



PROMOTING TOURISM INVESTMENT AND DEVELOPMENT OF PARTNERSHIPS TO ENHANCE ALGERIA'S TOURISM DESTINATION

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Abstract:

Tourism is a key driver of economic development and a modern approach to diversifying national income, reducing reliance on traditional sources. Algeria has embraced this strategy as part of its development plan. The tourism sector is interconnected with various industries, both influencing and being influenced by them. It serves as a foundation for leveraging tourism resources through investment promotion. This requires not only the availability of tourism real estate but also the involvement of major financial institutions, agencies, and funding mechanisms, along with fostering partnerships between the public and private sectors to complete tourism projects. These efforts are supported by dedicated tourism media, aimed at attracting both national and international investors and increasing tourist numbers by promoting the use of tourism facilities.

Keywords: *tourism, tourism investment, partnership, tourism media.*

Introduction:

The tourism sector is a vital source of wealth, playing a significant role in boosting the country's *Gross domestic product* (GDP) and generating numerous job opportunities. It enhances the national economy's competitiveness on the global stage by increasing hard currency earnings through the attraction of foreign investors and tourists.

The tourism industry serves as a foundation for investments across various sectors, including transportation, food services, accommodation, and entertainment. To support this growth, legal frameworks and regulations have been put in place to govern investment, particularly in the tourism sector, to facilitate the development of numerous tourism projects, attract both foreign and domestic investors, and encourage more tourists. These efforts are crucial in securing hard currency amidst intense international competition.

The issue of tourism investment, partnerships, and media in this sector holds great importance, driven by the growing role of tourism as a key economic activity that fosters economic growth and development. Tourism is closely linked to and has significant impacts on various aspects, including social, economic, cultural, environmental, technological, political, and security concerns. In the context of comprehensive reforms aimed at revitalizing the national economy, particularly in tourism, Algeria has worked to simplify investment procedures, offer support, and provide incentives and privileges to investors.

These reforms are governed by an integrated legislative framework that connects various laws related to tourism. For example, Law 03-01 focuses on sustainable tourism development, Law 03-03 addresses expansion areas and tourist sites, Law 22-18 pertains to investment, and Order No. 08-04 outlines the conditions and methods for granting concessions on state-owned lands for investment



projects, as approved under Law 08-20. This cohesive legal structure is designed to enhance the tourism sector and attract both national and foreign investment.

Algeria has also established various bodies and institutions dedicated to providing tourism properties, leveraging the country's rich and diverse tourism assets. These institutions focus on preparing tourism sites, attracting investors, and supporting them throughout the implementation of their projects. They also offer numerous guarantees, tax incentives, and benefits, while facilitating access to financial funding—one of the major challenges investors face in this sector.

From this context, the research problem can be framed around the following question: *What legal mechanisms has Algeria implemented to encourage investment and develop partnerships in the tourism sector to ensure its growth and sustainability?*

To delve deeper into the promotion of investment in tourism and the development of partnerships to enhance Algeria's position as a tourist destination, this study aims to explore several key areas. It seeks to determine how effectively Algeria provides a conducive environment for capitalizing on its rich and diverse tourism assets by establishing a legal framework that promotes investment and regulates partnership mechanisms in the sector. Additionally, the study will examine the role of media in boosting tourism investment opportunities and contributing to sustainable tourism development.

To address this topic, the study adopts a descriptive approach, focusing on key concepts related to tourism investment and highlighting relevant tourism institutions. It also incorporates an analytical methodology, analyzing and explaining various legal texts that pertain to tourism development and investment.

The study is divided into two key areas to address the questions raised:

1. *Promoting Tourism Investment in Light of the Latest Amendment to Investment Law 22-18*
2. *Developing Partnerships and Enhancing the Role of Media in the Tourism Sector.*

1- PROMOTING TOURISM INVESTMENT IN LIGHT OF THE LATEST AMENDMENT TO INVESTMENT LAW 22-18

Law 22-18, the latest investment legislation in Algeria, aims to promote investment (Law No. 22-18, 2022), particularly in high-value sectors like tourism. It focuses on the sustainable exploitation of natural tourism resources and encourages the use of modern, clean technologies to support balanced development. The law is founded on two key principles: the freedom of investment, which ensures that investors can operate without restrictive barriers, and the commitment to transparency and equality, guaranteeing fair treatment for all investors. Understanding the law requires an exploration of the conceptual and institutional frameworks governing tourism investment, as well as the specific advantages it offers. These include incentives designed to attract investors to the tourism sector, contributing to its growth and sustainability.

1-1 Concepts related to tourism investment

1-1-1 The definition of investment

Investment is generally understood as the act of allocating capital by investors into various sectors to generate profitability. It involves the practical application of resources by capital owners, who place their money into profitable projects that aim to provide services or produce goods. The goal is to achieve financial returns, contributing to economic activity across different industries (Djamal Kettal, 2018, p. 30). Investment is also defined as the process by which an economic entity—whether individuals, businesses, or the state—undertakes actions to create new capital or expand the existing capital base.

