great Erg Lodge:** (not in service for legal and urban reasons), overlooks the palm forest and the old palace, which is still in need of restoration.

_ Golden sand dunes surrounding the town.

_ The headquarters of the department, in the form of a castle.

_ The camp is behind the municipal swimming pool.

_ As for Bedouin tourism, the Arab tent is the mobile headquarters that accompanies every tourist convoy.

As for Bedouin tourism, the Arab tent is the mobile headquarters that accompanies every tourist convoy.

- Tourism projects: Beni Abbas aspires to have a prestigious tourist complex (tourist village) in the tourist expansion area. And now Beni Abbas Airport, which is in the process of completion after a long wait.

III. The status of tourism investment projects under implementation in the state of Beni Abbas for the year 2023:

It can be summarized as follows: (Industry, 2020, no page)

1. Tourism and travel agencies: It is one tourist agency in the new state of Beni Abbas under the name “Bani Abbas Tour”, belonging to the private sector, class B, but its activity does not go beyond selling air transport tickets and organizing Umrah trips. As for the rest of the activities related to this type of dealer, it is Almost non-existent.

Class A represents agencies that are mainly active in “national tourism” and “reception tourism”. Class B represents agencies that are mainly active in “tourism for tourists”.

2. Tourism and association activity: There are currently one and nine (09) tourism associations active in the state of Beni Abbas Diwan that carry out various activities, in an effort to revitalize and develop the local tourism sector, including participation in demonstrations, tourism events, salons, international exhibitions and festivals, restoration of palaces and encouraging... Traditional industries and crafts...etc. The list of approved tourist offices and associations in the state is as follows:

- The local office of tourism of the municipality of Beni Abbes.
- Henna Association.
- Oulad Al Waha Association in Al Qasr
- Al-Khaima Association for Bedouin Heritage and Promotion.
- Tourism, Promotion and Youth Exchange Association.
- Warorout Solidarity Association.
- Farmer Promotion Association.
- Sunset Society.
- Badia People Association.
- Sons of the Desert Tourism Association

3. Hotel establishments:

These include hotels, motels or stations, holiday villages, tourist accommodation, country inns, chalets, furnished tourist houses, campsites and rest stops. Hotel capacity is one of the indicators by which the progress of the tourism sector in a particular country can be measured, because it is an indicator of the absorptive capacity of the various institutions prepared to receive tourists coming to the host tourism country, as well as because it represents the region's ability to absorb tourists and the tourism developments that accompany it. Below is a list of hotel establishments in the state, their capacity and classification:

Table n°(1): Hotel establishments in the state of Beni Abbes

Hotel establishment	Location	Shelter capabilities		Ranking	Number of workers	
		Room	Family		Permanents	Temporaries
The big Erg	Beni Abbas	20	40	Unclassified	6	4
El Rim	Beni Abbas	120	240	3 stars	19	13

The Source: Directorate of Tourism and Handicrafts of Bashar State, 2021

From the table n°(1), we can notice that the number of hotel establishments is small compared to the state's tourism qualifications. In addition, these establishments do not contain facilities that provide comfort for tourists other than a restaurant and a café.

4. Tourism training:

In September 2019, the “National Institute of Tourism in Beni Abbes” was established, which trained students in several tourism specializations: senior tourism technician, tourism assistant,

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hotelier, tourism specialist, local tourist guides, etc. It is characterized by an internal system, and it is regional, covering all of the south-west. It also contains a model hotel for conducting field training for trained students, and for this achievement it is considered the second in Algeria after the capital.

Table n°(2): Training at the National Institute specialized in hotel training, tourism and handicrafts - Beni Abbas

Specialization	Batches	Number of apprentices	Configuration style	Graduation Date
Hotel management	September 2019	30	Residency	March 2022
Reception	March 2022	30	Residency	March 2023
Travel agency	March 2022	30	Residency	March 2023
Shelter	March 2022	30	Residency	March 2023
Production and marketing	March 2022	30	Residency	March 2023

The Source: Directorate of Tourism and Handicrafts of Bechar State, 22021

5. Tourists flock to hotel establishments in the state of Beni Abbes:

We show in the following table n°(2) the development of the number of Algerian and foreign tourists arriving in the state during the period 2013 to March 2022, as well as the growth rate.

