

Solidarity tourism in Algeria - reality and prospects-

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Abstract:

This study aimed to show the extent of the marginalization of tourism activity in Algeria. After independence, Algeria experienced good years of tourism, the years of “wild camping” and “family trips”. Unfortunately, the 1990s marked a proportional stop. Fortunately, since 2000, and since the government liberalized the economy, many travel agencies have been created. Today, sporadic movements act in the tourist field, an initiative of civil society resulting in solidarity tourism associations sometimes assisted by migrant associations. These initiatives are being done gradually and quietly. In southern Algeria, Voyag’acteur promotes biodiversity, crafts, and mountain ecotourism and campaigns for sustainable tourism such as solidarity tourism.

Then, Sustainable tourism is one of the most effective solutions for the strong involvement of tourism activity in the national economy.

The methodology followed for this research is describing solidarity tourism in Algeria and analyzing the different statistics concerning this activity.

Keywords: Solidarity tourism, Ecotourism, Trade tourism, Algeria, Economy, tourists.

Jel Classification Codes: L83, A12,

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Introduction:

The notions of “solidarity tourism”, “responsible tourism”, “sustainable tourism”, “fair tourism”, and “humanitarian tourism” are all associated with the idea of useful travel for the populations of the South. These so-called “alternative” forms of tourism (to “mass” tourism) are part of a perspective of sustainable development, these forms of tourism are part of a “citizen” perspective and place the meeting, the exchange, the discovery of other cultures. They favor the involvement of local populations in the different phases of the tourism project and a more equitable distribution of the resources generated.

Solidarity tourism is an expression that introduces the notion of solidarity between the tourist and the host populations with a view to improving the living conditions of the communities visited. To understand and define this relationship, it is necessary to consider the meaning of the word solidarity

“Solidarity tourism” would be more directly associated with solidarity projects: either the tour operator supports development actions, or part of the price of the trip is used to finance a rehabilitation project or a social project. Market players themselves have appropriated the term “solidarity tourism (Cravatte, 2006, p. 33); their search for ethics notably involves the development of charters and codes of good conduct (Chabloz, 2007, p. 32).

All this leads us to say: sustainable and solidarity tourism in particular is often considered the lifeblood of many regions of developing countries such as Algeria.

The problem that arises is:

is it possible to consider solidarity tourism as an alternative to mass tourism in Algeria?

The hypotheses:

- Solidarity tourism has a positive effect on Algerian tourism in general.

For this, we followed the following plan:

-General information on solidarity tourism: (Definition, History, Foundations, Objectives, Principles, Advantages, Actors).

-Solidarity tourism in Algeria (Tourism in Algeria, Tourism development in Algeria, solidarity tourism in Algeria (Solidarity tourism still marginal activity in Algeria, Solidarity tourism in Algeria is limited to ticketing), - E-Tourism to strengthen solidarity tourism in Algeria:

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Results and Conclusion with recommendations based on studies by many specialists for solidarity tourism in Algeria.

I. General information on solidarity tourism:

Much appreciated by travelers in recent years, solidarity tourism seems to be becoming a form of sustainable tourism because it participates more in the protection of local populations and their environment; as well as it generates many social, economic, and environmental benefits.

1. Definition:

In 2006, the National Union of Tourism Associations (UNAT) defined solidarity tourism as bringing together "the forms of 'alternative' tourism which put people and encounters at the center of the journey and which are part of a logic of development of territories. The involvement of local populations in the different phases of the tourism project, respect for people, cultures, and nature, and a more equitable distribution of the resources generated are the foundations of these types of tourism.

- Possibilities of contact with the inhabitants of the base region
- Environmental awareness, - Involvement in local projects.

Solidarity tourism means avoiding large hotel complexes and living as close to residents as possible. It is simply a tool to aid in local economic development. the social and solidarity economy whose principles are disseminated through transnational associations, various institutions or non-governmental organizations (NGOs) » (Gabriel Fauveaud, 2018) Solidarity tourism is also called sustainable and responsible tourism or fair tourism. It is part of a fair and responsible perspective, and it is more related to solidarity projects in two ways. The tourist supports development work, and part of the price of the trip is used to finance a rehabilitation project or a social project, or he can even work as a volunteer within the framework of a specific program. (Mechèle Laliberté, 2005)

2-The history of solidarity tourism:

Janet MacDonald cites Claire Wyden's article (Weeden, 2002) where she notes, "Ethical tourism was originally used by Christian lobbyists and charities who were concerned with the growth and impact of tourism in developing countries. Ethical tourism, derived from sustainable tourism generated by the Brundtland Report published by the World Commission on Environment and Development, has been advocated as a positive alternative to the often-destructive mass tourism. The United Nations World Tourism Organisation (UNWTO) and the United Nations Environmental

Programme (UNEP) define sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts addressing the needs of visitors, the industry, the environment, and the communities” (Byczek, 2011)

Thus, sustainable fair tourism was born in the late 1990s due to the development of the internet and the end of tourism known as “Fordism”, i.e. a tourist block with pre-made trips for all, along with the growing desire of Western citizens on humanitarian grounds and their desire to work locally and sustainably during their travels. Author Janet MacDonald adds that and fun is being replaced by useful and more ethical travel.

3. The foundations of solidarity tourism:

The main foundations of solidarity tourism are:

- The people, the meeting, and the development of the territories mark Solidarity tourism.
- The involvement of local populations in the different phases of the tourism project,
- Respect for people, cultures, and nature,
- A more equitable distribution of the resources generated an equitable sharing of the benefits, so that tourism really promotes economic and social cohesion between peoples and regions.

All together, constitute the foundations of this type of tourism. (HISOUR, 2009)

4. Objectives of solidarity tourism;

The primary objective of solidarity tourism is to travel with respect to the nature and culture of the country being visited. The idea is to favor cultural exchange with the local population so that the money spent directly benefits the population and the local economy.

5. Principles of solidarity tourism:

Solidarity tourism is a form of sustainable tourism of social, cultural, economic, and developmental benefit to the local population, to contribute to sustainable development in its three dimensions - economic, social, and environmental - in a way that can stimulate development for local communities and break isolation and marginalization, as well as improve the quality of life of the population. From an economic, commercial, cultural, and political point of view as well, by opening channels to various problems such as schooling and the status of women and children through

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reading books on the life of the local population, their culture, and their problems. (Mohamed boualem issam, 2020)

Solidarity tourism: it is part of a fair and responsible perspective; it is more associated with solidarity projects in two ways:

- The tourist supports development actions,
- Part of the price of the trip is used to finance a rehabilitation project or a project social. He insists on:
 - The awareness of the traveler to prepare for his trip,
 - Possibilities of contact with the inhabitants of the region,
 - Environmental awareness,
 - Involvement in local projects. (Mira AUOCI, 2015)

Among the most important principles of solidarity tourism are the following:

➤ Meeting and exchanges:

- Solidarity tourism highlights encounters and exchanges between locals and travelers and supports local development but encourages the protection of the country's natural resources, particularly in countries of the South, where solidarity tourism is controlled. The residents can therefore take the time to create genuine bonds that encourage cross-cultural communication with the people they welcome. -The locals become the main contacts for travelers who are welcomed, fed, and housed in the heart of the villages. By staying with the locals, the traveler is made aware of the traditions, customs, and environment on which the members of the communities depend.
- It improves living conditions and allows the creation of viable and sustainable jobs for the population (cooks, guides, drivers, local coordinators, etc.). This job creation, in accordance with the principles of solidarity tourism, leads to more remuneration that is equitable and a salary often in excess of the national median income of the country.
- The corporate traveler wants to learn, understand and live a unique experience that he would not be able to achieve in his usual environment. These initiatives are proposed in agreement with the local teams and according to the expressed needs of the host population and provide an opportunity to combine tourism with local development.

➤ Meeting and immersion are made possible thanks to:

- Partnerships with local stakeholders: guides, drivers, reception;
- The organization of educational games that encourage young people to meet,

- The organization of joint activities with the inhabitants of the region: promoting participatory projects whose primary objective is to "do it together" etc.....

- Respect for the natural, social and economic environment social environment:

- **Economic environment:**

- **Local development:**

- Local development Contribute to the development of local partnerships, local consumption, and fair trade relations (prices are set by partners).

- Solidarity tourism also works on the respectful use of resources, and awareness of preserving the environment among travelers.

- **Take the time:** Embodiment slogans: Take your time, forget your watch, leave room for the unexpected (such as breaks), which are often times suited for unexpected encounters.

- Awareness of the traveler Awareness is essential to solidarity tourism. It has two aspects:

- raise awareness of citizenship, of “living well together”,

- raise awareness of respect for others; to discovery, to an openness to a new environment.