The primary objective of this process is to gain greater returns or satisfaction in the future. In this context, investment in fixed capital refers to the allocation of resources toward creating productive assets or technical equipment, which are expected to generate higher income or output



over time. This approach ensures future growth and profitability by increasing productive capacity (Elkinaia, 2012, p. 6).

Alternatively, "the flow of capital directed to change the existing inventory, which represents one of the basic factors." As the production function, additionally to the labor factor (Bancel Franc, 1995, p. 21).

1-1-2 Definition of tourism investment:

There are several definitions of tourism investment, from which we have chosen:

1-1-2-1 Definition of the World Tourism Organization: it is defined as the development of tourism initiatives that address the needs of both tourists and host sites while ensuring the protection of resources and the provision of future opportunities. This approach establishes guiding principles for resource management that align with economic, social, and cultural objectives. It fosters cultural integration and considers environmental factors, biodiversity, and the support of ecosystems, ultimately aiming to achieve sustainable tourism that benefits all stakeholders involved (Al-Ani, 2008, p. 19)"

1-1-2-2 Tourism investment: It is defined as the productive capacity aimed at forming physical capital and preparing human capital in the field of the tourism industry, increasing the improvement of its productive and operational capacity, and providing the best various services for this activity (Saad, 2015, p. 04).

1-1-3 Definition of the investor:

The legislator defined the investor in Law 22-18, relating to investment, as any natural or legal person, whether national or foreign, resident or non-resident, within the meaning of the special exchange regulation, who makes an investment (Law No. 22-18, 2022).

The definition highlights that the legislator recognizes various types of investors, which may include natural or legal persons, as well as national or foreign entities. Foreign investors can be either residents of Algeria or non-residents. The key aspect emphasized is that these investors are engaged in executing a project, rather than merely holding an investment, as indicated by the legislator's reference to exchange regulations. This distinction underscores the importance of active participation in project implementation as a crucial component of investment activities.

1-1-4 Characteristics of Tourism Investment:

Tourism investment is characterized by several key features, including:

- Significant Capital Requirements: Tourism projects often demand substantial financial investment due to the extensive real estate developments and modern infrastructure involved, which can lead to high overall costs.
- Long Establishment Period: The timeline for establishing tourism projects can be relatively lengthy, often spanning several years before becoming operational.
- Labor Requirements: Tourism investments necessitate a diverse workforce, including both regular and specialized workers, to effectively manage and operate the projects.
- Regulatory Influence: The legislation and regulations governing investment in a country play a critical role in shaping the landscape for tourism investment, affecting both opportunities and constraints.
- Impact of Political and Security Stability: Tourism investments are significantly influenced by
 - the political climate, security conditions, and the prevailing social ideology of the country, which can either foster or hinder investor confidence.
- Source of National Income: Ultimately, tourism investment is viewed as a vital source of
 - national income, contributing to economic growth and development (Said Saleh, 2018, p. 256).



1-1-5 Types and areas of tourism investments

1-1-5-1 Types of tourism investments: The legislator defines the investor as one who engages in an investment that can take one of four forms, with the first being:

- *Creation Investment:* This refers to any investment made to establish technical capital from the ground up. It involves acquiring the necessary assets to initiate a production activity aimed at generating goods and/or services (Law No. 22-18, 2022).
- *Expansion Investment:* This type of investment is aimed at increasing the production capacity of goods and/or services. It involves acquiring new means of production in addition to the existing ones, thereby enhancing the overall output of the business.
- *Rehabilitation Investment:* This investment involves acquiring goods and/or services to upgrade or replace existing equipment and facilities. Its purpose is to address technological delays or the effects of wear and tear, ultimately increasing productivity or revitalizing an activity that has been inactive for at least three years.
- *Transferring Activities from Abroad:* This form of investment involves the transfer of all or part of an institution's activities from another country to Algeria. This process is carried out by an entity subject to foreign law, aiming to establish or expand its operations within the Algerian market (Law No. 22-18, 2022).

1-1-5-2 Areas of tourism investment: (There are two basic types of tourism investment areas : “ tourism services and natural resource valuation) Tourism is intricately linked to various fields and sectors, showcasing a diverse array of investment opportunities. The areas of potential investment within the tourism sector include:

- *Investment in Tourist Accommodation:* This encompasses a wide range of lodging options, including hotels, ready-made tourist houses, rest houses, resorts, tourist cities and villages, apartments, and other types of accommodations designed for visitors.
- *Investment in Entertainment and Leisure Facilities:* This category includes the establishment of cafes, restaurants, swimming pools, rest stops, mineral and therapeutic water baths, gardens, sports halls, festivals, exhibitions, circuses, and more, aimed at enhancing the tourist experience.
- *Investment in Transportation and Communication Infrastructure:* This includes the construction of civil airports, ports, river docks, and boat stations, as well as investments in land roads specifically designed for tourist use and the development of postal points and transportation services.
- *Investment in Communication Services:* This area focuses on providing mobile phone networks in tourist areas, as well as reliable internet services, ensuring that tourists have access to necessary communication tools for an enjoyable experience.