Table n°(3): Development of the influx of Algerian and foreign tourists to hotel establishments in the state of Beni Abbes during the period 2013 - March 2022.

Years		2013	2014	2015	2016	2020	2021	2022 to March
The Algerians	Access	40986	423390	16640	44615	3158	11537	3401
	Growth rate	31,05%	3,30%	9,64%	3,89%			
Foreigners	Access	1046	1385	1182	1732	163	145	99
	Growth rate	3,18%	30,17%	14,66%	46,53%			

Source: Directorate of Tourism and Handicrafts of Bechar state.

Note: no information was provided for the years 2017,2018,2019 by the Tourism Directorate.

Table n°(4): Development of the influx of Algerian and foreign tourists to the Al-Reem Hotel in Beni Abbes Governorate during the period 2013-2022.

Years	The Algerians		The foreigners	
	Access	Nights	Access	Nights
2013	2445	10958	163	725
2014	4648	6901	218	389
2015	2189	4756	86	168
2016	1095	2395	118	613
2017	closed due to renovation			
2018	Closed due to renovation			
2019	1695	3007	206	333
2020	/	/	/	/
2021	800	1000	80	125
2022	1084	2501	208	713

Source: Directorate of Tourism and Handicrafts of Bechar State

Regarding Table 4, we notice a decrease in the statistics of the percentage of Table 5: Tourism projects approved by EX-CALPIREF and the characteristics in Beni Abbes Province. arriving tourists in 2016 compared to previous years because the hotel was at the beginning of its rehabilitation. Work began in 2019, when it was inaugurated by the Minister of Tourism and Traditional Industry.

We realize that the number of tourists arriving to the state is unstable, as it increases at times and decreases at other times, and a large part of this may be due to the way in which the statistics themselves are collected, as they cannot express the true numbers of tourists. The Tourism Directorate relies on the statistical cards received monthly from hotel establishments, and does not take into account tourists who stay outside hotels. In addition, a tourist may be counted twice if he changes his place of residence from one hotel to another. As for foreign tourists, we notice that their number is constantly increasing, but slowly, and if we compare it with the influx of Algerians, it is very weak. This is due to several reasons, including: foreign tourists' view of the security situation in Algeria, the lack of local tourist agencies and their lack of interest in attracting foreign tourists, the state's distance from international airports. As for Beni Abbes Airport, it has been rehabilitated in recent years, but it has not yet become operational. For reasons we don't know, in addition Poor services provided

. Since 2019, after the outbreak of the COVID-19 pandemic, the number of foreign and local tourists has witnessed a noticeable decline, as the pandemic has greatly affected the health and safety aspects of citizens. The precautionary measures taken by the state to limit the spread of the virus also contributed to reducing tourism traffic. In particular, hotel establishments were closed during the height of the pandemic, which led to a complete cessation of tourism activity during that period. It gradually recovered as the epidemic rate decreased.

6. Status of tourism projects in Beni Abbes Province (2022):

The state's shortage of tourism structures (hotels and agencies), and their absorptive capacity, in addition to the fiscal and legal incentives granted to investment in the tourism field, is a motivating factor for investment in this sector.

Table n° (5): Tourism projects app

roved by EX-

CALPIREF and the characteristics in Beni Abbas Province:

	The project	Location	Area m1	Number of families	Number of Workers	Course reviewer/concession contract	Approval of plans	Progress %	Remarks
1	Motel	Rahmani gas station	1000m ³	60	10	The concession contract was granted on 03/26/2013 A Muslim	10/03/2016	18%	Cafeteria and restaurant in a state of exploitation. Work has been suspended due to financial fundin
2	Hotel	Beni Abbas	270m ²	90	11	Private piece of land	30/12/2015	Posed	Waiting for building permit reservations to be lifted
3	Rest station	Beni Yakhlaf municipality, Karzaz district	600m ²	08	13	Resolution No. 669 dated 06/07/2016	04/02/2018	20%	The project is in progress
4	Tourist camp	Municipality of Tamrtart - Administrative District of Beni Abba	20000m ²	140	10	Concession Contract No. 36 dated 02/13/201	30/12/2018	Posed	In the context of preparing the building permit file
5	Hotel	Benni Abbas	1700m ²	68	10	Private piece of land	28/10/2018	50%	The project is in progress

