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Tourism investment in the State of Tissemsilt between reality and hopes

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Abstract--This study aims to highlight the reality of tourism investment in the state of Tissemsilt, considering that the state possesses an immense tourist potentials and capabilities that qualify it to be an outstanding tourist destination. The study concludes that the state of Tissemsilt has a significant tourist potentials and capabilities that qualify it to be an outstanding tourist destination. Despite adopting a comprehensive strategy for developing tourism hubs in the state and implementing tourism investment projects, the efforts are still below the required level. Therefore, the development of tourism in the state of Tissemsilt requires a concerted effort and an implementation of plans and programs according to a well-planned and thoughtful strategy and plan, to achieve sustainable local development.

Keywords---Tourism, Investment, Tourism Investment, Tourism Sector, Tissemsilt.

Introduction

The tourism sector today is considered one of the important sectors due to its significant contribution to economic growth globally, in supporting the process of comprehensive development economically, socially, culturally and politically, as the fields of tourism and its various service activities and their relationship with

sustainable local development have become of interest to many economists, geographers, sociologists, psychologists and management.

Tourism investment is one of the basic activities that provide investment opportunities to materialise tourism investment projects capable of competing in the global tourism market, as this investment represents part of the total investments in all sectors. Algeria is one of the most important countries that possess tourism potentials, but despite these potentials, it still ranks behind compared to many countries, and so far it has not been able to achieve the desired goals of the tourism sector, especially since Algeria has recently prepared the Tourism Development Master Plan for 2025, extended to 2030, to achieve sustainable development through the optimal exploitation of its tourism potentials and improve its image abroad.

The state of Tissemsilt boasts many qualifications and capacities in the tourism sector, and the good exploitation of these qualifications and capacities makes it a promising tourism product as it seeks to position itself on the Algerian tourism map, and give a real picture of tourism in the state through the diversity of its potentials, thus attracting many tourists and investors interested in the tourism sector, which leads to the movement and promotion of local development in the state.

1. Problematic: Through the above, we can ask the following fundamental question:

What is the reality of tourism investment in the state of Tissemsilt and what are the main obstacles it faces?

In order to answer this question, the following sub-questions are asked:

- What do we mean by tourism investment?
- What are the investment projects that have been completed in the tourism sector?
- Can the tourism assets and capacities in Tissemsilt be considered a basic basis for a successful tourism investment.

2. The hypotheses of the study: In order to answer the research question, the following hypothesis was formulated:

- Tourism investment is one of the most important pillars supporting the achievement of sustainable local development in Tissemsilt.
- The tourism potential of Tissemsilt can be considered as a basis for a promising tourism investment.

3. Importance of the study: The importance of this paper lies in highlighting the importance of tourism investment in the state of Tissemsilt, as it is one of the most important activities to attract hard currency, achieve sustainable local development for the state, and achieve well-being for the individual and society.

4. Objectives of the study: This paper aims to:

- Recognise tourism investment, its objectives and characteristics.
- Recognise the components and capacities of tourism in the state of Tissemsilt.
- Identify the most important axes of the tourism development master plan for the state of Tissemsilt.

5. Methodology of the study: The descriptive-analytical approach was used to describe, interpret and analyse the data.

6. Research divisions: In order to address the topic, the study was divided into three themes, namely:

I: Tourism investment, its objectives and characteristics.

II: The tourism assets and capacities of Tissemsilt.

III: Tourism investment projects in the framework of granting the concession contract and the most important obstacles in the sector.

I: Tourism investment, its objectives and characteristics

1. The concept of tourism and its components: Tourism is of great importance to the individual, society, and the state as a whole.

1.1. Definition of tourism:

The first definition of tourism was given by the German researcher John Pfeffer Diller in 1905, who defined tourism as: 'A phenomenon of our time that stems from the growing need for rest, for a change of air, for a sense of the beauty of nature, for a sense of joy and pleasure from staying in areas that have their own nature, and also for the growth of contacts, especially between different peoples of human groups, which were the result of the expansion of trade and industry.' (mohamed & mehmoud, 2016, p. 46)

Tourism is defined as: "a process of temporary movement to a particular place that creates a set of different activities between the travellers (tourists) and the owners of the place (the inhabitants of the area, the tourism operators, and all the structures supporting the tourism activity), with the main objective of fulfilling the needs, comfort and pleasure of the tourists and the economic prosperity of the owners of the place". (douli, 2014, p. 04)

1.2. Components of tourism: Tourism activities overlap with many areas, and the following are the main components of tourism that should be considered in any planning process: (mostafa, 2014, p. 23)

Factors that attract visitors: These include natural elements such as climate, terrain, beaches, seas, rivers, forests and reserves, and human motivations such as: Historical, cultural, archaeological and religious sites, amusement parks and games.