These varied investment opportunities reflect the multifaceted nature of the tourism sector and its capacity to contribute to economic growth and development (Said Saleh, 2018, p. 257). There are other types such as investment in the field of tourism education and scientific research, and investment in the field of tourism promotion and media.

1-1-6 Objectives and Principles of the Investment Law

1-1-6-1 Objectives: The provisions of Investment Law 22-18 are designed to foster investment with several key objectives:

- **Developing Priority Sectors:** The law aims to stimulate growth in high-value-added activity sectors that are crucial for economic development.
- **Ensuring Sustainable and Balanced Regional Development:** It promotes equitable growth across different regions, ensuring that all areas benefit from investment.
- **Valuing Natural Resources and Local Raw Materials:** The law encourages the sustainable use and enhancement of the country's natural resources and local materials.



- **Prioritizing Technological Transformation:** Emphasis is placed on advancing technological innovation and fostering a knowledge-based economy.
 - **Generalizing Modern Technology Use:** The law supports the widespread adoption of modern technologies across various sectors.
 - **Activating Job Creation:** It seeks to create permanent job opportunities while enhancing the skills of the workforce.
 - **Strengthening National Competitiveness:** The law aims to improve the competitiveness of the national economy and enhance its export capabilities. (Law No. 22-18, 2022)
- 1-1-6-2 Principles:** Investment Law 22-18 establishes several key principles, including:
- **Freedom of Investment:** This principle guarantees that every natural or legal person, whether national or foreign, resident or non-resident, has the liberty to choose their investment projects. This freedom is contingent upon compliance with the relevant legislation and regulations.
 - **Transparency and Equality in Investment Treatment:** The law emphasizes the importance of transparency and fairness in dealing with investments, ensuring that all investors receive equal treatment and clear information regarding the investment process.

These principles are fundamental to creating a supportive investment environment that encourages both local and foreign participation in Algeria's economic development. (Law No. 22-18, 2022)

1-2 Institutional framework for tourism investment

The Ministry of Tourism serves as the primary institutional body overseeing tourism projects, supported by its internal and external services. Additionally, the state, represented by governors and various committees, plays a crucial role in promoting investment, including in the tourism sector.

Law 22-18 on investment identifies two main bodies responsible for investment:

– **National Investment Council:** This council is tasked with advising the government on investment-related policies and strategies, ensuring a coordinated approach to fostering investment across sectors, including tourism.

– **Algerian Agency for Investment Promotion:** This agency is dedicated to attracting and facilitating investments by providing support and resources to both national and foreign investors.

To further promote investment, additional initiatives have been established, including:

- **Tourism Information Bank:** This resource aims to provide comprehensive data and insights to investors, enhancing their understanding of the tourism landscape and opportunities in Algeria.
- **Investment Support Fund:** This fund is designed to offer financial assistance and incentives to investors, encouraging investment in the tourism sector and supporting the development of new projects (Law No. 22-18, 2022, p. Article 16).

The Tourism Information Bank and the Investment Support Fund were also established, which we will discuss as follows:

1-2-1 National Investment Council

The National Investment Council was established under the provisions of Article 18 of Order No. 01 -03, which pertains to investment development and remains in effect. This raises a pertinent question: How can Order 01-03 be considered canceled under Law 16-09, which relates to investment promotion while retaining three articles (6, 18, and 22) that are excluded from this cancellation? Ultimately, Law 16-09 was later annulled by Law 22-18, which currently governs investment regulations. It would have been more logical to completely revoke Order 01-03 and revise the framework governing the National Investment Council to ensure clarity and coherence in the legal texts. The Council is responsible for proposing the state's investment strategy, ensuring its overall consistency, and evaluating its implementation (Law No. 22-18, 2022, p. Article 17). The National Investment Council also prepares an annual evaluation report that it submits to the President of the Republic (decree Executive, 22-297).



It is important to note that Executive Decree No. 22-297, issued on September 8, 2022, outlines the composition and operational framework of the National Investment Council. The Council is chaired by the Prime Minister and includes a selection of ministers, among whom is the Minister responsible for Tourism.