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6	Street hostel	Tibalbala crossroads, the link between Adrar and Tindouf	10000m ²	20	19	Resolution No. 490 dated 04/26/2020	/	/	The file is at the level of the Ministry's departments to obtain approval of the plans. The investor is within the framework of lifting reservation
7	Rest station	Karzaz Municipality	300m ³	30	12	A piece of land owned by the municipality	/	/	The file is at the level of the Ministry's departments to obtain approval of the plans after lifting the reservations (but this year it was turned into a shrine)
8	Swimming pool + rest station (request to correct the project name to hotel accommodation) at the state department leve	The entrance to the municipality of Beni Abbas is on the right side, adjacent to National Road No. 6	49000m ³	20	18	A piece of land owned by the state	/	/	The file is at the level of the ministry's departments

Source: Directorate of Tourism and Handicrafts of Bashari State, March 2023

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NB: The owner of the rest station project in the municipality of Karzaz turned it into a dormitory due to his inability to meet the hotel conditions, which were impossible, according to his opinion. Taking into consideration that the dormitories belong to the Chamber of Commerce and not the Ministry of Tourism.

	The project	Location	Area m1	Number of families	Number of Workers	Course reviewer/concession contract	Approval of plans	Progress %	Remarks
1	Tourist residence (National Office of Tourism ONAT)	Tozdit (Municipality of Igli)	4500 m2	160	12	A piece of land owned by the state	/	/	The file was rejected by the Ministry because the reservations were not removed. -Exploitation space 2020
2	Al Reem Hotel (Eurasian Series)	Benni Abbas	22154.80 m2	244	43	A piece of land owned by the state	/	/	As part of preparing a file to obtain approval of the plans. - The project was launched in November 201

Table n°(6) : Completed projects.

Source: Directorate of Tourism and Handicrafts of Bechar State, March 2022

We note from the two tables that there is neglect of the rest of the tourist areas in the state. Most of the projects that received initial approval are still suffering from problems with building permits, which raises questions about the effectiveness of the policies used in granting and following up on projects.

Table n°(7): Tourism projects approved by EX-CALPIREF and the pro

Remarks	Cafeteria and restaurant in a state of exploitation Work has been	Waiting for building permit reservations to be lifted	The project is in progress	In the context of preparing the building permit file	The project is in progress	The file is at the level of the Ministry's department s to obtain approval of the plans.	The file is at the level of the Ministry's department s to obtain approval of the plans	The file is at the level of the ministry's departments
Progress %	18%	Posed	20%	Posed	/	/	/	/
Approval of plans	10/03/2016	30/12/2015	04/02/2018	30/12/2018	/	/	/	/
Course reviewer/c concession contract	The concession contract was granted	Private piece of land	Resolution No. 669 dated 06/07/2016	Concession Contract No. 36 dated	Private piece of land	Resolution No. 490 dated 04/26/2020	A piece of land owned by the municipality	A piece of land owned by the state
Number of workers	10	11	13	10	10	19	12	18
Number of families	60	90	08	140	68	20	30	20
Area m1	1000m3	270m2	600m2	20000m2	1700m2	10000m2	300m2	490000m3
Location	Rahmani gas station	Benni Abbas	Beni Yakhlef municipality , Karzaz	Municipality of Tamtart	Benni Abbas	Tibalbala crossroads, the link	Karzaz Municipality	The entrance to the municipality of
The project	Motel	Hotel	Rest station	Tourist camp	Hotel	Street hostel	Rest station	Swimming pool + rest station (request to
The Number	1	2	3	4	5	6	7	8

erties in Beni Abbes Province

Source: Directorate of Tourism and Handicrafts of Bechar State, March 2023

NB: The owner of the rest station project in the municipality of Karzaz turned it into a dormitory due to his inability to meet the hotel conditions, which were impossible, according to his opinion. Note that the dormitory belong to the Chamber of Commerce and not the Ministry of Tourism.

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Table n° (8) : Completed projects.

