

Sustainable Touristic Strategies in the Colonial Period in Biskra city: Lessons and Perspectives

الاستراتيجيات السياحية المستدامة في الفترة الاستعمارية بمدينة بسكرة: دروس و آفاق

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Abstract:

This study aims at shedding light on the tourism experience in general and the sustainable touristic strategies in particular during the colonial period, using the historical analytical approach; we highlight the touristic potential of Biskra city in the colonial period. Then, we suggest a set of sustainable touristic strategies in the light of the previous historical analysis.

For the optimal use of these sustainable touristic strategies at the present time, we draw a holistic picture of them by projecting them onto the Tourism Development Master Plan and suggesting a sustainable touristic strategy as an alternative for tourism in Algeria. We conclude through this study that tourism during the colonial period was sustained to a certain extent, which allows decisions-makers to adapt and exploit these practices in order to embark a future sustainable tourism in Algeria.

Keywords: sustainable tourism; touristic strategies; colonial period; Biskra; TDMP.

JEL Classification Codes: Z32, Q01, L83.

ملخص:

هدفت هذه الدراسة إلى تسليط الضوء على التجربة السياحية في الفترة الاستعمارية بشكل عام وعلى الاستراتيجيات السياحية المستدامة بشكل خاص، تطرقنا في البداية إلى الإمكانيات السياحية بمدينة بسكرة خلال الفترة الاستعمارية وذلك باستخدام مقاربة تاريخية تحليلية ، بعد ذلك اقترحنا مجموعة من الاستراتيجيات السياحية المستدامة في ضوء هذا التحليل التاريخي السابق.

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من أجل الاستفادة المثلى من هذه الاستراتيجيات السياحية المستدامة في الوقت الحالي ، قمنا برسم صورة أكثر شمولاً لها من خلال إسقاطها على المخطط التوجيهي لتهيئة السياحة واقتراح استراتيجية سياحية مستدامة كبديل للسياحة في الجزائر. لخصنا من خلال هذه الدراسة إلى أن السياحة في الفترة الاستعمارية كانت مستدامة إلى حد ما يسمح لصانعي القرار بتكثيف هذه الممارسات واستغلالها من أجل الشروع في سياحة مستقبلية مستدامة في الجزائر.

كلمات مفتاحية: السياحة المستدامة، استراتيجية سياحية، الفترة الاستعمارية، بسكرة، المخطط التوجيهي للتهيئة السياحية.

تصنيفات JEL : Z32 ، Q01 ، L83.

1. INTRODUCTION

Tourism is an option for territorial development which allows a territory to switch from being an area devoted to tourism to being a tourist destination (Férérol, 2013, p. 14). Today, it is more and more considered as the driving force of local development through its effects on other sectors like agriculture, culture, transport and services.

Implementing sustainable approaches and promoting tourism that respects local potentials mean making it accessible and managing these socio-cultural, environmental and economic elements, as well as preserving and securing the natural, built and cultural heritage of a tourist destination. For its part, this destination must attract, welcome and retain businesses, investors, public services, institutions and manpower in order to become a locally integrated tourist system, thus, stimulate local development (Anoune & Habbache, 2019, p. 341).

Indeed, there are many strategies for sustainable tourism development with economic, social and environmental dimensions. Consequently, each country in the world is launching a strategic reflection on the future of its tourism. The methods and the strategies used by these countries are different, but they always refer to the general issue of sustainable tourism development.

Algeria has a variety of potentialities whose development can give rise to an extensive and a prosperous sustainable tourism industry. Recently, tourism in Algeria has obtained a strategy of sustainable tourism development through the Tourism Development Master Plan (TDMP) for the year 2030, which constitutes a reference for the tourism policy.

We note that most of the studies that have been interested in tourism in

Algeria have reported that sustainable tourism is a product of the independent state. However, we notice the absence of a complete historical analytical research for this type of tourism in spite of the great importance of this activity during the 19th and 20th centuries and its subsequent potential contributions to the formulation of the horizons of the Algerian sustainable touristic strategies.