1-2-2 Algerian Agency for Investment Promotion

The National Agency for Investment Development was established under Article 06 of Order No. 01-03, dated August 20, 2001, which focused on investment development. It has since been rebranded as the Algerian Agency for Investment Promotion under Law 22-18. The agency plays a vital role in coordinating with relevant departments and bodies to promote and enhance investment opportunities both within Algeria and abroad, thereby increasing the country's attractiveness to investors through outreach to Algerian diplomatic and consular representations worldwide. It aims to inform and engage the business community about investment prospects and the regulatory environment, while also overseeing the operation of a digital platform for investors that facilitates access to information and services. Additionally, the agency registers and processes investment files, assisting investors in navigating the necessary procedures. It manages benefits related to projects declared or registered before Law 22-18 and charges a fee for processing investment files to sustain its operations. Furthermore, the agency monitors the progress of investment projects, ensuring their successful implementation and contributing to economic growth in Algeria. (Law No. 22-18, 2022, p. Article 18)

1-2-3 Tourist Information Bank

Article 27 of Law 03-01 on Sustainable Development specifies the establishment of a sector-specific database for tourism related to tourists. To implement this article, Executive Decree No. 04-81 was enacted (Law No. 03-01, 2003), which determines the methods for establishing a tourism data bank. The bank works to collect, process, and publish tourism information. Its tasks include organizing tourism and the legal framework for encouraging tourism investment in Algeria, counting the tourism capabilities that Algeria has, and others (Executive Decree No. 04-81, 2004) and (decision of the Minister in charge of Tourism, 2006)

1-2-4 Investment Support Fund

Article 227 of Law 01-21, which encompasses the Finance Law for 2022, stipulates that the fund refers to an account held with the treasury. This account comprises two main sections:

- **Revenue Section:** This includes subsidies and allocations from the state budget, along with gifts, wills, and international aid.
- **Expenditure Section:** This outlines the state's contribution towards the cost of benefits allocated for investments. The management of this fund, particularly in evaluating the costs of the privileges granted to beneficiaries, is the responsibility of the National Agency for Investment Development.

1-3 Advantages of investing in the tourism sector

Before completing their project, an investor can benefit from one of the incentive systems by submitting a request to register with the competent single windows as outlined in Articles 19 to 22 of Law 22-18. The available incentive systems include:

- *The Incentive System for Priority Sectors, known as the "Sector System";*
- *The Incentive System for Areas of Special State Importance is referred to as the "Regions System";*
- *The Incentive System Targeting Structured Investments, is called the "Structured Investment System. (Executive Decrees 22-300, 22-301, 22-302 , 2022)*



1-3-1 Benefits granted to the investor according to the various incentive systems

The legislator divided the stages of completing the investment project into two stages (the completion stage and the exploitation stage). Accordingly, the following table was prepared regarding the advantages according to each system and each stage:

	Completion stage	Exploitation stage
Sector system	1- Exemption from customs duties on imported goods that are directly involved in the realization of the investment, 2- Exemption from the value-added tax on imported or locally acquired goods and services that are directly involved in the realization of the investment, 3- Exemption from paying the right to transfer ownership for consideration and the real estate advertising fee for all real estate acquisitions made within the framework of the investment, 4- Exemption from registration fees imposed on the articles of association of companies and increases in capital, 5- Exemption from registration fees and the real estate advertising fee and amounts of national property including the right of concession on built and unbuilt real estate properties intended for the realization of investment projects, 6- Exemption from real estate tax on Real estate properties that fall within the framework of investment for ten (10) years, starting from the date of acquisition.	Exemption is granted, within a period ranging from three (3) to five (5) years, starting from the date of commencement of exploitation : - from the corporate profits tax, - from the professional activity tax.
Zones system	Same benefits	The same benefits for a period ranging from five (5) to ten (10) years from the date of commencement of exploitation :
Investment system Structured	The same advantages can be transferred to the contracting parties with the beneficiary investor, who are responsible for completing the investment, on behalf of the latter.	Same benefits For a period ranging from five (5) to ten (10) years from the date of commencement of exploitation. Other benefits Structured investments may benefit from state support by partially or fully undertaking the development work and basic facilities necessary for their implementation, based on an agreement drawn up between the investor and the agency acting on behalf of the state. The agreement is concluded after the government's approval.

Source: The table was designed by the researcher based on Articles 27 to 32 of Law 22-18.



The investment must be completed within a maximum period of three years, which may be extended to five years in certain cases. For investments categorized under the “Regions System” and the “Structured Investment System,” this completion period begins either from the date of registering the investment with the Agency or from the date the building permit is issued if such a permit is required. Additionally, the completion period can be extended for up to twelve months, which may be renewed once under exceptional circumstances, provided that the investment meets a specified progress rate. (Law No. 22-18, 2022, p. Article 32)

1-3-2 Status of tourism projects for the period 2018-2023

We will summarize the development of the number of tourism projects in Algeria during the period from 2018 to 2023 through the following table:

	2018	2019	2020	2021	2022	2023
Projects under construction	799	889	804	747	701	674
Stopped projects	181	239	308	342	427	455
Unfinished projects	1163	1220	1380	1385	1342	1017
Completed projects	67	107	87	111	92	89
the total	2210	2455	2579	2585	2562	2235

Source: Official website of the Ministry of Tourism (ministry of tourism & handicrafts, 2024)

An analysis of the data presented in the table reveals a concerning trend in the tourism sector: the number of tourism projects currently under construction has declined, while the number of suspended projects has increased, both of which are negative indicators. Although there has been a slight increase in the number of completed projects, the number of projects that have yet to begin has also decreased slightly. This overall trend suggests a lack of recovery in the tourism sector and its associated projects during this period. A significant contributing factor may be the impact of the COVID-19 pandemic, which has affected various sectors, particularly tourism. There is hope for recovery in the coming years, especially with the recent amendments to the investment law.