Remarks	Progress %	Approval of plans	Course reviewer/co ncession contract	Number of workers	Number of families	Area m1	Location	The project	
The file was rejected by the Ministry because the reservations were not removed. -Exploitation space 2020			A piece of land owned by the state	12	160	4500m2	Tozdit (Municipality of Igli)	Tourist residence (National Office of Tourism ONAT	1
As part of preparing a file to obtain approval of the plans. - The project was launched in November 2019			A piece of land owned by the state	43	244	22154.80 m2	Benni Abbas	Al Reem Hotel (Eurasian Series	2

Source: Directorate of Tourism and Handicrafts of Bechar State, March 20223

We note from the two tables that there is neglect of the rest of the tourist areas in the state. Most of the projects that received initial approval are still suffering from problems with building permits, which raises questions about the effectiveness of the policies used in granting and following up on projects.

IV. Efforts by the state to raise awareness of the tourism sector: represented in (Traditional, 2020):

1) Employment in the tourism sector:

The years 2020 and 2021 witnessed the opening of several job positions in the tourism sector in different forms, numbering 23 and 68 positions respectively.

NB: An increase in the number of permanent job positions expected over a period of two (02) years, about 600 permanent job positions after the completion of several tourism projects.

2) Residence with the resident:

- The directorate's services carried out an awareness-raising campaign about this process in the municipalities through the municipal popular councils with large posters that were displayed at the municipal headquarters and the local media.

3) Tourism promotion:

Completion of a group of promotional works, including brochures, tourist maps, modified document folders, new tourist brochures, CDs, a website for the directorate,

- There is a tourism promotion project in progress by an audio-visual agency that is carrying out a large and diverse group of promotional works for the benefit of the directorate.

- Distribution of tourism promotional works to: visiting delegations to the state - football teams - hotels - tourism agencies - associations - visitors to the directorate's headquarters, including students, trainees, journalists, university professors, investors, study offices...etc.
- Organizing the third session of the International Rally "Desert Challenge" with the participation of Algerians and foreigners in our state, especially Taghit and Beni Abbes. Traditional industry exhibitions were held and several promotional materials were distributed (tourist maps - brochures - document folders..

4. Media activities:

- Participation in several radio and television sessions, including:
 - Participation in several television sessions, including a live session from Algerian television (a morning session about the start of the desert tourism season, which was broadcast live from the administrative province of Beni Abbes).
 - Participation in several radio sessions on Radio Al-Saoura Bashar, including a session on the reality and prospects of traditional industry in the state.
 - Participation in radio sessions about celebrating National and International Tourism Day.
- Participating in organizing tourist and media tours for the benefit of the Cubs of the Nation School. By organizing these tours, it contributed to introducing tourist, historical and archaeological areas for the benefit of the school's students and creating scientific and cultural awareness among them while urging them to preserve the environment and spread tourism culture among the school's students.
- Receiving journalists and media professionals at the directorate's headquarters and providing them with all information and explanations about tourism development and investment, as well as tourist arrivals to the state.
- Receiving Algerian television at the directorate's headquarters and providing them with information and explanations about celebrating the Prophet's birthday.

5. Tourist demonstrations:

- **June 25 of each year, the celebration of National Tourism Day:** This national occasion is commemorated every year under different slogans, in which several promotional works carried out by the directorate's interests are organized.
- **International Tourism and Travel Salon:** The Directorate participates in this event, which is organized every year by the Ministry's departments and the National Tourism Office at the Exhibition Palace in Algiers, with several different shows.
- **World Tourism Day, September 27:** This international occasion is celebrated every year under different slogans and several shows are organised.
- **Celebration of the end of the year:** Every year, the municipality of Beni Abbes witnesses a large celebration of this occasion, and various exhibitions are organized, such as exhibitions in traditional industry and crafts, competitions of skills and traditional foods, and there is a large influx of tourists. Algerians and foreigners come to attend these celebrations, which play a role in revitalizing the region economically and socially. Celebration of the Prophet's Birthday: Every year, the municipality of Beni Abbas witnesses a large celebration of this occasion. It is an occasion for parades of the births of the previous year and gunpowder dances with old rifles. There is a large influx of Algerian and foreign tourists to attend these celebrations, which play a role in revitalizing the region economically and socially and are known for organizing exhibitions. For traditional industry.

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The following table summarizes the most important tourist events in the state of Bechar and its affiliated municipalities before the state of Beni Abbas was separated from it from an administrative perspective.

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Table n°(9): Tourist demonstrations.