6. Benefits of solidarity tourism: Solidarity or fair tourism has some benefits:

- ✓ require little investment,

- ✓ Easy to manage - and welcome-based,

- ✓ Ensuring sustainable development in which the local community can control its repercussions,

- ✓ It is true that the distribution of international tourism revenues is carried out according to an inverted pyramid scheme, in which the countries exporting tourism and major tourism companies receive the bulk of the income. But only an independent assessment, at the moment does not exist, that would make it possible to judge whether this hierarchical structure has really been corrected in the case of solidarity tourism.

- ✓ Unitarian tourism specifically proposes to meet this population, with the paradoxical desire to promote their development while seeking to slow down the inevitable changes that any social interaction produces by limiting the number of visitors.

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✓ Promoters of solidarity tourism say that these small groups are made up of conscious and responsible individuals, who demonstrate their desire to respect local cultures and are keen to promote positive interaction with the populations they encounter. (Miora, 2018)

7- solidarity tourism stakeholders:

Stakeholders contribute to the development and improvement of the living conditions of the local population.

Among these, we mention some associations (for solidarity tourism) such as: “Collectif du voyage équitable ET Solidaire de Midi-Pyrénées” (Mechèle Laliberté, 2005) Organizations, associations, and tour operators also offer solidarity tours, often in other forms for example in individual formats, or through participatory projects. Hence, the solidarity travel offering is now multi-faceted, joining with other forms of alternative tourism as travelers make sustainable purchases. (SOLIDAIRE-INFO)

II. Solidarity tourism in Algeria

1. Tourism in Algeria:

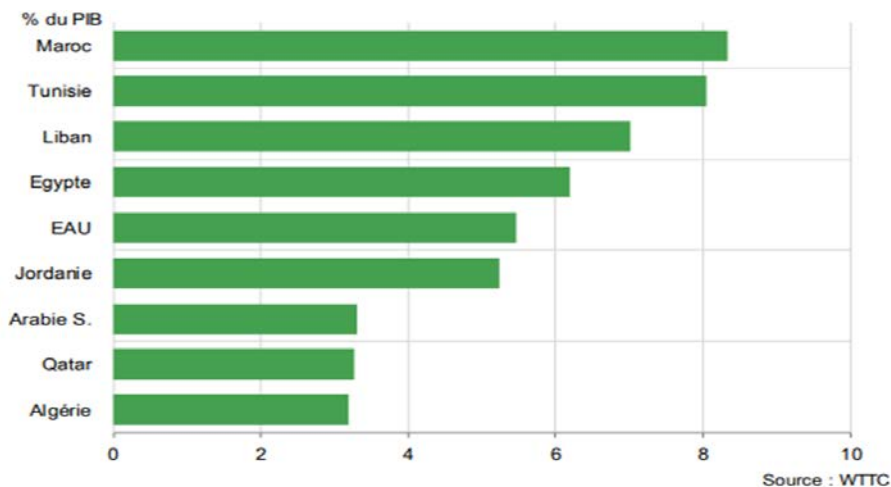
According to the US weekly US News & World Report, Algeria was ranked among the top 80 countries in the world in 2018. In the ranking of the best tourist countries based on several criteria such as business climate, citizenship, cultural influence, heritage, quality of life, or even the possibility of adventures (Algerie Focus, 2018).

Algeria recorded a total of 591,000 tourists in 2020, ranking 120th in the world in absolute terms. (International tourism, number of arrivals - Algeria, 2020)

Algerian tourism witnessed a remarkable deterioration as a result of the tragic events in the early nineties; so it has also experienced remarkable fluctuation in recent years as a result of various government policies.

2. Tourism development in Algeria:

According to Stéphane Alby,” La chute du tourisme, une menace pour l'économie ”; The Contribution of the tourism sector to the economy in Morocco ; Tunisia ; Lebanon ; Saudi Arabia ;Qatar ; Egypt ; is high compared to Algeria.