In this sense, the research problem revolves around the following main question: **To what extent can we really speak about a ‘Sustainable Touristic Strategy’ in the colonial period?**

To answer this question, it would be wise to divide it into sub-questions:

- What are the indicators of this touristic strategy?
- What are the sustainable touristic strategy that can be adopted today based on the model of the city of Biskra during the colonial period?

The answer of the research question can be obtained by testing the following hypotheses:

- It seems that French colonialism applied a touristic strategy based on sustainable tourism indicators (social, economic and environmental).
- A sustainable touristic strategies inspired by the colonial experience can be proposed as an alternative to current tourism in Algeria.

1.1 Research objectives

The research focuses, firstly on analyzing and extracting the sustainable tourism practices that aimed to develop the city during the colonial period, based on the model of the city of Biskra, and secondly on grouping and distinguishing these practices in the form of sustainable touristic strategies that can currently be exploited in terms of the natural, cultural and social potential in Algeria.

1.2. The choice of the city

During the colonial period, the city of Biskra, our case study, was the first city in Africa in terms of the number of hotels. It was offered to visitors from France, Europe and even America (Zytnicki, 2013, p. 97).

Therefore, French colonialism saw that this city combines all the sustainable assets that a territory can have to attract travelers: an exceptional and varied heritage, an oasis, urban and agrarian landscape and also, by the architecture of its human settlement, social life, palm groves, agriculture, mild and prosperous atmosphere, strategic positioning and the climate which attracted winter visitors.

1.3. The methodological approach

Several methodological and conceptual clarifications are worth

highlighting in order to better conduct our research:

First, a literature review is drawn on the issue of sustainable tourism, its origins and its foundations. Then, the historical analytical approach is used to provide valuable elements of response and clarification on the evolution of tourism and tourism potentials in the city of Biskra during the colonial period.

In a second step, a classification study of touristic strategies in the colonial era is presented to identify sustainable practices according to current sustainable tourism indicators.

Finally, in order to make the best use of these sustainable touristic strategies, a more extensive picture is drawn as to project them onto TDMP and propose a sustainable touristic strategies as an alternative to tourism in Algeria.

2. Literature Review

Sustainability was broadly observed as a promising method of tending to the negative effects of the tourism industry and maintaining its long-term viability. Ecology is a positive approach that reduces the tensions and frictions created by the complex interactions between the tourism industry, tourists, the environment and host communities in order to maintain the long-term capacity and quality of natural and human resources (Bramwel & Lane, 1993).

Sustainable tourism as a rising paradigm seems to upgrade existing calculated structures on tourism planning and advancement by making residents as its focus. Indeed, the direct and indirect support for the cooperation of network inhabitants is the establishment of the sustainability paradigm (Butcher, 1997, p. 31).

The sustainable tourism paradigm seeks to strike a balance between the traditional ‘utility paradigm’ and its derivative, the ‘social exchange theory’, which focuses on the trade-off between economic costs and benefits, and the new environmental paradigm (NEP), which, in turn, focuses on the conservation/preservation of all resources and the enhancement of community well-being for future generations (Choi & Siirkaya, 2005, p. 381).

According to the World Tourism Organization (UNWTO), sustainable tourism development is referred to as “the environmental, economic, and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”. Furthermore, its management is “applicable to all forms of

tourism”. That is, even mass tourism and niche tourism segments in all destinations are involved (Laliberté, 2005, p. 70).

Sustainable tourism is a lot of understood qualities trying to incorporate social, economic and environmental objectives; economic sustainability guarantees that advancement is economically efficient and that assets are figured out how to address the issues of future generations (Timur & Getz, 2009, pp. 221-222).

The three key objectives for sustainable tourism are: (1) to meet the needs of the host population in terms of improving living standards in the short and long terms; (2) to satisfy the demands of a growing number of tourists; and (3) to safeguard the natural environment in order to achieve the previous two objectives (Carter, 1993, p. 85).