The event	The date	The place	The Activity
The birth of the Prophete (Mawlid al-Nabawi) Bani Abbas	November 20, 2018	Municipality of Beni Abbes	Religious activities and praises - tourist exhibitions - crafts - folklore - gunpowder - traditional foods - competitions - traditional costumes - cultural sports activities
The Prophet's birthday in Al-kenadesa	November 20, 2018	Municipality of Al-kenadesa	
Al-Wata Spring demonstration	Spring holiday 2018	Municipality of Al-Wata	
Prophet's Birthday Apricot feast	20 November 2018 May 2018	Ikli Municipality	
Taghit season demonstration with end-of-year celebrations	End of 2018 and beginning of 2019	Taghit Municipality	
World Tourism Day	27 September 2018	Bechar	Tourism exhibition + traditional industry and crafts
National Tourism Day	25 June 2018	Bechar	Tourism exhibition + traditional industry and crafts
International Day of Living Together in Peace	16 May 2018	Bechar	Tourist exhibition
National Craftsman Day	09 November 2018	Bechar+ Taghit	An exhibition of traditional industries and crafts
A regional festival for skill racing and poetry evenings	16 _ 17 November 2018	Benni Abbas	Skill racing - folkloric activity - praise - traditional sporting activity - cultural tourism activity

Celebrations of the Amazigh New Year	11 January 2018	All municipalities	An exhibition of traditional industries and crafts
Women's Day celebrations	08 March 2019	All municipalities	An exhibition of traditional industries and crafts
“Al-Bashariat” Women’s Rally for Cars	March 2018	Palaces of the North, Bechar Al-Qanadisa	Activities to promote tourism + cultural and sports activities
Waada Sidi Suleiman bin Abi Samaha	May 2018	Municipality of Beni Ounif	Religious cultural activities, tourism sports
Half marathon with Taghit	End of October 2018	Taghit	Sports, tourism and recreational activities
Maghreb Games for traditional sports	30 October - 3 November 2018	Bechar	Sports and cultural tourism activities

Source: Directorate of Tourism and Handicrafts of Bashar State, March 2022

International Tourism and Travel Salon 2018: On the occasion of organizing this salon from October 17 to October 20, 2018 at the Maritime Pines Exhibition Palace, Algiers, and within the framework of organizing an exploratory tourist trip organized by the Salon Governorate for the benefit of tourism dealers and foreign media To introduce, highlight and promote our various tourism qualifications, the Directorate’s interests supervised, followed up and ensured the success of this trip. Accordingly, a detailed report was prepared, accompanied by pictures, and sent to the Ministry’s interests.

Conclusion:

Although Algeria has enormous and diverse tourism potential, including stunning natural landscapes, a rich civilizational and cultural heritage, and a unique folk heritage, it still ranks poorly in various tourism indicators at the regional and global levels. It seems that the strategies and policies that were adopted in the field of developing the tourism sector were not sufficient or effective to the extent that would enable them to advance this vital sector and make the most of the available capabilities.

When comparing Algeria with neighboring countries such as Morocco and Tunisia, which have a successful and thriving tourism movement, we find that these two countries outperformed Algeria in attracting tourists and achieving important financial revenues from this strategic sector. This is due to several factors, including the intense focus on developing tourism infrastructure, effectively marketing tourist destinations, and adopting integrated strategies to promote tourism that include all aspects from customs and tax facilities to developing and diversifying tourism products.

• Study Results:

Our study concluded that, despite the presence of all the charming natural desert tourism elements similar to what the state of Beni Abbes abounds in, the deterioration of infrastructure and

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communication and transportation networks, the weakness of hotel accommodation capabilities and the low level of services they provide, as well as the absence of a tourist culture among the population, and weak investment. TouristIt will inevitably lead to a decrease in the number of tourists and the deterioration of the entire sector. As part of modern efforts to upgrade the tourism sector and make it supportive of local and national development, and for the purpose of integrating tourist clearings into commercial routes at the international level, bringing in foreign currencies. The guardian authorities in Algeria decided to adopt a strategy that would achieve the stated goals. In this context, the Beni Abbes region is one of the upscale tourist destinations due to its advantages and features. However, the reality of the situation shows that the returns resulting from tourism activities are not rewarding. Moreover, the supply of products is not in harmony with the existing tourism wealth, and does not respond to the requirements of the activity, within its competitive environment. Perhaps one of the reasons for this is the emergence of a number of obstacles that prevent the advancement of this sector.