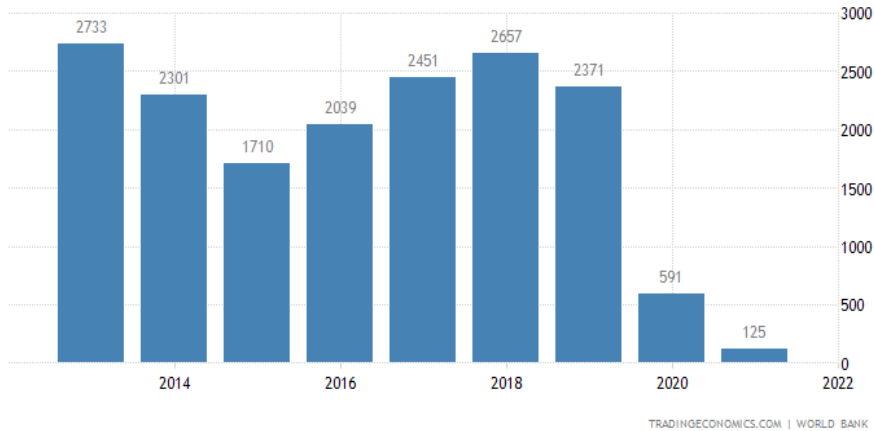


Source : Stéphane Alby, La chute du tourisme, une menace pour l'économie (7/4/2020) ; in the web site :

La chute du tourisme, une menace pour l'économie (bnpparibas.com)

As a result of the reforms that affected this sector, as well as the priority given by the state to the sector, but with this the contribution of tourism to the GDP is still very modest compared with these countries. (Alby S. , 2020)

G (1)Algeria Tourist Arrivals Unit: Thousand

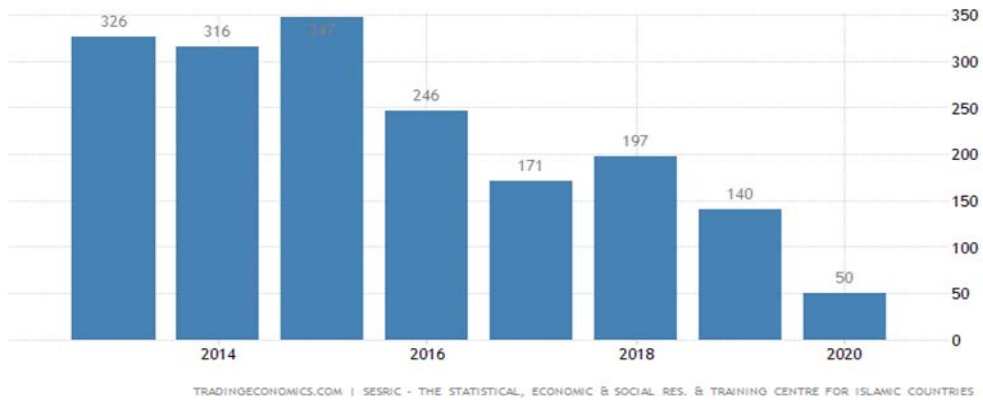


Source: Tourist Arrivals in Algeria decreased to 125 thousand in 2021 from 591 thousand in 2020 from the web site: Algeria Tourist Arrivals - 2022 Data - 2023 Forecast - 2008-2021 Historical - Chart (tradingeconomics.com)

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G(2)Tourism Revenues in Algeria

Unit: USD Million



Source: SESRIC - The Statistical, Economic & Social Res. & Training Centre for Islamic Countries. From the web site: SESRIC - Statistical, Economic and Social Research and Training Centre for Islamic Countries <https://tradingeconomics.com/algeria/tourism-revenues>

According to this graph Tourism Revenues in Algeria decreased to 50 USD Million in 2020 from 140 USD Million in 2019.

The tourism and travel industry in Algeria is still deteriorating in 2023 due to the focus on the oil and gas industry in the country, however, the government is now looking to develop the country's travel and tourism industry, by taking care of Desert and cultural tourism, including sustainable tourism.

3. solidarity tourism in Algeria:

Solidarity tourism is still a marginal activity in Algeria. It is a pity, however, that this tourism is mainly developed only in the south of the country. The fundamental questions are:

-Is Solidarity tourism the alternative formula? (BENYAHLOU Zohra & BOUDJANI Malika, 2020) ;

- Is the SDAT Program (2030) in line with the principles of solidarity tourism?

The negative repercussions of mass tourism on the Algerian coast through the creation of sustainable tourism activity as it generates many benefits through:

-the formation of tourists as a potential market for local products, especially handicrafts),

-Redistribute revenues to the local population, allowing them to fund local projects.

-Solidarity tourism guarantees Social and cultural communication and can contribute to improving the security image of Algeria.

Then, the development of tourism in Algeria is enshrined in the master plan of Tourism Development (SDAT) that aims to “enter solidarity tourism” (National Statistical Office) in Algeria by 2030. The aim of this strategy is to move towards upgrading tourism to the rank of a real industry that generates jobs and national wealth, in particular through the development of investment tourism and entrepreneurship Business.