Sustainable tourism can make a considerable contribution as the best guarantee of sustainable profitability and the reproduction of the activity itself, as it helps to preserve the permanent attractiveness, and therefore the success, of a destination. In other words, tourism is an economic sector where sustainability can be a favorable factor because it is an activity (Behnassi, 2008, p. 11):

- Tourism is based on limited spaces, often characterized by a fragile balance (coastline, historic centers, mountains) and concentration, which can also be a source of conflicts of use with the local population (water, hunting, agriculture...);

- Tourism as a contact activity has the potential to produce social change, to rebuild local societies and to homogenize cultures;

- Tourism must preserve the right to travel for future generations, to discover and learn about a naturally and culturally diverse planet.

A fundamental characteristic of the tourism sector is its ability to link the economic, social, cultural and environmental aspects of sustainable development. This is because tourism is an economic activity that is highly dependent on the preservation of intact environments, rich cultural heritage. This, in turn, represents an important responsibility for the sector, which has to deal with the social, cultural and environmental impacts for its development and growth (OMT, 2013, p. 155).

Sustainable tourism has the following functions (Boudjani, 2012):

- To make optimum use of the environmental resources that constitute a key element of tourism development, preserving essential ecological processes and biodiversity;

- To respect the socio-cultural authenticity of host communities, maintain their built and living cultural assets and traditional values;

- To ensure long-term sustainable economic activity that provides all stakeholders with equitably distributed socio-economic benefits, benefit opportunities and social services for host communities, thereby contributing to poverty reduction.

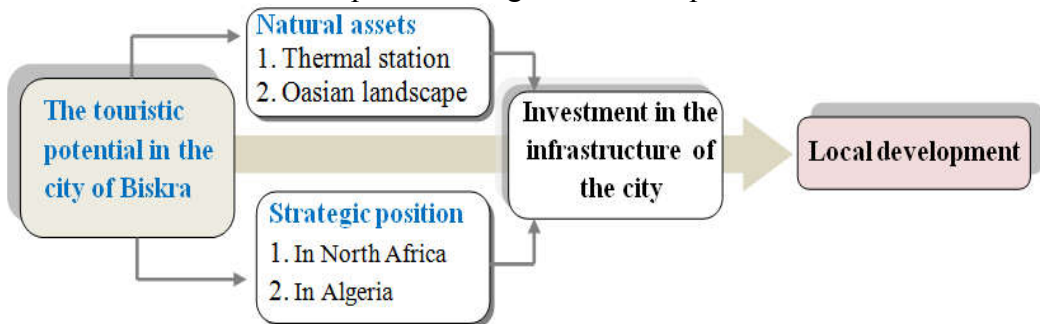
Hence, sustainable tourism and local development are mutually nourishing; tourism is a driving force for local development thanks to its requirements in terms of quality, infrastructure development and heritage preservation. Local development can open up isolated areas by improving means of transport, communication and living conditions in general, all of which are necessary for the promotion of tourism (Ministry of Industry, 2011, p. 12).

3. Biskra's Touristic Potential in the Colonial Situation: a strategic asset for the stimulation of local development

Tourism, far from being a superficial element, was inscribed in the heart of the colonial situation. It contributed to the improvement of Biskra's local development through its strategic position, reshaping the urban and oasis landscapes, by exploiting the local practices of the Biskran society, as an attractive touristic potential for foreign tourists at that time. This city became, throughout the 1890s, a fashionable touristic destination with its good society; at the international level, closer and more accessible than several North African cities (Zytnicki, 2016, p. 103).

On the basis of numerous works about tourism in the colonial period, we can conclude that the Biskran touristic potential was a strategic driving force, which led to investments in the city's infrastructure and the stimulation of local development.

Fig.1. The relationship between the tourism potential in Biskra and the local development during the colonial period.