- **Accommodation and hospitality facilities and services:** Hotels, hostels, guesthouses, restaurants and rest houses.

- **Various services:** Tourist information centres, travel and tourism agencies, handicrafts centres, banks, medical centres, post offices, police and tourist guides.

- **Transport services:** These include various types of transport to the tourist area.

- **Infrastructure services:** These include the provision of potable water, electric power, waste water and solid waste disposal, and a network of roads and telecommunications.

- **Institutional elements:** these include marketing plans and tourism promotion programmes, such as legislation, laws and general organisational structures, incentives to attract investment in the tourism sector, and education and training programmes for employees in the tourism sector.

2. Tourism investment: Definitions of tourism investment are as varied as the perspectives of writers, researchers and students in this field.

2.1. The concept of tourism investment: It is "the use of funds to create material capital and human capital to develop the tourism sector, such as building hotels and tourist resorts, improving tourism services, and training and improving the level of workers affiliated with the tourism sector". In general, it is "that activity that produces added value in the field of tourism, and this investment can be direct in the tourism sector such as building hotels and tourist cities, and it can be indirect such as building roads and building airports".(chahid, 2016, p. 30)

Tourism investment is also defined as: "Expenditure on fixed capital, mobile capital and intangible capital with the aim of creating new tourism investments and maintaining or renewing existing investments".(triki, 2013, p. 38)

The World Tourism Organisation defines tourism investment as: "investment development that meets the needs of tourists and host sites while protecting and providing opportunities for the future, and is the guiding principle for managing resources in a way that fulfils the requirements of economic, social and cultural issues, while achieving cultural integration, environmental factors, biodiversity and support for life systems".(rerd, 2008, p. 19)

Objectives of tourism investment: Tourism investment has many objectives, including the following: (tounssi & chikhar, 2022, p. 78)

- The main objective of tourism investment is to increase the profits of investors in this field.
- Working to develop and promote the tourism sector by increasing investments in this field, which leads to an increase in the number of tourists, which has a positive impact on tourism revenues.
- Investment in infrastructure and public services develops the tourism sector on the one hand and improves the living conditions of the inhabitants of tourist attractions on the other hand.
- Increased tourism investment leads to the creation of new jobs, as a result of tourism investment, which relies heavily on human resources and competencies.

II. The tourism potential of the Tissemsilt governorate:

The state of Tissemsilt is endowed with several natural assets, as well as historical, material and intangible heritage that can play an important role in the tourism industry, and its development can contribute to respecting and promoting the living and service framework of the community, highlighting the tourism offer and maintaining its sustainability, which is why the local authorities have given it their attention and made it a priority, believing that it is the best option to create wealth and open jobs, which contributes to sustainable and effective local development.

1. Tissemsilt's tourism potential:

The state of Tissemsilt is endowed with several natural assets, as well as historical, material and intangible heritage that can play an important role in the domestic tourism industry. Tissemsilt has distinct tourism capabilities embodied in archaeological and historical monuments, wetlands, customs and traditions (folk food and celebrations) and local traditional industry, which qualify it to be a tourist destination in the field of environmental and mountain tourism and therapeutic febrile tourism:

1.1. Natural Tourism Qualities: The natural tourism qualities are:

A. Madad National Park: It is a tourist reserve, internationally classified since 1923, within the heritage of protected environmental sites since 1923, established by Executive Decree no: 83-459 dated: 23 July 1983 with a total area of 3424 hectares, located in the main tourist pole of Thenia, 50 km from the headquarters of the state of Tissemselt, its highest peak is "Ras El Bararit", with a height of about 1787 metres, and is considered one of the rarest places in the Mediterranean, where Cork trees, cedar and oak trees grow, which are covered with snow throughout the winter season, and is considered a natural space for environmental balance because it contains unique plant and animal species and has several springs and freshwater streams, and is characterised by several features, as follows:

- The first protected space in Algeria since 03/08/1923.
- The only rice forest in the western region of Algeria.
- It is characterised by a combination of Atlantic rice and Atlantic pistachio.
- The presence of archaeological excavations dating back 8000 years.
- The presence of attractive springs and water bodies such as: Ain Harhara Spring, Torsot Spring, Wartan Spring.