It is clear that the pessimistic results recorded in the tourism sector in Algeria are the result of the lack of political will in tourism. This absence is mainly due to the preponderant position occupied by the hydrocarbon sector in financing the national economy. Development tourism in Algeria has often been synonymous with the number of hotels and the quantification of tourists, as the concept of “sustainability” has increasingly been brought up in political mobilization without actually being implemented. In addition, the new status of Algerian tourism renews the discourse on “the sustainability of tourism promotion only within a marketing discourse on a larger scale than it is in choosing sustainable tourism” (BOUDJANI Malika, s.d.)

➤ **Experiences of solidarity tourism in Algeria:**

❖ The Tizi Ouzou region is a “pilot of solidarity tourism”. In fact, the elected local representatives together with the organizers of the trade union movement highlighted the invaluable potential that Kabylie possesses due to the “beauty and diversity of its landscapes, the richness of its heritage, and the hospitality of its inhabitants”.

Despite its potential, and given its cultural, linguistic and civilizational specificities, this part of Algeria, which is the Kabylie region, does not seem ready to adopt this type of tourism, at least in the current circumstances, despite the reduction of classical tourism to its simplest expression.

Moreover, because of all these criteria, the statement of Jean-Marie Colombon, General Coordinator of the International Forum for Solidarity Tourism and Sustainable Development related to “Development Challenges of Algeria and Kabylie”, recommended do like Moroccan rural families.

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If the seminars have lifted the veil to some extent on this concept of solidarity tourism, the fact remains that everyone agrees that efforts should focus on a real boom in solidarity tourism that is still stalled in this state that has so far 85 kilometers of coastline and sites Important Mountain like djurdjura.

❖ Solidarity tourism desert Algeria:

The south is home to a diverse heritage that recalls the history of mankind, including rock inscriptions and paintings. pre-Islamic tombs, mounds; Roman ruins, and the Tassili, which was classified in 1982 as a world heritage by UNESCO, and symbols of Islamic civilization that were characterized by architecture and folklore of the desert. Among the tourist attractions of high value: the Tijaniya ZAOUIA in Ain Madi (Laghout). Amaret Souf and Mzab, Wadi Saoura, Touat, Kourara and Tuareg; Tomb of the legend Hizya (Biskra). The southern coast region is also characterized by the production of gold, copper, leather, cattle, etc. The north is known for the production of wheat, dates, salt, etc

In addition to Bedouin and Kasuriyya handicraft products and weaving, for example: Mzab and Jouliya carpets, Ouargla carpets, Oued Souf carpets, Biskra and wool carpets and Awlad Jalal carpets. In addition to the pottery profession, we mention, For example, the pottery of Mchounish and Qantara, the black pottery of Tamnit, the white pottery of Bashar, without forgetting the Tuareg tents, camel and horse saddles, engravings, in addition to that cooking, hunting and environmental knowledge (astrology) that constitute an essential part of this desert cultural heritage.

An example of solidarity tourism in Algeria:

«SAHARA SOLIDARITE ET DEVELOPPEMENT», association since February 2009. It made it possible to develop solidarity projects in the desert. The association aims to contribute to local development in the desert environment, especially in Algeria, Mali, and Niger, through small solidarity projects based on local potential and the generation of sustainable jobs (women, youth, etc.). These projects are directed toward crafts, agriculture, animal husbandry, and solidarity tourism.

It currently has a project to establish a workshop for the manufacture of toilet soap, in an oasis in the middle of the desert, in El Goulia, located on the Algiers / Tamanrasset axis, 870 km south of Algiers. This project aims to create sustainable jobs for women from the local population. The

project is very innovative in Algeria because there is practically no artisanal activity around soap, except for industrial soap factories. (Tedjani, 2010)

4. Solidarity tourism in Algeria is limited to ticketing:

Associations and works councils and more particularly travel agencies in Algeria do not have a monopoly on the organization and sale of travel: a non-profit association can also carry out this activity as a main or ancillary activity. So that; Solidarity tourism in Algeria is not limited to ticketing; than the e-tourism is essential for its strengthening.

➤ E-Tourism to strengthen solidarity tourism in Algeria: There is another approach that is being implemented by public authorities to address the imbalances that characterize tourism, It is done using digital technology to ensure that the tourism activity is carried out correctly. In fact, new indicators are observed and are moving in the direction of the will of the public authorities to relaunch the old project of starting the destination "Algeria", by means of the National Tourism Development Strategy.