Source: Elaborated by the authors, 2020

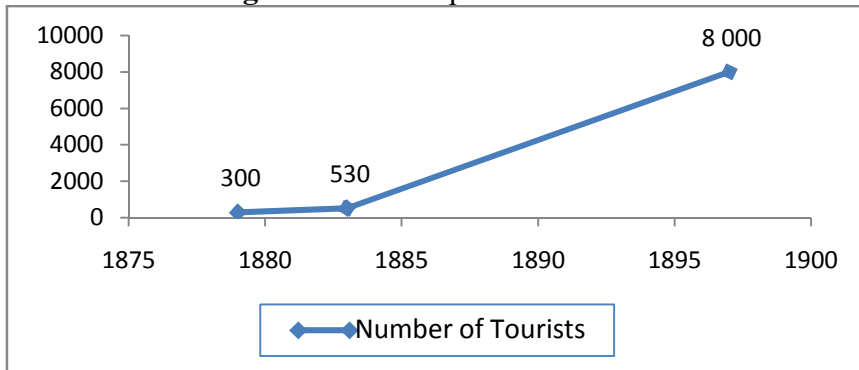
3.1 Biskra, winter and thermal tourism resort

The existence of a dense and diverse documentation, the register of

wintering in Biskra lead us to identify the characteristics of this form of tourism.

The region's climatic conditions, as an advantage, were one of the reasons behind the colonial authorities will for expanding Biskra city (Pizzaferrì, 2011, p. 42). As early as the 18th and 19th centuries, man's environment had an influence on his health. According to doctors, incurable respiratory diseases, like tuberculosis, were linked to the Northern Europe humidity and pollution. For these illnesses, the exposure to sunlight and traveling to places with a warm and dry atmosphere were recommended. Therefore, these North African territories: Egypt, Algeria, and Tunisia respectively became leading destinations for patients, who travelled on the basis of their doctors' orders (Benjamin, 2017, p. 60). Then, since some years of colonialism, especially towards the end of the 19th century, Biskra was qualified as a 'beautiful wintering city'.

Fig.2. Tourism Population Growth



Source: The data of L'Abbe Jean Hurabielle, 1899

The winterers were mostly British, and there were also Americans, Russians, Poles, Germans, Belgians, and Dutch. Many noble winterers, attracted by the rich Count Landon, built beautiful villas surrounded by agreeable gardens (Benjamin, 2017, p. 62).

For supervising this activity, the French colonialism had created a specialized body called the 'Committee of Wintering'. With the emergence of this committee in 1897, Algeria, especially Biskra city, was listed as a renowned winter resort. The committee's objective was to promote the Algerian city and satisfying the tourists' expectations. It was installed in the city hall. It functioned as an information office with an interpreter, a reading and correspondence room, and a travel agency. It also organized 'colonial propaganda caravans' enabling the French winter visitors to discover the interior of the country (Le Courrier de Biskra, 1897).

At the first time, the French soldiers built a small building of a square

shape to protect the Roman already-existing installations. This project's ambition was to bring the water of Hammam Salahine to Beni Mora in the glass conditions, where an enormous hydrotherapy complex and hoteliers were supposed to be created, but this project was abandoned because of the insufficient credits (Pizzaferrri, 2011, p. 42).

3.2. The Zibanese oasis landscape offers as a touristic destination

The oasis was a source of sustenance for the city inhabitants. This human ingenuity was an example of heritage by excellence throughout history. The city was characterized by oasis, urban and agrarian landscape varieties, the architecture of its human settlement, palm grove, agriculture, and soft and prosperous atmosphere. In addition, all the villages of old Biskra preserved the picturesque character of their medieval construction. Indeed, this landscape had reached a great significance in representing a well-selected range of tourists and men of literature, Art and painting were desperately looking for it as a touristic destination.

