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## **The sustainable touristic planning as a mechanism to achieve the sustainable touristic development in the Algerian law**

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### **Abstract:**

This study aims at showing the role of the sustainable touristic planning in achieving the sustainable touristic development. It is a necessary point for the good touristic development that is related to the plans of the socioeconomic growth to reach a complementary touristic development plan using all the resources of the state, without wasting the natural resources, harming the environment, or damaging the natural and aesthetic values.

Tourism in our world is no more random because planning gained its position in its requirements of the modern tourism, because the latter is no more marginalized; rather, it is an important sector to upgrade the economic and achieve the environmental and socioeconomic sustainable development.

**Keywords:** touristic planning; sustainable development; sustainable touristic development; tourism.

### **Introduction:**

Today, tourism is one of the lucrative sectors, as it increases the national income, improves the payments balance, and brings the hard currency. From a sociocultural perspective, it is related to all the urban and behavioral aspects of the human, and connects the human cultures and knowledge. The rapid development of the touristic industry, its environmental and socioeconomic importance, and its effects changed the modern societies and peoples. Thus, it is necessary for the touristic states to focus on the plans of the sustainable tourism development and enshrine their pillars to overcome the negatives of the touristic development using the tools of sustainable tourism development that include the sustainable tourism planning. The latter organizes, regulates, and orients these activities to achieve the target goals rapidly, as it is a science that studies, analyzes, interprets, and develops all the touristic activities.

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This type of planning is the frame of developing the touristic activities according to the properties, nature, and touristic pillars of the state that help the optimal use of the touristic resources. Regarding Algeria, it has many mesmerizing touristic sites and an important strategic location. It has complementary touristic pillars, including the religious, entertaining, therapeutic, and archaeological types. Therefore, it adopted an important strategy to improve its touristic image abroad and attract the investments to promote for the touristic product locally and internationally. In so doing, it set the tourism plan for 2030 to lift up the touristic industry based on excellence and quality to guarantee sustainable resources for the future generations.

The importance of study lies within showing the role of the sustainable tourism planning as a stool to achieve sustainable tourism development in Algeria. Based on what was said, we raise the following problematic, “what is the role of sustainable tourism planning as a stool to achieve the sustainable tourism development? What are the initiatives of Algeria in adopting the plans as a tool to develop the tourism and achieve the sustainable tourism development? To answer the problematic, we divided the study into two chapters. The 1<sup>st</sup> is the conceptual frame of the sustainable tourism planning while the 2<sup>nd</sup> is about the experience of Algeria in making the touristic plans to achieve the sustainable tourism development.

### **Chapter one: the conceptual frame of the sustainable touristic planning:**

It is one of the important tools to develop the tourism and maximize its returns. Besides, it preserves the touristic resources and paves the way for the good exploitation in the right time in the light of a sustainable tourism for a sustainable development. We shall try in to identify the nature of the sustainable touristic planning in the 1<sup>st</sup> section and the steps and orientations of its making in the 2<sup>nd</sup>.

### **Section one: the nature of the sustainable touristic planning:**

Tourism is a multidimensional activity whose development requires planning to achieve the minimum level of coordination between the various touristic activities, organize the competition on the limited resources, maximize the positive effects of the tourism, and reduce its negative ones.

### **Part one: the concept of the sustainable touristic planning:**

To identify the concept of the sustainable touristic planning, we must discuss the following terms:

**First: definition of the planning:**

It is predicting the future and mobilizing the resources for it<sup>1</sup>. Pr. Myrdal defines it as the organized program adopted by the state to intervene in the economic issues through influencing the market forces and orienting this towards the social actions<sup>2</sup>. Besides, Baldwin defines it as using the available resources in the society to achieve the maximum satisfaction of the needs<sup>3</sup>.

**Second: definition of the touristic planning:**

It is drawing a future estimation image of the touristic activity of a given state in a given period through insisting on surveying the touristic resources of the state to identify the goals of the touristic plan and achieve a fast organized development. This requires making and executing a coordinated inclusive program that covers the branches of the touristic activity and the various touristic regions of the state<sup>4</sup>. Besides, it is drawing a future image of the touristic activity inside the state within a period of time to promote a sustainable tourism inside the state to be one of the income resources<sup>5</sup>. Moreover, it is making plans that rely on the choice of the best places and regions for the touristic projects and leisure, and on their organization through the optimal exploitation of the available financial, human, and natural resources in a way that goes with the sustainability of the resources and the regional planning<sup>6</sup>.