The choice of tourism and e-marketing has become irreversible, in more ways than one. Which brings together millions of Internet users around the world. Electronic promotion is considered one of the most important means of permanent communication with tourists, especially foreigners, by using social networks that help obtain requests from foreign tourist partners who use the Internet. (bilal, 2022)

It is noted that in Algeria, the number of people connected to the Internet exceeded 34 million in 2017, compared to 28 in 2016. A number that reveals the importance of technology for young and old and for companies as well.

Communication technologies and the Internet in particular today play a strategic role in e-marketing for all sectors and in particular to promote sustainable tourism, and then solidarity tourism to Algeria that hides clear items capable of reviving the activity and making it a destination with excellence.

Results:

Promoting Algerian solidarity tourism is one of the challenges of rescuing and restructuring tourism.

Encouraging alternative specialized tourism clusters leads to the development of solidarity tourism, such as:

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Health and wellness tourism (medical tourism, sports, golf, thalassotherapy, balneotherapy, yachting, herbal medicine, tourism for the elderly, Mediterranean diet development as well as beauty and anti-aging treatments such as essential oils, prickly pear, pomegranate capsules, etc.).

Nature-based tourism Eco-tourism, outdoors, freshness, agro-tourism, national parks, rural, desert, cave tourism, and in this regard, it is appropriate to integrate rural tourism. as part of the modernization of integrated agriculture, and rural development strategy, and the expansion of rural tourism with the aim of implementing small projects for the benefit of rural and disadvantaged areas. Inspired by the concept of “one village, one product and that will only be embodied by doubling and diversifying the methods of financing and the social and solidarity economy.”

Cultural tourism is represented by:

Organizing gastronomic and creative tours Develop a strategy to save and promote Algerian crafts Religious tourism represented in discovering the ancient and modern religious monuments of the country

Sustainable tourism, including solidarity, includes preserving natural resources and cultural heritage while respecting local communities and their interests as well as the interests of visitors and future generations.

Conclusion:

Solidarity tourism is still a marginal activity in Algeria; however, it raises real hopes because it allows for a fairer redistribution of resources. Many networks of cooperatives, associations, villages, and NGOs organize themselves around the world to welcome visitors into their organization, who can live a real experience at the heart of the project. Many networks and internet portals have recently been created in Algeria and provide essential visibility to solidarity travel.

Algeria has all the necessary assets to make solidarity tourism a real lever for development and growth. Its geographical diversity, its soil, its particular human heritage, present a unique tourist product. It has been a forerunner in the field of sustainable tourism and can take advantage of the international trend towards solidarity tourism.

This study reveals a real potential for the development of solidarity tourism in Algeria and highlights some differences in the appreciation of the current reality and the potential for the development of solidarity tourism. The experts consulted underline the obstacles of an economic and cultural nature while identifying significant benchmarks for the

development of solidarity tourism in Algeria, while the national tourism administrations rather highlight actions and experiences that go in the direction of support for social tourism and solidarity tourism. Finally, the associative actors involved in solidarity tourism activities insist on the positive effects of their action, also mentioning the difficulties encountered.

As it lives in the preservation and enhancement of the natural and cultural heritage and the increase in benefits for the populations who welcome visitors are compatible with the development of social tourism and solidarity tourism;

and the reconciliation of tourism development, environmental protection and respect for local populations are part of a sustainable local development strategy as well as support for social and solidarity economy enterprises, which are mainly associations and cooperatives, is a preferred route.

In order to follow up on this study and the orientations resulting from it, the following recommendations have been made by many specialists:

- Tourism media has its importance which it derives from being an informational professional activity that reflects the real value of the Tourism product (djamila, 2022)specially solidarity tourism

- create communication tools within or for this network: a directory; a website

specific Internet, a guide to good practices;

- organize seminars on the themes of social tourism and solidarity tourism.

- set up training modules that are flexible and easily transposable from one country to another for those involved in social tourism, in particular using information technologies (CD-ROM, Internet, etc.).

Many questions are raised about the new tourism development policy and the development of tourism in Algeria by 2030. Specialists believe that it is necessary to carefully consider the forms and patterns of tourism that will be adopted. This way of seeing tourism can and should be generalized. Each type of upstream tourism must constitute a response to a tourist's demand and a response to a particular situation, in a particular region. Because sustainable tourism, including solidarity tourism, is a good way to stimulate the economy and development in certain regions. That is why the development of tourism requires a complete knowledge of the tourist phenomenon and the region in which it is located. It should never be thought of in isolation.

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