Around 1920, the Zibanese oasis, with its varied landscapes, could offer French, European, and even American tourists not only picturesque, but even more of a special and entirely new character (Zytnicki, 2013, p. 97). The picturesque character of these oases, its light, and the thermal atmosphere had led many Europeans to visit it.

Biskra had become an example of an oasis for tourists, where Europeans come to spend their holidays. It reached a very great importance, at that time, since it was compared to Hilwan in Egypt and Nice in France, and it ranked first (Zytnicki, 2016, p. 87). It is good to compare, the temperatures and rainfall conditions of the Oasis of Biskra with those of Nice as one of the best winter resorts.

Table 1. Comparison of temperature and rainfall at two winter stations
Biskra/Nice (1899)

| | Max T. | Min T. | Average T. | Rainfall |
|--------|---------|--------|------------|-----------|
| Nice | 20° 392 | 2° 732 | 11° 412 | 99 mm 495 |
| Biskra | 21° 429 | 8° 914 | 14° 942 | 17 mm 425 |

Source: The data of L'Abbe jean Hurabielle, 1899

These are eloquent signs that make it possible to make an informed choice between the two winter resorts. It follows from the above observations that while the maximum temperature is more or less the same, the minimum temperature is more than 6° apart in favour of Biskra, which is understandably an important capital (Bouzaher, 2015, p. 249).

3.3 Biskra at the centre of touristic circuits in the colonial period

Initially, Biskra with its strategic positioning, whether on an international or national scale, was the crossroads of several touristic destinations, be them towards the Algerian east or towards the south. Otherwise it was promoted as the distribution station to the oases of southern Algeria.

Biskra opens very quickly to other Algerian cities, because it is closer and linked to several cities either from the south or the north. Therefore, it was the heart of the touristic circuits in Algeria.

To go from Constantine to Biskra, you have to take the national road, that goes through a region that is always picturesque and always varied. You pass through Batna. This nice sub-prefecture, once a very important garrison, is built north of the last foothills of the Aurès. It is a very interesting excursion centre (Bouzaher, 2015, p. 254). Until 1875, the stagecoach road linking Batna and Biskra was on bad tracks, and crossing Wadi Qantra had often to be done on foot to the Bertrand Hotel. Biskra is called the Pearl of the Desert, and there was no site superior to it. It is still the starting point for excursions to the South in the direction of Touggourt and Ouargla.

The tension towards the south and the touristic development accompanying the great project of the junction between North Africa and the Sahara was the essential goal of French colonialism in North Africa. As for the African level, the first 'North African self-circuits' were organized, as early as 1920, between Algiers and Morocco, but the attractive oases led to the opening of circuits in the Biskra, Touggourt, and Tozeur sectors. A touristic circuit from Biskra-Tozeur to Djerba had been organized by the Tunisian Hotel Company (Voyages of Brothers Hignard), which is based in Tunisia, with branches in Algiers, Tangier, Gabès, Tozeur, and Biskra (Jarrassé, 2018).

These touristic circuits had an essential role in developing tourism in North Africa, particularly in its extension towards the Sahara.

3.4 Investment in Biskra's infrastructure

Until the first decade of the 20th century, the tourists hardly ventured beyond the fringes of the Saharan city. The territory was not at all sure of a well-thought-out infrastructure, roads, and hotels did not exist. After the First World War, the French colonialism developed the territory by means of transport networks to facilitate the incursion into the desert and the discovery of its tourist potential, thus, a series of hotels was set up to accommodate tourists (Zytnicki, 2013, p. 11).

3.4.1 The investment in transport networks in the Saharan territory

André Citroën was one of the pioneers in the automobile. He started the exploration of the Sahara in the early 1925. Without being the first or the only manufacturer to take an interest in the possible use of the automobile in the desert, **Citroën** was the first to develop a long-term vision of crossing the Sahara by car. Thus, in 1930, its Saharan network included Laghouat, Ghardaïa, Ouargla, Touggourt, El Oued, and Biskra. Once better and safer roads were opened, transport companies multiplied. Some of them remained on a modest scale (Murray, 2000, p. 97).