2- DEVELOPING PARTNERSHIPS AND ENHANCING THE ROLE OF MEDIA IN THE TOURISM SECTOR

We have also noted that tourism projects necessitate significant capital investment to be successful. Initially, Algeria assumed responsibility for preparing tourism properties and executing tourism projects. However, following a decline in oil prices, the state shifted its strategy to focus on partnerships between the public and private sectors to facilitate these projects and promote tourism development. This approach emphasizes the need for effective marketing through robust tourism platforms and media to attract investment and enhance visibility for Algeria's tourism sector.

2-1 Developing partnerships to improve the exploitation of tourist property

To achieve effective tourism development, it is clear that relying solely on the country's natural, cultural, and urban resources is insufficient. The state cannot fulfill all the requirements for tourism investments on its own. Therefore, partnerships are essential and serve as a fundamental pillar for advancing the tourism industry, which is characterized by its interconnectedness with various sectors. Supporting partnerships among all stakeholders—whether international, national, or between the public and private sectors—is crucial for fostering a robust tourism environment and maximizing the potential of Algeria's tourism sector.



2-1-1 Developing international partnerships to improve the exploitation of tourist property

Algeria has established numerous agreements to enhance its tourism sector with various countries, including several in Asia such as Japan and China, as well as nations in Europe and Latin America. On June 9, 2016, a partnership project was launched to create a tourism link between Algeria, Portugal, Spain, and Croatia, aimed at revitalizing Algerian maritime tourism and generating specific investment requests in this area. Additionally, the National Tourism Office has signed several agreements with counterparts in countries interested in promoting Algeria as a travel destination, focusing on leveraging expertise in hotel management and catering to enhance the overall tourism product and services. In 2017, Algeria and Tunisia further strengthened their tourism ties by signing three agreements to foster collaboration in sustainable tourism, emphasizing the exchange of expertise and bilateral cooperation. (Souriya Shanbi, 2019, pp. 131-132)

2-1-2 Developing the national partnership to improve the exploitation of tourist property

- Partnership and Cooperation Framework Agreement between the Ministries of Tourism, Traditional Industry and Family Work, and Religious Affairs and Endowments, signed on April 15, 2021.
- Partnership and cooperation agreement between Ministry of Culture Arts and Ministry of Tourism Traditional industry and family work concluded on June 1, 2021 (System, cultural radio of the Algerian Radio, 2023).
- A framework agreement for cooperation between the Ministries of Tourism and Higher Education dated 03/25/2021 aims to define a general framework for coordination and cooperation between the two ministries, including various areas of training and research related to the two sectors (ministry of tourism & handicrafts, 2024).

2-1-3 Developing the partnership between the public and private sectors

The collaboration between the public and private sectors to develop tourism expansion areas is of significant importance, aiming to finance and implement tourism projects while contributing to tourism development and sustainability.

A partnership is an administrative contract in which a public entity commits to a private entity for the financing of investment related to the necessary works and equipment for a tourism facility. The private entity is responsible for managing, operating, and maintaining the facility throughout the specified contract period, in exchange for payments made by the public administration throughout the contract. (It is worth noting that there is a tourism contract between private individuals, which means any agreement concluded between the agent and the customer, which includes a description of the nature of the services provided and the rights and obligations of both parties, especially with regard to the price and the conditions for invalidating and terminating the contract) Partnership contracts can take one of the following forms:

- *Service Contracts*: These cover services such as accommodation or lodging, restaurant and café operations, transportation, maintenance, and other services like cultural and sports activities.
- *Management Contracts*: These involve the management of an archaeological site, tourist village, or similar facilities.
- *Leasing Contracts*: These pertain to the leasing of tourist vehicles or other tourism-related assets to private individuals for management.
- *Long-term Usufruct Contracts*: These are used for high-cost projects, such as the development of coasts, roads, airports, and ports. Under this arrangement, the private investor develops the site (e.g., a beach or coast) and uses it for a long period specified in the contract, after which ownership and operation are transferred back to the public sector. (Amna Hadidi, 2021, pp. 141-142)



2-2 The role of tourism media in the development and enhancement of investment and partnership opportunities in the tourism sector

One of the key objectives of the country's general tourism policy is to position "Algeria" as a competitive destination in the international tourism market by enhancing and upgrading its tourism image. (Law No. 03-01, 2003, p. Article 02) This is achieved by encouraging rapid and sustainable tourism development through promoting investment, fostering partnerships in the tourism sector, and enhancing the production capacity and competitiveness of the national tourism product, as well as improving tourism infrastructure and services. To elaborate on this, we will discuss the definition of tourism media and tourism promotion, the objectives of tourism media, and the key agencies involved in the promotion of tourism and tourism media.