B. Ain Antar Forest "Bougayed": Classified as a tourist site since 1983, located within the scope of the tourist pole supporting Bougayed, the Ain Antar forest is located between the arms of the Wincheris Mountains in the municipality of Bougayed, covering an area of about 502.2 hectares, unique with its highest mountain peaks that reach 1986 with the Sidi Amor site, there is a camp with a capacity of about 200 beds, and there are also:

- Ruins of an old church (colonial period), mine shafts and caves.
- There are two millennium cedar trees called 'Sultan and Sultana' in the forest.
- The remnants of the old colonial-era barite mine (mine shafts and abandoned shops).

C. Sidi Slimane Mineral Bath in the municipality of Sidi Slimane:

Located within the main tourist pole of Sidi Slimane, the Sidi Slimane area is located in the heart of Al Wancheries, 60 km north of the state headquarters, exploited since 1910, its water is rich in mineral compositions, its temperature exceeds 42 degrees, with a flow of 4 l/s, its water is suitable for the treatment of several diseases, including:

- chronic rheumatism.
- Diseases related to the joints.
- diseases related to the digestive system
- skin diseases.

2.1. Wetlands: The wilaya of Tissemsilt has dams that are of great importance in the field of irrigation, namely:

A. Bougara Dam: Located 06 km southeast of the governorate headquarters, located in the main tourist pole of Tissemsilt, it is a water basin exploited since 1990, whose source of water is Wadi Wassel and the western and southern minor valleys, rich in fish wealth, surrounded by green areas Boasting the secrets of stable and seasonal birds, it is visited by lovers of fishing and recreation, and the Bougara Dam is located in a farming area that attracts a good number of visitors

coming from neighbouring areas on weekends for the purpose of fishing and enjoying the view of the water basin.

B. Kadia Rasfa Dam: Located in the west of the state in the municipality of Beni Chaib, where it is located within the main tourist pole of Sidi Slimane, the dam of Kadia Rasfa is located in the west of the state in the municipality of Beni Chaib, forming a water basin, in a strategic location characterised by a charming view of the water basin and magnificent views, with an area of 4 hectares and a capacity of 75 million m³, used for irrigation and drinking water supply. It has an area of 440 hectares and a capacity of 75 million m³, exploited for irrigation and drinking water supply since 2004, rich in fish wealth and flocks of stable and migratory birds, surrounded by green areas.

C. Sidi Abdoun Water Complex: Located in the municipality of Sidi Boutouchent, its area ranges from 10,000 m² to 12,000 m², and its capacity is estimated at : 50,000 m³, it is characterised by its presence in the lap of a picturesque nature that continues its beauty from the national preservation of the reservoir as it is adjacent to it.

3.1. Archaeological and historical assets: There are different archaeological and historical areas in the state of Tissemsilt.

A. Taza region: Located 80 kilometres east of the state headquarters, Taza is the former name of the current municipality that bears the name of Prince Abdelkader Tower, in reference to the castle built by the prince in the region, located east of the state headquarters, 80 km away. It is a worthy area to visit that has known all historical phases and has discovered traces of a prehistoric cemetery, relics from the Roman era (coins, inscriptions, stones, skeletons) in addition to the ruins of Prince Abdelkader's castle built during his resistance against French colonialism.

B. Um Lalou "Zahayr" area: This area is located in the municipality of Tissemselt, where a human structure dating back to the Paleolithic era was found, as it is located within the main tourist pole of Tissemselt.

This area is located in the municipality of Tissemselt, where a Paleolithic human structure, the remains of a fortress, burials and stone tombs dating back to the Roman era have been found.

C. Ain Takria: It is located in the municipality of Khemisti, rich in ancient monuments, as it is located within the main tourist pole of Tissemselt, close to National Road No. 14, which is among the military fortifications built by the Romans with traces indicating that the area was a line of Roman defence, through the discovery of soldier's residences, horse stalls, weapon stores, as well as burials and shrines.