Others emerged under prestigious auspices were called to be developed. The general trans-Saharan company was founded in 1923 by **Gaston Gradis**, a poly-technician and businessman. This company offered travelers public transport, and for those who had chosen to cross the Sahara with their own vehicles, a piloting service was provided by guides. Finally, it sold package tours outside its lines so that travelers could benefit from all the advantages of transport organized by this company, both in North Africa and in the Sahara (Berthonnet, 2006, p. 32).

Similarly, the development of the railways and the horse-drawn services serving the towns of the former Regency allowed to penetrate the thickness of the country. The first railway line was between Algiers and Blida, and it was inaugurated in 1862. Later, Biskra, Touggourt, and Béchar were connected in 1886. It certainly had an effect on its success among the winterers of the Beautiful Period (Zytnicki, 2013, p. 1).

The airplane also played a role in developing tourism. Generally, it quickly became the easiest way for crossing the region, and discovering the unknown of its aspects. A squadron had been settled in Biskra in 1912, with the aim of carrying out reconnaissance missions as far as Ouargla.

3.4.2 Luxury stays, exceptional hotel architecture

At the beginning of the 1890s, the tourist influx to Biskra was important, which necessitated the construction of new establishments for accommodating foreign tourists (Zytnicki, 2016, p. 160). All the equipments had been gradually built, some of which were very luxurious, and built using new techniques, but with local materials. Some equipments had even the appearance of palaces built in the purest and most elegant oriental style. Thus, a hotel network of fourteen hotels had been set up for accommodating these tourists, who were increasingly growing from one year to the next.

Table 2. List of colonial-era hotels in the city of Biskra

| Hotel | Rooms |
|---|-------|
| Cheikh Bd Gambetta | / |
| Oasis Hotel | 50 |
| Sahara Hotel | 50 |
| Translantic Hotel | / |
| Terminus Hotel | 25 |
| Royal Hotel | / |
| Dar Diaf | / |
| Bertrand Hotel (el-Qantra) | 35 |
| The Casino | / |
| A hydrotherapy establishment (hammam-Salhine) | / |
| Palace Hotel | / |
| Victoria Hotel | / |
| Tolga Hotel | 12 |
| Tourists Hotel | 10 |

Source: adopted from Authors, 2020

4. Identification of sustainable touristic strategies in the colonial period

Investigation of the travel literature, and scientific and archaeological exploration, allowed us to identify touristic strategies in the city of Biskra in the colonial period, which correspond to the indicators of sustainable tourism.

From these records, we can extract the following sustainable touristic strategies:

Fig.3. sustainable touristic strategies



Source: Elaborated by the authors, 2020

4.1. A social touristic strategy: the relationship between local leisure practices and the tourist attraction

The local practices of the Biskran Company played a very important role in the development of tourism during the colonial period. They were not only a way of life, moreover, it was a sensitive cultural and social element. As a result, French colonialism exploited the customs and traditions of this society as a potential tourist attraction for foreign tourists during the colonial era.

- **The races:** horse races that brought together the best and specialists of the harnessed trotting in Algeria. The bets were going well during the festive days when the most picturesque were offered to the winterers. The program usually included, on the first day, a great Saharan race of méhara, instituted in 1890 by Cardinal Lavigerie, this race, so original, was done between Ouargla or Touggourt and Biskra (Pizzaferrì, 2011, p. 42).

- **Hunting:** In Biskra hunting was a source of much more exquisite emotions for both amateurs and long term winterers. Biskra and its surroundings were rich in bustards, hares, grey and red partridges, congas and Barbary partridges.

- **Social life:** Social life in the city of Biskra reflects the way people explore their environment and adapt to climatic and geographical constraints. This adaptation can be architectural, urban or rural. Social life with its traditions and culture constitutes a foundation of originality and specificity so much sought after by foreign tourists during the colonial period (Bouzaher, 2015, p. 251).