2-2-1 Tourism media and tourism promotion

There is a direct and complementary relationship between media and tourism promotion, and we show this through the following:

2-2-1-1 Definition of tourism media: There are several definitions of tourism media, from which we have chosen: "A group of visual communication means and supports or Audible, which is adopted by the producing tourism establishment to direct the public to consume " *Tourist service* " (Ainine, 2018, p. 438).

It is also known as " addressing the public inside and outside the country and addressing objectivity and rationality by using factors of attraction and suspense in presenting the tourism product to convince the public and arouse their interest in the importance of tourism and its benefits for the individual and the state, and encouraging them to learn about the components of tourism, to spread tourism awareness among them, treating tourists well, and helping them with what they need. " (Daghime, 2014, p. 59)

Tourism media is an essential and pivotal component of the tourism industry, playing a significant and impactful role in the development of tourism by stimulating and attracting tourism investment. It serves as a key tool in promoting destinations, raising awareness, and enhancing the appeal of tourism products and services to potential investors and visitors alike. (Kafi, 2021, p. 94)

2-2-1-2 Definition of tourism promotion: The Algerian legislator addressed tourism promotion in the second section, titled "Tourism Promotion and Information," of Chapter Three of Law 03-01 concerning sustainable tourism development. Tourism promotion is defined as "any media and communication activity aimed at enhancing the value of tourism resources for their commercial exploitation." This legal framework highlights the importance of leveraging media and communication to promote Algeria's tourism potential and support its commercial growth. (Law No. 03-01, 2003, p. Article 24)

2-2-1-3 Legal nature of tourism promotion: Tourism promotion is regarded as a public benefit and falls under the responsibility of the state. As such, it receives all forms of aid and support from the state and regional authorities. Tourism promotion serves as a key tool for highlighting the value of heritage, resources, and tourism potential. This includes, in particular, market studies, communication programs, and the use of various marketing strategies such as exhibitions, publications, specialized media, and modern techniques in visualization and publishing. These efforts are essential for showcasing and enhancing the country's tourism assets. (Law No. 03-01, 2003, p. Articles 25 and 26)

2-2-1-4 The effects of tourism media on tourism promotion: It aims to free the tourism sector from imposed restrictions, which will positively enhance its efficiency. This approach creates incentives for reforming the structures of tourism institutions and enables them to provide



comprehensive services. By highlighting the challenges faced by these institutions through media coverage, it facilitates discussions and solutions that can improve their operations and overall effectiveness in the tourism industry. (Al-Eid Gheri, 2019, p. 18)

2-2-2 Objectives of tourism media

Tourism media aims to achieve several key objectives to promote and attract tourism, which are outlined as follows:

2-2-2-1 Local Objectives: These objectives focus on instilling a sense of belonging among citizens, showcasing the state's civilized and distinguished image, stimulating domestic tourism, and fostering social harmony among various cultural levels in society.

2-2-2-2 Environmental Objectives: These aim to support a positive approach to environmental management in tourist areas, introduce the components of environmental tourism, and enhance public awareness regarding the optimal use of tourism resources.

2-2-2-3 Social Objectives: These objectives seek to prepare society for tourism as endorsed by the highest levels of government. They also aim to cultivate citizens' respect for tourists of all backgrounds and promote a culture of hospitality.

2-2-2-4 Cultural Objectives: These objectives focus on showcasing the country's tangible and intangible cultural heritage, encouraging respect for local customs and traditions among tourists, and promoting the preservation of traditional arts, crafts, and industries.

2-2-2-5 Economic Objectives: These objectives contribute to stimulating positive investment and supporting the national economy by identifying available investment opportunities in various sectors of the tourism industry. Additionally, they work to strengthen partnerships between the Ministry of Tourism and Antiquities and all sectors of society related to tourism. (Alaa El-Din, 2023, p. 4)

2-3 : Tourism media agencies

To support tourism promotion, the state has established several agencies specifically for this purpose, including:

2-3-1 National Tourism Office

The Algerian National Tourism Organization is a public institution with an administrative nature, possessing legal personality and financial independence under the supervision of the Minister responsible for Tourism. It was established by Decree No. 88-214, which outlines its creation and organization as the National Tourism Office (Decree No. 88-214, dated October 31, 1988, establishing and organizing the National Tourism Office, Official journal No. 44, dated November 2, 1988) (Executive Decree No. 92-402, 1992, p. Article 01) amended and supplemented by Executive Decree No. 90-409. The Office serves as a vital tool for the Ministry responsible for Tourism, facilitating the promotion of tourism, conducting market research, and managing public relations. The Office's primary tasks encompass conducting or commissioning general and specific studies related to its objectives, as well as collecting, analyzing, and utilizing brochures and statistics pertinent to tourism promotion. It evaluates the outcomes of planned initiatives and conducts research or studies to adapt to changes in both the domestic and international tourism markets. Additionally, the Office participates in the promotion of tourism and monitors the processes implemented in this sector. It "engages in international events related to tourism, climate, and mineral baths, while also enhancing and developing collaborations with external institutions and organizations in the field of tourism promotion". (Executive Decree No. 92-402, 1992, p. Article 02)



2-3-2 Local Offices (Diouane) for Tourism and Related Associations

The Tourism Office is an association established per the provisions of Law 06-12, which governs associations (Law No. 12-06, 2012) where Article 2 of this law defines an association as a gathering of natural and/or legal persons on a contractual basis for a fixed or indefinite period, and these persons participate in harnessing their knowledge and means voluntarily and for a non-profit purpose in order to promote and encourage activities, particularly in the professional, social, scientific, religious, educational, cultural, sports, environmental, charitable and humanitarian fields . The subject of its activities and objectives must fall within the public interest and must not be in violation of national constants and values, public order, public morals, and the provisions of applicable laws and regulations. Unions, federations, or federations of associations previously established are considered associations in accordance with Article 3, as well as associations of a private nature such as religious associations, institutions, associations, student and sports associations in accordance with Articles 47 and 48 of the same law, by natural or legal persons interested in promoting and developing tourism in their municipalities, and they are charged with the following :

- Assisting and supporting tourists visiting the municipality.
- Providing information to tourists through appropriate channels about accommodation and holiday options.
- Organizing visits or tourist routes to help visitors explore various types of tourist sites and facilities.
- Offering local guide services for tourists.
- Supplying necessary documentation to facilitate the organization of holidays and trips.
- Contributing to the protection and preservation of tourist sites and the historical and natural heritage.
- Participating in local artistic and cultural activities.
- Facilitating exchanges with national and foreign tourism offices. (ministry of tourism & handicrafts, 2024)

Tourism associations are recognized as partners of the Ministry of Tourism and Traditional Industry by fulfilling a coordinating role between tourism operators, enhancing alignment between sectoral and regional tourism procedures, and providing feedback to the supervising ministry. The tasks of local tourism and craft associations include developing and promoting tourism in the region, designing and preparing promotional materials such as tourist guides and brochures, and implementing action plans aimed at promoting tourism at the local level. Additionally, they focus on preserving and developing the local traditional industry heritage, encouraging traditional women's crafts, and participating in scientific forums and seminars, among other activities.

2-3-3 Tourism Data bank

Executive Decree No. 04-81 was issued to establish the methods for creating a tourism data bank. This tourism data bank aims to collect, process, and publish information, data, as well as indicators related to tourism, enhancing and disseminating comprehensive tourism information. It also seeks to establish a tourism statistics system to assess the impact of tourism on the national economy, including aspects such as reception capacities and types of accommodation. Additionally, the decree outlines the legal framework for tourism to promote investment in Algeria. The bank provides reliable information regarding the state and development of tourism, both nationally and internationally, for use by the government, institutions, public administrations, and relevant bodies. (Executive Decree No. 04-81, 2004, p. Articles 02 and 03)

The data bank is supplied by the provincial tourism directorates, the National Tourism Office, the National Tourism Development Agency, and tourism associations following a schedule established by a decision from the Minister of Tourism. (Decision dated October 23, 2006, 2006) as well as a decision



determining the model of the calendar relating to information, data and indicators held by national institutions, public administrations and specialized public bodies, to supply the tourism data bank, same Official journal.

It is important to note that regarding the data related to the tourist expansion areas outlined in the appendix attached to the decision, the data bank includes the following information:

- Preparation of tourist expansion areas
- Basic development of tourist expansion areas
- Status of tourist properties
- Proposals for new tourist expansion areas
- Classified and unclassified thermal springs.