D. Bab El Bakoush area: Located in the municipality of Larjam, it hosted a famous battle in 1958 led by Si Omar and Si Mohamed Bounamaa, as it falls within the scope of the tourist pole supporting Larjam, and its historical importance lies in its hosting of a famous battle in 1958 led by Si Omar, Si Mohamed Bounamaa, and Youssef Khatib, and is a stronghold of heroism and sacrifice.

2. Tourism activities in the state of Tissemsilt: In view of the large and growing demand for the lack of facilities and given the strategic location of the state, its tourism potential and the availability of basic standards in line with

future economic requirements, the local authorities have undertaken various activities in the form of tourism institutions such as hotels and the necessary tourism facilities in the state.

1.2. Accredited and active tourism and travel agencies in the state of Tissemsilt:

The following table represents the accredited and active tourism and travel agencies in the state that deal with internal and external tourism, as investment in this field achieves the following opportunities (tourist trips and travels or visiting the holy places and performing Umrah and Hajj).

Table 01: Authorised and active travel and tourism agencies located in Tissemsilt

The number	Label	Address
01	Yol Travels Travel and Tourism Agency	Souikat Ahmed Street, Tissemsilt Municipality
02	Vialar Tour and Travel Agency	Tissemsilt Municipality
03	Tahmid Tour Travel Agency	Tissemsilt Municipality
04	Tourism and Travel Agency Tissemselt Tour	El Marja, Tissemsilt Municipality
05	Mimouna Tour and Travel Agency	Tissemsilt Municipality
06	SidiAyad Travel and Tourism	El Marja Tissemsilt
07	Rafik Al Thiqa Tours and Travels	Souikat Ahmed Street, Tissemsilt Municipality

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

2.2. Hotel establishments in the state: The following table represents the hotel establishments in the state:

Table 02: Hotel establishments in the state

The label	Accommodation capacity		Rating
	Bed	Room	Four Stars (*4)
Malas Hotel	114	46 rooms and 11 suites	One Star (*1)
White Star Hotel	40	20	One Star (*1)
Turkish Road Hostel	39	17	Unrated
Al Aziz Hotel	48	48	Unrated
Al Tirawi Hotel	41	20	No stars
Spiria Hotel	50	23	No stars
Plateau Hotel	46	22	Other Hotel Structures
Al Nour Hotel	38	22	Four Stars (*4)

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

We can see from the table that the state of Tissemsilt has a significant number of hotels of different sizes due to its importance in domestic tourism.

III.Tourism investment projects within the framework of granting the concession contract and the most important obstacles in the sector

Within the framework of encouraging tourism investment in the state of Tissemsilt, several concession contracts have been granted to a large number of investors in the tourism sector, which will revitalise the tourism sector across the various regions of the state.

1. Opportunities and possibilities for investment in the tourism sector:

The investment situation in the state of Tissemsilt is characterised by various tourism projects, some of which are completed, others are in the process of completion and others are not initiated.

1.1. Investment projects acquired land under the concession:

The following table shows the various private investment projects, which were lacking in Tissemsilt, so the state authorities inaugurated various tourism structures, namely hotels, road hostels, amusement and recreation parks and holiday villages in various municipalities of the state.

Table 03: Investment projects awarded land under concession during 2010-2023

The nature of the project	Municipality	Area m2	Accommodation capacity/beds	Jobs	Progress Rate
Hotel	Tissemselt	4001		80	40 %
Road Inn		1066,5	284	12	06.50%
Hotel		139000	22	495	30%
Hotel		2747	388	32	50%
Amusement park		200.000	/	200	40%
Holiday villages		79440	800	250	01%
Holiday villages	Thanet El Hadd	31589	150	65	05%
Road Inn	Youssoufia	3400	52	35	00%
Road Inn	Tissemsilt	1200	20	25	06%
Holiday Village	Thnia El Had	17300	100	185	00%
Hamawi boat	SidiSlimane	30000	180	101	00%
Hamwi station		45000	450	147	00%
Total: 13 projects		555334.50	2530	1647	

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

We can see from the table that various tourism projects have been realised, which will help the state in the future to develop domestic tourism and bring tourists to it like other states of the country.

1.2. Investment projects on privately owned sites for investors: The following table shows the investment projects on privately owned sites for investors in Tissemsilt governorate.