4.2. An environmental touristic strategy: The Biskran landscape; a true model of sustainable tourism

The city of Biskra had landscape potentials that qualify it as a touristic destination par excellence. French colonialism propagated these potentials and promoted them through the photographers and the artists who visited the city during the colonial period.

- **The Zibanese Oasis:** This oasis reached a very great importance by representing a tourist destination among foreign tourists at the colonial period. The picturesque character of these oases and its luminous and thermal atmosphere led many Europeans to visit it.

- **The Tell Sahara contrast:** This city has brought together all the assets that a territory can have to attract the tourists: beautiful and diverse landscapes from the Sahara to the Atlas Mountains. As well as the variety of rocks that have given the valleys of Biskra a great diversity of aspects:

gorges with vertical walls carved by a torrent, wide valleys in which only a thin stream of water flows, a valley with a horizontal bottom.

- **Old Biskra:** it was a prime example of sustainable housing, capitalising on a rich heritage, with specific potential, through Ksourian architecture, using the material "earth" and combining various methods based on local know-how.

In addition, all villages in Old Biskra retain the picturesque character of their medieval construction. Tourists had visited this human genius, it was a source of attraction for many foreign painters and photographers.

4.3. An economic touristic strategy: The birth of a prosperous economic activity

Tourism was a major element of the economic vision in colonial times. It was focused on the consolidation of several pillars of the economy such as:

- **Investment in tourism infrastructure:** During the colonial era, infrastructure emerged in the form of investment in roads, transport, accommodation, and services for cultural and leisure activities.

In 1932, the city of Biskra had its first development plan, called "Dervaux Plan", the aim of which was to link the European town to the indigenous town in order to reorganise mechanical traffic and make the town a real tourist attraction: large public garden, 18-hole golf course, spa, large boulevards, casinos, hotels.... The ambition of this project was to transform the city of Biskra into a paradise for tourists (Bouzaher, 2015, p. 240).

- **The creation of Ofalac:** The Algerian Office of Economic Action and Tourism was created in 1931, it is an emanation of the General Government. It has played a considerable role in the Algerian economic organization since its creation. Increasingly, this activity is a source of improvement in the balance of accounts as invisible exports.

As a result, the organization of tourism falls directly within the prerogatives of Ofalac: itineraries are studied, hotels are checked and approved, transport services are coordinated, tourist information is widely distributed throughout the world, etc. The organization of tourism is also a key element in the development of the tourism sector (Berthonnet, 2006, p. 34).

- **The installation of tourism offices:** Until the eve of the Second World War, Biskra the Blessed made poets dream, inspired artists, painters and photographers, and enchanted tourists. Afterwards, Alexandre Bougault, seduced by Biskra, decided to open a tourist office in 1919

(Pizzaferrri, 2011, p. 77).

5. Sustainable tourism: Alternative for tourism in Algeria

Recently, sustainable tourism is gaining importance as one of the choices often proposed for local development in Algeria. It is a choice present in the national debate on land use planning (2001) and retained as a priority choice in the strategy for planning and tourism development. It is included in the study on the Master Plans for Tourism Development.

5.1. Sustainable touristic strategies and (TDMP): horizons and perspectives

Tourism in Algeria has obtained a strategy of sustainable tourism development through the Tourism Development Master Plan (TDMP), but unfortunately and contrary to the other countries of the Mediterranean region, since independence, Algeria has not yet given the tourism sector an important role in its various development policies.

5.1.1. Presentation of the (TDMP):

The (TDMP) is a component of the National Spatial Planning Scheme (NSPS), the elaboration of which has been planned and defined by the law 02-01 of 12 December 2001 relating to Regional Planning and Sustainable Development. This plan constitutes the act by which the State displays for all the actors and for all the regions, its territorial tourist project for the horizon 2030. It aims at developing the natural and the cultural potentialities that Algeria possesses and determines all the actions aiming at developing tourism in the national territory (Territoire, 2008).