**Third: definition of the sustainable touristic planning:**

It is the planning that preserves the environment through a set of various activities and analyses before taking the decision of the touristic development to ban the use of the materials that harm the tourism<sup>7</sup>. Moreover, it is the planning that focuses on the environmental load or capacities, in a way that the sustainable touristic development projects and aspirations do not exceed the critical environmental limit to avoid the negative outcomes that harm the projects of the touristic development<sup>8</sup>.

**Part two: the concept of the sustainable touristic development:**

The important point in the touristic development is preserving the environment and its natural resources that make its capital. Therefore, the required touristic development is the sustainable one.

**First: definition of the sustainable development:**

According to the report of Prontland, issued by the International Committee of the Environment and Development of 1987, it is the development that meets the needs of the present without endangering the ability of the future generations to satisfy their needs<sup>9</sup>. The Algerian legislator defines it as a pattern of development that guarantees the choices and development opportunities that preserve the environment, the natural resources, and the cultural heritage to the future generations<sup>10</sup>.

**Second: definition of the tourism:**

It means travelling and making tours<sup>11</sup>. The World Tourism Organization defines it as one of the activities of leaving the living environment for a period of less than a year for entertainment and enjoyment, providing that it is not for a job to make a living<sup>12</sup>.

**Third: definition of the sustainable touristic development:**

It has various definitions that pour into the same pot. The World Tourism Organization states that the guidelines of the sustainable development and practices apply to all the types of tourism in all the destinations, including the collective tourism and the other various patterns. Besides, the sustainability principles cover the environmental, economic, and sociocultural aspects of the touristic development. To guarantee the long-term sustainability, it is necessary to balance these two aspects.

The World Tourism Organization focused on the concept of the sustainable tourism in the Declarations of Manila in 1980, of Sophia in 1985, and of Cairo in 1995. The sustainable tourism is the meeting point between the needs of the visitors and the hosting region, leading to the protection and increase of the future development chances. In this regard, all the sources are managed in a way that provides the social, economic, and spiritual needs and, at the same time, preserves the urban and environmental pattern, the biological

diversity, and the life requirements and systems<sup>13</sup>. Thus, the sustainable development is the optimal exploitation of the touristic sites regarding the coming of the visitors in a balanced number, and being aware about the importance of the touristic sites and how to deal with them to avoid any damages. In addition, the sustainable tourism meets the needs of the tourists and manages all the available resources (economic, social, aesthetic, and natural). In addition, it is necessary to preserve the environmental balance and biological diversity<sup>14</sup>.

#### **Fourth: definition of the sustainable touristic development:**

It is the development that satisfies the needs of the tourists and sites, and protects and provides the future opportunities. In addition, it provides the guidelines of managing the resources in a way that meets the requirements of the economic, social, and cultural issues and achieves the cultural complementarity, the environmental factors, the biological diversity, and the life system<sup>15</sup>.

#### **Fifth: the relation of the sustainable touristic planning and the sustainable touristic development:**

The touristic planning is the most important phase of the sustainable touristic development in the sites of the environmental tourism. It is the process that increases the benefits of the touristic development and avoids the negative consequences. The failure and success of the touristic development plans depends on the general touristic policy adopted by the touristic regions. Thus, the touristic planning is the most important tool to achieve the sustainable development<sup>16</sup>.

The 1<sup>st</sup> strategy towards the planning of the sustainable development lies within maintaining and increasing the touristic attraction to diversify the touristic product. This requires<sup>17</sup>:

- The full commitment by all the parties to the environmental dimension because the environment is the natural capital that underpins the environmental tourism. Besides, the environmental resources are the capital of the touristic industry.
- The development of the archaeological sites for the touristic purposes can be achieved through administrative and legislative decisions.

- It is necessary to introduce new regions and types of tourism to the current target regions, and to focus on the entertainment and diving tourism.