2-3-4 National Committee for Facilitating Tourism Activities

This committee was established according to Executive Decree No. 94-39 establishing a national committee to facilitate tourism activities (Executive Decree No. 94-39, 1994), whose tasks, according to Article 02 of the decree, include proposing all actions that enable the improvement of operations related to tourism activity and movements and controlling them through the following:

The organization proposes all necessary measures for the development and promotion of tourism. It facilitates the growth of both national and international tourist flows by creating favorable conditions for the entry, stay, and movement of tourists. This includes streamlining formalities and procedures that directly or indirectly affect the organization and operation of hotel and tourism infrastructures. The organization also aims to simplify and adapt administrative procedures related to the movement and travel of tourists, improving their overall stay through enhanced care and coordination among services related to tourism activities, such as transportation, information, and communication. Additionally, it ensures the protection and security of tourists while seeking to develop resources in traditional industries and national folklore. Efforts are made to raise tourism awareness among the population through appropriate actions, and any proposals aimed at protecting artistic, cultural, and historical heritage, as well as preserving, investing in, and exploiting natural resources, are submitted for consideration. (Executive Decree No. 94-39, 1994, p. Article 02)

2-4 Tourism media

It has been established that tourism media aims to showcase the various tourist areas within the country, including natural, archaeological, historical, and other attractions. This is achieved through a variety of media and communication methods, including:

2-4-1 Written means: include tourist brochures or leaflets, periodicals, booklets, posters, newspapers, and journals. (Ainine, 2018, p. 447)

2-4-2 Audio-visual media: such as radio, television, cinema, and the Internet through websites, applications, and social networks. These media are also called virtual, electronic, or digital means of communication.

2-4-3 Festivals and Salons Exhibitions, forums, lectures, conferences, and demonstrations (We mention, for example, international and national events, the most prominent of which at the international level are: - The International Travel and Tourism Fair in Serbia, the International Travel and Tourism Fair in Bulgaria, the Tourism and Travel Fair in France, while at the national level we find: The International Tourism, Travel, Transport and Hotel Equipment Fair. In Oran, International Tourism Fair At the Exhibition Palace - Maritime Pine).

Various media are a fundamental pillar of the tourism industry, serving as tools for tourism promotion and for creating a positive mental image that attracts tourists. They also play a crucial role in showcasing tourist areas and drawing in tourism investors. (Alaa El-Din, 2023, p. 9)



Tourism media is also a vital means of protecting tourist areas, landmarks, and monuments by providing guidance, and advice, and raising awareness among both tourists and local residents through various media outlets. Additionally, recognizing the significance of media in general and tourism media in particular, the legislator has regulated media activities under Organic Law No. 12-05, which has recently been repealed by Organic Law No. 23-14, dated August 27, 2023. (Organic Law No. 23-14, 2023)

Conclusion:

From the above, it can be concluded that tourism is an exceptionally multi-dimensional sector that contributes both directly and indirectly to all the sustainable development goals pursued by the World Tourism Organization. In recent years, the tourism sector has played a significant role in boosting economic growth in both advanced and developing countries, as well as in those with lower growth rates. However, the sector is highly susceptible to various external factors, including political and security instability, and financial and health crises, with the most recent being the global COVID-19 pandemic. In response to these challenges, the World Tourism Organization is working to address these crises and obstacles while planning to rebuild the tourism sector in a more sustainable, inclusive, and resilient manner.

This study has yielded several key findings, which can be summarized as follows:

- **Tourism Development as a National Necessity:** Tourism development in Algeria is no longer an option but a national necessity for diversifying sources of national income.
- **Investment Opportunities:** Algeria possesses numerous and varied elements that can attract investment opportunities in tourism.
- **New Investment Law:** The issuance of the new investment law (22-18) aims to stimulate and encourage investment in the tourism sector.
- **Public-Private Partnership:** There is a movement towards activating partnerships between the public and private sectors.
- **Lack of Information:** There is a shortage of tourism information and guidance publications, as well as weak promotion and tourism media for national resources and various areas, which negatively impacts the attraction of tourists and investors due to regional and international competition.
- **Cultural Dissemination:** There is a lack, and sometimes a complete absence, of efforts to disseminate tourism culture and media, along with a failure to utilize modern technology and insufficient participation from international and national associations.

Suggestions for Achieving Tourism Sustainability

To achieve tourism sustainability in Algeria through improved investment and partnership development, we suggest the following:

1. **Specialized Legal Framework:** Given the unique nature of the tourism sector, it is essential to create specific legal texts that regulate tourism investment, rather than subjecting it to general laws like Law 22-18.
2. **Strengthening Partnerships:** It is necessary to support partnerships among all stakeholders, particularly by activating the collaboration between the public and private sectors to establish tourism projects. Legal frameworks should be adjusted to define the mechanisms for such partnerships in tourism development.
3. **Enhancing National Tourism Agencies:** National tourism agencies should be empowered to enter the global market by attracting foreign tourists through partnership and cooperation contracts with international counterparts, thereby promoting Algerian tourism products and services.



4. **Promoting Tourism Culture:** Efforts should be made to promote and spread tourism culture and media by highlighting the unique characteristics of each tourist area. This includes diversifying media strategies, utilizing electronic media, and engaging both public and private sectors, as well as associations, in these initiatives.
5. **Leveraging International Expertise:** Algeria should benefit from the international experiences and expertise of leading countries in the tourism industry to enhance its own tourism practices.

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