5.1.2. The (TDMP) and sustainable development:

This (TDMP) also outlines the strategic orientations for tourism development within the framework of sustainable development. Two stages are identified (Territoire, 2008):

- 2008-2015 which corresponds to the initiation phase of the strategy by the progressive meeting of the conditions of development in terms of organizational prerequisites, upgrading, training and development of human resources;

- 2015-2025, a stage of consolidation of the actions undertaken in the construction of Algeria as a destination.

5.2. Proposal of sustainable touristic strategies in the light of the model of the colonial period in the city of Biskra

The present strategy has been built on a diagnosis of the different tourism potentials in Algeria. Through the combination of a review of the literature on sustainable tourism, the identification of tourism strategies

during the colonial period and the transition to TDMP 2030, a proposal for a sustainable tourism strategy can be made, which allows us to make optimal use of the tourism potential in Algeria.

Table 3. A proposal for a sustainable tourism strategy

| Specific objectives of the strategy | Description of strategic actions |
|--|--|
| - Economic development for the well-being of populations | <ul style="list-style-type: none"> - The design of hotel and touristic infrastructures and their operation must integrate harmoniously into the local environment and be inspired, as far as possible, by the traditional architectural style and its integration into the bio-architecture. - Improvement of tourism information and the creation of specialized tourism offices (winter tourism, leisure tourism, etc.). - Upgrading of the transport network. - Enhancing cultural and natural heritage sites and facilitating their access to tourists through roads, signage and the use of new communication technologies. |
| - Environmental resource sustainability | <ul style="list-style-type: none"> - Identification of sites with high biodiversity value and definition of environmental enhancement and conservation plans. - Raising awareness of environmental impact assessments of new tourism projects. - Physical and cultural integrity of the landscape. - Biological diversity, a clean environment and efficient use of resources. |
| - Enhancement of social and cultural identity heritage | <ul style="list-style-type: none"> - Respect and exploit of the customs and habits of the inhabitants as a tourist attraction. - Preparation of an inventory of cultural and historical sites and a strategy for their management and enhancement. - Creation of events and festivals to enhance local leisure practices. |

Source: Elaborated by the authors, 2020

6. CONCLUSION

Sustainable tourism is an effective means of combining economic development with social, cultural and environmental aspects. Biskra, during the colonial period, had a well-selected range of touristic varieties (oasis, therapeutic, winter and agrarian). Men of literature, art and painting were desperately seeking it as a winter touristic destination. However, we note the lack of research for this type of tourism during this period.

Throughout this study, we have concluded that the types of tourism applied during the colonial period corresponded perfectly to the aspects of sustainable tourism. In this context, the city of Biskra during the colonial period was a real example in terms of sustainable tourism.

Thus, French colonialism put sustainability at the heart of all tourism activities by exploiting the tourism potential of the city of Biskra as a tourism strategy with environmental, economic and social dimensions.

After the identification of these sustainable touristic strategies, the observation of tourism in Algeria today, and the passage on the TDMP horizons 2030, we were able to propose a scheme that would enable us to advance the sustainable tourism sector as an alternative to tourism in Algeria. Among these sustainable touristic strategies: tourism based on local practices, tourism respectful of the environment, tourism based on nature and tourism respectful of the social and cultural identity heritage.

On the basis of the results of this study, we suggest the following recommendations:

- Creating a sustainable tourism industry that ensures the protection and the preservation of heritage resources for future generations;
- Using and exploiting the old hotels by cultural and social clubs, societies and scientific research institutes;
- Studying the cultural, aesthetic and social dimensions of tourism development projects and identifying their impact on the biological, cultural and natural diversity of the region;
- Highlighting the importance of relying on local heritage character and materials in construction and implementation, and of respecting architectural styles to preserve heritage identity;
- Enhancing the local leisure practices and supporting its effectiveness as a physical and symbolic presence, attraction and pillar of cultural and tourism development activities.

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