- **Solutions Proposed to promote tourism activity in the state of Beni Abbas:**

In order to make the proposed mechanisms successful and activate them, the following can be followed :

- _ Participation of both the local community and the private sector in the development of the region.
- _ Focus on sustainable development requirements.
- _ Taking into account the administrative requirements necessary for tourism development in the region.

In addition to the above, the following **mechanisms** can be **proposed**:

1. **Providing tourist services and facilities:** The tourism product is not complete unless the services and facilities are available in harmony with the requirements of tourists, such as:

- _ Tourism information services and facilities through all media, the Internet, and all social media..., to display the product in an attractive manner and introduce it well.
- _ Financial services and facilities. This is what we notice losing in the region.
- _ Catering services and facilitation, which combine the traditional to introduce the region and the requests of tourists according to their desires.
- _ Infrastructure services and facilities.
- _ Accommodation services and facilities, building tourist villages, tourist resorts, hotels,...
- _ Security services and facilities.

2. **Preparing the local community to interact positively with tourism activity, through:**

- _ Stimulating and spreading tourism awareness among members of the region about the importance of tourism activity.
- _ Requirement of quality among tourism service providers.
- _ Spreading a culture of coexistence and tolerance.

3. **Creating the appropriate environment for tourism investment: through:**

- Removing all obstacles facing investors in this sector, whether local or foreign, in addition to benefiting from foreign experiences.
 - Giving investors incentives to support their tourism activities.
 - Providing an appropriate insurance and management system for tourism investments.
- Investment and infrastructure development.

4.Preparing and developing human resources:In response to the requirements of tourism and tourists, it has become necessary for tourism institutions and actors in the sector to train, form, educate and develop human resources.

5. Adopting modern marketing methods:Diversifying and modernizing marketing methods on a permanent basis contributes to the development of tourist traffic coming to the region, as it may be appropriate to analyze the strategic gap between the current and expected market size, through the “INSOFF” matrix, which believes that overcoming That gap be using four Strategies are explained as follows:

_ **Market penetration strategy:** This strategy aims to increase the size of the tourism market, through the current products offered to tourists, and thus it seeks to maintain the current market sectors.

_ **Product development strategy:** This strategy aims to make modifications to current tourism products, for the purpose of developing them or creating new tourism products for the same current tourists.

_ **Market development strategy:** This strategy aims to introduce existing tourism products to new market segments.

_ **Diversification strategy:** This strategy aims to introduce new products to new markets

_ **Diversifying marketing tools:** The goal of this diversification is to attract current and new, i.e. prospective, tourists.

6. Diversifying the tourism product: This is through searching for alternative patterns to traditional tourism, especially with the change in global tourism demand, noting that the state of Beni Abbes is full of high-end tourism capabilities. Desert, fresh water, wildlife, oases, and geological fossils converge on its land, all of which are a requirement for eco-tourism.

- **Provisions of recommendations:**

Based on the results of the study, it was found that the necessary foundations for establishing the region as a tourist destination and an economic take-off area center on the following points and proposals:

_ Supporting investment in infrastructure, communications and information systems because they are among the most important challenges facing the tourism sector.

_ Upgrading and promoting traditional industries because they are an important factor in attracting local and foreign tourists.

_ Encouraging the establishment of tourism projects, as well as stimulating small and medium enterprises to work in this field, with the aim of promoting this sector on the one hand, and providing job positions on the other hand.

_ It is necessary to prepare a network of roads and paths leading to tourist areas in the region.

_ Providing transportation to tourist places.

_ Improving the conditions for receiving and staying tourists, such as creating a green corridor for their benefit, making Beni Abbes Airport operational, developing technical structures and equipment at airports and stations, while providing pricing incentives.

_ Adopting a marketing strategy that takes into account the characteristics and characteristics of the region and responds to the preferences of tourists. By developing tourism programs in the region, holding conferences with specific seasons, and enhancing advertising via the Internet, social networking sites and various media outlets.

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- _ Giving utmost importance to training in tourism specializations, intensifying training programs in this sector, and also benefiting from leading international experiences in this field.
- _ Working to raise tourism awareness among local residents and involve them in supporting local development.
- _ Developing the hotel system, restoring palaces, and relying on incentive measures that will attract investors in the region: such as providing soft loans, reducing tax burdens, etc.

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