Table 04: Investment Projects on Investors' Private Property Sites

The nature of the project	Municipality	Area m2	Accommodation capacity/bed	Potential Job Positions
Hotel	Tissemsilt	5650	194	42
Road Inn Extension		279.3	34	14
Hotel	Laayoune	2738.84	44	200
Total: 03 projects		8668,14	272	256

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt

2. The main stakes for the success of tourism in the state:

Through a comprehensive study of Tissemsilt's tourism sector, the strengths and shortcomings of the tourism sector can be identified, which will allow for the identification of the main bets for the success of tourism in the state, which we will illustrate in the following table:

Table 05: Key stakes for the success of tourism in the state

Economic Stakes	To absorb unemployment by creating jobs, exploiting local labour, integrating unemployed youth into social and professional life, contributing to the stabilisation of the population, reducing migration and displacement to major urban centres, contributing effectively to the local economy and mobilising resources for labour training.
Cultural stakes	Protect, valorise and promote the rich tangible and intangible cultural heritage of the state.
Tourism image stakes	Valorise the tourism potential of the state in order to promote it, make it more attractive and prominent than other competitive destinations (establishing the identity and image of the state), develop key poles based on supply, demand and customer expectations, market new and diverse products, and encourage investment through the application of incentive measures.
Social stakes	To sensitise and involve the people of Tissemselt in the tourism development of the region.
Environmental stakes	Protection of ecosystems (National Park of Thanet El Had, Ain Antar Forest, febrile springs, important water bodies, dams and forests), and protection of the ocean and the environment.

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

2.1. Tourism Development Scenarios for Tissemsilt:

The study of the Tourism Development Master Plan for Tissemsilt - 2030 proposed three main tourism poles and three supporting poles.

Key Tourism Poles	Tissemsilt pole. Sidi Slimane Qutb. QutubThania El Hadd.
Supportive tourism poles	Qutub Bogaid. Larjam pole. Prince Abdelkader Tower Pole.

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt

The following figure represents the tourism orientations for tourism projects within the Tourism Development Master Plan for the state of Tissemsilt MTS. 2030 for these poles and investment opportunities.

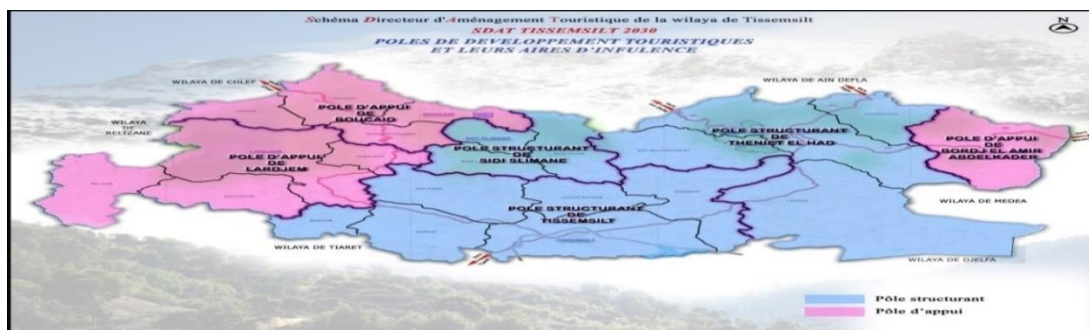


Figure 01: Tourism orientations within the 2030 Tourism Development Master Plan for tourism poles

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

The aim of the establishment of these tourism poles in Tissemsilt is to 'develop tourism' in this province by promoting regional development balance as well as diversification of tourism services, by focusing on the special potential of each region.

2.2. Strategy "Ambition": This ambitious vision is based on intensive and multipolar development based on:

- The exploitation of all identified potentials.
- Tourism integration of new poles (some marginalised areas of the wilaya must be revalued, by introducing new supportive tourism poles and supporting the main poles already identified), as it was decided to develop six tourism poles of excellence at the level of the wilaya, as shown in the following figure:

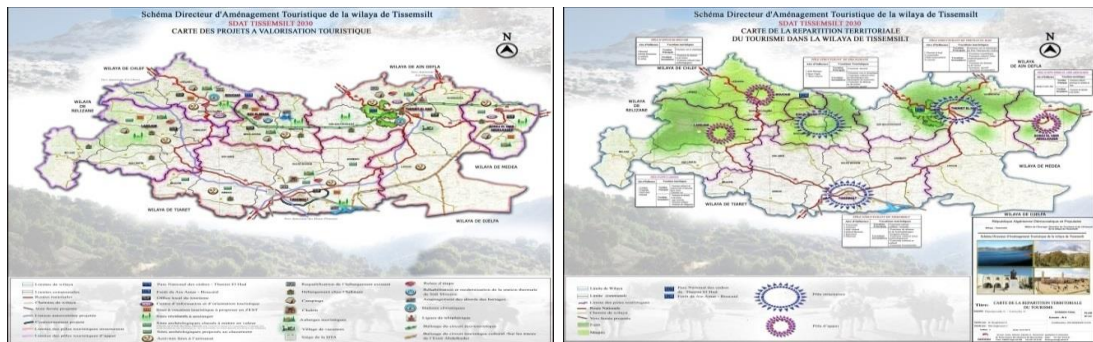


Figure 02: The six tourism poles in the state of Tissemsilt

Source: Prepared by the researchers based on information provided by the Directorate of Tourism and Traditional Industry in Tissemsilt.

We can see from the figure that the state has been divided into six poles of excellence (Tissemsilt Pole, Sidi Slimane Pole, Thania El Had Pole, Bougayed Pole, Larjam Pole and Prince Abdelkader Tower Pole). The creation and emergence of six tourism poles in the short, medium and long term can only be achieved by implementing a tourism development strategy in Tissemsilt state in its entirety.

2.3. Tourism orientations of these poles and investment opportunities:

As Tissemsilt has great tourism potential, it was inventoried according to the SDAT Horizon 2030, and the tourism development strategy adopted according to this plan centred on the conceptualisation of a tourism cycle due to the specificity of the region, in order to optimise the exploitation of the state's tourism product and its marketing opportunities. The tourism development strategy adopted in this plan centred on the concept of a tourism cycle, given the specificity of the region, in order to optimise the exploitation of the tourism product of the state and its marketing opportunities, where the state was divided into three main tourism poles and three supporting poles.

2.3.1 The main poles: The main poles are: Tissemsilt, Thenia El Had, Sidi Slimane.

A. The main tourist pole Tissemsilt:

The main tourism orientation of Tissemsilt is business tourism and eco-tourism, which is represented by urban tourism by exploring the city through business tourism and transit tourism, in addition to scientific tourism provided by the various scientific meetings and courses at the University of Tissemsilt.

* Secondary tourism orientation: It is represented by cultural tourism, leisure and recreational tourism and occasional tourism, after the issuance of Executive Decree No. 22-221 dated 14/06/2022, which includes the identification, authorisation and classification of expansion areas and tourist sites, including the tourist expansion area Sidi Ben Tamra' in the municipality of Tissismelt on an area of 46 hectares, which will provide a tourist property for tourism investment in order to create wealth and jobs, as well as support the hotel barn of the state.

B. The main tourist pole of Thania El Hadd: The main tourism orientation of Thania El Hadd is green tourism and climate tourism, due to the presence of the national park of Thania El Hadd, which extends over an area of 3424 hectares and the natural qualifications it knows with the recent inclusion of an ecological tourist route, is considered a destination and a tourist destination par excellence.

* Secondary tourism orientation: Scientific tourism, cultural tourism, leisure and recreational tourism, occasional tourism and agro-tourism (centred around the local products provided by the region).

C. The main tourist pole Sidi Slimane: Sidi Slimane's main tourism orientation is febrile tourism: With the completion of an exploration well at the level of the Sidi Slimane bathing station and the increase in the flow of bathing water to approximately 120 l/s in artesian form 'which allows the construction of seven (07) bathing stations at a rate of 15 l/s per station according to the estimates of the Directorate of Water Resources', investment in bathing tourism will flourish, especially in the establishment of modern bathing complexes and spa treatment centres.

* Secondary tourism orientation: Green and climate tourism, cultural, leisure and recreation, sports, and fishing (on the edges of the Kadia Rasfa dam in the municipality of Beni Chaib).

2.3.2. Supporting poles: The supporting poles are represented by the supporting pole (Bougayed, Larjam, Prince Abdelkader Tower):

A. Tourism Pole Supporting Bougaid: The main tourism orientation of Bougayed is green tourism, cultural tourism and leisure tourism.

* The secondary tourism orientation is tourism centred around the local products offered by the region, as well as hunting and adventure sports.