### **Third: the characteristics of the sustainable touristic planning:**

It is<sup>18</sup>:

- A flexible planning that requires making any urgent modification according to the new data.
- A comprehensive planning that covers all the aspects of the touristic development (economic, social, cultural, environmental, etc).
- A complementary planning where the tourism is taken as a complementary system and each part complements and affect the others.
- A societal planning that allows the participation of all the related parties in the various steps of planning.
- An environmental planning that hinders the deterioration of the touristic attraction elements (natural and historical), provides the necessary measures for their continuous maintenance, and guarantees their safety for the longest period.
- A real and executable planning whose goals do not exceed the available natural, human, and financial resources.
- An organized periodical planning that includes a set of successive activities and steps.
- A planning that deals with tourism as a system that has inputs, processes, and outputs, which can be affected and oriented.

### **Section two: the steps and guidelines of making the sustainable touristic development:**

The touristic planning goes through a set of phases that start with appointing the target site and including it in the national work plan. Then, the consultation and participation of the concerned state sectors starts to analyze the situation and environment of the region and get the plan that suits it. After that, the planning practical goals, and the strategies that help achieve the goals and suit the region are set. Later, the execution of the plans start. Finally, the execution of the plan and its projects is evaluated to find out about its success<sup>19</sup>.

### **Part two: the orientations of the sustainable touristic planning:**

It relies on the following orientations<sup>20</sup>:

**First: the environmental orientation:** it is about the focus on the environment and the achievement of the maximum orientation to reduce the effects on the touristic development.

**Second: the economic orientation:** it focuses on the importance of the economic planning to maximize the touristic economic benefits regarding the income and labor.

**Third: the material orientation:** it sees tourism as a user of the environmental resources. It focuses on the hosting power of the site and identifies the sensitive areas to reduce the negative effects of tourism on the environment.

**Fourth: the social orientation:** It aims at getting the maximum benefits of tourism and rationalizing them through the industry of the local community.

**Fifth: the sustainable orientation:** it is a mixture of the previous orientations to achieve the balance between the environmental, economic, material, and social orientations and parties to find a common ground to apply the sustainable touristic development. It aspires at providing a sustainable secure environment with less deteriorated natural resources and social anxiety, where the material and socioeconomic elements complement each other.

### **Chapter two: the experience of Algeria in making the touristic plans to develop a sustainable touristic development:**

Algeria is rich with the natural potentials, as it has the sea, the mountains, the Sahara, and many other touristic advantages. Thus, it can attract tourists and compete the other states. However, it ranks with the states that rely on the rent-based economy. In this regard, it attempted to adopt many initiatives to strengthen the role of the touristic sector in the economic activity, preserve the touristic heritage, and promote the principles of the sustainable touristic development. On this basis, it adopted the touristic development plan that shows the short, middle, and long-term procedures. We shall try to cover the development of the strategy of the touristic planning in Algeria in the 1<sup>st</sup> section and the guiding plan of the touristic development of 2030 in the 2<sup>nd</sup>.

## **Section one: the development of the strategy of the touristic planning in Algeria:**

Since independence, Algeria had witnessed many transformations in the social, economic, and political arena, as follows:

### **Part one: from 1962 to 1966:**

Algeria inherited a touristic structure based on the coastal and architectural tourism to satisfy the needs of the foreign tourists. This period was characterized with:

- The protection of the touristic heritage.
- The creation of the touristic expansion sites.
- The establishment of the National Office of Tourism in 1962.
- The establishment of a ministry in charge of tourism by Decree 63373 of 18 September 1963. The 1<sup>st</sup> ministry was integrated in the Ministry of Youths and Sports. Then, Decree 63-474 of 20 December 1963 was issued on the organization of the Ministry of Tourism. It assigned it with identifying, orienting, and executing the state policy of tourism, mineral Hammams, artistic crafts, and folklore arts<sup>21</sup>.

### **Part two: from 1966 to 1980:**

The year 1966 was very important in the Algerian tourism, as it witnessed the issuance of the National Chart of Tourism and the start of the real focus on tourism. The Chart drew the trends of the Algerian touristic policy that included a comprehensive future vision. The trends are<sup>22</sup>:

- The economic: to create jobs and attract the hard currency.
- The social: to get in touch with the external world through developing the international tourism and setting policies of the hotel and touristic training.
- The political: to add the centralization to the political investments.

To reach these goals, the strategy of developing the touristic sector was set through:

- Reforming the touristic facilities in the beaches, mountainous, and rural regions.



- Surveying and improving the historical and touristic ruins and creating touristic traditions for the citizens.
- Facilitating the airports and ports procedures.
- Establishing touristic agencies inside and outside the state to promote for the Algerian touristic product.
- Developing and rehabilitating the hotel industry to cope with the desires of the foreign tourists.
- Establishing the facilities of training the touristic competencies.

### **Part three: from 1980 to 1988:**

The touristic sector witnessed many reforms by the Chart of 1980 that provides for<sup>23</sup>:

- Ending the programs of the previous plans.
- Making plans of the touristic development.
- Collecting information about the national touristic sites.
- Identifying the types of tourism that need to be developed.
- Distributing the touristic investments throughout the national territory to facilitate the social tourism.
- Promoting the touristic product, investment, and publicity.
- Identifying and protecting the touristic sites.
- Opening touristic offices in all the Wilayas.
- Encouraging the Sahara tourism.

Due to the low foreign visits in that period and to the failure to get in the international market of industry, the Algerian state adopted new policies based on:

- Identifying the big axes of the Algerian touristic policy, including the economic, to reach 1.5 million foreign tourists.
- Achieving the goals of promoting the national tourism.
- Establishing mixed touristic companies.

### **Part four: from 1988 to 1999:**

Since 1988, Algeria had witnessed structural reforms to shift from the centralized administrative management of the economy towards a management based on the rules of the free market. Besides, it aimed at promoting the

touristic development, mainly after the collapse of the oil prices. Besides, the period was characterized with the new role of the state that includes the organization, legislation, control, and provision of the necessary conditions to develop the economy. Thus, the state set the necessary mechanisms, mainly in the legislative and organizational field. In this regard, it issued laws on investment, competition, prices, money, loans, privatization, free foreign trade, etc. Thus, the main touristic policy is based on encouraging the local and foreign private investment. Nevertheless, this coincided with the deterioration of the state security, leading to the decrease of tourism<sup>24</sup>.

### **Part five: from 2000 to the present:**

It witnessed new concepts in the development, mainly the sustainable development. Besides, tourism turned into the main point to lift up the economy. The period can be divided into two phases:

#### **1. From 2000 to 2007:**

The Ministry of Tourism adopted a new strategy of tourism in 2001 for a sustainable development in 2010. The strategy was included in the Chart of the Works of the Sustainable Development of Tourism in 2010. It provided for integrating all the institutions and activities that directly or indirectly have a relation with the identification, development, and promotion of the touristic activities to make a real touristic industry<sup>25</sup>. Moreover, it is characterized with the beginning of the state encouragement of the sustainable touristic development that considers the environmental aspect by issuing Law 03-01 of 17 February 2003 on the sustainable development of tourism to create a suitable and encouraging environment<sup>26</sup> to:

- Promoting the investment and developing partnership in tourism.
- Integrating Algeria in the international market of tourism through promoting the touristic image.
- Rehabilitating the hotels to increase their hosting capacities.
- Satisfying the needs and aspirations of the citizens in the field of tourism and leisure.
- Protecting the environment, improving the living standards, and valorizing the natural, historical, and cultural capacities.
- Improving the quality of the touristic services.

- Promoting and developing the work of the touristic sector.
- Harmoniously developing the touristic activities.
- Valorizing the national touristic heritage.

In addition, Law 03-02 on the general rules of the touristic use and exploitation of the beaches and Law 03-03 of 17/02/2003 on the regions of the touristic sites and expansion were issued<sup>27</sup>. After these laws, some amendments took place in the tourism in 2010 to give dynamics to the sector and set the strategy of 2013 through identifying the future choices for a rational valorization and promotion of the state potentials to make it a touristic attraction pole, identifying the quantitative and qualitative goals of 2012, and identifying the tools and procedures to start an independent touristic industry<sup>28</sup>.