B. The supporting tourism pole of Larjam: Larjam's main tourism orientation is green tourism, leisure and entertainment tourism.

* Secondary tourism orientation: Transit tourism, cultural tourism centred around the local products offered by the region.

C. The supporting tourist pole, Prince Abdelkader Tower: The main tourism orientation of Prince Abdelkader Tower is cultural and historical tourism (Prince Abdelkader Castle - Taza)

* Secondary tourism orientation: Recreational and leisure tourism.

3. Obstacles to sustainable local tourism development in the state: The obstacles to sustainable local tourism development are as follows:

- Lack of a clearly defined and integrated tourism vision for the sector.
 - Lack of reception structures at the state level.
 - Weak performance of agencies and lack of training and qualification of their staff.
 - The neglect of this strategic sector by successive governments.
 - Weak infrastructure and poor transport services of all kinds.
 - Weak promotion of local tourism and lack of reliance on modern technologies.
 - Weak tourism investment due to:
 - The multiplicity of bodies supervising investment and the duplication of specialities.
 - bureaucracy and administrative complexities.
 - The lack of clarity of the investment law and its constant change.
- The problem of tourism real estate and the problem of financing tourism projects.

4. Grand Challenges for Sustainable Tourism in Tissemsilt: The major challenges that the government authorities are endeavouring to achieve in Tissemsilt are as follows:

- The challenges of valorising the tourist region.
- Environmental stakes by creating a sustainable tourism dynamic.
- The stakes of the tourist image through the tourism marketing of the region.
- The challenges of employment and unemployment absorption by supporting tourism entrepreneurship through the creation of small and medium enterprises active in the tourism field;

Conclusion

Algeria has made great efforts to develop and promote sustainable tourism because of its tourism potentials and qualifications through the adoption of the Tourism Development Master Plan for 2030, to create an integrated tourism project in an effort to achieve sustainable tourism development, and the state of Tissemsilt has been keen to implement the tourism development strategy to the letter, because of its tourist sites, but despite the capabilities and qualifications of its tourism sector, given its strategic importance as an important tributary to participate in the wheel of development and diversify the national economy, this sector, like all sectors, faces a number of difficulties.

Results: Through the above, we have obtained several findings, which we summarise as follows:

- The state of Tissemsilt possesses important tourism assets (natural, historical and archaeological), which makes it a tourist destination par excellence.
- Despite Tissemsilt's enormous tourism potential and the adoption of a strategy for the development of tourism poles, it is still below the required level compared to the rest of the country's states.
- Achieving tourism in the state of Tissemsilt can be achieved by combining efforts, implementing plans and programmes according to a well-thought-out strategy and plan so that it can achieve sustainable development.

Recommendations: Based on our study of the topic, we propose a set of recommendations, the most important of which are:

- Identifying tourism investment opportunities at the state level and its various fields, and developing a special conditions book for each activity in order to control the practice of economic activities within the framework of preserving the environment.
- The involvement of local financial support structures to guide entrepreneurs towards tourism entrepreneurship and the creation of small and medium enterprises in this field.
- Proposing the creation of smart tourist villages, which rely on building with eco-construction materials, as this type of village is considered the new global trend in the field of tourism in order to improve tourism services, improve the competitiveness of the local tourism sector and encourage Algerian tourists towards local tourism.
- Relying on tourism promotion by focusing on the physical and intangible heritage of the state through the use of modern information and communication

technologies (TIC) and specialised communication networks to introduce the tourism potential of the state in order to attract investments in the tourism field, and in this regard it is necessary to support the establishment of institutions specialised in the field of information and communication technologies.

- Encouraging the creation of start-ups in the tourism sector (STARTUPS), where innovative enterprises aim to establish smart tourism within the framework of respecting environmental regulations, and in view of the fact that this type of enterprise is unknown, it is necessary to organise forums and study days under the supervision of the Tissemsilt University Centre to introduce the areas and opportunities for the contribution of start-ups in the local tourism sector and the special incentive measures granted to this type of enterprise.
- The need for all tourism agencies, hotels and restaurants in the state of Tissemsilt to use social networks to market their services.
- Decentralising the granting of tourism property within the tourism expansion areas.
- Expediting the classification of recreational forests and allocating funds for study and development.
- Paying attention to the field of training in the tourism sector and traditional and artistic industries, with the need to establish special institutes and institutions for training in this field.

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