## **2. From 2008 to the present:**

The guiding plan of the touristic development was adopted to develop the sector by 2025. It is the strategic reference for the Algerian tourism. It reflects the vision adopted by Algeria regarding the sustainable development of the national tourism. It was inspired from the Chart of the sustainable tourism of 1995 that provided for making tourism strong to resist in the long-term, lucrative, and ethical. The plan had three phases; the short in 2009, the middle in 2015, and the long in 2025<sup>29</sup>. Besides, it aimed at maintaining the balance between the three dimensions of the sustainable development, namely the social justice, the economic efficacy, and the environmental preservation by mobilizing all the actors, sectors, and the regional sites to valorize the natural, cultural, and historical potentials and make Algeria a center of the sustainable touristic excellence in the Mediterranean region. The plan includes 05 parts, namely the diagnosis of the Algerian tourism, the strategic plan, the 07 touristic poles, the execution of the guiding plan of the touristic development, and the plans with a touristic priority<sup>30</sup>. To reinforce the previous efforts, the guiding plan of the touristic development by 2025 was amended to 2030. We shall discuss this in the following section.

### **Section two: the guiding plan of the touristic development by 2030**

It is part of the national plan of developing the territory that was made by Law 01-20 of 12/12/2001 on the development of the territory and the sustainable development<sup>31</sup>. Its application started after its ratification by Law 10-02 of 29/06/2010<sup>32</sup>. It provided that the national plan of the territory

development identifies the main orientations of the state regarding the two upcoming decades, namely the sustainable balance of the big components of the territory and their adaptation to the era requirements to achieve the economic stability, diversify the national economy, and distribute the activities and population throughout the territory. Thus, the main slogan of the territory development is the rebalance and the basic conditions and choices that govern the territorial reorganization. In this regard, the rebalance, the continuity, the attraction, and the justice are the four aspects of the strategy of developing Algeria by 2030.

### **Part one: the aims of the guiding plan of the touristic development:**

The strategy of developing the touristic sector by 2030 goes with the governmental program that supports the improvement of the touristic supply, the sustainability of the wealth, and the consultation of all the actors of the sector to strengthen the touristic attraction<sup>33</sup>. Thus, it is necessary to<sup>34</sup>:

- Make the touristic sector contribute to the economic development and an alternative for the fuels.
- Integrate the other sectors, such as the public works, the agriculture, and the culture.
- Balance the promotion of the tourism and the environment.
- Valorizing the historical, religious, and cultural heritage.
- Improving the image of Algeria continuously.

### **Part two: the content of the guiding plan of the touristic development:**

It is based on the following dynamics<sup>35</sup>:

- Valorizing the Algerian destination to increase its attraction and competitiveness.
- Developing the excellent touristic villages and poles through rationalizing the investment and development.
- Publishing the tourism quality plan to develop the excellence of the national touristic offers through integrating the training, promoting the profession and education, and opening up to the information and communication technologies.
- Making the plan of partnership between the private and public sectors.
- Making the plan of funding the tourism.

**Conclusion:**

The interest in the concept of the sustainable touristic development and the environment protection increased due to the negative effects of the touristic activities. Thus, it was necessary to make planning to protect the natural resources and promote the sustainable touristic development. The planning helps the society yield the target outcomes of the development. In the same time, the natural resources must be preserved for the future.

**The study findings are:**

1. The sustainable touristic development needs big reliance on the touristic planning, as it is a scientific method that targets the maximum level of the touristic development at the minimum costs.
2. The application of the sustainable touristic development means the existence of a clean environmentally friendly tourism that has big financial returns.
3. The absence of the touristic planning threatens the developmental goals, strategies, priorities, programs, and the future perceptions and predictions of the developing states.
4. Algeria relied on the strategy of making the plans to achieve a sustainable touristic development because it is a state that has many resources. However, it did not reach its goals.

Thus, we suggest:

1. Considering the principle of the touristic planning to create complementarity in the development between the various sectors and ensure the development of the touristic sites.
2. Promoting the tourism as an engine of the balanced territorial development, and valorizing the natural, historical, and cultural pillars of Algeria.
3. Spreading the touristic awareness between the citizens with all the available communication tools.
4. Focusing on developing the facilities that accompany the touristic activity.
5. Simplifying the administrative measures to upgrade the touristic investments.

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- <sup>33</sup> Chenabi Souraya & al Said Ben Lakhder, the Algerian touristic development according to the sustainability principles, journal of the union of the Arab universities of tourism and hospitality, No° 03, Vol. 17, 2019, p. 129.
- <sup>34</sup> The website of the Ministry of Tourism and traditional Crafts, <https://www.mta.gov.dz>, accessed on 30/09/2023 at 21:00.
- <sup>35</sup> The website of the Ministry of Tourism and traditional Crafts, op. cit.